

Southeast Texas Olive's First Entry Wins Silver at New York International Olive Oil Competition

Devers, TX – Southeast Texas Olive, producer of premium, 100% organic extra virgin olive oil in Devers, Texas, received a 2017 Silver Award at this year's renowned New York International Olive Oil Competition (NYIOOC). Since its inception in 2013, the New York International Olive Oil Competition has earned its reputation as the world's largest and most prestigious annual olive oil competition. Each year the NYIOOC creates an elite panel of olive oil experts who come to the function with one purpose: to identify the very best oils of last harvest. This year's event, held on April 24-27, included 15 judges from Spain, Greece, Italy, US, Tunisia, Turkey, France, and Argentina. Over the course of 4 days, the expert tasters blind-tested and analyzed samples in 24 distinctive categories to pick winners.

Southeast Texas Olive co-owner, Randy Brazil, announced the orchard's recent award. "As a first time participant, the team at Southeast Texas Olive is thrilled to be a 2017 Silver Award Recipient; we know that the New York International Olive Oil Competition draws submissions from the very best growers on a global scale. It's an honor to be part of a renowned, international event. We could not be more proud and look forward to the future of Southeast Texas Olive oil."

Despite a challenging harvest season that triggered a 30% drop in global olive oil production, 2017 proved to be the NYIOOC biggest event yet. Southeast Texas Olive competed amongst more than 900 oils from 26 countries to take home a Silver Award for its organic, delicate blend. Most significantly, Southeast Texas Olive was one of only 71 oils from the United States to receive an award and, as Michael Paz, President of Texas Association of Olive Oil (TXAOO) pointed out, the only Texas grower recognized. "TXAOO congratulates Southeast Texas Olive for earning a Silver Medal at the NYIOOC. The recognition reflects a commitment by STO to grow and produce an olive oil worthy of international recognition," Paz said.

Brazil attributes his team's unwavering focus on quality as a contributing factor in distinguishing their harvest from other competitors. "At Southeast Texas Olive, our top priority is delivering top caliber extra virgin olive oil. From planting all the way through to packaging, Southeast Texas Olive is dedicated to bottling a 100% organic, ultra-fresh and deliciously unadulterated product. Receiving this 2017 NYIOOC award just proves what we have always known: Texas soil can produce world-class extra virgin olive oil."

To commemorate their recent 2017 Silver Award, Southeast Texas Olive is offering free domestic shipping on all orders placed from May 5th – May 15th. Visit www.setexasolive.com for more information. Additionally, the STO team will be participating at two upcoming conferences. Co-owner Randy Brazil will be speaking about the health benefits of olives at the 10th Annual *Christus Live Well Women's Conference* on Thursday, May 11, 2017 at Ford Park in Beaumont, Texas. Southeast Texas Olive will also be attending the inaugural *Texas Olive Conference* on Friday, June 16, at the Freeman Coliseum in downtown San Antonio.

About Southeast Texas Olive

Southeast Texas Olive produces award-winning, organic extra virgin olive oil in Devers, Texas. Family-owned and operated, Southeast Texas Olive achieved official organic certification in 2015 from two world-renowned agencies: the USDA as well as the CCOF, a nonprofit organization that promotes organic farming through a wide range of global channels and resources. Contact the Southeast Texas Olive team or visit our online shop to order your bottle today!

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