



Giving olive oil as a gift: a European trend coming to China

Giving health products as gifts is an emerging sustainable trend in Europe. For example, a bottle of high-quality olive oil can be seen as a thoughtful and healthy gift for family members, friends and even business partners.

The philosophy of gift-giving is an important part of Chinese culture, but sometimes it can be difficult to find a decent present for a person who seems to have everything. Specialising in cross-cultural communications between China and the rest of the world, international media group GBTIMES has found a smart solution.

"We designed holiday-themed packages with the company's logo and a bottle of genuine Italian olive oil inside - the perfect gift to show our respect and appreciation to our employees and business partners," explained the company's CEO Mr. Zhao Yinong.

Giving foreign branded food and beverages as gifts is becoming increasingly popular in China too. Among the most popular items are imported wine, cheese, olive oil and chocolate. Although these are usually sold at a higher price than they would be in Europe, China's affluent upper middle class is willing to pay more for genuine quality products.

According to several market researches, olive oil sells much better during Chinese festivals and holidays. One possible reason for this is that people with a deeper awareness of health and food safety issues choose to buy a bottle of good quality olive oil as a gift for family members and friends. Famous for its multiple health benefits, olive oil is a perfect present to wish the best of health and longevity to the people you love.

Visit OurOliveOil.com to find out more about the TAICHI project, supported by the EU and Italy's major olive oil producing consortia: CNO, UNASCO and UNAPOL.

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