



# NORTH AMERICAN OLIVE OIL ASSOCIATION

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## FOR IMMEDIATE RELEASE

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## Sellers and Buyers Meet at The Olive Oil Conference in Chicago

Neptune, N.J. (June 22, 2017) – At the 2016 Olive Oil Conference suppliers of olive oil met importers and distributors and deals were done. Three days in the convivial company of like-minded professionals gives a great opportunity for exploration of new markets and brands.

In 2017 at the third annual Conference in Chicago on July 18-20, presentations will cover franchising of specialty stores, online selling and the impact of private label. An understanding of the full range of retail and distribution opportunities will be gained by attendees.

Some say that the use of olive oil in cosmetics could be bigger than use in food – this will also be discussed in a session on the first day.

Big companies and smaller enterprises meet and are often surprised to discover the opportunities for business between them.

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).

### **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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