



WORLD #1 SELLER



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A HEALTHY LIFESTYLE.



# Ten reasons to bet on Olives from Spain in your business

## European Olives, leader in the USA

The end of the holidays is approaching and restaurants and supermarkets should prepare for the new season with olives as one of the most versatile products

European foods are trending more than ever in the US and olives fit the kind of healthy diet consumers are looking for today. With the imminent return from vacation, restaurants design new menus and the supermarkets plan the season with olives as a star ingredient for the preparation of salads, desserts, sandwiches, snacks and a wide range of dishes.

Consumption has increased dramatically in recent years and supermarkets and restaurants play a leading role in its growing popularity. **Olives from Spain** points out at least ten reasons to bet on this product in your business.

- 1.- Leadership.** Did you know that more than 83% of the olives consumed in the US come from Europe? Spain is the world's leading producer and exporter.
- 2.- Gastronomic potential.** Olives are a perfect ingredient to enrich any dish and give it that Mediterranean touch
- 3.- Diversity of uses.** As an ingredient, there is a variety of olives for each culinary preparation or moment of consumption: Manzanilla, Hojiblanca, Queen, stuffed with pimienta...
- 4.- Easy to find...** It is a very accessible product in supermarkets and restaurants.
- 5.- ... And to store** The Mediterranean fruit reaches the main centers of operations in the US, it is easy to handle and store.
- 6.- Vegan friendly.** It is an ideal food for vegetarian or vegan diets.

**PRESS RELEASE**



A TASTY MESSAGE FROM EUROPE

**HAVE AN OLIVE DAY**  
WITH OLIVES FROM SPAIN

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**7.-Mediterranean diet.** Olives are a fundamental part of the Mediterranean Diet, Intangible Cultural Heritage of Humanity..

**8.- Healthy.** They are a natural source of vitamin E

**9.- Formats.** There is a wide range of packaging for each type of consumer.

**10.- Flavors.** Did you know that olives combine the four basic flavors (bitter, sweet, salty and sour)?

#### **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 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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