



Best Mediterranean olive oils: more knowledge and a lot of enjoyment

European olive oil tour stops at Berlin

As of September 30, the Olive Oil lounge located in the central station invites you to experience a part of the healthy, Mediterranean lifestyle

Berlin, 1st October, 2019. In recent years, olive oil has been used increasingly in German kitchens, as import data shows. Meanwhile, Germany is on rank five in Europe according to the import of olive oil (2018). But who in this country knows about the variety and quality of the "liquid gold"? This is where the worldwide Olive Oil World Tour comes in. *Olive Oils from Spain* and the *European Union* inform with this campaign that runs under the slogan "Join the European lifestyle with Olive Oils from Spain. Olive Oil Makes a tastier World" about the high quality of European olive oils. The tour now stops in the German capital. **From the 30th of September to the 13th of October 2019 the Olive Oil Lounge will take place in Berlin Central Station.**

Immerse yourself in the world of olive oil at Berlin Central Station

The lounge is located on the open space of the first lower level in the northern part of the station (in front of the car rental offices, direction: exit Invalidenstraße), so that Berliners and capital travelers can spend a moment in a pleasant atmosphere here on their way to or from their trains. In the lounge, they not only benefit from the Mediterranean flair, but also experience and learn about the valuable Spanish cultural asset olive oil. An exhibition called Oleoteca introduces the world of the best extra virgin 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 of the Olive Oil World tour is therefore on a food that has gained in importance in this country. This is confirmed by current European trade data for olive oil: In 2018 almost 64,000 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 high quality 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.



OLIVE OILS FROM
SPAIN



CAMPAIGN FINANCED
WITH AID FROM
THE EUROPEAN UNION

THE EUROPEAN UNION SUPPORTS
CAMPAIGNS THAT PROMOTE
A HEALTHY LIFESTYLE.



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.

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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OLIVE OIL MAKES A TASTIER WORLD