



PRESS RELEASE

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For centuries, France has produced gourmet food oils using traditional methods. Historically, each village had its own mill for roasting and pressing oil from locally-harvested nuts and seeds. Today, La Tourangelle upholds the traditional production process using quality ingredients that are healthy, full of flavor, and responsibly sourced. **Known for its signature beautiful tin, the French brand is a top producer of flavored oils.**

LA TOURANGELLE : *A Renaissance Story*

In the 1970s, oil merchant Heinz Kohlmeyer fell in love with a woman from Anjou and moved to France. Looking to invest in the Loire Valley, he turned his attention to the region's gastronomic specialty: walnut oil. He acquired a 19th-century oil mill named **La Tourangelle, located in Saumur, in the Loire Valley.** In the acquisition, Heinz preserved the mill's traditional production methods while improving the production process..



And it was a success! **In ten short years, oil production grew from 60 to 800 tons,** sales went international, and the bottles of oil were placed on shelves in over 8,000 stores. The brand expanded further, to Europe (especially France), Asia (Japan), Australia, and Scandinavia. Four years later, Matthieu launched the La Tourangelle Foundation, creating the La Tourangelle Community Garden on its 28-hectare farm and mill. In 2021, he bought out the remaining shares from his early investors, making **La Tourangelle a 100% family-owned business.**

In 2002 one of Heinz's sons, Matthieu, moved to California after finishing business school. California is world's largest producer of walnuts and pistachios, and he noticed an opportunity to bring French tradition to the US. **He set up an oil production plant in Woodland, just outside Sacramento.** At this new plant, he began producing and bottling walnut oil, while adding Almond, Hazelnut, Pistachio, and Sesame oils to his line of products. From this, the brand of La Tourangelle was born - **from the castle logo to the now-iconic tin can,** every part of the brand design was intentional.



In 2023, the company celebrated its 20th anniversary in California, with sales of \$75m (80% from US operations, 20% from France) and over 100 employees. The K Labs Molecular Distillation Program finished construction of a state-of-the-art MD tower, and began production of specialty oils at its Woodland, California site. La Tourangelle Peru was established in a joint venture with Amazon Health Products to begin manufacturing avocado oil in Lima. And the story continues...

LA TOURANGELLE :

Exceptional Products

From oils to mayonnaise and sauces, La Tourangelle's product line continues to expand without compromising its quality or **150 years of traditional craftsmanship**. Responsible sourcing is a key element of its strategy: for example, their olive oil is pressed from olives grown in an environmentally-friendly natural park and mechanically cold-pressed. **All the products are 100% natural with no additives or preservatives, packaged in eco-friendly, beautifully-labeled packaging.**



The Oils

La Tourangelle offers a range of oils that are versatile, delicious, and perfect for everyday use. They include :

Nut Oils

The iconic Walnut, plus Hazelnut, Almond, and Pistachio Oils,

Infused Oils

Basil, Garlic, Thyme & Rosemary Oils,

Specialty Oils

Virgin Sesame Oil, Avocado Oil, Flaxseed Oil, Il Piccante (Spicy Oil), Pumpkinseed Oil, Thai Wok Oil, White Truffle Oil, Black Truffle Oil,

Organic Extra Virgin Olive Oil

Grapeseed Oil

Organic Coconut Oils

Virgin, Refined, Avocado-Coco Oils,

New Products

Organic Virgin Sunflower Oil

Made from locally-harvested sunflower seeds grown in the Loire Valley



Mayonnaises & sauces

Authentic, innovative flavors and simple ingredients - just like homemade. Our mayos and sauces are 100% natural with no additives, no preservatives, and no added sugars. They're made in Saumur from simple, high-quality ingredients: French canola oil, French free-range eggs, Dijon mustard, and Guérande salt.

Mayonnaises

Traditional Mayonnaise, made with eggs from free-range chickens and Dijon mustard

Garlic-Infused Mayonnaise

White Truffle Mayonnaise

Black Truffle Mayonnaise

Peppercorn Sauce

Made with premium peppercorns

Bearnaise Sauce

Made with French tarragon, shallots, and Saumur wine



Backed by committed partners, La Tourangelle has worldwide distribution. In France, the brand is available in supermarkets, online, and in a selection of delicatessens.

LA TOURANGELLE :

A commitment to high-quality food

La Tourangelle is proud of its commitment to good food - here, you'll find no artificial flavors, unhealthy ingredients, or production methods that destroy the soil. La Tourangelle proves once and for all that a meal can be healthy, good for the environment, gourmet, and tasty. Its goal is to offer clean, quality products without compromising on taste or nutritional quality - only exceptional products, paired with real commitments.

Pleasure & Nutrition : Because food should be both enjoyable and nutritious, thanks to vegetable and nut oils that are both healthy and delicious.

Sustainable Partnerships : Because we only partner with producers of high-quality vegetable oils from all over the world, all of whom share the same philosophy of preserving the environment. Every detail & every step counts.

Fair Business Practices & Environmental Protection : Because fair remuneration and consuming raw product are an essential combination for the environment.

The Power to Inspire : Because teaching people to grow their own fruits and vegetables helps build a better future for the next generation. That's why La Tourangelle is proud to run their own community garden and support local gardening programs such as Edible Schoolyard and Yolo Farm to Fork.

Chemical-free : Because all of our products are free from chemicals, gluten, sodium, BPA, and GMOs.

Packaging for Flavor : In addition to its elegant shape, the opaque tin can optimally protect oil from the sun's rays, which can degrade nutrients and oxidize the oil. On the sustainability side, tin is not only infinitely recyclable but also lighter to transport, reducing the environmental impact of shipping.



La Tourangelle - cook like you care !



www.latourangelle.fr

