



PRESS RELEASE

World Artisan Guild LLC
US Importer of
ARGAND'OR Argan Oil

**Gourmet chefs discover Argand'Or Argan oil, one of the finest and rarest
culinary ingredients**

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Argan oil, hand-crafted by artisan women cooperatives in Morocco, is the world's rarest and finest flavoring oil. Unknown to most Americans, this epicurean treasure has become a culinary sensation in Europe. Connoisseurs on the old continent cherish the gourmand taste of *Argand'Or* - as well as the estimable dietary benefits: Argan oil is not only delectable, but also loaded with anti-oxidants and anti-cholesterol plant sterols.

Fortunately, one does not need not to travel all the way to the rues of Paris, the orillas of Spain or the banks of the Thames River to experience Argan oil: Top gourmet chefs use hand-crafted Argan oil right here, in the United States of America.

Argan oil is a favorite ingredient of Boston's **Ken Oringer**. Chef Oringer, whose penchant for experimentation won him plenty of culinary prizes, uses Argan oil in stunning seafood creations such as *Ragout of Calamari with Grains of Paradise*. "The light and nutty taste of Argan oil creates a distinct and delightful flavor which matches perfectly with seafood", states Oringer. Currently, he indulges the Boston gourmet community with yet another heavenly Seafood - Argan Oil sensation: *Seared Nantucket Bay scallops with ginger salt, goat's milk butter and Argan oil*.

Englishman **Paul Liebrandt**, who cooked in Michelin star decorated restaurants in London, Oxford and Paris, brought the culinary secrets of Argan oil with him to New York. Chef Liebrandt, known for his experimental spirit and eclectic high-quality cuisine, uses Argan oil not only in entrees such as *Millbrook Venison on Red Cabbage Marmalade and Sweet and Sour Baby Carrots* - he also adds it to desserts such as *Argan oil financier with yuzu marmalade*. Says Liebrandt: "I love the versatility of Argan oil - it combines well with many flavors, and adds a surprising element to the final course".

Franklin Becker, the Brooklyn native whose culinary career led to Executive Chef positions in some of New York's finest food establishments such as Local, Capitale and critically acclaimed Brasserie, uses Argan oil in his signature *Marinated Beets, Chevre and Argan-garlic bread*. Chef Becker, author of "The Diabetic Chef", believes in the use of simple, natural ingredients to create dazzling dishes that are flavorful and healthy. "Argan oil is one of my favorite ingredients" says Becker. "It is unique in the sense that it weds a delightful taste with healthy nutrients".

Argan oil is a key ingredient in **Tony Aiazzi's Tuna Tartar Arabesque**. Chef Aiazzi, Executive chef in Charlie Palmer's flagship restaurant, New York's Michelin-star decorated Aureole, blends Argan oil with rare spices to create a uniquely deep delectable flavor for

World Artisan Guild LLC - 633 W. Wisconsin Avenue, Suite 700 - Milwaukee, WI 53203

(414) 431-8652 - contact@worldartisanguild.com - www.worldartisanguild.com

his Tartar dish. "Argan oil gives my Tuna Tartar a depth and distinct taste that I could not get from any other oil" explains Aiazzi.

James Beard Award Winner **Sandy D'Amato**, owner and executive chef at Sanford Restaurant, one of the Midwest's top dining venues, uses Argan oil in a variety of summer dishes. Chef D'Amato, who recently cooked for the Dalai-Lama, garnishes his signature *Bulgarian style Tarator*, a chilled yogurt cucumber soup, with Argan oil. "The combination of Argan oil, yogurt and traditional ingredients from the Balkan region creates a unique, delightful taste sensation", according to D'Amato: "Tarator, refined with Argan oil, is the perfect summer soup".

In 2007, *Argand'Or* Argan oil won major culinary awards, including TASTE 07 at *Anuga*, the world's largest trade show for food and beverages, and the Superior Taste Award from leading European culinary associations. *Argand'Or* Argan oil is entirely hand-crafted by Berber Women cooperatives of the Arganeraie, a small area in the Southwestern semi-desert of Morocco. These artisan women use traditional stone mills for the most gentle oil extraction possible, resulting in the highest quality Argan oil. *Argand'Or* is solely made from wild harvested Argan nuts, 100% USDA certified organic and a product of fair trading practices. The product is available in an 8.5 fl oz (250ml) bottle which retails for \$49.50 and, starting July 2008, in a new 3.4. fl oz (100ml) bottle with a suggested retail price of \$27.90.

About World Artisan Guild:

World Artisan Guild LLC is the exclusive US importer of *Argand'Or* culinary Argan oil and the *Argand'Or* Argan oil based cosmetic line. *Argand'Or* Argan oil is produced by the Union des Cooperatives des Femmes de l'Arganeraie (U.C.F.A.), a group of 22 Berber women cooperatives in the Arganeraie, a UNESCO protected Biosphere Reserve in Morocco's Southwest. *ARGAND'OR* Argan oil is certified USDA organic and a product of fair trade practises.

Contact:

Stefan Hauke
Direct Line: (414) 431-8652
stefan@worldartisanguild.com