

SEASON, AMERICA'S #1 SARDINE BRAND, LAUNCHES A NEW GENERATION OF EXTRA VIRGIN OLIVE OIL FROM THE MOROCCAN DESERT

Now available on Amazon, Season's new organic EVOO lineup features premium oils and Olive Tree Pearls made from desert-grown Moroccan olives

LYNDHURST, NJ, UNITED STATES, June 17, 2026 /EINPresswire.com/ -- Season today announced the launch of a new organic Extra Virgin Olive Oil (EVOO) lineup sourced from a single-family farm in the Moroccan desert.

The collection includes Season's 10× Hydroxytyrosol Finishing Oil, Season Desert Olive Tree Pearls, and Season Premium Organic Cooking Oil. The products are made from organic, first cold-pressed Moroccan olives and are now available on [Amazon](#).



The launch expands Season's product portfolio beyond seafood and reflects the company's continued focus on nutrient-dense foods and ingredient innovation.

Sourced from a single-family farm in the Moroccan desert, these organic olive oils reflect the unique growing conditions of the region and contain naturally occurring antioxidants.

The collection includes Season's 10× Hydroxytyrosol Finishing Oil, containing up to 10 times more of a key olive antioxidant than ordinary EVOO, and Olive Tree Pearls, where just one teaspoon delivers the antioxidant power of more than 10 liters of conventional olive oil.

"At Season, we've spent more than 100 years helping Americans enjoy foods that are both

delicious and nutritious,” said Meriem Wadghiri, CEO of Season. “When we decided to launch olive oil, we didn’t want to create just another EVOO - we wanted to raise the bar. Our search led us to the Moroccan desert, where olive trees naturally produce extraordinary levels of antioxidants as they adapt to extreme conditions. The result is a lineup that reflects our mission: bringing consumers foods that deliver exceptional taste, premium quality, and nutritional benefits.”



WHY THE MOROCCAN DESERT MATTERS

Season's olives are cultivated in the Moroccan desert, where intense heat, limited rainfall, and growing conditions activate the trees' natural defenses.

From this challenging environment comes a new generation of EVOO: organic, first cold-pressed, single-family farm sourced, and crafted for consumers who want more from everyday foods.

THE SEASON EXTRA VIRGIN OLIVE OIL LINEUP

Available now on Amazon, Season's new EVOO lineup includes three products designed for cooking, finishing, and concentrated daily wellness.

Season 10x Hydroxytyrosol Finishing Oil

A premium finishing oil Rich, smooth, and aromatic, it is designed to drizzle over salads, vegetables, grains, pasta, fresh bread, fish, and everyday meals.

- Up to 10x more of a key olive antioxidant than ordinary EVOO
- Naturally rich in antioxidant polyphenols
- First cold-pressed, 100% organic, and single-family farm sourced
- Ideal for finishing and elevating meals

Season Desert Olive Tree Pearls

Season's Olive Tree Pearls offer a new way to experience the benefits of EVOO. These caviar-like pearls burst in the mouth, delivering concentrated olive-derived nutrition in a modern, indulgent format.

- One teaspoon delivers the antioxidant equivalent of more than 10 liters of ordinary olive oil
- Made with organic, desert-grown Moroccan olives
- A premium, caviar-like culinary experience
- Easy to enjoy by the spoonful or add to salads, vegetables, fish, and appetizers

Season Premium Organic Cooking Oil

A smooth, balanced organic EVOO made from first cold-pressed Moroccan olives and designed for daily use, from sauteing and roasting to grilling, baking, and finishing.

- 100% organic, first cold-pressed, and single-family farm sourced
- Smooth, balanced flavor for everyday use
- Versatile for cooking, roasting, sauteing, grilling, baking, and finishing
- Premium Moroccan olive oil for the modern kitchen

A COMMITMENT TO QUALITY, SUSTAINABILITY, AND COMMUNITY

The Moroccan olive farm utilizes agricultural practices designed for arid environments, including drip irrigation, soil management, and water conservation efforts. The farm also supports local communities through training and agricultural development programs.

The lineup is USDA Organic, first cold-pressed, single-family farm sourced, Kosher, Halal, and made without pesticides or synthetic additives.

FROM SEA TO SOIL: A NEW CHAPTER FOR SEASON

Founded in 1921, Season has built its reputation on bringing premium, nutrient-rich foods to American consumers. As America's #1 sardine brand, Season has long been associated with omega-3s, protein, simple ingredients, and trusted pantry staples.

With the launch of its Extra Virgin Olive Oil lineup, Season is expanding that legacy from sea to soil, introducing Moroccan agricultural heritage and antioxidant-rich olive oils to one of the world's most widely used foods.

The Season Extra Virgin Olive Oil lineup is available now on Amazon. For more information about Season and its full portfolio of EVOO and tinned fish products, visit seasonproducts.com and follow [@seasonbrandofficial](https://www.instagram.com/seasonbrandofficial) on Instagram.

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EDITOR'S NOTE: For more information about Season or to arrange an interview with a company spokesperson, please contact Nancy Trent or Pamela Wadler at 212-966-0024 or pam@trentandcompany.com.

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