



WORLD #1 SELLER



CAMPAIGN FINANCED WITH AID FROM THE EUROPEAN UNION

THE EUROPEAN UNION SUPPORTS CAMPAIGNS THAT PROMOTE A HEALTHY LIFESTYLE.



# The campaign "Have an Olive Day" makes a stop in LA with the prestigious chef José Andrés

*Olives from Spain and the European Union "premiere" this initiative in the most populous city of California*

Los Angeles hosted a "finger-licking" event on November 5<sup>th</sup>. The prestigious Spanish chef **José Andrés**, considered by *The Times 100 list* one of the top 100 most influential people in the world, presented the initiative, "**Have An Olive Day**". This initiative is promoted by **Olives from Spain**, with the financial support of the **European Union**.

The promoters of the project will disclose the benefits of this tasty and healthy food (a natural source of antioxidant vitamin E) until 2020 in cities such as **New York, Miami, San Francisco, Philadelphia or Chicago**.

During the course of this event in the USA's most cinematographic city, the campaign's brand ambassador, **José Andrés**, communicated to the media the versatility of the European olives. He linked them to the **Mediterranean Diet**, as well as the great quality and variety, increasingly present in the "**veggie**" diets. Los Angeles has an influential Latino community, who are admirers of the taste and variety of olives, and a cradle of healthy food and lifestyle.

The event was held in an exclusive location, "**The Bazaar**" restaurant at the **SLS hotel SLS Beverly Hills**, where the chef explained to the journalists the details of the campaign. This was supported by several audiovisuals while he described the qualities of the olives. Varieties like **Hojiblanca, Queen, Manzanilla or Stuffed with**

A TASTY MESSAGE FROM EUROPE

HAVE AN OLIVE DAY  
WITH OLIVES FROM SPAIN

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PRESS RELEASE





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Pimientos that are admired in Europe were highlighted through a careful menu adapted to Californian cuisine. 'Ferran Adrià' liquid Queen olives, chocolate brownies with Hojiblanca olives, and chicken wings with Manzanilla olives purée are just some of the original creations that were tasted. José Andrés is a great advocate of olives, due to his European origin, and he uses them in a variety of dishes as a star ingredient.

On the other hand, the US is the world's first consumer of table olives outside the EU; a market of 400 million euros per year.

### About INTERACEITUNA and Olives from Spain

INTERACEITUNA is the Interprofessional Organization of Table Olives recognized by the Ministry of Agriculture, Fisheries, Food and Environment that represents the whole sector for 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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