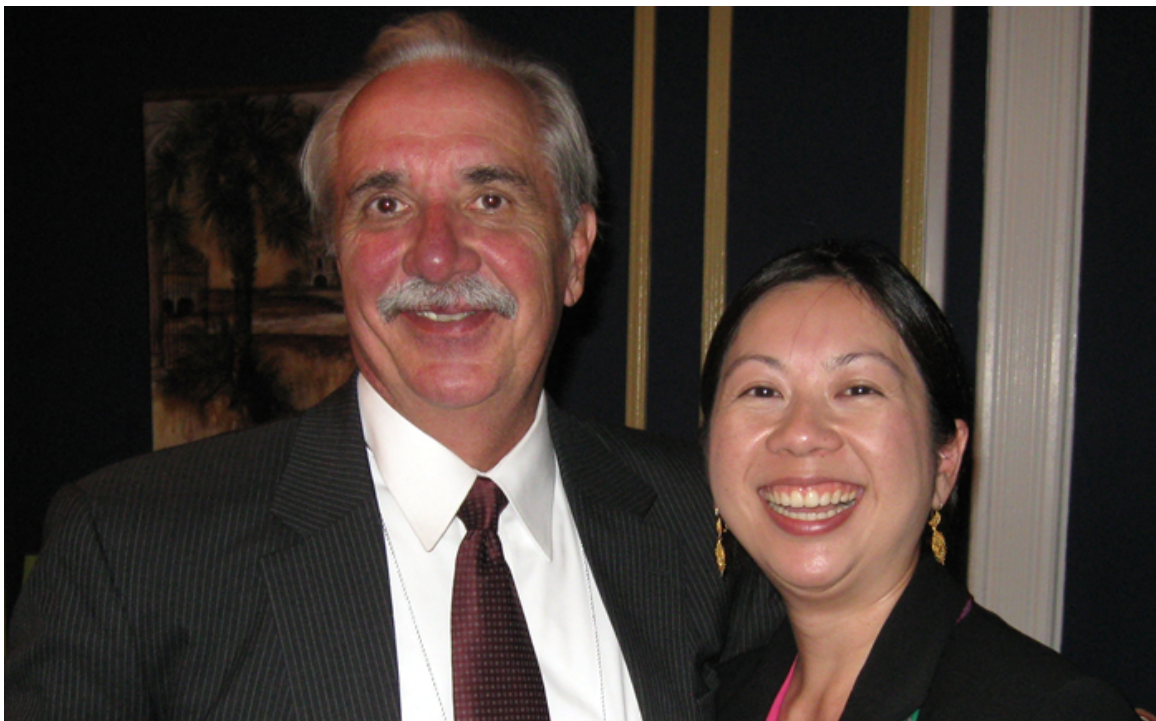




News Release

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Al Hamman with CNFA Program Officer, Lina Ha-Stone, at the Taste of Egypt event in Washington, DC

***MARKETING FIRM BRINGS
EGYPTIAN OLIVES AND OLIVE OIL TO THE US TABLE
DURING SUMMER 2012 FANCY FOOD SHOW***

Johnson City, TN—One highlight of this year's Summer Fancy Food Show in Washington, DC was a tasting event held at the Commercial and Economic Bureau of the Egyptian Embassy on Massachusetts Avenue. More than 170 guests attended the "Taste of Egypt" event Monday, June 18, from 6:30 p.m. to 8:30 p.m.

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The event, sponsored by CNFA, a Washington, DC-based NGO dedicated to stimulating economic growth around the world, was promoted and organized by Hamman Marketing Associates (HMA), an international marketing consulting firm with headquarters in Johnson City, Tennessee. CNFA staff worked closely with producers and processors on production aspects as part of their extensive Zaytun Project funded by USAID, while Hamman Marketing Associates focused on the ‘end game’ of helping the Egyptian producers understand the US market through educational sessions, and put their products in front of US buyers, sales people and media.

According to Al Hamman, HMA president and US Market Entry Program consultant, the “Taste of Egypt” was the first wave of a planned broader initiative to introduce Egyptian olives and olive oil—as well as other food products—to the US marketplace.

“The Fancy Food Show is the premier specialty food show in the US,” Hamman says. “It is the logical point to begin a grassroots awareness campaign to introduce Egyptian olives and olive oil to US buyers throughout the distribution chain.”

Hamman Marketing Associates is an international consulting and business development firm with considerable experience in the Middle East and North Africa. For more information about services and experience, visit www.hammanmarketing.com.

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