



“Taichi Project” allows everyone to be an olive oil expert!

Never be bothered by oil again!

Know, Pick and Use Good Oil, Enjoy Delicious and Healthy Meal Everyday

Asian olive oil consumer market has been growing rapidly, evidenced by the forecast of over 2 million tons of olive oil imported from Europe annually. Although olive oil has not been incorporated into Taiwanese cuisine yet, its popularity has certainly been growing. However, the vast number of olive oil products on the market, with their different types, quality and price, is confusing consumers. According to the results of a survey recently conducted by FoodNEXT, titled “Can’t Control your Oil – Survey on Consumer’s Habit of Using Cooking Oil”, 36% of the surveyees use olive oil the most, while 24% of the surveyees use sunflower oil. Therefore, the percentage of Taiwanese consumers using olive oil as condiment is rising.

However, do consumers really understand olive oil’s quality standards? Do they know how to pick the right olive oil? Olive oil has been perceived as both of high quality and high price, leading to some manufacturers, in their pursuit for profits, substitute good quality olive oil with lower quality ones, which infringed upon consumer rights and damaged their trust on olive oil. Now, Taiwanese consumers do not need to be bothered by oil anymore! Last year, to protect consumers Consorzio Nazionale Olivicoltori (CNO), Unione Nazionale Associazioni Produttori Olivicoli (UNAPOL) and Unione Nazionale dei Produttori Olivicoli (UNASCO) jointly launched, and EU has funded for, a 3-year “TAICHI Project”, aiming to increase awareness of olive oil’s relevant knowledge, history, culture, effects, daily usage and tasting in Taiwan, as well as to establish quality assessment system for olive oil, so as to allow more consumers to safely use such healthy condiment every day.

TAICHI Project – Launched at the End of Last Year in Taiwan Providing a Diverse Platform for Easy Learning of Olive Oil Knowledge

“Olive Oil and Health, Food with Olive Oil, Selecting Olive Oil, Olive Oil’s Purchase and Storage, Latest Research on Olive Oil...”, these are practical information that consumers desperately need to understand, yet there was insufficient authoritative channel for them to do so. Through some hard work, TAICHI Project has established its official Chinese website, filled with extensive information on olive oil. Moreover, the website will be updated occasionally for more latest information on olive oil. Besides, on the social media front, TAICHI Project has established itself on YouTube, Instagram and Facebook, uploading many precious or relaxing information and videos.



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Its Facebook page has already attracted over 11,000 likes in a relatively short period of time, showing that Taiwanese consumers are eager to know more about olive oil. TAICHI Project's App, being the most instant source of information, has opened this year for download.

At the same time, in order for consumers to easily know more about olive oil and the Mediterranean diet, TAICHI Project has commissioned a short film with a culinary-romantic twist, called "the Mysterious Cook". Its director, Giacomo Arrigoni, is one of the most exciting emerging European directors, and has won over 15 international film festival awards. He has also been elected to the International Scripwriters' Pavilion at the 2018 Cannes Film Festival. The main actors are Ms. Esmeralda Spadea and Mr. Yoon C. Joyce, with the extraordinary acting participation of the three Presidents of the consortia. The film takes place in the main olive oil producing region in Italy, the beautiful Puglia. Olive oil experts commented that olive oil produced there are of best quality. The film was viewed over 100,000 times, just shortly after it has been released online in Taiwan. TAICHI Project communicates with consumers in the most down-to-earth and common media platforms, so as to make olive oil-related information as easily accessible as possible. TAICHI Project believes that, in the future, everyone can be an olive oil expert, and can pick good quality olive oil without any hassle.

TAICHI Project has been initiated by three Italian national olive oil industry associations: CNO, UNASCO and UNAPOL, representing around 300,000 Italian olive growers, extractors, fillers, logistic operators and relevant product producers and service providers, covering 55% of manufacturers in the global olive oil industry. Besides, TAICHI Project promotes extra virgin olive oil that has the ALL IN ONE characteristic – quality, safety, health and taste – and, taking advantage of this, promote the latest olive oil-featured Mediterranean diet.

This year, TAICHI Project will participate in the 2018 Taipei International Food Show. Our booth will be in Nangang Exhibition Center (Booth No. M1232), organizing activities such as tasting and trying olive oil. In the future, the three Italian olive oil associations will frequently organize activities such as tasting conferences and oil-taster courses, in order to fully interact with Taiwanese olive oil industry players, catering industry players, consumers and opinion leaders, so as to increase popularity of olive oil, sometimes called "liquid gold", its great taste, health facts and practical knowledge in Taiwan. Good oil in dishes can greatly improve food quality and diet.



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Extra Virgin Olive Oil Can Fry! Matching Taiwanese Taste

Common cooking methods in Taiwan are pan-frying, cooking in water, stir-frying, deep-frying, baking and mixing. According to FoodNEXT's survey above, 65% of the surveyees will use oil as the heating medium when they are stir-frying. Most Taiwanese consumers believe that extra virgin olive oil can only be used in salad dressings, but they are unaware that westerners also use it for cooking western dishes such as pasta, pizza and risotto. Extra virgin olive oil can pan-fry, stir-fry, cook in water, and deep-fry. It can be used with every cooking methods.

According to a scientific research published on Comprehensive Reviews in Food Science and Food Safety in 2017, extra virgin oil has a smoking point of 210 degrees Celsius, which is higher than the temperature that any common cooking method would reach, such as pan-frying (100–150 degrees Celsius), deep-frying (177–200 degrees Celsius), or baking (180–215 degrees Celsius). Therefore, extra virgin olive oil's high smoking point enables it to withstand high temperature heating, thus making it suitable for cooking Chinese cuisine. More importantly, olive oil has high anti-oxidant content, and it does not lose its nutrition even under high temperature conditions, unlike soybean or peanut oil. All in all, olive oil is very suitable for common household cooking.

To demonstrate that olive oil suits stir-frying, our event has also invited Mr. Chang Ke-ting, a multiple award-winning chef and currently the Cuisine Director of Hide-N-Seek Tiki Flair Bar & Cuisine, to design a Chinese dish with a Taiwanese touch, and has invited Mr. Tommaso Loiodice, President of UNAPOL, to learn with Mr. Chang on stir-frying delicious dishes with extra virgin olive oil. Mr. Chang has said that, "extra virgin olive oil actually matches with Chinese cuisine well. No matter pan-frying, deep-frying, cooking or stir-frying, olive oil can be used to make dishes more delicious and nutritious. Of course, using olive oil for cold mixing dishes or making different condiments is a great choice too!"

Our Extra Virgin Olive Oil Social media platforms:

中文官網 <https://www.ouroliveoil.com/zh-ht>

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

Instagram https://www.instagram.com/ouroliveoil_eu/

YouTube <https://www.youtube.com/channel/UCtMcPxWgRhe5wM4ndd93y3w>

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