

# Olive Oils from Spain and the European Union Make a Splash in America with the “Olive Oil World Tour”

~ Celebrity chef Seamus Mullen joins dignitaries from Spain to kick off ‘Let’s Make a Tastier World’ global campaign in the U.S. ~

New York, NY (July 13, 2018) – **Olive Oils from Spain**, an organization representing the leaders of the olive oil industry; guest of honor **Seamus Mullen**, an award-winning chef, restaurateur, cookbook author, and health & wellness expert; the **European Union** and the **Spanish Olive Oil Interprofessional** celebrated the kick off of the North American launch of the “**Olive Oil World Tour**” at the Cervantes Institute of New York last night.

At the invitation-only soiree Pedro Barato, President of the Spanish Olive Oil Interprofessional, welcomed Chef Mullen and dignitaries from the Spanish Government before unveiling details of the U.S. launch of the “Olive Oil World Tour” and “Join the European Healthy Lifestyle. Let’s Make a Tastier World” campaign.



“We are thrilled to be in New York City for the U.S. launch of the ‘Olive Oil World Tour’ campaign with Seamus,” said Barato. “The ambitious three-year, multi-channel program was created to encourage wellness-minded foodies and world travelers to be inspired by the pillar of the Mediterranean lifestyle, olive oil, and who better to exemplify a healthy way of living than Chef Mullen. Seamus recently came out with a new cook book, ‘Real Food Heals: Eat to Feel Younger + Stronger Every Day.’ In it he uses our beloved millenary juice, olive oil, as a key ingredient in many of his recipes.”

Throughout the evening, guests enjoyed a selection of uniquely-created dishes by Chef Mullen, also known for his inventive yet approachable Spanish cuisine; sipped on specially-designed olive oil-infused cocktails; and learned about the health benefits, gastronomic pleasures, and vast versatility of the ubiquitous olive oil. The evening also

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**LET'S MAKE A TASTIER WORLD**  
WITH OLIVE OIL FROM SPAIN

included demos on how to make a vinaigrette and a tasting station in which guests experienced the complex taste, aroma, texture, and colors of this European delicacy.

“As you can taste from the tapas you are enjoying from my team at El Colmado, olive oils from Spain is a key ingredient,” added Mullen. “There is a reason the subtitle of ‘Real Food Heals’ is ‘eat to feel younger and stronger every day,’ as changing the way I cooked saved my life. We hope you will help spread the word of how you can enjoy a happier and healthier life by incorporating olive oil into your meal plans. And let me leave you with one of the cooking tenets of ‘Real Food Heals’ - cook from the heart, cook for the body, cook with love.”

Serenaded by a Julliard musician, guests enjoyed the following tapas from El Colmado throughout the evening: Pan con Tomate, Gazpacho, Huevo Diablo, Albondigas, Pinxto de Bistec, and Espuma de Chocolate dessert, with all dishes made with extra virgin olive oil from Spain. In addition, extra virgin olive-oil infused classic cocktails such as vodka martinis, whiskey sours, margaritas, and gin & tonics were served.

### What is the “Olive Oil World Tour”?

The European Union and Spanish Olive Oil Interprofessional have launched a three-year campaign for cooking enthusiasts and world travelers to join the Mediterranean diet and the European healthy lifestyle through the “Olive Oil World Tour.” The multi-channel program includes the “Olive Oil Lounge,” where travelers can enjoy the best olive oils in the world in an itinerant oleo library. There are express tastings, a chill out area, kid’s area and WiFi hotspots so the public can travel virtually to the world of “liquid gold.” The campaign also gives the consumer information on the categories recognized by the European Union of the different olive oils (Extra Virgin Olive Oil, Virgin Olive Oil, Olive Oil); their uses in cooking and their varieties (Picual, Hojiblanca, Arbequina and Cornicabra). These unique spaces will be in airports, train stations, and cruise terminals in New York, Miami, Chicago, Los Angeles and San Francisco. Olive Oils from Spain will also travel to eight other countries (Spain, Germany, United Kingdom, Belgium, The Netherlands, China, Japan and Taiwan).

The campaign included last night’s U.S. kickoff event in which guests experienced firsthand the complexity of this European delicacy along with presentations by European Olive Oil representatives. An intimate dinner with a celebrity chef and slow-cooking class is planned for the fall, where guests will learn about the quality, varieties, European production methods and commercial classifications of European olive oil.

### Win a Trip to the Birthplace of Olive Oil

In addition to presenting the campaign, Olive Oils from Spain announced details of its “Where the Olive Oil is Born” contest that culminates with a trip to Spain to the grand prize winner. The open to the public contest on Facebook can be entered for the next six months with one finalist selected each month. The names of all six finalists will be announced in December 2018 on the “Olive Oil World Tour” website, with a final drawing deciding the lucky winner of a once-in-a lifetime trip to the birthplace of olive oil. This will include visits to olive oil-producing areas and an opportunity to learn about European production methods and processes, and more. For information on how to enter, please visit <http://oliveoilworldtour.com/make-it-taste/contest>.

### Olive Oils from Spain in the U.S.

The most surprising fact is that the oil imports have increased in the last two decades, and specifically the oil imports from Spain have increased by six times. Spain produces half of the olive oil in the world. Some interesting facts include:

- Spain has more than six million acres of olive grove and 340 million of olive trees and it also has the biggest surface of this kind of farming in the world.
- A unique landscape that nowadays is a candidate to be recognized as World Heritage by UNESCO.
- Spain has about thirty types of designation of origin, 1.755 oil mills, 1.500 bottling plants and 22 oil refineries as well.

Thus, Spain has become the world leader in the production and sales of olive oil, and Spain leads in the quality category as well. “The American market has a lot of growth potential because right now the consumption of olive oil is concentrated on the East and West Coasts,” Barato explained. “We can add new consumers around the whole country and increase the use frequency of this healthy product. We hope that, as it is happening in other markets, Spain is going to be recognized as a reference of one of the best olive oils in the world.”

Spain has an incredible amount of potential because of the wide variety of extra virgin olive oils in the market. Spanish olive oils are cultivated with more than 200 types of olives, each kind with a specific aroma and taste so the consumer has a big range to choose from. Whether that is an extra virgin olive oil with a sweet taste and smell to a more complex and strong oil. Each type is aimed to enhance different food products.

In addition, the olive oil is a key point in the Spanish gastronomy and in the food sector of the country, it also provides numerous health benefits. Scientists all over the world and the prestige study [PREDIMED](#), have proved the positive benefits of consuming olive oil, as it helps to fight against health injuries, such as: cardiac diseases or diabetes. In fact, the Mediterranean diet was recommended as one of the healthiest diets in the last edition of the Dietary Guidelines for Americans of the American government.

Could there be a better reason than health to include Spanish olive oil as a staple in your diet? The unique mix of experience, tradition and innovation combined with a good flavor, healthy properties and international recognition make the extra virgin olive oil a very singular product. Next time you go to the supermarket think about the health and the joy of your family and choose the best option: Olive Oils from Spain.

#### **About Olive Oils from Spain:**

Olive Oils from Spain is the promotion brand of the Spanish Olive Oil Interprofessional Organization, a nonprofit organization established by the entities representing the different operators in the olive oil industry (olive growers, cooperatives, factories, bottlers and exporters) with the aim of serving as an industry improvement tool. The main goal is to promote the olive oil consumption, to ensure that the greatest number of consumers appreciate the quality of Spanish oils, a quality that is linked to their origin in Spain. **Learn more at [www.oliveoilworldtour.com](http://www.oliveoilworldtour.com).**

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- To download pictures of the “Olive Oil World Tour” U.S. launch event: **TK**
- To download pictures of the “Olive Oil World Tour” campaign on land, sea, and in the air: **TK**
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