

Pompeian touting enriched olive oil in \$5M campaign

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Baltimore's Pompeian Inc. is embarking on its biggest advertising and public relations campaign to date this year, with plans to spend up to \$5 million to gain a bigger share of the olive oil market.

The company will advertise in food magazines, culinary Web sites and sponsor a travel show that stars Gwyneth Paltrow as part of its push. The bulk of the promotions will tout the sale of a new product called OlivExtra Plus. The olive and canola oil blend contains an omega-3 fatty acid known as DHA supplied by Columbia's Martek Biosciences Corp. DHA is thought to aid eye and brain development.

Pompeian CEO Bill Monroe said that promoting added health benefits could help the company to distinguish itself from its larger competitors. "Innovation is important in this day and age," he said.

Pompeian is the third leading olive oil in the U.S., behind Filippo Berio and Bertolli.

While orange juice is enriched with

calcium and yogurt with fiber, olive oil producers have largely not seized this trend so far, said Bob Bauer, president of the North American Olive Oil Association. Bauer said the only exception he was aware of is Italica, a Spanish olive oil

company that sells olive oil enriched with vitamins A, D and E.

Pompeian's print and online ads will run in Martha Stewart Living, the Food Network Magazine, Eating Well magazine and their companion Web sites. Pompeian also is sponsoring two PBS TV shows, "Nick Stellino's Cooking with Friends" and "Spain — on the Road Again," which stars chef Mario Batali and Gwyneth Paltrow.

Pompeian's longtime New Jersey ad agency, Block & DeCorso, has crafted the marketing campaign. One piece of its public relations effort will involve using television chef Nick Stellino to appear on morning television shows, touting inexpensive recipes using Pompeian.

"In this climate consumers are conscious of how to eat well for less," said Barbara Block, public relations director at Block & DeCorso.



Pompeian's ads going after the health conscious.

COURTESY OF BLOCK & DECORSO

