

FROM:



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*For Immediate Release, Please*

**The Olive Connection Hunts for The Best**

The Olive Connection, a shop specializing in olive oil and artisan tastes, opened in 2015 at 1426 Beacon Street. Owner Carol Sapoznik chose Brookline over other nearby suburbs because of its diverse population and a regular influx of newcomers. She states, “Brookline is the best place to be. Many people who live here have to be here since they work at near-by hospitals or universities. Brookline has a diverse, economically diverse, and very dense population.”

Customers tend to be older people who are well travelled, and are appreciative of quality products.

The Olive Connection prides itself on offering fresh olive oil from individual producers from around the world. Carol says, “Many products are recommended by customers, who bring products they think we should carry, many that we hadn’t considered.”

She adds, “It’s all about “the hunt”. We and our customers hunt for the next and best products. We want it to be a fun experience. What we offer is fresh. We have a good reputation. People trust us.”

Because of the carefully curated variety of products, customers often shop here for gifts. Carol says, “Folks want to give things that people will use up.” She adds, “The Brookline community has supported us. We are fortunate to be in a community that encourages small business and appreciates what we are doing. We are grateful.”

The Olive Connection also supports the Brookline community. It is a member of Brookline Community Aging Network (BrooklineCAN), an organization that encourages businesses to go out of their way to be hospitable to older people. Ruthann Dobek, Director of the Brookline Council on Aging and Brookline Senior Center, notes their philanthropic support of the Senior Center including donating gift baskets for events.

A popular feature of the Olive Connection had been the customers’ opportunity to sample products. Unfortunately, during the pandemic, sampling has been temporarily suspended.

The Olive Connection offers pick-up and free delivery options. Its excellent website ([www.oliveconnection.com](http://www.oliveconnection.com)) is helpful for those who cannot visit the shop in person.

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