



Hi there,

It's been a boisterous time here at the TAICHI project and we are thrilled to share with you some of the exciting highlights.

TAICHI Project @ FHC2018 Shanghai



Our colleague at Shanghai Expo

To get up close and personal with our audiences, the TAICHI project went down to the Food & Hotel China 2018 Expo in Shanghai from November 13th to 15th. The three-day expo event proved to be a major success, drawing thousands of visitors eager to learn more about the TAICHI project and all the latest information about olive oil.

In particular, our press conference aimed for press representatives, operators and opinion leaders in the extra virgin industry in Mainland China was particularly well received. The conference, featuring keynote speeches and presentations from top executives of the two Italian consortia, Italia Olivicola and UNAPOL, shed light on the latest trends and developments of the extra virgin olive oil industry and offered participants a great insight into such topics as quality control and traceability of extra virgin olive oil products which local market practitioners were eager to learn more about.



Press conference - Tasting session

Besides on-the-spot tasting sessions guided by Italian olive oil experts, our lucky draw proved to be equally popular with booth visitors. Within three days, over 300 visitors showed up at our booth, downloaded the TAICHI mobile app and subscribed to our loyalty program. No wonder the enthusiasm, for they got to enter our lucky draw and stand the chance to win a free trip to Italy and Greece later on!

Free trip to Italy & Greece - Welcome Aboard!



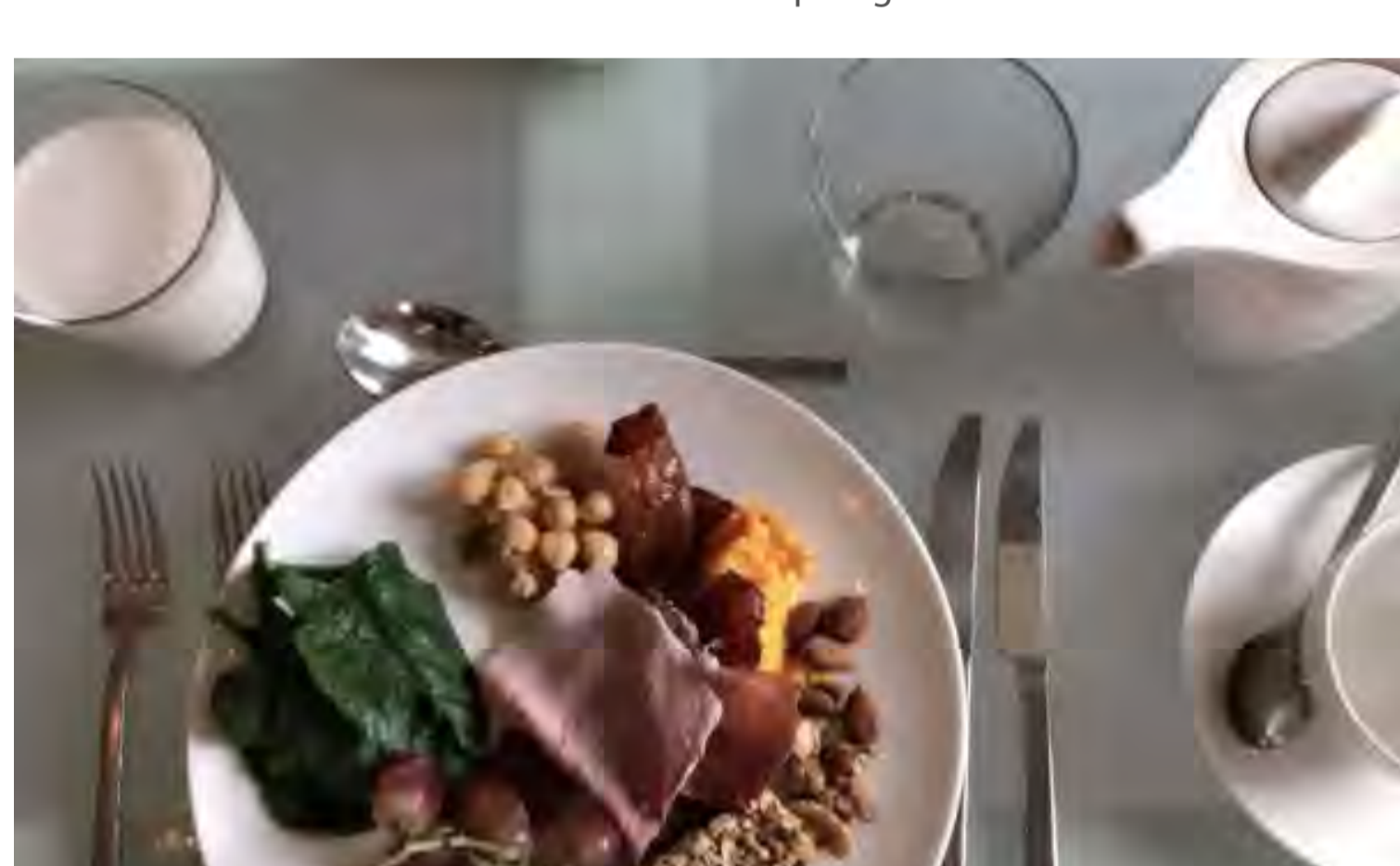
Greetings from Italy

After several months of much buzz and expectation, the free slots of an exclusive tour to Italy and Greece were finally filled. One lucky winner from Mainland China and one from Taiwan, along with five media representatives, gathered in the Eternal City of Rome on November 28th, 2018 to embark on a tour of a lifetime – travelling to Italy and Greece and experiencing first-hand how olive oil is made in its homeland.

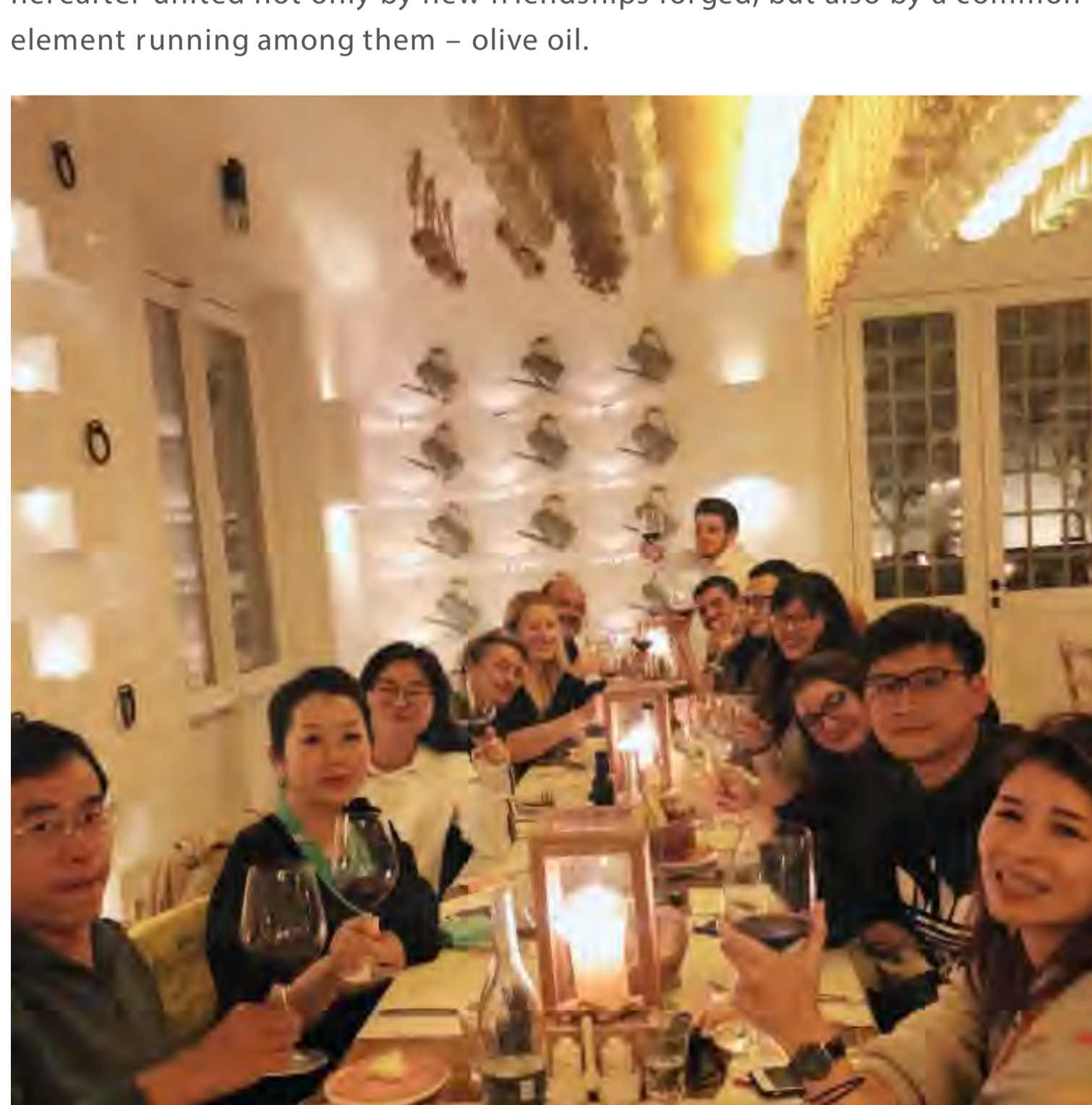
To ensure a warm welcome to our guests travelling from afar, the executives of Italia Olivicola and UNAPOL hosted a special welcoming ceremony as soon as the group arrived at the Rome-based headquarters of two consortia on the first day. In the next five days, the participants would set out for various olive oil-themed locations to explore the history and heritage of olive oil in the Mediterranean region. They would also get to satiate their curiosity by visiting a number of olive oil manufacturing facilities and witnessing first-hand how history and technology came together into making a perfect olive oil product from initial olive harvesting to final bottling phase.



Of course, renowned local Italian and Greek gourmets were not to be missed when the participants were in the olive oil home turf. Not only was top accommodation arranged to ensure maximum comfort and relaxation of the participants, the group were also treated to impeccable dishes infused with olive oil at local top restaurants and eateries where they got to savour all the tastes and flavours of the "liquid gold".



As the dreamlike journey came to an end, the near-perfect itinerary only added to the near-perfect memories of all the participants who are hereafter united not only by new friendships forged, but also by a common element running among them – olive oil.



If you want to be among the lucky ones that will participate to the next exclusive tour to Italy and Greece, remember that it is just a click away from you! Support us with your likes, comments, shares and, of course, emoji:))



Check out what other blogs are saying about this great experience here:

- 橄榄油故乡之旅第二天 寻根溯源意大利橄榄油
- 橄榄油故乡之旅第一天 永恒之城的震撼与清淡的地中海饮食
- 欧盟橄榄油太极计划-意大利希腊之旅
- 高端进口橄榄油"不知卖的是啥, 买欧盟产橄榄油可看身份证"

For more information about the TAICHI project, visit OurOliveOil.com.

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Our mailing address is:

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