

Chemical Analysis and Organoleptic Evaluation:

Analysis	Results
Acidity	0.25% (very low)
Peroxide Value	5.0 meq O ₂ /Kg Oil (very low)
K232	1.300
K270	0.080
Delta K232	0.000
Chlorophyll	10.5 ppm (high)
Phenol	195.00 (high resistance to oxidation)
Organoleptic Evaluation	8 (highest)
Aroma and Taste	<i>Very Good</i>

Quantity:

The Panagotacos Estate in Greece has over 4,000 olive trees. These trees currently have potential to produce 10 tons of extra-virgin olive oil per year. The oil is bottled in Greece, with some shipped to the United States and kept in dark storage until distribution. Between 1,000 and 1,600 cases from the new harvest are planned for shipment to the United States for 2005.

Pricing:

This is a premium extra-virgin olive oil produced exclusively from Koroneiki olives and packaged in elegant glass bottles with pour spouts and handles. Bottles come in 250ml and 500ml sizes and are packed 12 per carton. Manufacturer's Suggested Retail Prices are:

250ml: \$15/bottle

500ml: \$25/bottle

Marketing and Operational Support:

Lykovouno Olive Oil Company has a track record of providing extensive marketing support. The marketing plan for 2004 includes frequent product sampling demonstrations in stores such as west coast Whole Foods Markets, San Francisco Bay Area Mollie Stones and Draeger's gourmet markets. Each year Lykovouno Olive Oil Company exhibits at multiple gourmet food festivals and fair events such as the Tomato Festival in Carmel, The San Francisco Chronicle Wine and Food Festival, the San Francisco Greek Festival, and the Marin County Farmers Market. Lykovouno Olive Oil Company also provides marketing collateral such as manufacturer's discount coupons to reinforce customer loyalty. Local operational support includes special packaging for promotions and holiday gift giving, as well as assistance with deliveries. Call for more details.

Target Market:

The primary target market for Lykovouno extra-virgin olive oil are people who want the best of everything and enjoy gourmet food prepared at home and in fine restaurants. A secondary target market are gift buyers who are seeking attractively packaged and unique gourmet food products of the highest quality.