



PRESS RELEASE

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

**The Gourmet Oil Sensation
that has taken Europe and Japan by Storm
is finally available in America**

Milwaukee, Wisconsin - April 30, 2007

The World Artisan Guild, importers of fine artisan foods, will introduce the world's most precious gourmet oil to America on May 6th. Connoisseurs and chefs alike are invited to experience Argand'Or Argan Oil, a delectable and healthy treasure of highest quality, for the first time at the ALL THINGS ORGANIC trade show in Chicago, co-hosted with the SPRING FANCY FOOD SHOW.

"We are extremely proud to bring this wonderful oil, already enjoyed by food enthusiasts across Europe and Japan, to America", says Stefan Hauke, founder of the World Artisan Guild. Argan oil, practically unknown in the United States, has a distinct divine taste that makes it a favorite ingredient in Europe's most acclaimed restaurants. Great European chefs cherish the distinct taste of Argand'Or Argan Oil and use it as a key constituent of delicate hors d'oeuvre and refined salad creations. Award winning Argand'Or Argan oil provides a delectable finishing touch to grilled vegetables and fish alike and accents sophisticated pasta dishes and soups. Delicious and light summer treats easy to prepare include Argan Oil Gazpacho, Argan Oil drizzled Feta Cheese on Spiring Mix Salad, Argan Oil on Avocado Carpaccio and, great for breakfast, Argan Oil Honey Spread on Bagels.

Argan oil is made from wild harvested Argan nuts which grow on tertiary Argan trees. The primordial tree is extinct except for a small area in North Africa's Maghreb region called "Arganeraie", a designated Biosphere Reserve protected by UNESCO. Local Berber women cooperatives, true artisans who use only traditional production methods, partnered with Argand'Or of Germany to produce Argan oil of highest quality. Only the best nuts are selected for the oil. The production process is entirely manual - from the cracking of the nuts to mild roasting for an outstanding taste to the hand-pressing in ancestral stone mills.

The very limited supply, combined with the unique delectable taste and uncompromising quality make Argand'Or Argan Oil an exceptional experience.

Argand'Or Argan oil is not only a delectable culinary gem, but also a very powerful anti-oxidant. It is extremely rich in Vitamin E in the form of gamma-tocopherol and contains a unique combination of cholesterol reducing sterols.

Argand'Or Argan Oil is 100% organic, pure and a product of fair trading practices. It is the only gourmet quality hand-pressed Argan oil available in the United States. It won the internationally acclaimed BioFach Product of the Year 2005 Award and was designated by the International Taste and Quality Institute. Argand'Or Argan oil is sold in bottles of 8.5 fl oz.

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