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## **ZORK and Olive Oil: A Perfect Combo**

**Napa, CA June 22, 2010** — When Lillian and Richard Dickson recently learned their Regina Extra Virgin Olive Oil (EVOO) had won a second Gold Medal at the highly respected Los Angeles International Extra Virgin Olive Oil Competition, they remarked on the coincidence: The Competition was founded in 2000, the same year they planted their first Taggiasca olive trees on their Napa estate. Since their first commercial harvest in 2005, Regina EVOO has earned awards and praise from the region's most discerning chefs, including Tra Vigne's Executive Chef, Nash Cagnetti. Perhaps most impressive, it won an ALMA Trophy in the ARMONIA International Olive Oil Competition, held annually in Spoleto, Italy, the first US producer ever to win this distinguished award.

"Richard and I are quite proud of the recognition we've been getting," says Lillian Dickson, "particularly since we're relative newcomers. But we love what we do and take great care in every step in the production of our Regina Extra Virgin Olive Oil."

Regina was the name of Richard's mother, who passed away the year the first trees were planted. The Dickson Napa Ranch is located about 40 miles north of San Francisco and boasts a stunning view of Mt. Tamalpais overlooking San Pablo Bay. The Dicksons produce between 150 and 200 cases of their Regina EVOO, depending on a year's harvest. They also have a small vineyard on the estate.

Originally cultivated by Benedictine monks in the 12<sup>th</sup> century, Taggiasca olive trees are prized for good fruit production with high yield in oil. It is the principal olive of Liguria, Italy, and has good resistance to all pest and disease problems. The tree is known as a cultivar, which means it can only be propagated by cuttings, not by seed. Some Taggiasca trees, all of which are self-pollinating, are over 600 years old and still bear fruit.

"The flavor of the Taggiasca olive that's grown on the Napa terroir is rich, robust, and totally unique," says Richard, who oversees the harvesting by hand in late November when

the olives are a mix of green, purple and black. After pressing, the oil is stored in stainless steel vats with controlled temperature and light to preserve freshness.

Extra virgin olive oil is the top of the line in the four general categories of olive oil: Extra Virgin Olive Oil (EVOO), Virgin, Olive Oil, and Light Olive Oil. EVOO is produced from the first pressing of olives under very strict laboratory standards and without the use of chemicals or excessive heat, which results in positive taste elements as determined by a blind tasting. Regina EVOO combines 90% Taggiasca olives and 5% each of Maurino and Pendolino olives, and possesses a free fatty acid content of 0.05%.

Given Regina's premium brand status —Regina also means "Queen" in Spanish—its packaging had to be on equal footing. "I had seen the ZORK exhibited at a Unified show in Sacramento in 2006 or 2007," says Richard, who has 40 years of experience in the packaging industry. "We'd been using bar-top corks, but there had been instances of the cork separating from the top after prolonged contact with the oil. The ZORK doesn't have that problem." Richard also appreciated the fact that applying the ZORK is a one-step operation. For her part, Lillian liked the look of the ZORK. "We both thought it worked beautifully with the label and the elegance we wanted our package to convey," she says.

"Best of all," says Richard, "is the ZORK's resealability and the fact that the top comes down tight over the lip of the bottle to prevent drips and leaks. I think that's just one more reason why consumers particularly like our product."

Regina EVOO is sold in high-end groceries and retail establishments in Napa Valley, San Francisco, Sacramento, Culver City, and Pasadena. It is also being used by the Bay Area's most uncompromising chefs: Michael Gyetvan (Azzurro), Sean O'Toole (Bardessono), Greg Cole (Celadon), Nash Cognito (Tra Vigne), Paul Canales (Oliveto), Stewart Beatty (Postino), Daniel Paterson (Coi), Annie Sommerville (Greens), Sean Baker (Gather), Craig Di Fonzo (Cantinetta Piero), Diane De Filippi (A Million Cooks), and Mark Gordon (Terzo).

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