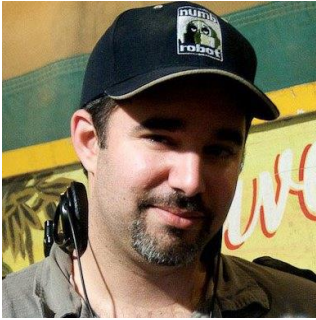


Olimila Gourmet Emporium



Company Information

- Sells artisan olive oils, vinegars, salts, and sugars
- Retail store located in Los Angeles, CA
- Owned by Alex Ferrari
- www.olimila.com

Before eSale

- Wanted to grow overall online presence
- Had only a few products listed on Amazon and received only had a couple orders each month
- Had never tried selling on eBay or Etsy

After eSale

- Monthly online marketplace sales up more than 400%
- eBay now accounts for more than 30% of marketplace sales
- East Coast customers make up more than 50% of marketplace sales
- Regularly sells items that are not in-store best-sellers

