



## **China and Taiwan discover “magic” of extra virgin olive oil as curiosity grows among consumers**

*Italy’s main olive and olive oil producers are working in China and Taiwan to promote the virtues of their “liquid gold”: the essential ingredient of the Mediterranean diet, one of the healthiest eating patterns in the world.*

Delicious and good for your health, extra virgin olive oil is used by millions of European consumers in their daily diet. It is often referred to as a "king" among Mediterranean foods for its unparalleled taste and exceptional nutritional properties.

The three main consortia of Italian olive growers, CNO, UNAPOL and UNASCO, are developing a project targeted towards consumers in China and Taiwan, which aims to promote the awareness and use of extra virgin olive oil. The outlook looks promising, as there is already plenty of interest among consumers in the region towards the magic of olive oil.

Among the many promotional initiatives taken by CNO, UNAPOL and UNASCO are guided olive oil tastings, courses, master classes and meetings with influencers, importers, wholesalers, restaurateurs, intermediaries, chefs and PR specialists. Their strategy aims to attract the widest possible interest of a potential audience of over 1.3 billion consumers. This emerging Asian market has a potential demand for a good share of over 2 million tons of olive oil produced in Europe each year.

Therefore, the Italian olive oil producers are determined to popularise their high-quality product with a universally recognized "Made in Italy" reputation appealing to Chinese consumers. For this reason, from 2018-2020 their event calendar will be packed with scheduled events and appointments. A dedicated website ([www.ouroliveoil.com](http://www.ouroliveoil.com)) working in synergy with social networks and with other media will consistently inform consumers about olive oil food culture, as well as report the dates and places of the events, where the secrets of extra virgin olive oil will be revealed.

Our Extra Virgin Olive Oil Social media platforms:

**Instagram** [https://www.instagram.com/ouroliveoil\\_eu/](https://www.instagram.com/ouroliveoil_eu/)

**Facebook** <https://www.facebook.com/OurOliveOilEU/>



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[www.ouroliveoil.com](http://www.ouroliveoil.com)





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