



oliva  
tessen

BY MERCACEI

*Mediakit 2026*

**The  
Magazine  
for EVOO  
Lovers**

2025 issue

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the delicate pleasure of extra virgin olive oil...

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**crazy about EVOO**  
*Valeria Mazza, the top model who travels the world to cook (with EVOO) with her children*

**chefs**  
*Niko Romito and his connection with EVOO, an ingredient that he knows how to elevate to the nth degree*

**oleotourism**  
*Olive Tour in China: Exploring Nature, Culture and Cuisine*

**guest star**  
*Philippe Starck, the visionary who has turned EVOO into a monumental work of art and sustainability*

**the origins of EVOO**  
*Kings, emperors and extra virgin olive oil against each other*

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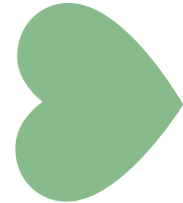
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**Helen Mirren**  
*In an exclusive interview  
speaking about EVOO  
in Olivatessen 2024*

I  EVOO



## 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?

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Kate Moss  
*In an exclusive interview  
speaking about EVOO  
in Olivatessen 2024*

I ♥ EVOO

## Where is it Distributed ?

Consultants, **importers** and **distributors** of extra virgin olive oil and gourmet products

**Michelin-star restaurants** and those included in *The World's 50 Best Restaurants*

**Gourmet** and **delicatessen shops**

Hotels, **resorts** and **oleotourism centers**

**Gastronomic associations** and **cooking schools**

Among **Foodies** and gastronomy lovers

**Consumers** around the world

## And also...

At **Olivatessen's booth** in food-fairs such as:  
**Foodex (Japan), Summer and Winter  
Fancy Food Shows (New York and  
Las Vegas), SOL (Verona), Olio Officina  
Festival (Milan), Alimentaria (Barcelona),  
Madrid Fusion (Madrid)...**



# Contents

## Olivatessen #11

### 2025 to whet your appetite



## 1—THINK PIECE

EVOO, the liquid revolution

## 2—CRAZY ABOUT EVOO

Robe Grill, the influencer with 20 million followers who has gotten half of Hollywood cooking

## 3—CHEF

Gaggan Anand, the Indian chef who has revolutionized Asian cuisine from Bangkok, awarded 2 Michelin stars and four times voted best restaurant in Asia

## 4—GUEST STAR

Interview with Top Model Oriol Elcacho, elegance is also found in the earth

## 5—THE RING

Chefs Oswaldo and Bruno González, two self-taught brothers reshaping Madrid's dining scene

## 6—IT FOOD

EVOO, the unexpected gift of the most TOP Christmas markets

## 7—COOLTURE

The bare olive grove by Spencer Tunick

## 8—OLIVE ROADS

Abandoned Grove: a story of rebirth, a celebration of quality and sustainability

## 9—EVOO & FASHION

EVOO as a trend Chromatics

## 10—DID YOU KNOW THAT...?

Where olive trees are born: legends and mysteries of the sacred tree



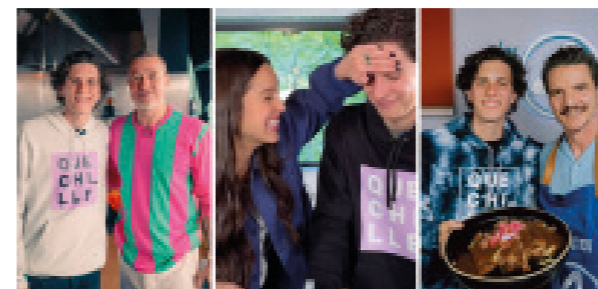
**Guest Star**  
*Oriol Elcacho*



**COOLTure**  
*Spencer Tunick*



**Chef**  
*Gaggan Anand*  
(Asia's #1 restaurant)



**Crazy About EVOO**  
*Robe Grill*



## 11—ROAD TRIP

Reflections on a land of olive trees: Western Anatolia

## 12—THE ORIGINS OF EVOO

The olive tree arrives in America: a story of battles, conquest, and con-querors

## 13—TRENDS

*Lefance*, waste is beautiful

## 14—AVANT-GARDE

Among olive trees and canopies: the new gastronomic temples of the countryside

## 15—BIBLIOTHÈQUE

A menu as exquisite as it is evocative

## 16—AGENDA

A sweet... and extra virgin calendar!

## 17—DOLCE VITA

Son Brull, a rural sanctuary in the heart of the Mediterranean

## 18—PAIRINGS

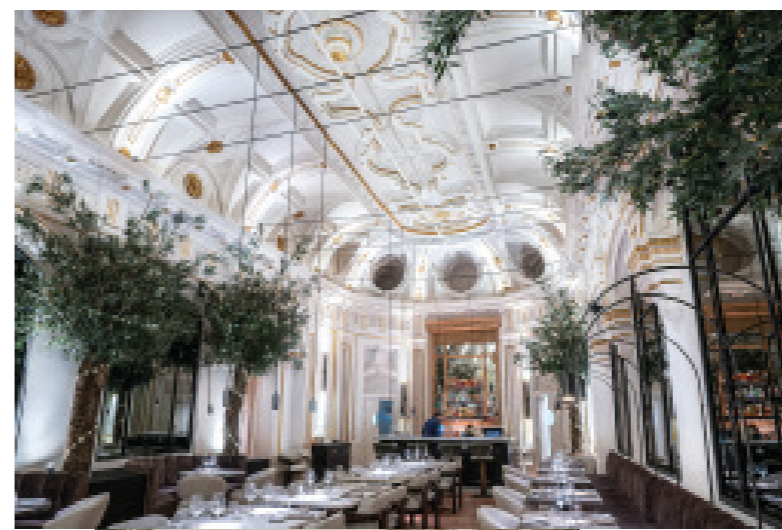
EVOO & Pasta, the perfect match exists

## 19—EVOO TASTING

From Don Quixote to García Márquez: a literary journey through extra virgin olive oil

## 20—QvEXTRA! INTERNACIONAL

Who is behind each EVOO? Producers come forward



**Avant-garde  
Restaurants  
& Olive Trees**



**The Origins  
of EVOO**  
*The conquest  
of the olive tree  
in America*



**Agenda**  
*A sweet... and  
extra virgin  
calendar!*

**Road Trip  
Turkey**



**Did you know that...?**  
*Legends and prophecies  
of EVOO*



**Trends**  
*The Loewe  
made of olives*

## Reader Profile

Consultants, **importers** and **distributors** of extra virgin and gourmet products

Chefs from Michelin-star restaurants, and from *The World's 50 Best Restaurants*

Owners of **gourmet** and **delicatessen shops**

Managers of **hotels, resorts** and **oleotourism centers**

Directors of **gastronomic associations** and **cooking schools**

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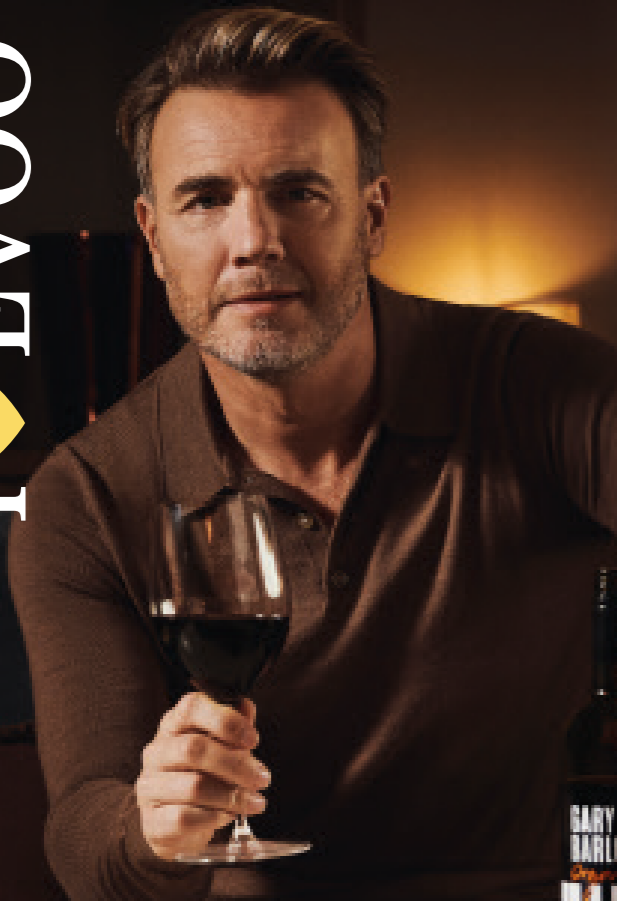
### Features & Special Conditions

- \* Direct distribution
- \* Annual periodicity
- \* Publication date: January
- \* Agency discount: 10%
- \* Choice of location: 20% surcharge
- \* Advertorials, inserts, sponsorship and special formats: check conditions



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LAST ISSUE

I ♥ EVOO



**GARY BARLOW**  
*Olivatessen 2023*



**ISABEL COIXET**  
*Olivatessen 2019*



**EVA LONGORIA**  
*Olivatessen 2021*



**DOLCE & GABBANA**  
*Olivatessen 2022*



**VALERIA MAZZA**  
*Olivatessen 2025*



**FRANCIS FORD COPPOLA**  
*Olivatessen 2017'*



**STING**  
*Olivatessen 2019*



**EVA GREEN**  
*Olivatessen 2021*

Olivatessen has been awarded and  
recongized for its **quality** in prestigious  
**Journalism and Design Competitions**

## Awards



Foods of Spain Award for  
Communication to Mercacei Publising  
Group, granted by the Spanish Ministry  
of Agriculture, Fisheries and Foods



Anuaría Award for Best  
Design of a Periodical  
Publication 2015, 2016 and 2017  
(Gold Medal)



AEEPP Award for  
Internationalization, Innovation and  
New Publication of the Year



Expoliva Award for  
Communication and  
Promotion of Olive Oil



XIII AEMO Award for  
Dissemination of the Olive Culture



*Culture dell'Olio Award*, granted  
by Olio Officina Magazine (Italy)

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