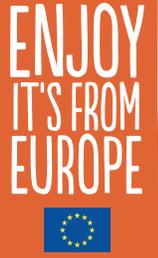




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A TASTY MESSAGE FROM EUROPE

# HAVE AN OLIVE DAY

WITH OLIVES FROM SPAIN

## The Inter-Professional Table Olive Organization from Spain (INTERACEITUNA), the European Union and Michelin-Starred Chef José Andrés, Partner to Deliver a Tasty Message to U.S. Consumers

*‘Have an Olive Day’ campaign launches to highlight the versatility, taste and rich flavor of European olives*

**NEW YORK, N.Y. – MAY 18, 2017** – The European Union, together with the Spanish Inter-Professional Table Olive Organization, INTERACEITUNA, and Michelin-starred chef and internationally-recognized culinary innovator, José Andrés, announced a new campaign to deliver a tasty message to U.S. consumers – “A tasty message from Europe. Have an Olive Day!”

Chef José Andrés officially unveiled the campaign in New York yesterday evening to an audience at TORO, a Spanish restaurant that serves up an eclectic mix of traditional and modern tapas. The goal of this new three-year collaboration between INTERACEITUNA and the European Union with José Andrés as the campaign ambassador is to raise awareness of the versatility, flavor, nutrition and rich history of olive production in Europe, especially in Spain, where olives have been the heart of the culture and cuisine for more than 2,000 years.

“Olives are a key ingredient in many traditional Spanish dishes and we are proud to launch this campaign with renowned chef José Andrés to highlight the great taste and versatility of European olives, said Ricardo Serra president of Interaceituna “Through ‘A tasty message from Europe. Have an Olive Day’ we will share with U.S. consumers the many ways olives can bring unique flavor to their tables.”

“I’m thrilled to be partnering with Olives from Spain and the European Union to introduce more people to the amazing and delicious olives from my home country!” said chef José Andrés. “They have so much flavor, and there are so many different varieties to try – each olive is like taking a trip to Europe without having to travel! What are you waiting for, people?!”

“Have an Olive Day!”, a play on “Have a Nice Day!” is a positive greeting meant to inspire U.S. consumers to discover and enjoy the versatility of European olives, without ever having to get on an airplane. It is encouragement to experience the Mediterranean diet, which is known for its health and nutrition benefits.



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The temperate weather of southern Europe and rich, fertile soil are idyllic for growing table olives, which are carefully hand-picked one by one to ensure the fruit remain in top condition. Spain is the world leader in production and exports of table olives, accounting for 21% of world production and 30% of world exports. In 2016, more than 83% of the olives imported into the U.S. came from Europe.

Olives are accessible and nutritious, perfect for the everyday, modern lifestyle. An essential element of the Mediterranean diet, olives can be enjoyed whole or in a variety of other forms including pitted, chopped, sliced or stuffed. European olives also enhance the flavor of a number of popular recipes ranging from bar food to small plates, salads, sandwiches and entrees.

The 'Have an Olive Day' campaign will run through the year 2019 and will seek to educate U.S. consumers on the different variations of European olives and their culinary uses. While the campaign will launch nationally, it will focus on regions with particularly heavy olive consumption, which include New York City, Miami, Los Angeles, San Francisco, Chicago and Philadelphia. These cities can anticipate seeing campaign activations on TV and online, in their local emblematic outlets as well as outdoor marketing activities and participation in trade shows.

For recipe inspiration and more information on the rich history of olives, please visit [www.haveanoliveday.eu](http://www.haveanoliveday.eu) or follow the campaign on Facebook, Twitter, Instagram and Pinterest at [@haveanoliveday](https://www.instagram.com/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.