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A TASTY MESSAGE FROM EUROPE

HAVE AN OLIVE DAY
WITH OLIVES FROM SPAIN

A Tasty Message from Europe 'Have an Olive Day!' with Olives from Spain at the 2017 Summer Fancy Food Show

*Experience the versatility, taste and rich flavor of European olives
with recipes prepared by Spanish Chef Alberto Astudillo*

NEW YORK, N.Y. – June, 2017 – 'Have an Olive Day!' will be heard by many food lovers at the 2017 Summer Fancy Food Show, where the Spanish Inter-Professional Table Olive Organization, INTERACEITUNA, will share the details of its exciting new campaign for U.S. consumers. The organization has partnered with New York based chef and Spanish cuisine expert, Alberto Astudillo, to prepare recipes that highlight the unique flavor of European olives.

From simple appetizers and classic tapas to unique entrees and creative desserts, European olives add a flavorful, nutritious twist to any recipe. Most of the olives consumed in the U.S. come from Europe. In fact, 85% of the more than 299 million lbs of olives imported to the U.S. each year come from the European Union, with 55% from Spain.

The U.S. campaign, which officially launched in May, is a partnership with Michelin-starred chef and internationally-recognized culinary innovator, José Andrés, the European Union and INTERACEITUNA. The goal of this three-year campaign is to raise awareness of the versatility, flavor, nutrition and rich history of olive production in Europe. The campaign website includes creative olive recipes and preparation tips, in addition to campaign videos featuring messages from José Andrés.

"Olives are part of the everyday Mediterranean lifestyle, and I'm excited to help people add new flavor to their life with something as small – and delicious – as an olive," said chef José Andrés. "With this campaign, I'm encouraging people to discover the world through delicious food. You can enjoy olives from my home country every single day, without needing to travel!"

Summer Fancy Food Show attendees will have the opportunity to taste mouth-watering recipes featuring olives prepared by Chef Astudillo. Surprising creations like Queen olives stuffed with cheese, Manzanilla olives with an oriental touch or Hojiblanca black olives with sweet ingredients.

PRESS RELEASE





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These recipes showcase the versatility of olives, highlighting the four basic tastes that olives have.

Stop by booth #2155 to taste recipes prepared by the Spanish Chef Astudillo and learn more about incorporating olives into unique dishes perfect for summer barbeques, gatherings and the family dinner table.

For recipe inspiration and more information on European olives, visit www.haveanoliveday.eu or follow the campaign on Facebook, Twitter, Instagram and Pinterest at @haveanoliveday.

About INTERACEITUNA and Olives from Spain

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

About José Andrés

Named one of Time's "100 Most Influential People" and "Outstanding Chef" by the James Beard Foundation, José Andrés is an internationally-recognized culinary innovator, author, educator, television personality, humanitarian and chef/owner of ThinkFoodGroup. His avant-garde minibar by José Andrés earned two Michelin stars in 2016 and with that, José is the only chef globally that has both a two-star Michelin restaurant and four Bib Gourmands. Andrés' work has earned numerous awards including the 2015 National Humanities Medal, one of 12 distinguished recipients of the award from the National Endowment for the Humanities. And during the next three years he will be working with INTERACEITUNA and the European Union to be the "Have an Olive Day" ambassador to promote the values of the European Olives in his country of residence.

PRESS RELEASE

