The Magazine for EVOO Lovers
The first Magazine in the World dedicated to Extra Virgin Olive Oil
OLIVATESSEN #2
OLIVATESSEN #3

guest star
Francis Ford Coppola, ""Il Capo"" of the Film Industry Sits at the Table

chefs
Massimo Bottura, Cultured and Jazz in the Kitchen of the Best Restaurant in the World

topics
organic and biodynamic
Taking Care of the Earth is Cool!

Guest Star
Francis Ford Coppola, ""Il Capo"" of the Film Industry Sits at the Table

MEDIAKIT 2018
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.

Online version available at www.olivatessen.com www.mercacei.com
EXCLUSIVE INTERVIEWS IN OLIVATESSEN

FRANCIS FORD COPPOLA
Film Director

MASSIMO BOTTURA
Chef

JAVIER BARDEM
Actor

DABIZ MUÑOZ
Chef

PAU GASOL
Athlete

JOSÉ ANDRÉS
Chef

ELSA PATAKY
Actress
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What we think about EVOO and its protagonists

IT FOOD
Whithout these tips you’ll be clueless in the olive universe

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THE ORIGINS OF EVOO
A planet connected by the extra virgin

EVOO TASTING
Bitter and pungent. Juices like life itself

CHEFS
Kings of the dance floor. Which EVOOs do they play in their kitchens?

THE RING
Chefs against the ropes! We test their tastes... and their reflexes

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Survival Gourmet Kit: the packaging of the future

COULTURE
Tradition, art, culture... The olive tree in all of its forms

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

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Not without my Manolos! Prêt-à-porter EVOOS

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Oleotourism, Spas, Resorts, Hotels... A relaxing moment among olive trees

OLIVE ROADS
Paradise farms and the most beautiful landscapes and olive groves

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

AWARDS

XIII AEMO Award for Dissemination of the Olive Culture

Expoliva Award for Communication and Promotion of Olive Oil

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

AEEPP Award for Internationalization

Culture dell’Olio Award, granted by Olio Officina Magazine (Italia)

Foods of Spain Award for Communication to the publishing group Mercacei – Edimarket Editores
ADVERTISING RATES & FORMATS

PAGE
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180 x 255 mm BOX
1.500 €

DOUBLE PAGE
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