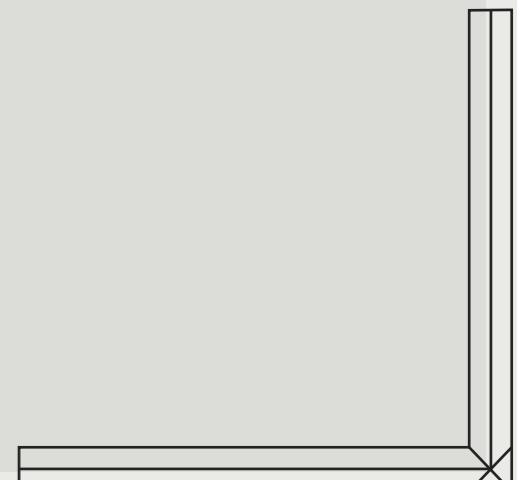
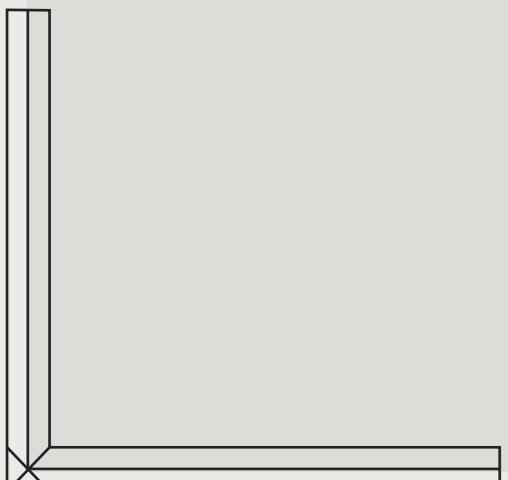


MEDIA KIT 2020



# HERB & OLIVE





HERB&OLIVE



**Herb & Olive is:  
Organic Extra Virgin Olive Oil  
+ Full Spectrum CBD**

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All made from natural ingredients and pure intentions to elevate your mind, body and cooking experiences.



# Herb & Olive was born from the idea of using the finest ingredients we could find

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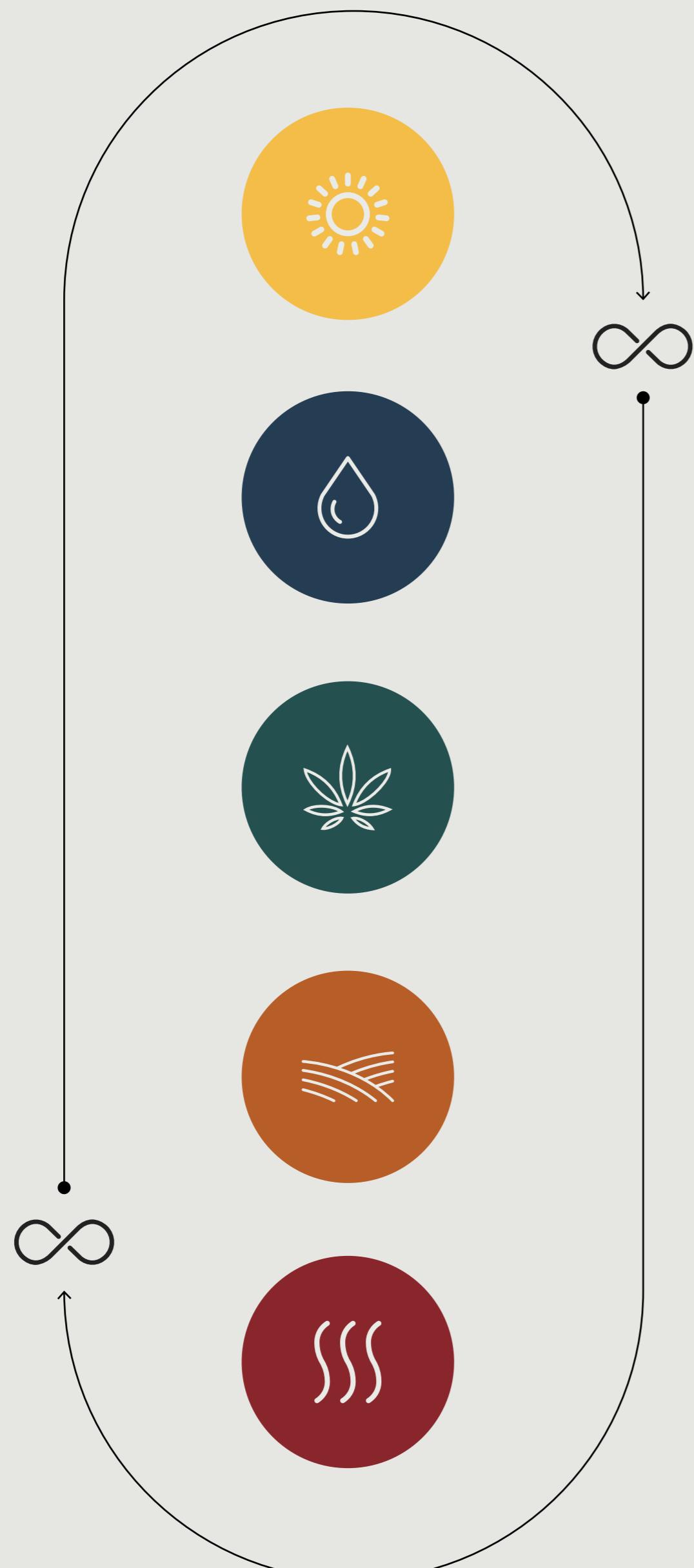
We wanted to create a food first product that has the balancing qualities of CBD. We were astonished to find that both components of the hemp and olive oil balanced each other beautifully. The flavor profile is definitely more pronounced because we don't use any chemicals or harsh solvents during extraction, so the natural flavors of olive oil and hemp CBD can come through as nature intended.

*This is a real product made from quality ingredients. Just like our instagram following, we will never fake it.*



## COLOR STORY

## HERB&OLIVE



**Our color palette is pulled from the ingredients we use and the elements that fuel their growth**

The palette is deep, rich and saturated, aligning to our brand values of bringing the customer a quality product and experience.

Yellow is the sun that breathes life into plants. Blue is the water that fuels their growth. Green are the plants that give our products life and nutrients. Orange is the ground that roots the plants, and red is the low heat it takes to activate and fuse the oils as one. Together they create a natural palette representative of the full spectrum of life.

# SUSTAINABILITY PRACTICES

# HERB&OLIVE



**Along with our product ethos, sustainability has been a conscious choice that we've made from the start. Before even launching a product, we did the extra work and research to find partners that felt the same way.**

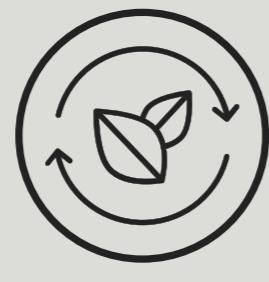
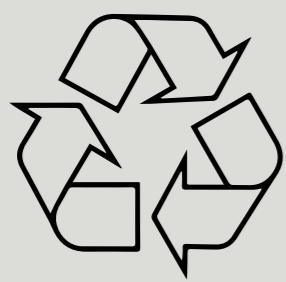
## Sustainability across our supply chain

We are making a conscious effort to make sustainable decisions along our supply chain. From the farms and extractors we partner with, to the packaging of products and even marketing materials. We are constantly looking for new and innovative ways to produce and dispose (or re-use) of our products. As a small business, we can't do it all from the start, but we can definitely do our best. Here's how we've done so far, knowing that we are always finding new ways to do our part to help the environment.

## Sustainability across our product line

- **Olive Oil Bottle - Recycle or re-use.** 30% recycled glass. Our goal is to use 100% recycled glass by 2021.
- **Olive Oil Label - Throw away or keep it on the bottle you re-use.** Goal is to have these 100% biodegradable by 2022. The labels are tricky, because they need to withstand oil. We are searching! Please reach out if you have any good resources.
- **Tincture Bottle - Recycle or re-use.** Goal is to have these 100% recycled glass and find a plastic cap alternative by 2022.
- **Tincture Label - Throw away.** Goal is to have these 100% biodegradable by 2022. The labels are tricky, because they need to withstand oil.
- **Softgel Pouch - Throw it away.** More than 50% of this pouch is biodegradable, meaning you can throw it away and it will break down in about 85 days. The rest of the material will break down over a 10 year period of time. Our goal is to make this 100% biodegradable by 2021.
- **Softgel Pouch Label - Throw it away.**
- **Shipping Envelopes - Recycle it.** 100% recycled content, 100% biodegradable
- **Packing Material - Recycle it.** Upcycled, 100% biodegradable, 100% recycled cardboard. Made in the USA.
- **Business Cards - Throw away.** We found a hemp printer for these cards, where 25% of the fiber is sustainably sourced from hemp fields, the remaining 75% is post-consumer recycled. The ink is acid free, chlorine free and in all ways chemical free. Made in USA
- **Infocards - Throw away.** We found a hemp printer for these cards, where 25% of the fiber is sustainably sourced from hemp fields, the remaining 75% is post-consumer recycled. The ink is acid free, chlorine free and in all ways chemical free.
- **Shipping Boxes - Recycle or re-use.** 100% recycled , 100% biodegradable- 95% post-consumer content. Made in the USA.
- **Packing Tape - Recycle or re-use with box.** 100% recyclable, 100% biodegradable, Made from renewable materials. Made in USA.

We would love to hear from you! If you have recommendations on partners to work with, or ways we can do better, please email us at [info@herb-olive.com](mailto:info@herb-olive.com). We will listen!



# FOUNDER STORY

## HERB&OLIVE



### David Zimmerman

Herb & Olive was founded by David Zimmerman. The idea for creating a CBD olive oil was sparked while watching *Bong Appétit* on VICE. The host heated a high potency CBD flower in olive oil over the stove to create a hemp forward olive oil with therapeutic properties. David's marijuana days were over (mostly), but he was getting into CBD because of a recent Crohn's disease diagnosis. He read a lot of promising research explaining how CBD could help with inflammation in the body, which is the root cause of Crohn's. Pandora's box opened, and David couldn't stop reading up on CBD and the booming market. He realized that not all CBD is the same, similar to olive oil. Many CBD companies were in it to make loads of cash during the gold rush, rather than putting out a high quality and ethically sound product. That didn't sit well with David, which is why he created Herb & Olive with full transparency into the product.

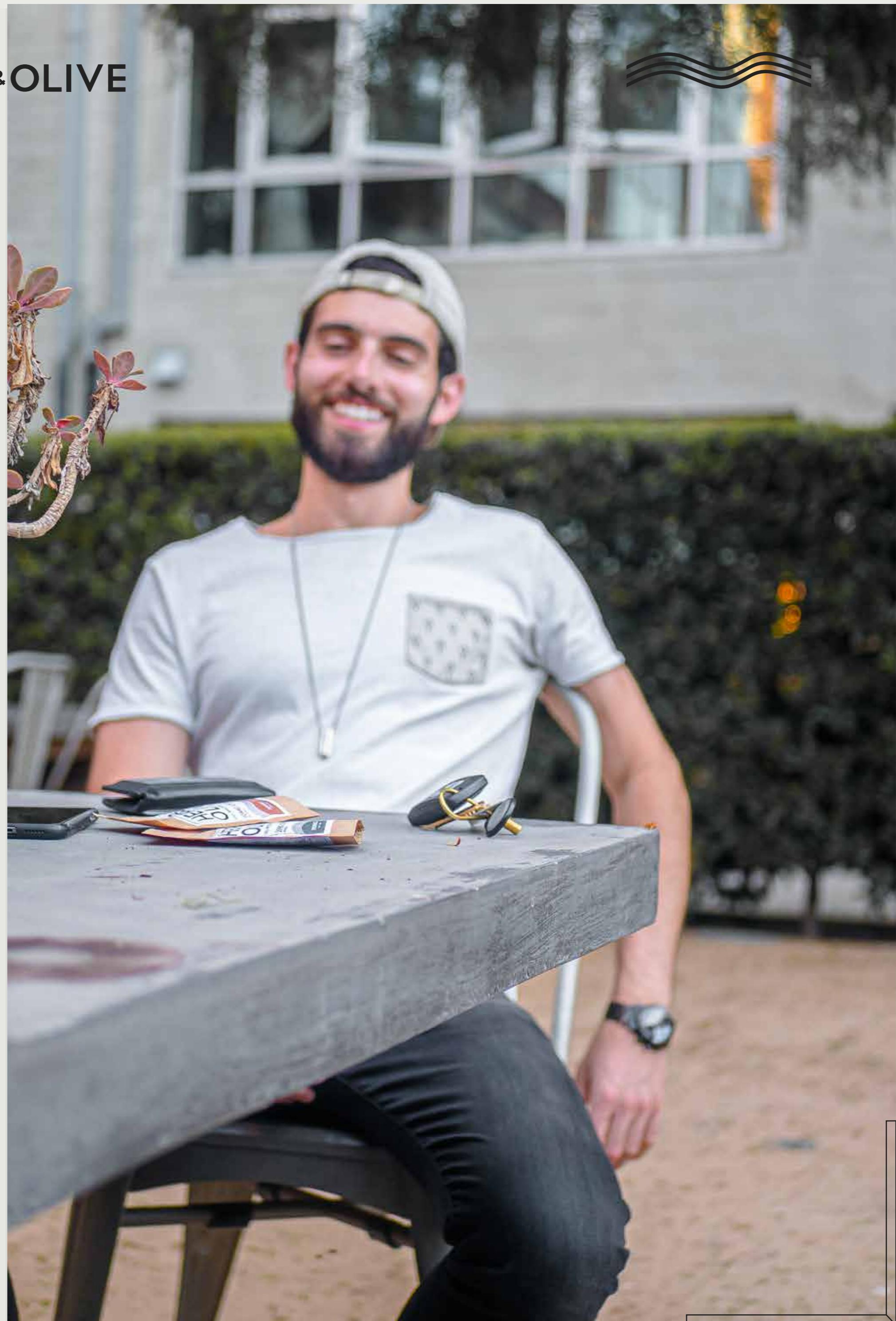
David wanted to see if this CBD stuff worked, so he decided to quantify his efforts. He got a CRP (inflammation test) blood test taken before a month of daily CBD intake. After that month was over, he did another CRP test, and noticed a significant drop in his body's inflammation levels. This was enough of an excuse to start drawing up a plan to start a business. Being a product manager at Boston Consulting Group Digital Ventures at the time, he didn't have a lot of free time for this side project. After much consideration and over a year of research, he decided to quit his day job, and start Herb & Olive full time.

Herb & Olive's ethos from the start has been to source only the finest ingredients, because David's standards for the food he eats is high. Having gone through the ringer managing Crohn's the first couple years, he's figured out a routine that works for him, and much of that routine was to cut out poor quality food. He's also put the disease into remission without the use of western medication.

***"Seek knowledge with a childlike curiosity and question everything you've been told. If you're open, you'll discover that many of the paradigms we've been taught are flawed. Don't be afraid to ask 'why', and always trust your body and intuition." - David***

Herb & Olive was born. We source our olive oil from a small organic family farm in Northern California. The family is great, David went up to meet them in person last year, and was lucky enough to try some unfiltered arbequina olive oil. Our full spectrum CBD comes from a regenerative farm in Northern Oregon, and the quality is profound. You won't get high from this stuff, but you're sure to feel great, and may open up for a nice long form conversation (a lost art in his opinion) with your friends and family.

ENJOY



# RECIPE CARD

# HERB&OLIVE



## SALMON “KATSU” WITH CITRUS CBD ARUGULA SALAD

**Total CBD - ~30-60mg**

**Servings - 2-4**

**Prep Time - 30 min**

**Cook Time - 30 min**

**Chef Note:** This recipe can be changed, adapted evolved to whatever you have on hand. Don't be held hostage to the ingredients used in this recipe. Truth be told, I made this up on the spot using flavors I thought would work well together. Sometimes recipes don't work out and that is totally okay. The important thing is to keep experimenting, evolving and adapting your flavor profiles and techniques.

### Katsu

- Salmon 3-5 Filets (cut into 4-5” pieces) - Sub chicken, pork, veal, whitefish if you don't want to use salmon)
- 1 cup flour (for dredge) - For GF, sub with potato starch, almond or rice flour
- 2 Eggs (for dredge)
- 1-2 cups panko (for dredge) - For GF, sub with GF panko
- Salt and Pepper to taste (for dredge)
- 10ish oz. of vegetable oil (for frying) - Use coconut oil for healthier option

**Chef Note:** what's a dredge? - The process of coating the protein for frying to ensure the coating sticks and gives you a crispy crunchy and satisfying bite.

### Salad

- 3-4 Cups Arugula (or any bitter, spicy green, i.e. frisse, kale, swiss chard, mustard greens, pea shoots)
- 10ish red radishes - sliced thin
- 2-3 green onions - chopped fine
- 10ish cherry tomatoes

**Chef Note:** Get creative, add other ingredients you think might work or have in your fridge and want to use.

### Dressing

- 2 limes
- 2 lemons
- 2-3 tbsp Herb & Olive CBD EVOO (30-45mg cbd total)
- 0.5 - 1 dropper of Herb & Olive 300mg premium CBD tincture (finishing oil)
- Pinch Salt & Pepper to taste
- 1-2oz fresh grated parmesan reggiano
- 1 tbsp dijon mustard
- 2 cloves fresh minced garlic

Find the full recipe on [herb-olive.com/the-wave](http://herb-olive.com/the-wave)

# PRODUCT LINE

# HERB&OLIVE



## CBD EXTRA VIRGIN OLIVE OIL

**Bottle Size:** 8oz (240ml)

**Total CBD:** 240mg

**Use profile:** In the kitchen

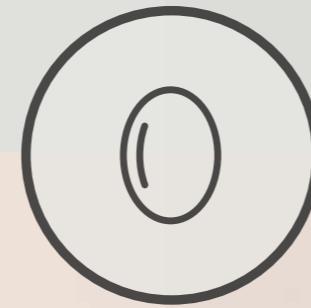


## CBD GEL CAPSULES

**Capsule Size:** 10mg / 20mg

**Total CBD:** 300mg / 600mg

**Use profile:** On the go

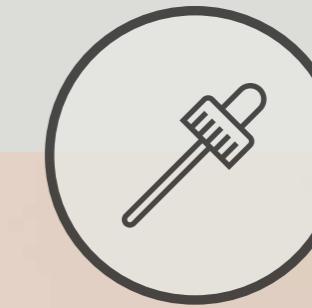


## CBD TINCTURES

**Bottle Size:** 1oz (30ml)

**Total CBD:** 300mg / 600mg

**Use profile:** In the kitchen & On the go



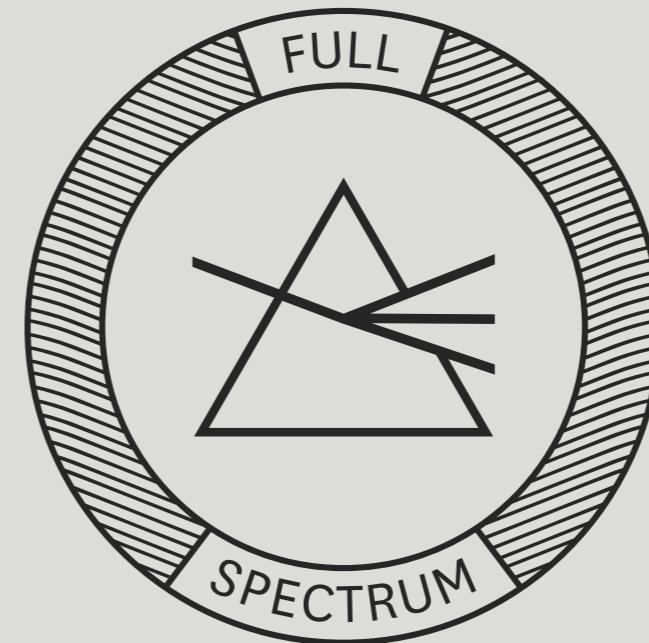
## GRAPHIC ELEMENTS



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# PHOTOGRAPHY STYLES

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