

Start European Olive Oil World Tour in Germany: Experience diversity and quality of olive oil in Frankfurt

The Olive Oil world tour invites you to experience a slice of healthy, Mediterranean lifestyle in the Olive Oil Lounge at the Central Station

Frankfurt am Main / Berlin, June 7, 2019. They have melodious names like Arbequina or Conicabra and their flavors range from sweet to spicy - olive oils. They are currently being presented worldwide through the Olive Oil World Tour. Under the slogan "Join the European lifestyle with Olive Oils from Spain. Olive Oil Makes a tastier World", the campaign shows the diversity and high quality of olive oil from Spain, the quantitative and qualitative world market leader. The tour now finally stops in Germany. Until June 14, 2019, the Olive Oil Lounge will be on show at Frankfurt Main Station.

Dive into the world of olive oil at the Frankfurt Central Station

The Olive Oil Lounge currently not only brings a Mediterranean flair to one of the most important stations in Germany, but also conveys knowledge about the valuable Spanish cultural heritage of olive oil and makes it experienceable. Coming from the station forecourt, the lounge in the entrance area invites Frankfurters as well as tourists from Germany and the world to relax in a pleasant atmosphere for a moment. An exhibition, the so-called Oleoteca, introduces the world of the best olive oils. The flavors of different oils can be experienced in a tasting itself. And even the smallest ones are thought of with their own area.

Germany is an important market for olive oil

The focus is therefore on a food that has gained in importance in this country. Germany is one of the largest importers of olive oil worldwide - in 2018, 63,326 tonnes were imported into the country. More than 97 percent of oil imports come from the European Union, with Spain being one of the main suppliers. And demand is rising steadily: While in 2009 about 7,000 tonnes of olive oil were exported from Spain to Germany, a decade later, it was almost 17,000 tonnes. Every fourth liter of olive oil consumed in Germany today comes from Spain. This is olive oil worth 68.4 million euros (2018).*

Benefits of olive oils

The fact that German consumers have increasingly relied on Spanish olive oil in recent years

is due to its many advantages. The "liquid gold" as it is called in Spain, is not only versatile and provides the extra taste in every dish, it also has health benefits. As a natural product, it is a source of monounsaturated fatty acids and contains valuable antioxidants. In addition, Spanish olive oil is subject to the food safety standards of the European Union.

Organic farming and sustainable production models

Spanish olive oils score points in terms of sustainability as well. Olives are ranked number one in the ranking of organic foods in Spain. And that's not all: 30 percent of Spanish olive cultivation follows either organic farming or integrated production.** The latter is an agricultural model that seeks to minimize its impact on the environment and it is also certified and regulated. For years, the industry has also been working on the "Life Olivares Vivos" project, supported by the EU. The aim is to develop a production model that guarantees biodiversity in olive groves. In future, oils produced in this way will be certified.

About Olive Oils from Spain and the "Olive Oil World Tour"

Olive Oils from Spain is the promotional brand of Spanish Olive Oil Interprofessional, a non-profit organization formed by all representative associations of the Spanish olive oil sector, whose main objective is the promotion and distribution of the healthy product olive oil on an international level. With the "Olive Oil World Tour" campaign as its tool, the organization aims to make the world a more flavorful place and encourage consumers worldwide to join the European way of life (Join the European Healthy Lifestyle with Olive Oils from Spain.). The campaign is supported by the European Union.

* German Federal Statistical Office

** Figures of the Spanish Ministry of Agriculture

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