The Magazine for EVOO Lovers
Conquer the World with your Brand
"LUXURY IS A NECESSITY THAT BEGINS WHERE NECESSITY ENDS"

COCO CHANEL

**what** An innovative publication in English, with a print-run of 15,000 copies, dedicated exclusively to promote the culture of EVOO and value its producers.

**how** Communicating in an attractive and enticing manner by means of evocative articles, contents which will help broaden awareness about this product and encourage consumption. Contributing to making EVOOs the “It” product by way of an elegant design and inventive layout, with modern and cosmopolitan concepts.

**where** In the Olivatessen’s booth at Foodex (Japan), Summer Fancy Food Show (New York), SOL (Verona), Olio Officina Food Festival (Milan), Alimentaria (Barcelona) and Madrid Fusion (Madrid). Its online version will be available at www.mercacei.com (600,000 monthly page views) and www.olivatessen.com, and will be included in Mercacei’s daily Newsletter which is sent out to 15,000 professionals worldwide.

**and also in...**

- Gourmet shops in the capitals of Europe, Asia and North and South America.
- Thematic, Mediterranean and Michelin Star Restaurants.
- Brokers, distributors and traders of olive oil worldwide.
  - HORECA Channel.
- A selection of commercial distributors. High-end international stores: Harrods, Galeries Lafayette, KaDeWe...
  - Oleoturism. Boutique hotels.
- Culinary associations and cooking schools.
  - Final consumer.
Editorial
Think Piece. Extra Virgin Olive Oil, a Natural Luxury.

Origins of EVOO
A Fascinating Trip through Time and Art.

Restaurants
EVOO sits at the table. 10 Thematic and Cosmopolitan Restaurants around the World.

Olive Roads
Millennial Olive Trees with Soul.

Crazy about EVOO

EVOO&Health
Olive Oil, the Perfect Balm for Body and Mind. In-depth Talks.

Chefs
An Exclusive Interview with José Andrés, The World’s Most Influential Chef. Cocktail at The White House.

In The Ring
Chefs against the Ropes. Testing their Knowledge... and Reflexes.

Dolce Vita
Unwinding, Gastronomy, Wellness... EVOO “Resorts” Know no Boundries.

Boutique Oil Mills
Architecture, Design and Precision.

"IT" Food. Gastro-Trends
Be seduced: EVOO Gourmandises, Trendy Shopping and the Organic World.

EVOO Tasting
Do you want to Oil-Pair with me? I do.

Avant-Garde

COOLture
Museo dell’Oliavastria e della Terra di Seggiano. Anthropology and Modernity.

Fusion
HEART Ibiza, Adrià has Fun at the Cirque du Soleil.

Agenda. Olive Festivals
Harvest and Fresh Oil Festivals on all Five Continents.

Bibliothèque
Bedside Table Books you’ll want to Eat.

EVOO&Fashion
Maestros of Fashion Inspired by Extra Virgin Olive Oil.

Trends
Edible Writing with Olive Oil. Food you can play with!

And the Oscar goes to...
Awards for Quality and Packaging of EVOO.
ADVERTISING
RATES FORMATS

PAGE
210 x 285 mm + BLEED
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1.950 €

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