

# oliva tessen

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?*

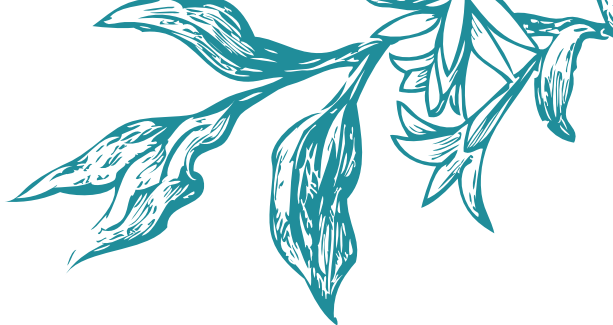
With eye-catching and evocative articles which will help broaden awareness about extra virgin olive oil and encourage its consumption.

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](http://www.olivatessen.com)** and **[www.mercacei.com](http://www.mercacei.com)** (boasting 1.000.000 monthly page views).



# con- tents

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 Millennial Olive Trees. Living pieces of art**

COOLture

**Frantoio Ipogeti, mysterious underground oil-mills in Italia's heel**

the origins of EVOO

**Roots, a planet connected 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!**

bibliotheque

**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**

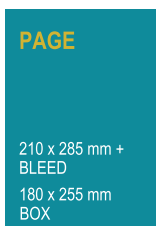
organic and biodinamic: from farm to table

**Taking care of the planet is cool**

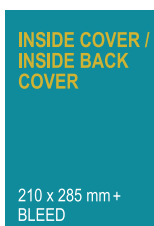
tapas

**Pleasure is best served in small plates**

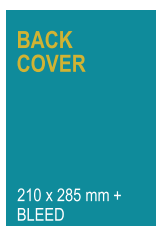
# ADVERTISING RATES FORMATS



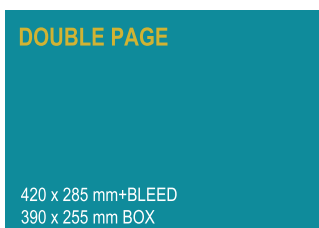
**1.500 €**



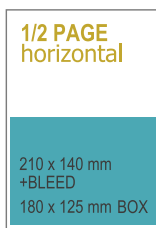
**1.950 €**



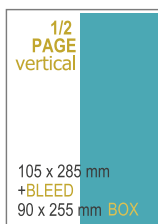
**2.450 €**



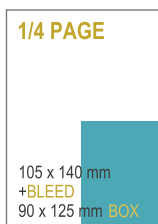
**2.600 €**



**900 €**



**900 €**



**550 €**

## FEATURES & SPECIAL CONDITIONS

Direct **distribution**

**Annual** periodicity

Output date: **december**

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