



# Loralai Olive

offering an olive branch for your wellness

## Brand Profile 2025



# Our Journey

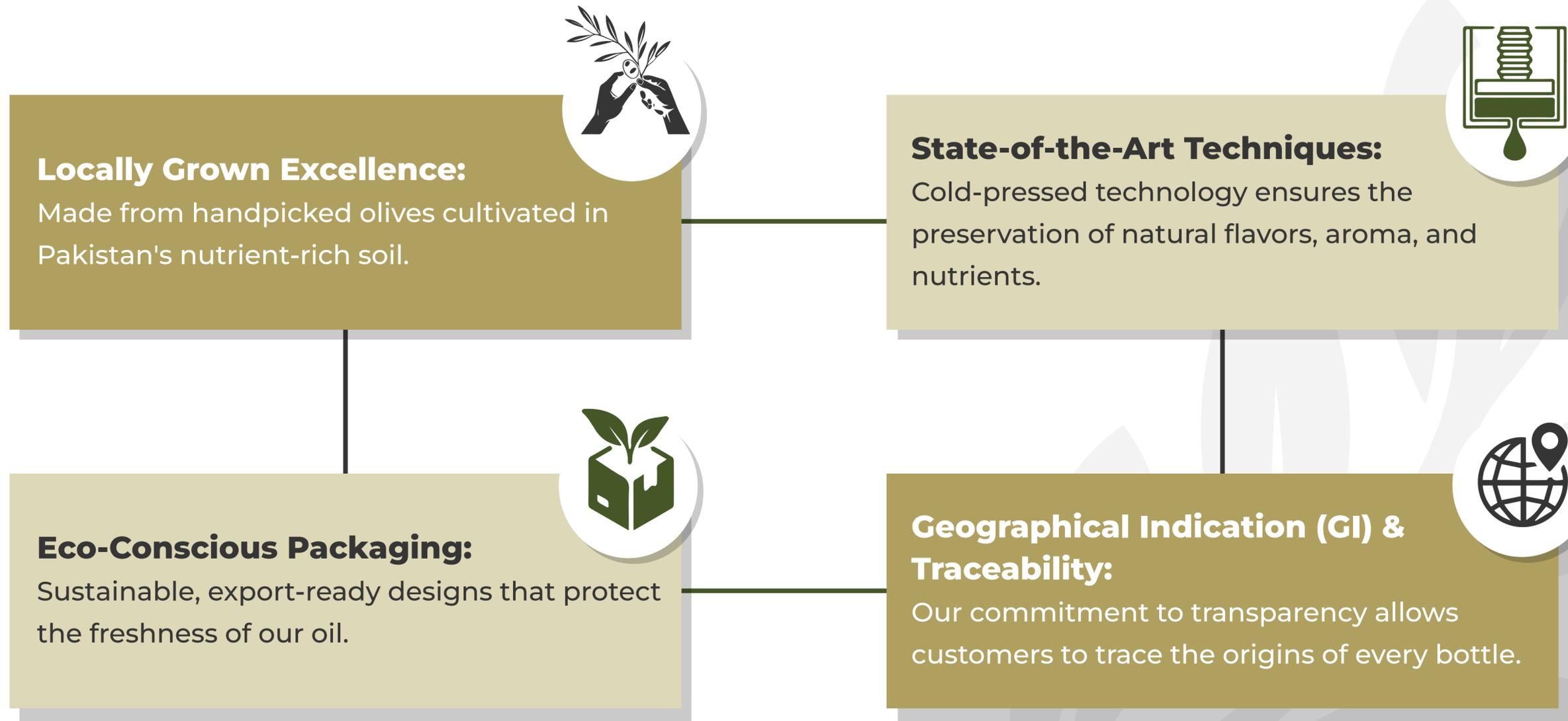
LO is **Pakistan's first-ever premium extra virgin olive oil brand (EVOO)**, proudly representing the agricultural potential of our homeland. At LO, we are committed to **purity, innovation, and sustainability**.

Our story began with the vision of creating a world-class olive oil brand that showcases the richness of Pakistan's fertile lands. Nestled in the heart of **Balochistan, Loralai** boasts **ideal climatic conditions** and **nutrient-rich soil** that are perfect for cultivating high-quality olives. The region's unique terroir and abundant sunshine contribute to the superior **flavor, aroma, and nutritional profile of our EVOO**.

By partnering with local farmers and industry experts, we ensure uncompromised quality at every stage of production. From careful cultivation to precision processing, our brand is built on authenticity and excellence, proudly sharing the treasures of Loralai with the world.



# Unique Selling Points (USPs)



# Product Highlights

Packed with antioxidants & healthy fats

Monovarietal

Free of additives or preservatives.

100% Organic

LO<sup>®</sup>

EXTRA VIRGIN OLIVE OIL

Arbecuina

Offering an **olive branch** for your wellness

# The Production Process

## Harvesting:

Olives are picked at their peak ripeness to maximize flavor and freshness.



## Packaging:

Specially designed, light-resistant containers ensure the oil remains fresh and flavorful during storage and transport.



## Cultivation:

Collaborating with farmers using sustainable practices to grow high-quality olives.



## Processing:

Our advanced cold-pressing techniques extract the purest olive oil.

# Success Roadmap



**August 2024**

1- Soft launched with **10+ clients** at Food Ag 2024, Karachi.



**Sept-Nov 2024**

1- Exhibited at **UC Davis, California**, and the Embassy of Pakistan, **Bangladesh**, receiving overwhelming international acclaim.



**December 2024**

- 1- Showcased at the Grand National Olive Gala 2024.
- 2- Awarded **“Best Branding & Packaging”** by PakOlive and the Government of Pakistan.
- 3- Featured by **renowned platforms like Arab News, Olive Oil Times, and Everyscience Man.**

**ARAB NEWS Olive Oil Times**



**April 2025**

1- Awarded **“Best Olive Oils of 2025”** by New York International Olive Oil Competition



**March 2025**

1- Incubated at National Incubation Centre Karachi – Cohort 13



Funded By Ignite, MoITT

# Certifications

Extra Virgin Olive Oil is typically subjected to various critical evaluations- mainly; chemical testing and sensory analysis. To address every concern, we had our oil tested by government-affiliated, third-party labs, ensuring it meets the highest standards:



**ISO 9001**  
Quality Management System



**ISO 22000**  
Food Safety Management System



**HACCP**  
Hazard Analysis & Critical Control Points



**Halal Certified**  
100% Pure & Compliant with Islamic Standards



**View Our Quality Analysis**



**Award QR**

# Contact Information

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