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The Rolls Royce Of Olive Oils wins Silver World Medal in The New York Festivals.

ë /lambda/ ultra premium olive oil conquers prestigious Big Apple awards.

/24-7PressRelease/ - GLYKA NERA, GREECE, July 06, 2008 - ë /lambda/, the celebrated ultra premium olive oil that has been referred to by critics as the Rolls Royce of olive oils was awarded a Silver World Medal in the prestigious New York Festivals awards for its stunning packaging.

Its powerful, straightforward and almost dogmatic presence which totally differentiates it from any other olive oil in the world fascinated the acclaimed judges of the Festivals.

Intense fruity, medium peppery, with grassy notes, /lambda/ is a high-end favourite for VIP s, Hollywood stars and trendsetters.

Made exclusively by Speiron, the Greek boutique company dedicated in developing ultra premium products, ë /lambda/ is the first ultra premium extra virgin olive oil in the world.

Produced with the finest Koroneiki olives from the award-winning Kritsa region of Greece, ë /lambda/ has extremely low acidity (0.19°) and it is cold-extracted through the unique process of common pressing which ensures that the olives are turned to oil within a maximum of 8-10 hours after picking.

Available exclusively in the U.K. and Denmark up-to-now, ë /lambda/ is available online at www.speironcompany.com and comes in a two pack for \$104 and a exquisite gift box for \$182.

For media enquiries contact Speiron at press@speironcompany.com

About Speiron

Speiron was founded in 2006 by visionary Giorgos Kolliopoulos and it is the first Ultra Premium Food & Beverage company in Greece. Speiron's first product ë /lambda/ ultra premium olive oil was launched last year, receiving rave reviews from major media such as Wallpaper magazine, LA Times, Time magazine, The Sunday Times, The Independent, The Rachel Ray Show and others.