

The Summer Fancy Food in New York, once again an opportunity to learn about the potential of European Table Olives for professionals

One of the most important gastronomic events in the United States will reopen in New York this summer. From June 30th to July 2nd at the Javits Center, the professionals of the hotel, restaurant and catering sector will have the opportunity to discover, first hand, everything that table olives can do for them.

(June 2018) The world leader in volume and production will attend the most important fair in the restaurant sector full of surprises for professionals. European table olives have their own stand at the Summer Fancy Food. A space to open a door from the city of skyscrapers to the Mediterranean. Not in vain, table olives have been, for thousands of years, one of the favorite products of the countries that are surrounded by this sea along three continents.

The European olive grove is the great supplier of olives in the United States. Have an Olive Day has developed, on this excellent relationship, a campaign to inform the United States' consumers about a unique product like European table olives. Thanks to the work that will be developed by Olives from Spain, the olives will be perceived as a new trend full of flavor, personality and possibilities. This is possible thanks to the messages that the ambassador of the campaign, Chef José Andrés, communicates to consumers.

So that the professionals of hotel, catering and hospitality can also join this new trend, an information point will be installed in what is undoubtedly the fair of reference in this sector in the United States. A unique place where to get all the necessary information to take advantage of the potential that olives have, based on its incredible versatility, its immense variety of presentations and varieties and the simplicity of its use. Easy to find, store and incorporate into any gastronomic proposal, both alone and integrated into any preparation. A "vegan

PRESS RELEASE





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friendly" food that fits everything because contains the five basic flavors. As full of tastes as of possibilities!

A sample of all that olives can do for chefs will come hand in hand with the demonstrations of the Spanish chef Alberto Astudillo. This renowned chef will surprise visitors of the stand with delicious proposals made with the four main varieties of olives that are available in the North American market: Manzanilla, Hojiblanca, Queen and Stuffed with Pimiento.

Have a Summer Fancy Food at Booth #1380. Have an Olive Day.

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.

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