for sustainable EVOO lovers
I LOVE AOVE

Francis Ford Coppola

In an exclusive interview in Olivatessen 2017
I LOVE AOVE
Dabiz Muñoz
In an exclusive interview in Olivatessen 2015

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.

WWW.OLIVATESSEN.COM      PUBLICATION IN ENGLISH
Only for (sustainable) EVOO lovers

editorial
The (sustainable) EVOO lovers

it food
Packaging & design

crazy about EVOO
Paz Vega, a star made in Andalusia

coolture
Museo Collezione Guatelli, the largest collection of EVOO cans in the world // Olive Cartoons, the olive tree made cartoon

the origins of EVOO
The 10 TV series for foodies

guest star
Javier Mariscal, the visual genius portrayed in the form of an olive tree

chefs
Virgilio Martínez, chef of CENTRAL (Lima, Perú). World’s #6 Restaurant

locos por el AOVE
Paz Vega, a star made in Andalusia

guest star
Javier Mariscal, the visual genius portrayed in the form of an olive tree

chefs
Virgilio Martínez, chef of CENTRAL (Lima, Perú). World’s #6 Restaurant
the ring
Chefs against the ropes. The Sandoval Brothers

avant-garde
Gastro-olive Gadgets, the products of the future

Mercado Little Spain, the place to be in Manhattan. With Ferran Adrià, José Andrés & Albert Adrià

Only for (sustainable) EVOO lovers

the ring
Chefs against the ropes. The Sandoval Brothers

private collection
TUUM, the art of jewelry taken to the extreme

road trip
Istria, the modern cradle of the olive tree

EVOO tasting
Bella de Spagna, Matihuela… Unusual varieties

avant garde
Gastro-olive Gadgets, the products of the future

trends
Mercado Little Spain, the place to be in Manhattan. With Ferran Adrià, José Andrés & Albert Adrià
Only for (sustainable) EVOO lovers

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

agenda
Music, art, fashion ... The olive tree as the scene of the eternal
dolce vita
Belmond, La Residencia (Mallorca)

olive roads
The Olive trees of Salvador Dalí

organic & biodynamic
Take care with extra virgin. The most exclusive SPAs

EVOO & fashion
Palomo Spain, fashion with soul (and passion for EVOO)

Qvextra! International & CEQ-Italia
We think green: Elaborate EVOO to take care of the Planet

Mediakit / 2020
Olivatessen #6
I LOVE ABOVE

Rafa Nadal

In an exclusive interview in Olivatessen 2018

READER PROFILE

- Consultants, importers and distributors of extra virgin and gourmet products.
- Michelin-star restaurants, and from The World’s 50 Best Restaurants.
- Gourmet and delicatessen shops.
- International gastronomic fairs.
- Hotels, resorts and oil tourism.
- Foodies and gastronomy lovers.
- Gastronomic associations and cooking schools.
- Consumers around the world.

ADVERTISING RATES & FORMATS

<table>
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<th>PAGE</th>
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<td>210 x 285 mm + BLEED</td>
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| 1/2 PAGE HORIZONTAL   | 1/2 PAGE VERTICAL      | 1/4 PAGE                |
| 210 x 140 mm + BLEED  | 105 x 285 mm + BLEED   | 105 x 140 mm            |
| 180 x 125 mm BOX      | 80 x 255 mm BOX        | +                        |
| 900 €                 | 900 €                  | 550 €                   |

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Direct distribution / Annual periodicity / Publication date: January
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I LOVE AOVE
Massimo Botura
In an exclusive interview in Olivatessen 2017

Awarded and recognized for its quality in prestigious Journalism and Design Competitions

OUR AWARDS

- Foods of Spain Award for Communication to Mercacei Publishing Group, granted by the Spanish Ministry of Agriculture, Fisheries and Foods
- AEEPP Award for Internationalization
- XIII AEMO Award for Dissemination of the Olive Culture
- Expoliva Award for Communication and Promotion of Olive Oil
- Culture dell’Olio Award, granted by Olio Officina Magazine (Italia)
- Anuaria Award for Best Design of a Periodical Publication 2015, 2016 and 2017 (Gold Medal)
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José Andrés
In an exclusive interview in Olivatessen 2016