



WORLD #1 SELLER



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More than 83% of the olives consumed in the US come from Europe

## Ten reasons why your business menu needs the Mediterranean touch of European olives

Versatility, gastronomic potential, diversity of uses, stable prices, healthy product, trendy ... There are many reasons why including European olives in your business is synonymous with success. Betting on this millenary product will turn your menu into something special and distinguished with the Mediterranean touch.

(July 2019) European olives add instant commercial appeal to everything: from drinks and food to small plates, salads, sandwiches and main courses. All their varieties have their own personality and the differences contribute to configure a diversified offer to adapt to the menu of any business. European olives will help you meet any professional need for these ten reasons.

1. **Versatility.** The queen of the Mediterranean diet allows you to create recipes of all kinds and it can be found in many varieties and formats: whole olives, sliced, pitted, stuffed...
2. **Gastronomic potential.** This small delicacy offers a range of gastronomic possibilities and perfectly matches with all kinds of dishes: meat, fish, sauces, dressings or desserts.
3. **Nutritional properties.** They have 37 kcal for every 7 units, they contain oleic acid (up to 77% of its fat content) and they are a source of vitamin E.
4. **Uses.** Manzanilla, Queen, stuffed with Pimiento... By itself, olives are the queens of the appetizer, but when you include olives in salads, sandwiches, pasta, pizzas, hamburgers or rice they are not far behind.
5. **Easy to find.** Olives have stable prices throughout the year and affordable for all budgets.

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A TASTY MESSAGE FROM EUROPE

# HAVE AN OLIVE DAY

WITH OLIVES FROM SPAIN

6. **For vegans.** Ideal for vegetarian or vegan diets. They adjust to the growing demand for healthy products.
7. **Formats.** Multitude of packaging for all types of consumers
8. **Variety of flavors.** The olive is one of the few fruits that brings together the four basic flavors: salty, sweet, sour and bitter.
9. **Trendy.** They are in style and they reinvent themselves in dishes like poke bowls, baos or wraps...
10. **Queen of the Mediterranean Diet.** European olive is one of the pillars of the Mediterranean Diet, declared Intangible Heritage of Humanity by UNESCO. A key food of this diet followed by everyone and more present than ever in the gastronomic routines of today.

## About INTERACEITUNA and Olives from Spain

INTERACEITUNA is the Interprofessional Organization of Table Olive recognized by the Ministry of Agriculture, Fisheries, Food and Environment that represents the whole sector producing, processing and marketing table olives. Created to implement different programs and activities of general interest, INTERACEITUNA promotes knowledge of Spanish table olives and carries out research and development related to production and production techniques. INTERACEITUNA has partnered with the European Union to promote this product.

@HaveanOliveDay  
haveanoliveday

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