

## Press Release

FOR IMMEDIATE RELEASE

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### ALILI Adds Organic Argan Oil, New Gift Packaging and More New Moroccan Ingredients

NEW YORK -- ALILI, the premium Moroccan ingredients company, celebrates its second anniversary by announcing the arrival of many new products including Organic Argan Oil, two new olive varieties, an artichoke spread and the unveiling of a new gift-size glass jar available in 6 ingredient varieties.

Alili's Organic Argan Oil (known popularly as Moroccan Gold) is organically produced from the nuts of the Argan tree, a gnarled plant that grows exclusively in the southern Essaouira region of Morocco. The oil, known for its distinctive nutty flavor, is hand-extracted by native women organized in argan cooperatives.

One of the culinary world's newest cult ingredients, Argan is rich in vitamin E and essential fatty acids. Argan Oil is recommended as a replacement for fine truffle oil or extra virgin olive oil on salads, grilled meats or fish.

The other new imported Alili products are two spicy olive varieties: Sahara Olives (meaty, oil cured olives with chili pepper) and Casablanca Olives (large picholine olives with harissa) and a tasty fresh artichoke spread that is great served with toasted baguette, used as a sandwich spread or tossed with fresh pasta.

Alili's new gift-size fine European glass jars are soon to appear in the gift shops of a handful of Manhattan's most exclusive hotels. These beautiful 5 oz. gift jars are now available in the following ingredients: Green Olive Tapenade, Black Olive Tapenade, Harissa, Artichoke Spread and Alili's exclusive Mountain Honey varieties: Carob Seed, Moroccan Lavender Flower and Jujube.

Alili products are currently available at specialty food retailers nationwide, in NYC-area retailers including Zabar's, Balducci's, Grace's Marketplace, Chelsea Market Baskets, Whole Foods in the mid-Atlantic US, and online at:

[alilimorocco.com](http://alilimorocco.com)

Founded in 2007, ALILI is a fine imported Moroccan ingredients company based in New York City. ALILI has over 30 products for retail and foodservice applications, including artisan honeys, hand-crafted olives, premium first-cold press oils, spreads and sauces. It is ALILI's mission to shine a spotlight on Morocco, one of the great agricultural regions in the world, and to bring its quality products the attention they deserve.

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