

The flavors of Spain take over Miami with Olive Oils From Spain's Global Tour

Chef Seamus Mullen joins dignitaries from Spain in Miami for 'Let's Make a Tastier World' campaign.

Miami, FL (**October 4, 2018**) – Olive Oils from Spain, the promotional brand of the **Spanish Olive Oil Interprofessional**, in collaboration with the **European Union**, and guest of honor, **Seamus Mullen**, celebrity chef and wellness expert, kicked off their Miami launch of "**The Olive Oil World Tour**" at the **Delano South Beach** on **Wednesday, October 3rd**. The Olive Oil World Tour is the brand's three-year marketing campaign urging international travelers and cooking enthusiasts to join the Mediterranean diet and European healthy lifestyle. At the invitation-only soiree, Olive Oils from Spain joined **Seamus**, Spanish dignitaries and local media to unveil launch details.

"Given the city's rich cultural diversity and the exciting position it holds as one of the nation's finest culinary headquarters, it was only natural that our next campaign stop would be Miami" says **Teresa Perez**, manager of the Interprofessional of Spanish Olive Oil. "In the first half of 2018, Florida has welcomed over 65 million tourists from across the globe. Here in Miami, we are achieving a global impact that extends far beyond the city and the United States. We must not forget that we Spaniards have a very special bond with this wonderful place. "

Throughout the evening, guests enjoyed dishes by **Chef Seamus**, sipped on olive oil-infused cocktails by the award-winning bar team from **Sweet Liberty Drinks & Supply Co.** and learned about the health benefits and gastronomic pleasures of the ubiquitous olive oil.

As part of the launch, **Olive Oils from Spain** has partnered with **Miami International Airport** to launch a month-long olive oil pop up inside their **North Terminal**. The lounge will provide consumers with express tastings and information on the categories recognized by the European Union. The specialty lounge will also feature a relaxation area, kids' space, and WIFI hotspots, which travelers can enjoy from **September 28th** through **October 25th**. The campaign will have display in the **Port of Miami** and include pop-ups in major transit centers in US markets such as LA, San Francisco and Chicago along with major cities in Europe, and Asia.

To learn more about Olive Oils from Spain and the Olive Oils World Tour, please visit www.oliveoilworldtour.com.

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LET'S MAKE A TASTIER WORLD

WITH OLIVE OIL FROM SPAIN