

**The new “Sour Cherry Seed Oil” from PÖDÖR Premium Oils and Vinegars is one of the top innovations in the industry and a highlight of the Anuga Taste Innovation Show 2017**

**Grevenbroich, in September 2017** – At the international Anuga Food Fair, taking place from 7 to 11 October 2017 in Cologne, PÖDÖR is set to impress an eager trade audience with its exquisite oil made from the seeds of sour cherries. For the expert jury of the Anuga Taste Innovation Show, which will select the industry’s top innovations from amongst approx. 2,000 product ideas, PÖDÖR’s sour cherry oil is one of the top innovations at this year’s Anuga. The results can be examined in a special exhibition on the North Boulevard in front of Hall 7 of the fair grounds. Visitors at the PÖDÖR stand (Hall 10.2 / Stand D055) can personally sample the sour cherry oil.

### **Fine & precious – PÖDÖR Sour Cherry Seed Oil**

Nothing refines a delicious dish more than crowning it with a drizzle of fine oil to round off the taste. To provide both gourmet chefs and hobby cooks with a very special ingredient, PÖDÖR has developed a premium oil made from the seeds of sour cherries, also known as tart cherries. At this year’s Anuga, the new product will be presented to the public for the first time. Don’t miss a chance to have a taste!

Cold-pressed sour cherry seed oil is especially well-suited for refining salads, gravy and pungent cheeses. As well, many kinds of fruit offer incredibly new taste sensations when drizzled with this precious oil and then sprinkled, for example, with flakes of dark chocolate. A tip for all gourmants: Just a few drops of oil in soups or drizzled on fresh pasta will lend every dish that extra nuance of aroma.

The golden yellow sour cherry seed oil is one of the rarest, yet most valuable oils known to man. Even back in the Medieval ages, this oil was highly valued for its beneficial health effects, and to this day it is still quite complicated to produce. The cherry pits are carefully selected and then processed using a method specially developed by PÖDÖR. They are then kept in cold storage at a specific temperature and humidity level and finally cold pressed using an exclusively mechanical oil press. Thanks to this gentle method of processing, the sour cherry oil preserves all of the original components that are responsible for its fine flavour and beneficial effects.

This oil is characterized by its high proportion of Omega-6 fatty acids and Vitamin E, both of which are essential substances for the human organism. They protect the cells of the body from destruction and deactivate free radicals. One main component of sour cherry seed oil is oleic acid, an unsaturated fatty acid that is indispensable for humans. As it is not produced in the human body, these healthy fatty acids must be added to our diet.

The sour cherry seed oil made by PÖDÖR is not only very healthy, but also offers a very special taste experience – just a few drops will add a crowning glory to many kinds of food.

## **About PÖDÖR**

A family-run business, PÖDÖR has been developing and producing premium oils and vinegars since its founding in 2011. The PÖDÖR press master is a co-founder of the company, and has been producing cold pressed seed oils for four generations now. So PÖDÖR can draw on more than 100 years of experience in the production of the highest quality oils, to develop products that are in line with the zeitgeist of today's discerning consumers. PÖDÖR operates in more than 10 countries worldwide, including England, Germany, USA, Australia, Japan, Taiwan, Hungary, Austria and Switzerland. PÖDÖR is a rapidly growing international premium brand and currently exports over 90 percent of its production.

PÖDÖR – the best from the seed: Only thoroughly cleaned, 100% natural top quality raw materials are hand-pressed by the most experienced press masters. All products are bottled only after the strictest quality control, in order to preserve the healthy, unsaturated fatty acids and vitamins. The product range currently encompasses 27 cold pressed premium oils, most of which are certified organic, as well as more than 20 different fruit and balsamic vinegars. PÖDÖR supplies the international gourmet cuisine market, including many star chefs, as well as premium retail food outlets. All products can be bought in select specialty shops and in the company's own online shop.

## **Press contact**

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