

Kermit Highfield on Creating a Distinctive Olive Oil Brand In Louisville KY

Kermit Highfield in Louisville, KY, Vice-President for business development of Consumer Products Corporation, USA, recently talked about adding a distinctive future to his olive oil.



Kentucky, Louisville, May 27, 2021 ([Issuewire.com](https://www.issuewire.com)) - The demand for olive oil in the **Louisville KY** market never seems to take a dip. Even though the pandemic, stayed stable.

What's new?

There are many distributors for olive oil in the market but none of them seem to have an upper hand over the other. The objective for Kermit Highfield was to bring a new product to the table, one that is infused with a distinctive trait. [Kermit Highfield in Louisville KY](#) found that in the addition of Omega-3 fatty acids to the existing line of olive oil.

Benefits

These compounds are known to be beneficial in ameliorating conditions of multiple sclerosis by strengthening the brain and nervous system. It may be used as a supplement for neuropsychiatric conditions. The cardiovascular system has been shown to benefit from their prolonged use. It has also been recommended to enhance vision.

Challenges

Omega-3 fatty acids are mainly obtained from fish oil and combining these with other products often leaves a smell behind. It was a challenge to create a product with considerable Omega-3 fatty acids that leaves no trace of the smell. The solution presented itself in the form of lemon-flavored fish oil.

Conclusion

[Kermit Highfield](#) believes that this olive oil could be used for cooking a number of foods including snacks. Popcorn, one of the healthiest snacks, should especially benefit from this due to the addition of another [nutritional element](#).



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