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FOR IMMEDIATE RELEASE

LORIVA PROVIDES THE GOODNESS WITHIN THE GRAPE

Loriva Introduces New, Heart-Healthy Grapeseed Oil

Ronkonkoma, NY— Since the beginning of time, products stemming from the grapevine, one of the oldest, healthiest plants, have inspired well being in man. The fruit of that vine, the grape, has given way to plump raisins, delicious juice and delectable wine. So it comes as no surprise that within the eternal grape lies the goodness of the grapeseed. It is this special seed, that provides the raw material to create grapeseed oil, one of the few foods that can simultaneously reduce Low Density Lipoprotein (LDL) cholesterol levels and increase High Density Lipoprotein (HDL) cholesterol levels (American Journal of Cardiology, 1993).

Crushed from the seeds of wine producing grapes, grapeseed oil is a pure, natural vegetable oil. This oil is high in linoleic acid, also known as omega-6 fatty acids, a necessary nutrient for the production of prostaglandins, hormone-like substances in the body involved in reducing blood clots and the inflammation of platelets.

A study done at the State University of New York Health Science Center revealed that grapeseed oil incorporated into diets substantially increased HDL cholesterol levels



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by 13 percent and lowered LDL cholesterol levels by 7 percent; lowering the risk of cardiovascular disease (Journal of the American College of Cardiology, 1993). The study consisted of a sample group of 56 men and women with initially low HDL levels, who were instructed to substitute up to 1.5 ounces of grapeseed oil for the oil they normally used for cooking and salads. After three weeks, it was discovered that the grapeseed oil directly contributed to a change in blood cholesterol levels.

The long term health benefit of grapeseed oil elevating HDL levels and lowering LDL levels of cholesterol was further supported by the Helsinki and Framingham Heart Studies; where thousands of patients were given grapeseed oil, resulting in an overall decrease in occurrence of cardiac events—in fact the heart-healthy oil contributed to a reduction of as much as 4 percent in occurrence for each percent increase in HDL over a period of several years (Alternative Medicine Guide to Heart Disease).

In addition, grapeseed oil is found to reduce the risk of impotency, helps prevent hypertension caused by sodium excess, and helps to normalize lesions occurring from obesity (Nutrition Reviews 1977;35: 1; Nature, 1976; 283:633). What's more, grapeseed oil contains a high concentration of the vital antioxidant, vitamin E, which also acts as natural preservative, gracing grapeseed oil with a shelf life of at least two years.

Although grapeseed oil may be new to the American consumer, the oil has a long history dating back to Biblical times. More recently, during this century's wars, European chefs struggling with shortages of cooking oil turned to grapeseed oil, and it has been appreciated in European kitchens ever since.

Up until now, it has been very difficult to find grapeseed oil. If found, the oil is usually very pricey, or must be purchased in very large quantities. Loriva Supreme Foods, purveyor of award-winning oils recognizes the goodness within the grape and is

proud to provide consumers with a top quality, great tasting, and affordable culinary grapeseed oil.

"It has been my intention to provide the American public with this incredibly healthful oil as we approach the year 2000, and we are committed to providing the best in quality for a reasonable price," said Bill Robertson, president of Loriva Supreme Foods.

Made from Italy's finest grapes, Loriva Grapeseed Oil provides a mildly nutty/fruity flavor that lends great taste to virtually every dish, without overpowering foods or leaving a greasy aftertaste. The versatile oil has a unique high smoke point of at least 485° F, making it the perfect kitchen staple. In addition to using it as key ingredient in salad dressings and baked goods, Loriva Grapeseed Oil is superb for sautéing and perfect for popping popcorn.

Loriva Grapeseed Oil contains no food coloring, no pesticides, no preservatives, no solvents and is not hydrogenated or cut with other oils.

Loriva Culinary Oils are available in supermarkets, health and specialty food stores nationwide and in Canada. Suggested retail prices range from \$2.59-\$5.79. For more information on Loriva Supreme Foods, Inc. and its products, call toll-free at (800) 94-LORIVA or visit Loriva's website at: [http:// www.loriva.com](http://www.loriva.com).

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