



PRESS RELEASE

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

**ARGAND'OR Argan Oil awarded with prestigious Superior Taste Award
only one month after US launch**

Milwaukee, Wisconsin - June 19, 2007

The International Taste & Quality Institute, a leading independent organization of Chefs and Sommeliers, awarded ARGAND'OR Argan oil with the Superior Taste Award 2007.

Independent expert judges from ten of the most prestigious European culinary institutions, including the Academy of Culinary Arts, the Maitres Cuisiniers of France and Belgium, the Federazione dei Cuochi Italiana and other leading chef organizations, awarded ARGAND'OR Argan oil with this prestigious culinary award after a rigorous sensory evaluation process.

On June 1st, Rudolf Bresink, one of the founders of ARGAND'OR GmbH of Germany received this esteemed award from M. Christian de Bauw, President of the International Taste & Quality Institute in a celebratory ceremony held at the famed Cercle Gaulois in Brussels, Belgium.

Receiving this important culinary prize confirms again that ARGAND'OR Argan oil, the only hand-crafted Argan oil available in the United States, is of highest gourmet quality and taste.

ARGAND'OR Argan oil is entirely hand-crafted by Artisan Berber Women of the Arganeraie, a small area in the Southwestern semi-desert of Morocco, using traditional stone mills for the most gentle oil extraction possible. ARGAND'OR Argan oil is solely made from wild harvested Argan nuts of highest quality, 100% USDA certified organic, pure and a product of fair trading practices. The oil is bottled in an USDA certified organic facility in Germany. In 2005, ARGAND'OR Argan oil won the "Product of the Year Award" at BioFach, the world's leading and most influential trade event for organic foods and was named in 2006 as one of ODE Magazine's ORGANIC 17 - "Ode's pick of the best, most innovative, inspiring and sustainable products and companies around the world".

ARGAND'OR Argan Oil is a rare, healthy and most delectable gourmet oil cherished by food aficionados. Famous chefs of the world use ARGAND'OR Argan oil for a stunning variety of dishes, including hors d'oeuvre, cheese, soups and salads, fish and seafood, lamb and beef, poultry and Foie Gras, as well as vegetarian dishes.

ARGAND'OR Argan Oil has been available in the United States since May 2007 when it was introduced by the World Artisan Guild at the All Things Organic Food show in Chicago. The World Artisan Guild is the exclusive importer of ARGAND'OR Argan oil.

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