olivatessen
BY MERCACEI
the delicate pleasure of extra virgin olive oil...

I don’t consume EVOO, EVOO is part of me. 
Olivatessen, the Magazine for EVOO addicts.
"I do not evolve, I am"

Pablo Picasso

what is this?
An original and modern annual publication in English, with a print-run of 15,000 copies, dedicated exclusively to the promotion of EVOO culture, gastronomy and the Mediterranean Diet, as it shines a spotlight on its key players.

how do we achieve it?
With eye-catching and evocative articles which will help broaden awareness about extra virgin olive oil and encourage its consumption.

By contributing to making EVOO an “It” product by way of a fresh and elegant design and a creative layout, linking this product to a healthy and sustainable lifestyle.

where can I find it?
At Olivatessen’s booth in food-fairs such as: Foodex (Japan), Summer and Winter Fancy Food Shows (New York and San Francisco), SOL (Verona), Olio Officina Festival (Milan), Alimentaria (Barcelona), Madrid Fusion (Madrid)... You will also find it at gourmet shops in main cities throughout Europe, Asia, North and South America; theme, Mediterranean and Michelin Star restaurants; distributed amongst brokers, distributors and traders of olive oil worldwide; the Horeca Channel; high-end international stores such as Harrods and Galleries Lafayette; resorts and boutique hotels; culinary organizations and cooking schools; as well as reaching the final consumer.

Its on-line version will be available at www.olivatessen.com and www.mercacei.com (boasting 1.000.000 monthly page views).
think piece
EVOO, the healthy addiction

guest star
Francis Ford Coppola, “Il Capo” of the film industry sits at the table
EXCLUSIVE INTERVIEW

crazy about EVOO
Elsa Pataky, no excuses: staying fit in Hollywood

IT food
Food Trucks, a Mediterranean dose in the city

high-end EVOOs
Producers, Rock-and-Roll Stars. Their EVOOs? Hits you can’t miss!

private collection
Banco Santander’s Millenial Olive Trees. Living pieces of art

COOLture
Frantoi Ipogei, mysterious underground oil-mills in Italia’s heel

the origins of EVOO
Roots, a planet conected by the extra virgin

chefs
Massimo Bottura: Cubism and Jazz in the kitchen of the best restaurant in the world

in the Ring
Adrià vs. Adrià, Ferran and Albert against the ropes

EVOO Tasting
The historic Tasting. What did the moment when Armstrong landed on the moon taste like?

road trip
Shodo, the olive tree island in the land of the rising sun

avant-garde
Fire in the kitchen! Survival Gourmet Kit

trends
How do celebrities use EVOO? Follow them!

bibliothèque
If you are not hungry, these books will wet your appetite

EVOO&Fashion
Not without my Manolos!

agenda
Tastings, exhibitions, street markets, cocktails... Let this year be shaken, not stirred

dolce vita
Spa by l’Occitane, lavender fields, sunset by the coast and champagne. Joie de vivre!

olive roads
La grande bellezza: Paradise farms

EVOO&Health
Don’t let anyone let you down, EVOO is antidepressant

organic and biodinamic: from farm to table
Taking care of the planet is cool

tapas
Pleasure is best served in small plates
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