



Put
EUROPE
at your table

Have an
OLIVE
DAY!

PRESS DOSSIER

Today

23/9/8
EUROPEAN OLIVE, THE "ROUNDEST"
PRODUCT IN EUROPEAN GASTRONOMY

2,000 years of tradition
There is a long history and tradition of olive
production in Europe, especially in Spain, where
olives have been the heart of culture and cuisine for
over 2,000 years.



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olives
FROM
SPAIN

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A HEALTHY LIFESTYLE.

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☀️ The food that makes the rest better ☀️

EUROPEAN OLIVE, THE “ROUNDEST” PRODUCT IN EUROPEAN GASTRONOMY

2,000 YEARS OF TRADITION IN SIX KEYS

- 1** There is a long history and tradition of olive production in Europe, especially in Spain, where **olives have been the heart of culture and cuisine for over 2,000 years.**
- 2** The **sunny climate of southern Europe**, mild winters and rich, fertile soil **are ideal for growing the perfect olive tree.**
- 3** Olives are **carefully hand-picked one by one** to avoid damaging the fruit. The main olive growing region in Europe is Spain.



- 4** A large part of olives is used solely for oil extraction, while **only a few are considered suitable enough to be processed and consumed as table olives.**
- 5** The **grading depends** on a variety of factors, such as the **fat content** of the fruit, the **size of the pit** compared to the pulp, the ease with which the pit can be removed, **as well as the general characteristics of the skin.**
- 6** If an olive has a small smooth pit, medium fat content, a delicately tasty but firm pulp, as well as a thin skin, **it is given the green light to be a table olive.**



THE FOR FOUR MOST SURPRISING VARIETIES: HISTORIC QUARTET

Ancient farmlands cultivated with effort and passion by different hands in search of the best use of resources have given rise to hundreds of seductive European olive varieties, with distinctive features of each region in relation to aroma and flavor.

Within the European Union, Spain has an area dedicated to olive cultivation of about 2.5 million hectares and 260 recognized varieties that offer an attractive organoleptic universe that ranges from spicy or bitter to sweet and fruity. The olives are carefully picked one by one so as not to damage the fruit once they reach the correct size and optimum maturity so that they reach the consumer shiny and round.



Green MANZANILLA

Internationally **the most appreciated variety for its quality and easy pitting.** These delicious olives are usually prepared in the Spanish or Sevillian style with a variety of marinades. Adaptable and sophisticated, the European green olive is a year-round favorite. It's tasty

enough to be eaten on its own and adaptable enough to make any dish even more memorable, especially stews. **It offers a strong and spicy flavor and has a smooth and silky texture.**



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Black HOJIBLANCA

This popular dark-colored table olive owes **its special character to a unique crop**. Harvested before it reaches full maturity, it is treated to bring out its special flavor. To achieve that characteristic black, they are picked early and undergo an accelerated ripening process. Once fully processed, the ripe black olive is soft

and subdued and has a light, supple flavor. They can be enjoyed at any time, as a quick snack during the day or for an elaborate dinner. **They are the perfect companions for any dish, especially for desserts, salads, sandwiches, wraps and quesadillas.**



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QUEEN



Popular for the size of its fruit and fleshy pulp. It is oval in shape and slightly asymmetrical. Also **known as "The Beauty of Spain."** Rich, bold and silky smooth, the queen olive is the flamboyant member of the olive family. It is larger than most olives and has a broader flavor profile. When minced, it can be used for

stuffing, cooking, or just snacking. Its unique processing produces an olive with a slightly drier texture and a nutty, spicy flavor. **It's best served cold and are great with grilled meats or in roasted vegetable salads.**

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Green Olives Stuffed with **PIMIENTO**

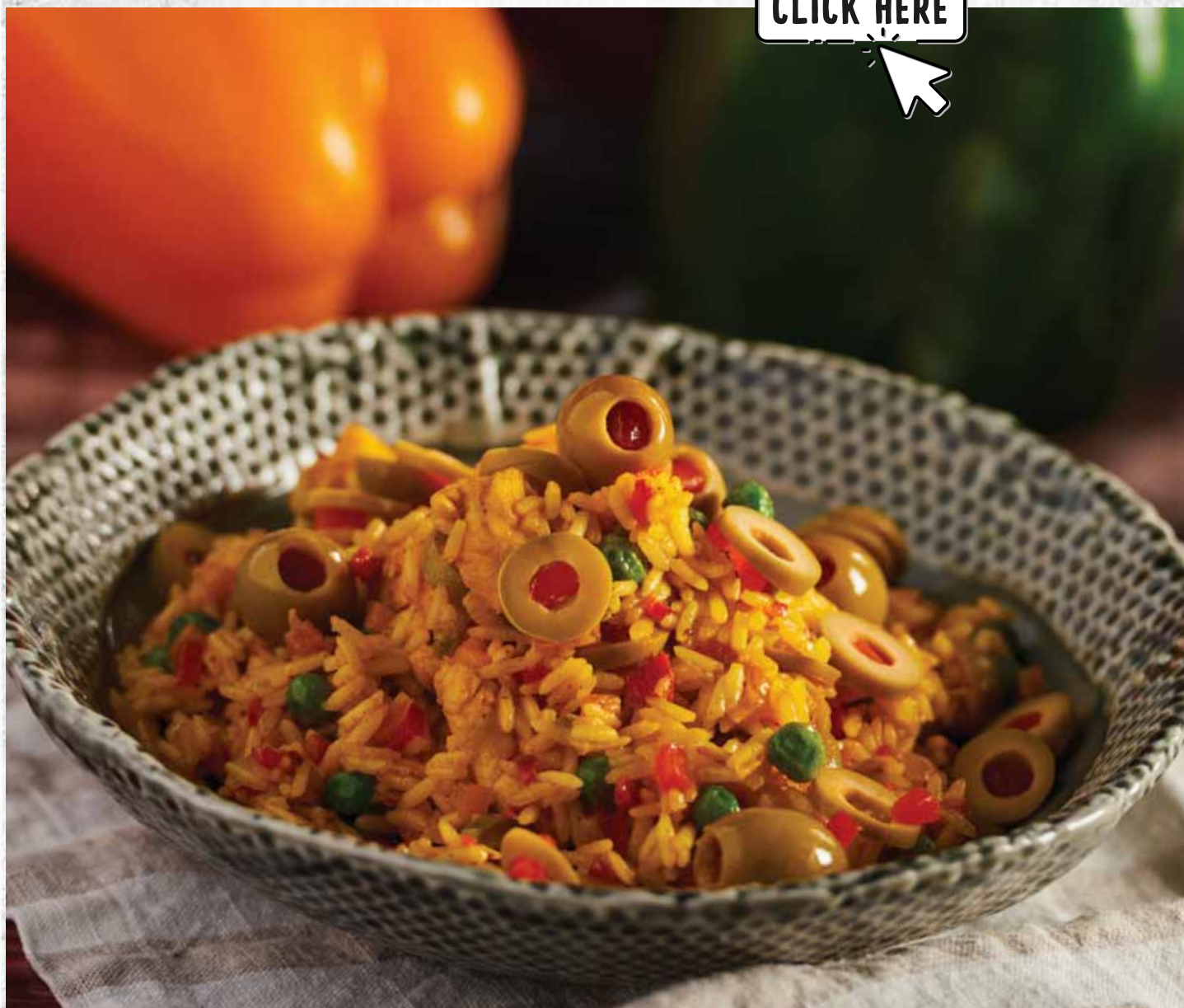


Green olives seem to **reach culinary perfection** when pitted and stuffed with pimientos. Originating in 18th century, olives stuffed with pimientos blend a nutty flavor with the sweet flavor and crisp texture of red peppers.



It's a true Mediterranean delight. These olives are commonly **used for hors d'oeuvres and their balanced character work** as well with sharp cheeses as they do with milder foods.

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SWEET or SALTY?

WITH THE EUROPEAN OLIVE YOU DO NOT HAVE TO CHOOSE.



The eternal question, **do you prefer "sweet or salty?"** has a forceful and immediate answer **when we refer to the European olive: "of the two."** The **queen of the Mediterranean Diet** has the particularity of enclosing a sensory universe in the four flavors it contains (bitter, acid, sweet and salty), which gives it an incredible versatility in its gastronomic integration, making it a harmonizing and enhancing ingredient in infinite types of elaborations: tapas, appetizers, snacks, accompanying drinks or in them, salads, pizzas, rice dishes, pasta, fish, meat... even desserts.

It resists everyday life like few foods and is **extremely flexible when it comes to introducing it into the daily diet.** The wide range of possibilities and flavors that opens up when you put it into play establishes interesting links with other foods. It is a perfect ally for any meal due to its ability to pair, resulting in countless dishes and dressings.

In addition, **it can be found in an infinite number of formats (whole, chopped, sliced, pitted...)** and it makes foods better. . . such as chicken, beef, salmon, rice, fish, quinoa, pasta, octopus, hummus, chocolate or avocado.

With so much diversity, no table should be without **this Mediterranean wonder that never disappoints.**



SIX TIPS TO GET THE MOST OUT OF IT

- 1 **Replace sugary salad dressings**, such as dried cranberries, **with olives**, which are high in monounsaturated fats that promote satiety.
- 2 **Add to sandwiches black or green olive tapenade** to add flavor and healthy fat.
- 3 **Mix olives in salads made with grains**, such as quinoa, farro, bulgur, rice or couscous to add a touch of color and healthy fats.
- 4 **Incorporate olives in any pasta, fish, chicken** or meat dish.
- 5 **Dry olives** in the oven **at a low temperature** and eat them as a **snack-chip**. Once dry, they can be cut into croutons for salads or pasta.
- 6 **Make a cream puree** with olives **to add to a mayonnaise** or to spread on **canapés or sandwiches**.

LIVE 100 YEARS WITH THE MEDITERRANEAN DIET

The physiologist **Ansel Keys** promoted and defined the eating plan that would later become **the Mediterranean Diet worldwide**. The North American **put this food pattern into practice and, thanks to it, lived a hundred years**. Keys proved that you could eat healthy without sacrificing taste.

In this context, the **European olive** is one of the **pillars of the Mediterranean diet**, it is an antioxidant ingredient that contributes to a healthy diet when eaten regularly thanks to its nutritional value.



European olives "IN THE MOUTH" OF CHEF JOSÉ ANDRÉS

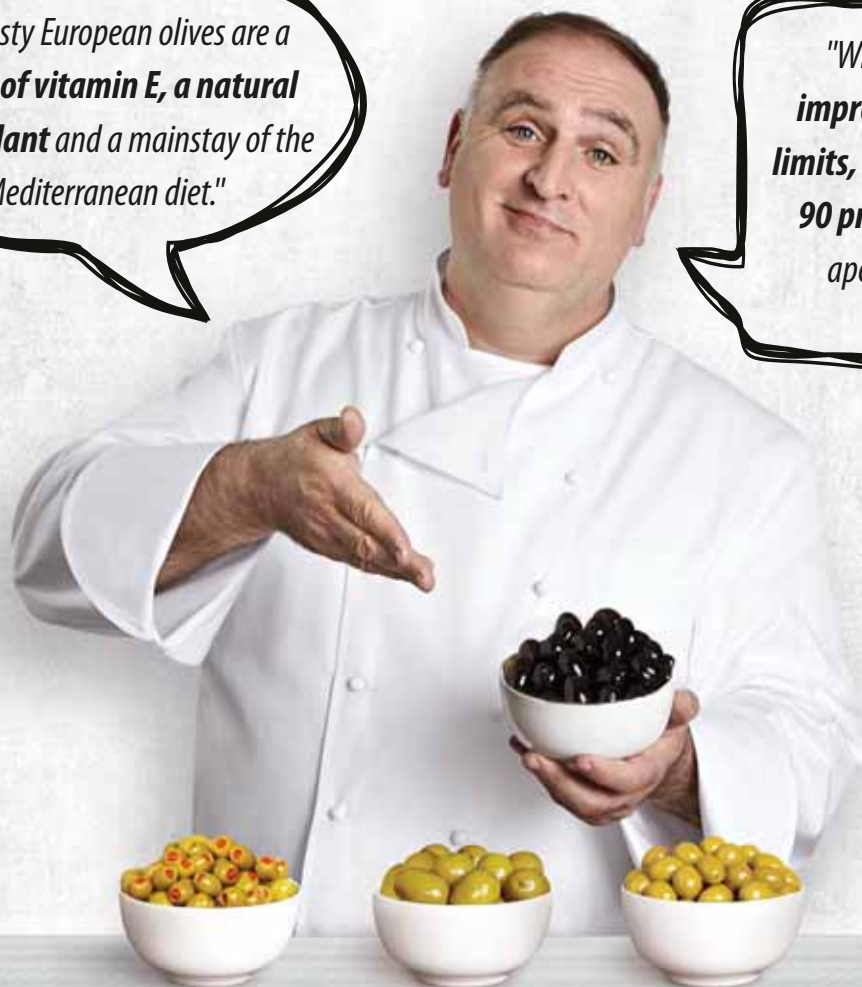
"It is a charismatic, millenary product that gives a distinctive touch to the dishes."

"They are in my blood, and I take the opportunity to educate American consumers about their versatility and history."

*"The variety of presentations and preparations makes it an ingredient that **always adapts to your needs and keeps you in shape** because it is a natural snack."*

"The tasty European olives are a source of vitamin E, a natural antioxidant and a mainstay of the Mediterranean diet."

"With olives you can improvise, you have no limits, it admits more than 90 preparations: tapas, aperitif, pizza, salad, sandwich..."



“We cannot be happy IF WE DO NOT EAT HAPPILY”



Like chef José Andrés assures us: “We cannot be happy if we do not eat happily.” Because when **this Mediterranean delicacy is served on a table, it is offering much more than a food: well-being, health and happiness.**

A food as charismatic and stylish as the European olive was meant to be understood and become part of the heart of American cuisine and lifestyle. There is always a good reason to get together, celebrate and enjoy quality time with friends and family around a plate of olives and savor a piece of the aroma and the Mediterranean breeze in all its splendor.

The pearl of European cuisine has everything you need to successfully **star in any preparation: from the simplest to the most complex.** They are tasty, **versatile, sophisticated and nutritious.** A sign of identity and pure essence of the Mediterranean culture since the human being began their agricultural activity. Its quality and flavor make it a universal product that goes beyond gastronomy and coexists in harmony with new technologies. In a world where everyone eats the same, products with a differential and qualitative load such as olives make the difference.

In addition, they are at hand on any shelf in your trusted supermarket or local store. They can be purchased in large quantities, as they are very easy to store.



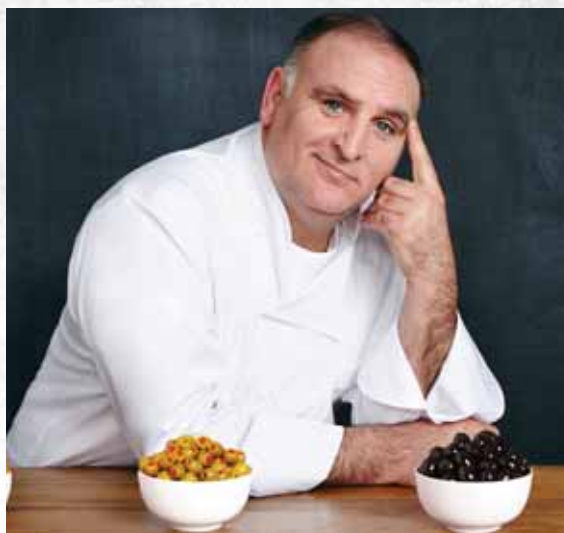
José Andrés

THE OLIVE TROUBADOUR WHO ARRIVED IN THE UNITED STATES WITH \$ 50 IN HIS POCKET

The influential and supportive chef renews his commitment to the European olive, to continue bringing the benefits of this millenary fruit to American consumers and guide them in learning about its versatility and history.



José Andrés, together with the Adrià brothers, in 2019 opened Little Spain, one of the culinary temples in New York. "This is a tribute to homemakers, to our cooks, fishermen, butchers. What we have done is to open the Spanish culture here through its cuisine," explains the chef. In this iconic place, you can taste the best elaborations with olives as well as in the one that he has recently inaugurated, Spanish Dinner, in Bethesda (Washington), a continuation of the successful Big Apple restaurant, his most personal and homelike project to date.



"The tasty European olives are a source of vitamin E, a natural antioxidant and a mainstay of the Mediterranean diet. European olives are in my blood, and I take the opportunity to educate American consumers about their versatility and history," says the candidate for the Nobel Peace Prize in 2018 and 2019 for his commitment to humanitarian aid. He has recently received the Princess of Asturias Award for Concord for his work at the helm of the NGO World Central Kitchen (WCK), an organization he founded with the aim of "using food to empower communities and strengthen economies".



A story of overcoming, and courage, that began 28 years ago aboard a ship that left him in New York with \$50 in his pocket. Now, the chef employs more than 2,000 people and continues to highlight products such, as olives, that marked his humble beginnings and have made him who he is today.



From the olive tree to the table, **SOURCE OF ENERGY AND HEALTH**

& **DID YOU KNOW...**

That **7 table olives** have 37 kcal? Olives contain **oleic acid, vitamin E, minerals, fiber, and iron**. Its multiple properties make it one of the healthiest foods. About 75% of the fat content of an olive is **oleic acid, which helps maintain normal blood cholesterol levels**.

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Europe,

THE UNDISPUTED LEADER IN PRODUCTION



Europe is a world leader in the production and export of table olives, which shows its experience and permanent adaptation to the tastes and needs of consumers around the world.

The United States is the main destination of European olives, importing more than 293 million lbs. in 2020, which means that more than 78% of the olives consumed in the US, come from Europe.

Specifically, 95% of stuffed pimiento olives consumed by Americans come from one European country: Spain, the world leader in

production and exports of table olives, accounting for 20% of world production and 28% of world exports.

To be more exact, Spanish olives are present in more than 120 markets and the USA is the main importer, importing more than 293 million lbs. of olives each year, for a value of more than \$427 million (79% of this worth comes from the EU and 44% from Spain). Therefore, the USA consumes about 165 million lbs. of Spanish olives each year.



FROM THE OLIVE, EVEN THE PIT; *an alternative to plastic*

From the olive everything is used. Not only its juice is valuable and beneficial. **European companies have developed a biodegradable olive pits** compound that stands as a solid alternative to plastic.

At the moment, **the second life for these bones** (mainly used as biofuel) is **oriented towards the creation of coating materials, toys, furniture and panels for trade fair booths that change shape.** This material created from olives is moldable, respectful with the environment, recyclable and closes the cycle perfectly.

In this sense, **there are several projects approved and co-financed by the EU that support the improvement of the olive sector.** Initiatives that will solve the main environmental problem in the sector, associated with the management of brines that are currently sent to evaporation ponds.

It is estimated that half a liter of brine is produced for every kilogram of olives produced. This project will combine various membrane technologies and solar evaporation. **According to Eurecat-CTM estimates, it is estimated that the new treatment system will reduce CO² emissions by up to 60% and thus reduce the brines to be managed by up to 95%.**

It will also make it possible to recover 65% of the water that can be reused within the production process. In this sense, it will be possible to recover up to **50% of the valuable organic compounds present in wastewater**, such as polyphenols, which are highly polluting to the environment.



Eight ways
**TO SET THE
TABLE WITH THE
EUROPEAN OLIVE**



1. Little whims TABLE

We pamper ourselves through food. **Any occasion is good to enjoy the small pleasures of life that bring us joy, balance and well-being.** In this context, **we can take care of ourselves by reducing the consumption of carbohydrates and fats**, avoiding excess salt, added and ultra-processed sugars, giving priority to plant based foods.

For a more elaborate recipe, or for a simple snack, enjoying and taking care of yourself are not mutually exclusive. The key is to enjoy these little whims when they are not a "guilty pleasure".



2. Re-use TABLE



Consumers and hospitality professionals increasingly tend to reuse surpluses from other dishes to create new preparations. **A more responsible consumption of food that is causing the rise of "supra-recycled,"** that is, foods that can help reduce scraps and food waste.

In this sense, olives are pure cuisine of use. Thanks to their **enormous versatility**, and because they bring together the four basic flavors, they combine perfectly with all kinds of ingredients.

3. Eating "al fresco" TABLE

We live in a time where we value more than ever spending time outside, outdoors. All those moments of enjoyment with friends, our couple or family, for example, sharing a picnic, a barbecue, or an aperitif on a terrace, have become a "luxury".

Happiness that increases when we can enjoy that time outdoors with good food. And we are not only referring to the taste, but also to foods that are beneficial to our health, such as olives.



4. Comfortable TABLE

The moments that take us to the comfort and relaxation of everyday life have returned to stay, such as the pleasure of cooking for cooking more #slowfood and less #fastfood.

Because the return to comfort does not mean becoming more comfortable and neglecting what we eat, it means spending more time on everything that makes us feel good and enjoying it in a more relaxed way.



What is more comfortable than starting the day with a fluffy olive bread for breakfast? Or more relaxing than spending time preparing your own pizza dough, and adding the perfect touch with a few slices of olives?

5. The pleasure of the minimum TABLE



You don't need a lot of ingredients, nor a lot of time, to prepare a "amazing plate". Day-to-day is already quite complicated, for you to complicate yourself in the kitchen.

If there is a product that fits perfectly with this way of understanding life, it is olives because they combine perfectly with all kinds of ingredients and flavors; because they can be both the main ingredient of a dish, as the perfect topping for any recipe and because they work well from breakfast, to a snack, to lunch or dinner.

6. Green lovers TABLE

In addition, in an increasingly populated world, and with the supply of food being one of the great challenges of the future, **vegetables are emerging as the most sustainable alternative.**

The future is green, like olives. A fundamental ingredient in vegetarian and vegan options, **as it is a natural food, 100% vegetable**, a source of unsaturated fats and a multitude of healthy properties.



7. European TABLE

Today's consumers are increasingly concerned about the **origin of the products** they buy, especially when it comes to **food**.

In this sense, **Europe** is synonymous with **quality, food safety, and traceability**.

The reason is that the **European Production Model**, in which the production of all our **foods**, such as **olives**, is framed, complies with the **most demanding standards in the world**.

This guarantees that only products of the **highest quality** reach your table, and with all the **sanitary guarantees**

Therefore, putting **Europe at your table**, with products such as **olives**, olive oil, Iberian ham, or Manchego cheese, among many others, is a guarantee of **quality, flavor, variety**, and above all, **enjoyment**.



8. Quality moments TABLE



One of the most important consumer trends in recent times is one in which, for consumers, quality prevails over quantity, whether for **small day-to-day whims**, or for **special occasions**.

This trend does not only imply the search for the **best products**, it also means a more **responsible consumption**, since the fewer the products consumed, **the less the waste**. Something that, without a doubt, the **planet** also appreciates.

When it comes to **choosing** food for **our table**, this means choosing the highest **quality products**, with the best **organoleptic characteristics**, and also with the best **healthy properties**, and a good example of all this is **olives**.

In addition, they are a **guarantee of quality**, because they are produced within the **European Production Model**, which is based on the **most demanding quality standards in the world**. Everything to ensure that only the best of the **best of Europe** reaches **your table**.

Three years bringing its benefits **TO AMERICAN CONSUMERS**

Put
EUROPE
at your table

Have an
**OLIVE
DAY!**

WITH
olives
FROM
SPAIN



The ambitious initiative “**Put Europe at your table, Have an Olive day! with olives from Spain**” is a three-year promotional program co-financed by the European Union that **aims to increase awareness and demand for European table olives for both professionals and American consumers.**

The initiative **seeks to promote the gastronomic excellence of a tasty and natural food quality product, generator of trends and** will work to publicize, and **highlight, the specificities of this European olive production in relation** to aspects such as **food safety, traceability** and labeling, **the authenticity of an ancient European product, nutritional and healthy aspects and respect for the environment,** focusing on the importance of sustainability.



Campaign **EVENTS**

1. Presentation event in **WASHINGTON**



2. Press kits for **THE MEDIA**

3. Collaboration with **INFLUENCERS**



4. Media **CAMPAIGN**

5. Creation of **VIDEO RECIPES**

The **possibilities offered by European olives in the kitchen are endless.**

Something that is **evident in the delicious and easy recipes that chef José Andrés has prepared for the occasion** where he reinvents typical dishes based on the flexibility and adaptability of the olive.



Integrated into snacks, salads, sandwiches, wraps, hamburgers, tapas, new trends, sweets, Latin food, or Mediterranean cuisine, olives always make the difference.



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6. Presence at professional **TRADE FAIRS**





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