



Dear <<First Name>>,

Thousands of lucky people were introduced to the delights of extra virgin olive oil in May when the TAICHI project headed to Shanghai to participate in Asia's largest food innovation exhibition for the very first time.

Over the past month, we also continued sharing the latest scientific reports proving extra virgin olive oil's health benefits, such as one study that found the Mediterranean diet can deter overeating, and our popular restaurant roadshow reached the end of its journey across mainland China.

Read on to learn more.



SIAL China 2019 in Shanghai

We were among the 4,300 exhibitors who attended the 20th edition of SIAL China, the world's third biggest food innovation exhibition. Running from May 14 to 16 in Shanghai, our stand was inundated with people requesting information about extra virgin olive oil.

There were free guided tastings led by a professional taster that ensured many of the 117,595 professional visitors from more than 65 countries and regions could experience the delicious taste of extra virgin olive oil, and better understand its applications in Chinese cuisine.

We also participated in the "China-European Food B2B Matchmaking" side event, which was hosted by the Guangdong (China) Imported Food Association, a professional organization for food manufacturers, exporter and importers. We showcased olive oil culture to a targeted audience and were thrilled when the hosts endorsed our products from the main stage.



Mediterranean diet can deter overeating, study finds

Following a long-term Mediterranean diet, which has extra virgin olive oil at its heart, could discourage people from overeating, according to the results of a nine-year US study that compared its health benefits with those of a traditional Western diet.

The long-term study examined the humanlike effects on areas including caloric intake, obesity and metabolism, in 38 middle-aged adult female primates for 38 months. The diets were formulated to reflect human diets, with protein and fat derived largely from animal sources in the Western diet, and plant sources in the Mediterranean diet.

The results demonstrated that the Mediterranean diet protected against increases in consumption, obesity, prediabetes and hepatosteatosis, a non-alcoholic fatty liver disease, despite containing similar proportions of fat, protein and carbohydrates in the Western diet.

Promotional restaurant roadshow concludes in China

Our promotional restaurant roadshow ended its months-long journey across Mainland China at the end of May. We successfully visited forty Asian and Western restaurants and introduced professionals and customers to extra virgin olive oil, as well as how to identify high quality oils from inferior and fake brands.

Read our next newsletter for more information about the roadshow that took us to Beijing, Shanghai, Guangdong, Chengdu, Hangzhou, Chongqing and Xi'an.

Follow our social media to receive free recipes, healthy lifestyle tips, cool photos and more! Remember to support us with your likes, comments, shares and, of course, emoji:))

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

Thank you for subscribing!

Please, feel free to **contact us** and let us know how we could serve you even better. We'd really hate to see you go, but if you really don't wish to receive any more newsletters from us, you can **unsubscribe from this list**.

Our mailing address is:
info@ouroliveoil.com

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