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FOR IMMEDIATE RELEASE

Lindsay Olives to Participate in Challenge Butter Holiday Celebrity Chef Challenge “Recipe for Caring”

Chef Jon Ashton Partnering with Lindsay Olives for Charity

LAFAYETTE, Calif. (November 20, 2012) – Lindsay Olives, America’s number one selling olive brand, today announced the company’s involvement with Challenge Butter’s holiday charity campaign, [Recipe for Caring](#), running now through January 15, 2013. Celebrity Chef, Jon Ashton, has partnered with Lindsay Olives for the campaign.

“Lindsay Olives is honored to have the opportunity to participate in the Recipe for Caring with Chef Jon Ashton,” said Andal Allison, marketing manager, Lindsay Olives. “It’s a great way to mix food, cooking and the spirit of giving during the holiday season.”

Challenge Butter’s Recipe for Caring Challenge is an online campaign where consumers will view and vote for their favorite of three recipes, all submitted by different celebrity chefs. At the end of the campaign, the Chef who submitted the winning recipe will receive \$5,000 from Challenge Butter to put towards a charity of their choice. The two runner-up chefs will receive \$2,500 for their charities.

The recipe submitted by Chef Ashton for the campaign is [Savory Olive and Parmesan Scones](#) and his charity is the [Second harvest Food Bank of Northeast Tennessee](#), a member of Feeding America.

“I’m excited to have the opportunity to partner with the Nation’s top olive brand, Lindsay Olives, and to give back to a charity that is very dear to my heart,” said Chef Ashton. “Savory Olive and Parmesan Scones are a great recipe to make during the holiday season. The light, flaky texture, combined with the savory olive taste will surely become a family favorite.”

Chef Gale Gand and Chef Avery Pursell are the culinary experts joining Chef Ashton for the holiday campaign. Other recipes Facebook fans will vote for include Coconut Pecan Butter Crunch Cookies and Apple Pie with Hot Buttered Rum Sauce.

To vote for any of the three recipes and learn more about the celebrity chefs, visit <http://www.challengedairy.com/recipeforcaring/>. To learn more about Lindsay Olives, visit www.lindsayolives.com.

About Lindsay Olives

Lindsay Olives provides a full line of olives, including its delicious, savory California black ripe olives and Naturals Green Ripe olives. Lindsay Olives’ parent company, Bell-Carter Foods, Inc., was established in 1912 in Berkeley, California, and now produces more than 10 million cases of olives annually, making it the largest U.S. table olive processor and the second largest in the world. Fourth generation family owned and a commitment to sustainability and innovation, the company is headquartered in Lafayette, California, and processes olives in Corning, California.

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