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Kosterina Expands Olive Oil Shots Into Mainstream Retail With Launch in Whole Foods Market and Sprouts

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Kosterina has announced that its Olive Oil Shots are entering physical retail for the first time, marking a major expansion for the product beyond its direct-to-consumer and early launch phase. The shots are now being introduced in select stores of Whole Foods Market and Sprouts Farmers Market across the United States, with distribution planned across more than 650 locations.

Originally launched in 2025, the Olive Oil Shots were created as a single-serve format of extra virgin olive oil designed to fit into daily wellness routines. The product uses high-polyphenol olive oil sourced from southern Greece and is positioned around the idea of making olive oil easier to consume outside of cooking, aligning it with broader wellness habits.

The company describes the product as being rooted in the Mediterranean diet, which emphasizes extra virgin olive oil as a core dietary staple. Kosterina argues that modern consumers are increasingly turning toward whole-food-based wellness products instead of synthetic supplements, and sees the shots as a way to translate that trend into a convenient, portable format.

CEO Katina Mountanos said the goal is to bring a traditional Mediterranean health practice into a modern context by making it more accessible in everyday life, particularly as interest grows in â??food as medicineâ? approaches to nutrition.

The rollout reflects broader retail trends where grocery chains are expanding shelf space for functional foods that blur the line between nutrition and wellness. Kosterina also indicated that further retail expansion is expected in the coming months as it continues to grow across grocery and lifestyle channels.