



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

Great Olive Oil at winter fancy food show 2015!

SEVITEL, the Greek Association of Industries and Processors of Olive Oil, participated in the international exhibition of food and beverages "WINTER FANCY FOOD SHOW 2015", held in San Francisco, at Moscone Center, January 11-13 2015, 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 all the states of USA and from 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 and also had the possibility to taste Greek extra virgin olive oils.

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 seminar was held with the subject "The Great Olive Oil Odyssey" at the exhibition, on Monday January 12 2015. At this event experts and scientists presented key topics on the production and consumption of olive oil and related health issues.

The first speaker, Dan Flynn, Director of the UC Davis Olive Center, explained why not all extra virgins are the same, and why chemical testing alone is not the final measure of extra virgin olive oil excellence.

The next speakers, Dr. Prokopios Magiatis, Associate Professor, Faculty of Pharmacy, University of Athens and Dr. Eleni Melliou, Affiliate Professor, Medical School, Virginia Commonwealth University, presented the Nuclear Magnetic Resonance (NMR) method – that they invented - of measuring the





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individual phenolic compounds in extra virgin olive oil. They continue to discover new testing methods and phenolic compounds in extra virgin olive oil and they outlined how the emergence of the NMR method has contributed to an expanded awareness of the high quality of Greek olive oil and the best ways to raise the quality even further.

Kostas Peimanidis, Business and PDO certification consultant, mentioned the progress that has been made over the last few years for the Greek olive oil industry and also the work that still needs to be done. He also emphasized on the guarantee of authenticity and traceability, taste and smell that a PDO (Protected Designation of Origin) seal gives and how that makes the difference.

The seminar was free to the public and visitors of the exhibition.



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winter FANCY FOOD SHOW

Great OLIVE OIL

THE GREEK ASSOCIATION OF INDUSTRIES AND PROCESSORS OF OLIVE OIL (SEVITEL) under the information program promoting the European Olive Oil "GREAT OLIVE OIL" invites you to our free seminar "The Great Olive Oil Odyssey" at the 2015 Winter Fancy Food Show

40th Winter Fancy Food Show
January 11-13, 2015
Moscone Center, San Francisco

Monday, January 12
9:00 - 10:30 am
Room 301

Experts will present key topics on the production and consumption of olive oil and related health issues

Beyond Extra Virgin Olive Oil

Dan Flynn
Director of UC Davis Olive Center

Olive oil polyphenols and health: New tools, new facts, new perspectives

- Dr. Prokopios Magiatis
Associate Professor, Faculty of Pharmacy, University of Athens
- Dr. Eleni Melliou
Affiliate Professor, Medical School, Virginia Commonwealth University

Why Greek Olive Oil

Fillio Myrtsidou
Journalist

Olive Oil Marketing and PDO/PGI Labelling

Kostas Peimanidis
Business Consultant

Complimentary breakfast items included

Kindly RSVP to DEONjr e-mail: great.olive.oil.eu@gmail.com



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