

**At the Anuga 2017, the world's leading trade show for the food industry, PÖDÖR presents its special cold pressed oils for refining and adding aroma to fine food**

**Grevenbroich, 26 October 2017** – At this year's Anuga in Cologne, the global innovation meeting point of the food and beverages industry, PÖDÖR presented its wide range of cold pressed oils, balsamicos and vinegars to a fascinated trade audience. As product highlights, visitors to the show could sample PÖDÖR's Sour Cherry Seed Oil – a winner in the Anuga Taste Innovation Show – and PÖDÖR's newly developed Garden Cress Seed Oil. To demonstrate the special properties and benefits of cold pressed PÖDÖR oils to the public, several times a day on all five days of the show, visitors to the stand could watch PÖDÖR oils being produced live on a specially-developed mechanical press: fresh and deliciously aromatic pistachio oil, macadamia nut oil and hazelnut oil made from Piedmont hazelnuts. Everyone could sample the fresh-pressed oils still warm from the pressing. "It was an unbelievable culinary moment for me to try such exquisite oils straight from the press!", enthused 3-star chef Thomas Bühner, who was introduced at the Anuga as the new brand ambassador of PÖDÖR and who will in future be supporting the premium producer of fine oils in announcing the benefits and uses of its products. "The oils of PÖDÖR are perfect for refining any dish and lending it a very special flavor. I'm really looking forward to experimenting with the products of PÖDÖR and creating new flavor experiences that every hobby chef will be able to easily duplicate to conjure up their own great dishes at home", says the 3-star chef.

**The secret is in the seed**

"What is the secret of our oils? Just take a look at our label! We press the seeds using a very gentle process and our oils preserve 100% of the original components of the seeds from which they are made – without any added ingredients", explains Zoltan Lehoczki, head of PÖDÖR International.

The quality of PÖDÖR's products is based on two important pillars: product quality and the pressing process. All seeds and nuts are bought whole and in pristine condition only from select regions where the raw ingredients are native and grow best. Another important factor is our pressing process, which ensures that all PÖDÖR oils are able to retain so many flavor nuances. For example, PÖDÖR works with mechanical oil presses, which gently warm the ground seeds before cold-pressing them under high pressure.

## **Oil, carrier of flavors**

Rule of thumb: cold-pressed oils with a high content of Omega-3 should only be eaten cold or warmed only slightly. Cold pressed oils with a low Omega-3 content or none at all, such as olive oil, can be used for cooking. “Our oils are particularly well-suited for refining and adding aroma to food. Just a few drops are enough to create a special taste experience. On its website PÖDÖR offers over 500 healthy, delicious and easy-to-make recipes, which explain every step of the way how to make the dish”, says Szilvia Magony of Pödör USA Inc.

Discover the delicious world of premium oils from PÖDÖR for yourself: At [podor.com.au](http://podor.com.au) you will find lots of easy-to-make recipes for each individual oil.

## **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.

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