



THE ART OF DRESSING.

Unique, healthy and high margin

FOLI fulfils the growing demand for an olive oil-based salad dressing set, made only from natural ingredients and packaged in premium proprietary bottles that attract notice.

Our high-end olive oil and balsamic vinegar contents add authenticity to the dressing, enabling premium prices, multi purchase behaviour and attractive retailer margins.

Interlocking bottles bundled with fresh produce or boxed as gifts all increase basket size.

Proven sales in local independent shops at RRP backed by strong marketing.



Consumers are moving away from processed ingredients, seed oils and plastic packaging

Most salad dressings in the market are ultra processed; contain additives, emulsifiers and artificial flavours

Growing scrutiny of the health impact of seed/vegetable oils and processing methods is resulting in rising consumer avoidance trends

Media coverage is highlighting the harmful chemicals that leach from plastic packaging into foods, especially fatty products



French Style Dressing:

Water, rapeseed oil, sherry vinegar, lemon juice, French mustard (4%) water, mustard powder, white wine vinegar, **sugar**, salt, **cornflour, colour (caramel)**, onion powder, spices), Dijon mustard (4%) (water, spirit vinegar, mustard powder, alt, mustard flour, mustard husk, allspice, turmeric), **muscovado sugar**, cornflour, salt, black pepper, parsley, tarragon.

FOLI hits exactly
where the
market is going;
clean label,
sustainable
and premium

FOLI offers the first salad dressing with 50% extra virgin olive oil and only natural ingredients, super-tasty and packaged in unique visually appealing glass bottles

Authentic staples complement and reinforce the dressing;

- Extra virgin olive oil that is made from single provenance Spanish Picuda olives and is rich in polyphenol (478mg/kg)
- Balsamic vinegar produced in Modena and matured to perfection – naturally to 1.3 density



Salad Dressing Ingredients:
50% Olive Oil,
22% Balsamic vinegar, Cold
pressed rapeseed oil,
Dijon mustard, Honey,
Minced garlic, Salt and Pepper.



GATHER WITH LOVE,
DRESS WITH STYLE.

FOLI is turning a
commodity into a
lifestyle product

FOLI is selling at premium prices with high margins and offers significant opportunities to up-sell and cross-sell



RRP'S:

Set of three: £44

Olive Oil: £15

Salad Dressing: £13

Balsamic Vinegar: £16

These premium but accessible price points encourage consumers to buy the set and repeat purchases resulting in increased sales and higher margins to retailers

Driving basket size through cross-selling

Range extensions are already planned allowing for further staple and seasonal offerings to increase sales (sauces, marinades, dips...)

Can be displayed with natural pairings of salads, fish or meats to encourage sales of both

FOLI is also perfect for gifting as an alternative to wine, flowers or chocolates



FOLI doesn't have to compete with your existing range, it can sell itself and help other categories

Could be added in Existing and intrigue Buyers



Could be part a Mediterranean theme



Could be paired with Deli, Butcher, Fish, and Veg counter



Target consumer

- Design-led, health-conscious, affluent consumers, aged 30-60
- They value provenance, aesthetics and quality
- They shop at premium retail outlets, concept stores and farm shops.
- They cook at home and usually make their own dressings but often prefer the convenience of ready-made.
- They are good hosts and their perceived status matters to them.



GATHER WITH LOVE,
DRESS WITH STYLE.



GATHER WITH LOVE, DRESS WITH STYLE

FOLI has been fully developed, market tested and is now entering the launch stage

Having been conceptualised in 2025, the brand has been through the development stages to realisation and is now being sold through selected independent retailers as part of a soft launch in March 2026.

Feather & Spice
Kitchen ♦ Homeware ♦ Gifts


MARSHALL'S
FARM SHOP & KITCHEN


NEW HOUSE FARM SHOP

 *Partridges*
LONDON


PAVILION

Secretts
ESTD SINCE 1908

DELI • FISHMONGER • BISTRO
thyme & tides
Stockbridge


TREVASKIS FARM

DELICATESSEN
& KITCHEN
VALENTINA
EST. 1991
FROM ROOT TO RECIPE

yolk
farm

Strong Marketing Campaign and Brand Investment

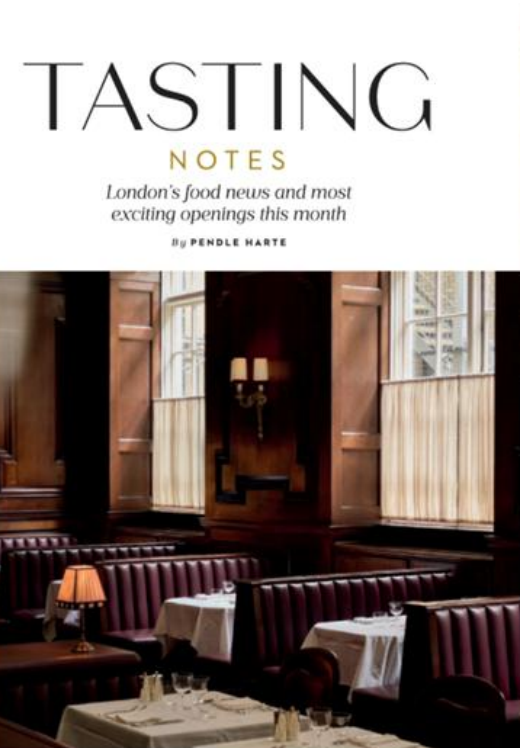
Extensive marketing campaign resulting in good visibility online through Instagram, Facebook and FOLI website.

Proprietary photography, videos, Greenwood-Haigh pop music. Press coverage is filtering through after only few weeks in markets

FOLI has received highly positive feedback from consumers. Retailers have reported higher sales than household brands in same or similar categories



FOLI press Coverage



Grand dining

SIMPSON'S IN THE STRAND

The iconic Simpson's in the Strand has reopened, reimagined by Jeremy King, who has brought the building back to life as four distinct spaces, each with its own character. Founded in 1828, Simpson's is a London institution and historic grandeur meets contemporary flair in its new incarnation, which features two restaurants, two bars and a spacious events space.

simpsonsinthestrond.co.uk



Let it roll

TEMBAKI

Just opened on Mayfair's Maddison Street by AM. Dupoo, who created the cult was originally in Detroit, inspired by G. bar. Tembaiki returns in a new and highly elevated classic Japanese dishes blend Californian approach. tembaiki.com



Wine and

SOVA

Opening this month is Sova, a new bar specialising in wines from Eastern Europe. This intimate Soho Hill space has low intervention and skin-contact wines in countries including Georgia, Armenia, Ukraine, alongside a menu of Slavonic plates and guest DJs. sova.london



BEAN COUNT

WOOD FIRED COFFEE

Australian cult brand Wood Fired Coffee has launched in the UK with its rare approach to roasting: every batch is slow-roasted over real wood fire fuelled by sustainably sourced hardwoods. The result is a sweet, flame-kissed flavour. woodfiredcoffee.co.uk



WELL DRESSED

FOLI

Foli is a new condiment brand bringing ethically sourced, high-polyphenol olive oil and refined European dressings to the table. The Essentials set includes olive oil from Cordoba, a classic French dressing and mature balsamic from Modena.

foliclub.com



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ABSOLUTELY magazines 53

Best Mother's Day Gifts 2026: Presents She'll Actually Love

FOLI Essentials Set



For mums who love good food and a beautifully styled kitchen, the FOLI Essentials Set from FOLI is a thoughtful and practical Mother's Day gift. This elegant trio brings together everyday cooking staples made with high-quality, natural ingredients.

The set includes Extra Virgin Olive Oil from Córdoba made with Picuda olives, a Classic French Salad Dressing, and a Mature Balsamic Vinegar of Modena (PGI). Free from additives, preservatives and GMOs, the range focuses on simple, flavour-packed ingredients that elevate everyday meals. What makes the set particularly appealing is its clever, stackable design, almost like a puzzle, making it look just as good displayed on the kitchen counter as it does used at the table. A stylish and delicious gift for mums who enjoy cooking, dining and sharing good food. Price: £44 Available from foliclub.com

The Latest.

Stay up to date with our feed of the latest food & drink products news.

Fine French preserves

Heritage brand Léonce Blanc is coming to the UK. The launch range includes Strawberry, Apricot, Blueberry and Pear & Vanilla preserves, and four citrus preserves. They are low in sugar and contain no artificial additives. "We are genuinely thrilled to be bringing Léonce Blanc to the UK. This is a milestone we have been working toward with great care, finding the right channels and the right moment," said Caroline Hurth, export manager at Valade, owner of the brand. leonce-blanc.com



Latest from Two Farmers

Herefordshire-based brand Two Farmers has launched Herefordshire Sauce flavour crisps. Rich and tangy, they are made using potatoes sustainably grown at local farms and a long-guarded family recipe for Herefordshire Sauce – from local 'Corporal Nick' – and offer a snack rich in umami and savouriness. "This flavour is a real celebration of Herefordshire," said Sean Mason, co-founder at Two Farmers. Suitable for vegans and vegetarians, the crisps are packaged in 100% compostable packets. twofarmers.co.uk



Style meets taste at Foli

A premium olive oil and dressings brand has launched in the UK, debuting three signature products: Extra Virgin Olive Oil, Classic French Salad Dressing and Mature Balsamic Vinegar of Modena. The complementary trio is crafted to promote flavour and health, using only the highest quality and ethically sourced European ingredients, and designed to satisfy food and style-loving shoppers. "For me, olive oil has always been more than an ingredient – it's a symbol of care, generosity and time spent together around the table," said Nohra Currie, founder. foliclub.com



LittlePod innovates with alcohol-free variant

Originally designed as a specialist product for the Middle East, LittlePod's new alcohol-free vanilla paste offers the equivalent of 20 vanilla pods (including the seeds) in a tube and a low-sugar alternative to other ingredients on the market. "Our new alcohol-free vanilla paste has been a long time in the making," explains Janet Sawyer MBE BSM, managing director and founder of LittlePod. "We are so pleased with the end result – another innovative and unique product that makes using real vanilla easier for all, without compromising on the quality." littlepod.co.uk



TRENDING PRODUCTS



OUR EDITOR'S PICKS OF THE HOTTEST PRODUCTS TO HIT THE MARKET RIGHT NOW



FOREST FEAST

ALMONDS

PROTEIN, STUFFED

The new release – available in Pistachio, Matcha and Hazelnut – combines the brand's signature minimally processed and protein-rich balls with decadent soft-filled cores. Matt Hunt, co-founder, said, "Our commitment to bold, full-bodied flavours means we're always on the lookout for new ways to differentiate ourselves from a sea of jaw-aching, ultra-processed protein bars." theproteinballo.com



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BARHI

Next-gen me

Award-winning BARHI is dry, light and gluten-free with a 6% ABV alternative to sweet and still. Choose from Original – dry, crisp and made from honey and fruit. Spiced – infused with star anise. Peel. "We created the world's date-based mead because wine with spice-rich food and beer is a winner," said Vikas Thakkar. barhimeads.co.uk

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Sustainability and Certification

At FOLI, sustainability is designed into every detail. Our bottles are made from glass, paired with a lightweight, recyclable aluminium cap and a responsibly designed flow reducer that ensures precise pouring and helps reduce waste.



All outer packaging is made from cardboard, chosen for its recyclability and low environmental impact. We focus on ethical, long product life and packaging designed to be recycled within existing UK waste streams.

The ingredients are responsibly sourced and from UK and Europe only.

The brand is trademarked and the bottles are patent protected. The sourced ingredients are bottled at a BRCGS certified production facility.

Certified ISO 14001 compliant, a member of the BCMPPA

Foli Founder

Nohra Currie

Nohra Currie is the founder of FOLI. She holds a Master of Business Administration degree and has worked for various corporations, including Microsoft, where she developed the Microsoft Financing offering in EMEA.

She has also successfully started and sold businesses in the PR, event, retail and e-commerce fashion industries.

Having grown up in a large close-knit family in France whose meals were built around fresh, natural produce from the garden and local market. She is passionate about clean eating and developed FOLI to fill the gap in the market for a premium healthy, tasty and standout condiment range.





Thank you for your time !

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