

Aussie Olive Leaf Success in UK & USA

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A family-founded, natural medicine business, hidden away in the hills west of Brisbane, has again taken honours on the international stage.

Olive Products Australia (OPA) is the world's largest grower and extractor of fresh-picked Olive Leaf Extracts. Along with a soaring Australian market, the company has rapidly growing export sales into Korea, Hong Kong, Singapore, Taiwan, Japan, New Zealand, the United Kingdom and the USA.

As an example of its success in these markets, OPA's Comvita brand of Olive Leaf Complex won the 'Best New Product' award in the UK's *2008 Health Food Business Awards*.

The winning product is proudly, grown, extracted and bottled in OPA's south-east Queensland olive grove. The hotly contested awards are voted by retail health food stores across the UK.

Thanks to a strong partnership with Barlean's Organic Oils of the USA, OPA's Queensland-grown, fresh-picked olive leaf extract is also available across the United States.

Like OPA, the Barlean family's focus is on product *freshness* – a priority which has gained them distribution of their health products in more than 5,000 health food stores across the United States.

Bruce Barlean, founder and owner, commented, "As soon as I saw the "fresh-picked" focus of the Olive Leaf Australia extracts, and the significant scientific health data supporting them, I just knew we had to find a way to offer it to our US customers."

According to Barlean who has worked in the health industry for decades, "There is no other health supplement on the US market with as powerful antioxidant and broad spectrum health benefits as this fresh-picked, Australian, olive leaf liquid."

It will be available in the United States from February under the name "Barlean's Olive Leaf Complex".

To locate the nearest outlet, UK-based customers can contact Comvita UK at:

Freephone (UK Only): 0800 652 3468
Email: info@comvita.co.uk
Web: www.comvita.co.uk

US-based customers can contact Barlean's at:

Phone: 800 445 3529
Email: questions@barleans.com
Web: www.barleans.com

Contact

For more information on OPA's export markets or other enquiries please contact Mr Julian Archer (Business Development Manager) on julian@olea.com.au