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Dear Customers

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Thank you for looking at this web site and considering Kreta Reserve Extra Virgin Olive Oil. It is simply the highest quality and most healthful extra virgin olive oil. There are thousands of olive oils on the market, hundreds from Greece, and dozens from the island of Crete--but none are quite like Kreta Reserve:

√ My oil is made only from Koroneiki olives carefully grown and harvested by family farmers from small villages in the mountains on the island of Crete. They are my neighbors and friends. My oil has not been blended from oils of unknown origin and cleanliness. It has not been mixed with refined oils or adulterated with vegetable and seed oils. It is not from an oil broker or large oil producer who cannot afford to make the quality and healthfulness of the oil paramount.

√ The Koroneiki olive is naturally very high in polyphenols. Olives are laboratory tested and harvested only when the polyphenols are the highest, just before acidity naturally starts to develop. When the olives are processed, we take extra care to preserve these antioxidants that are so important for the cardio-vascular system and many other health benefits.

√ I watch the olives from the time they appear as buds on the trees until I harvest them. During that time, only the best practices are used to raise the olives without excessive use of fertilizers and no hormones or pesticides are applied to trees or ground. There is no heavy industry on the island of Crete. Olive trees there are not constantly bombarded with industrial pollution that is absorbed by the olives, as is the case in many olive-growing regions elsewhere.

√ I personally inspect the processing plant, machinery, and oil storage tanks. All are cleaned to my standards. I personally ensure the cans are manufactured and transported in a clean environment. I watch as the cans are filled under the most strict sanitary conditions.

√ The result is a clean, fresh, superior quality, and exponentially more healthful extra virgin olive oil second-to-none. The quality of my oil is verified by independent laboratory tests that I am pleased to share with my customers.



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√ And finally, the taste of extra virgin oil from the Koroneiki olive is superb. Many are surprised by the aggressive, robust, wild taste of the oil and the peppery bite in the back of the throat that comes from oil rich in polyphenols. With Kreta Reserve, the American palate can escape the bland mixtures of blended and refined olive oils sold as extra virgin and obtain the full health benefits that only the best quality extra virgin olive oil can provide.

There are so many ways you can use Kreta Reserve to enhance the flavor and the health value of the foods you eat. With 160 ppm of total polyphenols, Kreta Reserve is exponentially more healthful than other extra virgin olive oils. There is no reason to deny yourself the superb flavor of fried foods in your diet. Any meat, vegetable, or fish fried in Kreta Reserve becomes a “healthy heart” meal. I even use it on oatmeal in place of butter. Every day I try to eat two tablespoons of Kreta Reserve for the health benefits described by the US Food and Drug folks.

On this web site you will find a presentation that shows the entire process of making Kreta Reserve from the time the olives bud on the tree until the oil goes into the cans. Please have a look. I will also be pleased to share independent laboratory tests that confirm the quality of my oil. Kreta Reserve far exceeds all standards set by the International Olive Oil Council.

Kreta Reserve is not what I consider an “inexpensive” extra virgin olive oil. It costs much more to make oil of its purity, quality, and health value. However, Kreta Reserve is a great value compared to oils that cost less and offer much less and oils that cost more and offer less.

To sum up, Kreta Reserve is simply the cleanest, freshest, finest quality, and most healthful extra virgin olive oil on the market. I have eyes-on and hands-on the entire process to grow the olives and produce the oil. My goal is to offer the best possible product each crop year. My neighbors--all family farmers from small villages in the mountains on the island of Crete--and the processor who have joined me in this quest are fully committed. After four years of hard work, our first oil is here. We are now in the first year of a five-year plan that will continue to result in oil far superior to any competitor in the market place. We grow our olives and process them ourselves by our strict standards. We maintain superior, consistent quality because we are not oil brokers who simply buy and sell the cheapest oil they can find. We do not blend our oil. We do not adulterate our oil with refined olive oils or other oils. Making the highest quality oil is our only goal. Kreta Reserve exceeds the quality of most estate-bottled oils—perhaps there are a few that can match it, but I have not been able to find one yet. If the highest quality and most healthful extra virgin olive oil is your goal, then Kreta Reserve is the definitive choice.

Thank you for your time and consideration. Please call me direct if you have any questions or comments. I will appreciate any suggestions that will help me share the bounty of Kreta Reserve. I have some killer recipes too—Italian fried zucchini, grouper, or veal. Yummy!

Sincerely