



Press release

HIS MAJESTIC "THE EXTRA VIRGIN OLIVE OIL" – THE GOLD OF MEDITERRANEAN ARRIVES IN
TAIWAN

Sunday, December 8, 2017 - 6:30 pm GALA DINNER AT "THE MARKET" IN TAIPEI

On 8 December in Taipei, the three Italian unions of olive producers CNO, UNAPOL and UNASCO, which together represent more than 300,000 producers and 60% of the national production, will present in a public event, the exceptional qualities of extra virgin olive oil and will be the ambassadors of mediterranean diet based on the colture and culture of olive oil.

The event is part of the activities of the "TAICHI" project, one of the most important promotion programs funded by the European Union to spread the culture of olive oil in Taiwan and China.

Through the program and its various initiatives will be promoted the values of this exceptional food and, above all, quality, health and safety. Three distinctive features of Italian and European extra virgin olive oil but also three elements on which is focused the attention of asiatic consumers: the guarantee of a quality product, traced and safe, certified throughout the supply chain and with nutraceutical properties that make it a real elixir of long life.

The gala dinner will be preceded by a guided tasting session that will provide valuable information on how to evaluate and choose an extra virgin olive oil of quality. It will be a very important moment of information and education to get the consumer conscious in the purchasing of olive oil. To welcome the guests (among buyers, press, trade operators, chef and representatives of HO.RE.CA.) and to present the exceptional qualities of extra virgin olive oil, there will be the Presidents of the three Consortiums and the Responsibles for the implementation of the TAICHI project.

Taipei, therefore, will be the first important stage to promote in Taiwan one of the masterpieces of Italian and Mediterranean cuisine, an excellence product that the Asian countries must learn to know and appreciate as our greatest art masterpieces famous all over the world.



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