



PROMOTION PROGRAM OF EUROPEAN
UNION'S OLIVE OILS IN THIRD COUNTRIES

Great Olive Oil at summer fancy food show!

SEVITEL, the Greek Association of Industries and Processors of Olive Oil, participated in the international exhibition of food and beverages "SUMMER FANCY FOOD SHOW 2014", held in New York City from June 30th to July 2nd with a variety of olive oils - extra virgin, organic, PDO, PGI - from the main oil producing regions of Greece.

The Association's participation in the exhibition was carried out under the Information and Promotion Program for the promotion of olive oil with the distinctive title "GREAT OLIVE OIL", which is co-financed by Greece and the European Union.

A large number of the thousands of people who visited the exhibition, from countries all over the world, had the opportunity to receive information regarding the Greek olive oil and its quality categories, the types of olive oil, the packaging, the use and the cooperation opportunities with Greek companies.

During the exhibition, which is the largest specialty food exhibition in North America, numerous business meetings took place between representatives from Greek olive oil companies and oil importers, distributors, marketers and opinion-makers.

A special event was held, among other promotional activities, at the Greek restaurant "STIX", in Manhattan, where Greek olive oil companies and professionals invited their guests to taste dishes with a traditional Greek identity, based on Greek olive oil and other Greek staples.

At SEVITEL's booth, where the entire Greek olive oil sector was represented, Mr. George Economou, the General Director of the Association, had the opportunity to present the activities of the promotional program "GREAT OLIVE OIL" and the results achieved thus far as well as to exchange ideas and views with Mr. Jean Louis Barjol, the Executive Director of the International Olive Council (IOC) based in Madrid, validating the importance of promotional activities in raising awareness regarding the olive oil within the demanding North American market.



Great OLIVE OIL

PROMOTION PROGRAM OF EUROPEAN
UNION'S OLIVE OILS IN THIRD COUNTRIES



Great OLIVE OIL

PROMOTION PROGRAM OF EUROPEAN
UNION'S OLIVE OILS IN THIRD COUNTRIES





PROMOTION PROGRAM OF EUROPEAN UNION'S OLIVE OILS IN THIRD COUNTRIES



15a Xenofontos Str. • 10557 Athens, Greece • (t) +30 210 3238856, +30 210 3223165 • (f) +30 210 3246408
(e) info@greatoliveoil.gr • www.greatoliveoil.gr

Great OLIVE OIL

PROMOTION PROGRAM OF EUROPEAN
UNION'S OLIVE OILS IN THIRD COUNTRIES



15a Xenofontos Str. • 10557 Athens, Greece • (t) +30 210 3238856, +30 210 3223165 • (f) +30 210 3246408
(e) info@greatoliveoil.gr • www.greatoliveoil.gr