

# Oak & Olive

EVERY SEASON, EVERY REASON

## **PRESS RELEASE**

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### **Picnic Plus rebrands itself as Oak & Olive.**

Picnic Plus, a nationwide supplier of distinctive indoor and outdoor entertainment products, has changed its name to Oak & Olive. The new name was developed to give the company a fresh brand image and to highlight the broad range of products that the company designs.

“Decades ago we built our reputation on picnic-focused items such as our Mega Mat<sup>®</sup> outdoor blanket,” stated Daniel Berkowitz, CEO of Picnic Plus. “Today we offer over 600 products that are enjoyed in many settings and events and we wanted a name that was stylish yet approachable.”

The company tested several names with consumers across the country and Oak & Olive was the name that resonated most with people in terms of memorability and likeability. “Consumers told us that Oak & Olive was classy, yet not stuffy and evoked a feeling of the outdoors and entertaining in style,” noted Berkowitz.

Oak & Olive’s array of all-season products includes lunch totes, casserole carriers, wine accessories, cheeseboards, tailgating items, outdoor blankets and more. The company also manufactures many products in the USA.

Oak & Olive will be debuting their new line starting in January 2016. To see the entire line of products or to order, the new website is [ShopOakandOlive.com](http://ShopOakandOlive.com). The company’s phone number is 866.634.2628.