

The Olive Oil World Tour Rolls into Chicago's Union Station

(CHICAGO – April 29, 2019) - Olive Oils from Spain and the European Union are joining forces to share the impact and prestige of Spanish Olive Oil across the globe with the *Olive Oil World Tour - Olive Oil Makes a Tastier World* campaign. The immersive campaign is currently touring through major cities in Asia, Europe and the United States, and from May 6th through May 31st, the pop-up rolls into Chicago's historic Union Station. The tour stop features a fully customized and immersive activation set to reach more than 100,000 travelers each day during the month-long stay.

Travelers and visitors to Union Station are able to immerse themselves in a pop-up Olive Oil Lounge located in the station's Great Hall. The inviting lounge experience features an oleoteca offering the best extra virgin Spanish olive oils, guided tastings, informative graphics with details on this delicious and healthy product, campaign and music videos with rocking playlists, a special area for children and Wi-Fi access. This expansive lounge invites travelers to kick back, explore and educate themselves on olive oils while waiting to catch their train or looking for a new experience while visiting the city.

In addition, interactive and visually stunning digital advertisements will canvas the main thoroughways at Union Station as well as an assortment of CTA stops throughout the city. These innovative advertisements offer a 360-degree experience for viewers, ensuring those who pass by an immersive journey into the Olive Oil World Tour. This portion of the campaign features over 180 touch points across the city, ensuring the messaging of the campaign is spread throughout the Windy City.

The Olive Oil World Tour campaign was launched in May 2018 and developed under a single claim, "Olive Oil Makes a Tastier World." The U.S. is a top market for the campaign, given the country's increasing consumption of Spanish olive oils. With many Americans making purchases to partake in a healthy Mediterranean Diet, growth is expected to continue over the years. The country is already the second leading country in the world for consumption for Spain in both quantity and value.

"Our research shares that the majority of consumption of Spanish olive oils is concentrated to the east and west coasts of the country," shared Teresa Perez, general manager of Olive Oils from Spain. "We're thrilled to bring this pop-up to the dynamic Chicago market to share Spanish olive oils with even more Americans and to be able to reach many of our future Midwestern consumers."

Olive Oils from Spain is set to make a splash in other areas throughout the city in May, so locals and visitors alike are encouraged to be on the lookout. For more information on Olive Oils from Spain and the Olive Oil World tour please visit www.oliveoilworldtour.com

About Olive Oils from Spain and the "Olive Oil World Tour"

Olive oils from Spain is the promotional brand of the Spanish Olive Oil Interprofessional, a non-profit organization formed by all representative associations of the Spanish olive oil sector, and whose main objective is the dissemination of the healthy product internationally.

With the campaign "Olive Oil World Tour" as a tool, it proposes to make the world a more flavorful place and urges consumers to join the European way of life (Join the European Healthy Lifestyle with Olive Oils from Spain).

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