

“Have an Olive Day” brings to the Trade and HORECA sector the reasons to bet on Europe's olives

- ✓ In all types of containers and formats, from 5 oz. to 528 lb., they satisfy any professional need
- ✓ Ready to serve or include in many elaborations
- ✓ A vegan-friendly competitive, easy to find, store and use

(Apr.2018) **Have an Olive Day** is a program launched by **Olives from Spain** and the **European Union** with the final consumer as the main target. In its recently started second year, it also contemplates specific actions for the **hospitality and catering professionals** in the United States.

Olives made in the **European Union** have a tradition of more than **2,000 years** with the most **advanced** technology. The sum of both makes it possible for the Old Continent to be a **world leader**, both in volume and **quality**. Among European countries, **Spain** maintains its first position, with **21%** of world production and **30%** of exports. In fact the United States is a great connoisseur of the fruits of the olive tree enjoying more than 165 million lb. each year.

Direct communication with professionals

Have an Olive Day has one of the best chefs in North America, José Andrés, as the inspiration for new gastronomic proposals with olives as protagonists. The renowned chef, one of the main influencers among American professionals, serves as an image to show how gastronomic excellence can be achieved using table olives.

PRESS RELEASE



HAVE AN OLIVE DAY

WITH OLIVES FROM SPAIN

With the messages of José Andrés as a backdrop, information has been prepared for US professionals. The hospitality and catering sectors have the possibility of re-discovering olives in events of special interest such as the **Summer Fancy Food**. In addition, their media will be direct witnesses of the professional potential of olives in presentations in **Chicago and Los Angeles** and also in **IFEC**, the most important congress of editors of the USA.

Ally for today's professionals

Spanish table olives can contribute a lot to a good result statement. Its presence gives Mediterranean color to any activity, from the linear of the points of sale to the menus of the hotel restaurant.

They fit with the growing demand for **healthy products**, being one of the maximum exponents of the **Mediterranean Diet** and suitable for **vegans**. A product with a shelf life of **several months**, which has an implantation throughout the North American territory, so it is **easy to find stable and affordable prices throughout the year**, store at **room temperature** and ready for consumption.

Have a business day... have an olive day!

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haveanoliveday

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PRESS RELEASE





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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 the 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.

A TASTY MESSAGE FROM EUROPE

HAVE AN OLIVE DAY
WITH OLIVES FROM SPAIN

PRESS RELEASE



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