



FOR IMMEDIATE RELEASE

## New olive oil store plans to give Winston-Salem residents a gateway to great taste

Winston-Salem, NC (April 01, 2011) – Green Gate Olive Oils, a family owned and operated specialty store featuring olive oil and balsamic vinegars from around the world will have it's grand opening on April 8<sup>th</sup> and 9<sup>th</sup>.

Based on a similar premise to that of a wine bar offering tastings, Green Gate Olive Oils gives customers the unique opportunity to sample each of the 40 different varieties of oils and vinegars in the store. After customers have made their selection their purchase is bottled and sealed fresh for them on the spot.

“We give people an interactive experience that allows them sample our product prior to making a selection. Our customers leave knowing they love what they bought and we give them suggestions on various ways to use their oil and vinegar selections”, said Brandon McDaniel, Manager Green Gate Olive Oils. “Stepping into the store, seeing all the different flavors and hearing how others use the product in their cooking makes it difficult to be anything but inspired”.

The oils and vinegars at each tasting station are stored in stainless steel containers called fustis, imported from Italy to preserve the freshness and flavors of unique olive oils like: Chipotle, Garlic, Tuscan Herb Blend, Blood Orange and White Truffle. As well as a flavorful variety of balsamic vinegars including: Espresso, Cinnamon Pear, Pomegranate, Dark Chocolate, and a Traditional 18-year aged balsamic, just to name a few.

In addition to oils and vinegars, Green Gate Olive Oils offers a variety of specialty products, including pasta and sauces imported directly from Italy as well as spices, chocolates, olive oil-based soaps and French linens.

Following the success of their first store in Pinehurst, N.C., in April, 2010, which was awarded Entrepreneur of the Year by Pinehurst's 4-star Chamber of Commerce, owners Keith and Georganne McDaniel decided to open a second store in Winston-Salem which will be managed by their son Brandon McDaniel.

“We are thrilled to be in Winston Salem. Keith and I are natives of North Carolina and I am a graduate of UNC-Greensboro.” said Georganne McDaniel, Owner Green Gate Olive Oils. “We look forward to making many new friends in the Winston Salem area

while bringing you a new and exciting product to enhance your cooking and dining experience”

A modern take on Mediterranean ambiance meets Southern charm. This store embraces the motto that food is all about friends, family and fun. Great food and good friends brings a smile to everyone’s face. You don’t have to be a gourmet cook to use these products. Just one visit to Green Gate gives you unlimited possibilities to take home to your kitchen table.

The new store is located at 205 S. Stratford Road in the Towers Shopping Center, across from Thruway Shopping Center just off I-40 Business. Open Monday through Saturday 11am – 6pm and available off-hours for special events and private tastings.

Contact:

Brandon McDaniel

General Manager, Green Gate Olive Oils

(336) 528-0446

[Brandon@GreenGateOliveOils.com](mailto:Brandon@GreenGateOliveOils.com)

[www.GreenGateOliveOils.com](http://www.GreenGateOliveOils.com)