



# NORTH AMERICAN OLIVE OIL ASSOCIATION

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## FOR IMMEDIATE RELEASE

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## **The US Olive Oil Industry Meets and Deals at The Olive Oil Conference in Chicago**

Neptune, N.J. (June 1, 2017) -- Deals are done, information is shared, trends are discussed and good food is consumed at The Olive Oil Conference in Chicago on July 18-20.

In its third year, the Conference will again attract the full spectrum of participants in the olive oil industry, expanding networks and delivering new ideas for business.

The presenters represent the most progressive elements of the industry. Chefs Olly Rouse and Joe Gould will bring many new ideas on using olive oil in food and Soledad Serrano, President of QvExtra!, arguably the leading producer quality group in Europe, will discuss the relevance of olive oil competitions worldwide. Marco Scanu, oil maker of Dievole from Italy will emphasize the producers' commitment to improving flavor.

USA Tasting Champion Hayley Stevens from Saratoga Springs will kick off the conference with a tasting refresher of extra virgin olive oils from around the globe.

Registered dietitian, cookbook author and cooking show host Ellie Krieger will enlighten on the nutrition benefits of olive oil and how to use different olive oils in various dishes.

The Conference will close with a practical session on innovative ways to present extra virgin olive oil to consumers at shows, trade fairs or in retail. Gone are the days of only dipping bread and drinking oil, replaced in part by olive oil powder, fruit and vegetable juices and simple taste treats.

The organizers thank this year's generous conference supporters for making the event possible – Olive Oils from Spain, Deoleo North America (Bertolli), Filippo Berio, JCS Tradecom (Zoe) and Sovena USA.

### **About the North American Olive Oil Association**

Established in 1989, the North American Olive Oil Association is a trade association of marketers, packagers and importers of olive oil in the United States, Canada and their respective suppliers abroad. The association strives to foster a better understanding of olive oil and its taste, versatility and health benefits. For more information visit [www.AboutOliveOil.org](http://www.AboutOliveOil.org) and [www.OliveOilConference.com](http://www.OliveOilConference.com).



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## **About International Extra Virgin Olive Oil Savantes**

Established in 2001, International Extra Virgin Olive Oil Savantes provides participants with the opportunity to develop and expand their tasting skills, knowledge and experience. The program presents training courses, events and promotes excellence in extra virgin olive oil, with participants from Europe, Africa, Asia, Oceania and North America. For more information visit [www.Savantes.org](http://www.Savantes.org).

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