

November 1999

Dear Food Editor:

### The Grape Discovery

The use of Grapeseed oil dates back to Biblical times and for the past several years, the oil has become staple in European kitchens. It is only recently that grapeseed oil's incredible health benefits and versatility are becoming recognized in the United States.

Made from the bi-product of wine producing grapes, grapeseed oil has been proven by medical research to reduce Low Density Lipoprotein (LDL) cholesterol levels and increases High Density Lipoprotein (HDL) cholesterol levels as well as provide a myriad of other health benefits.

Grapeseed oil's versatility makes it easy to incorporate the wholesome oil in a daily diet by simply replacing standard cooking oil with grapeseed oil for sautéing, grilling, salads, baking, and even for popping popcorn. The green hued oil with a slightly nutty flavor compliments a variety of foods without leaving a heavy residue or aftertaste.

Until now, it has been difficult to find quality grapeseed oil. Loriva Supreme foods, purveyor of award-winning products that have been recognized as the "Best Line of Specialty Oils in America" is proud to bring a high quality grapeseed oil to American kitchens. As a toast to good health, please accept the enclosed bottle of Loriva Grapeseed Oil and pass along the goodness of grapeseed oil to your readers.

It is with permission of the East-West News Bureau that your name has been added to our list of writers to receive this and other sample products.

Loriva's Grapeseed Oil

Thank you for considering Loriva as part of your culinary coverage. We will be in touch to find out how we might be of further assistance.

Wishing you healthy cooking,

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