

**ENJOY
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EUROPE**



PR ACTIVITY JAPAN



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- Public Relations Activity
 - Press Release
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Executive Summary

Indicator	Quantity foreseen	Quantity achieved
Mailing list contact	300	636
Number Press review	3	5
Number of articles produced	10	27
Number of mentions of our promotions events in blogs, magazines, SNS etc.	90	143



PRESS RELEASE

- CAMPAIGN LAUNCH**
- LUNCHEON**
- HATTORI SCHOOL**
- IN-STORE PROMOTION**
- RECIPE CONTEST**



Campaign Launch Press Release



THE EUROPEAN UNION SUPPORTS CAMPAIGNS THAT PROMOTE RESPECT FOR THE ENVIRONMENT



EUエキストラバージンオリーブオイルキャンペーン事務局
2017年10月18日

**ヨーロッパ産の高品質エキストラバージン・オリーブオイル
欧州連合(EU) 出資の3年間のキャンペーンを日本市場向けに展開**

欧州連合(EU)は、高品質エキストラバージン・オリーブオイルについて、2017年～2019年の3年間に渡り、日本市場でのプロモーション活動を展開します。具体的には、イタリアおよびスペインの業界団体、Consorzio di Garancia dell'Olio Extra Vergine di Oliva di Qualita(以下 CEQ Italia/本部:イタリア)と QvExtra! International(以下 QvExtra!/本部:スペイン)に加盟している企業の協力を中心に、日本で有効な調理学校での講座や、流通業者や量販店のバイヤーや担当者へのトレーニング、ストア内での一般消費者に向けたデモンストレーションを通して、高品質のエキストラバージン・オリーブオイルに関する知識、健康効果、独特の風味に対する理解促進を図ります。

【背景】
近年、日本のオリーブオイル市場は拡大傾向にあり、一般的に日本の一般消費者のオリーブオイルに対する認知度は高いとされています。しかし、日本はインターナショナル・オリーブ・カウンシル(以下 IOC)に加盟しておらず、規格の法規定そのものがなく、「エキストラバージン・オリーブオイル」という呼称が自由に使われています。

こうしたことから、本キャンペーンを実施するにあたり、以下のような施策でオリーブオイルの啓発活動を行います。

【プロモーション活動の内容】

- 日本で有名な栄養・調理学校(服飾系専門学校など)にて、将来シェフを目指す学生たちに向け3日間のエキストラバージン・オリーブオイル集中講義とレシピコンテストを実施。
- 料理・健康関連雑誌の編集者、オリーブオイルの流通業者、医師、栄養士、インフルエンサー等の影響力のあるステークホルダー向けに食事会の開催し、高品質エキストラバージン・オリーブオイルをふんだんに使った料理を提供することによって、オリーブオイルの知識や独特の風味について理解促進を図る。
- 流通業者を対象に、オリーブオイル専門家がオリーブオイルの健康効果や保存方法等に関する特別講義とデモンストレーションを行い、オリーブオイルの知識、テイストアップの仕方、保存方法、店頭での陳列の仕方等についての講習を行う。
- 一般消費者を対象に、販売店側を通じてイタリア人・スペイン人専門家による店頭デモンストレーションを行い、高品質エキストラバージン・オリーブオイルならではの健康効果、栄養価、独特の風味に対する理解を深める活動を実施。

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電話: 03-5718-8901 FAX: 03-5718-8919 E-mail: eu_evoo@majapan.com






THE EUROPEAN UNION SUPPORTS CAMPAIGNS THAT PROMOTE RESPECT FOR THE ENVIRONMENT



<参考資料>

【高品質オリーブオイルの定義】
オリーブオイルは、製造工程で加熱や精製抽出工程を経ないオリーブの果肉から得られるジュース(オイル)です。中でもエキストラバージン・オリーブオイルは、その最高品質に分類され、味、香り、栄養価の高い高品質のオリーブオイルです。
本プロモーションで紹介するエキストラバージン・オリーブオイルは、IOCの定めるエキストラバージン・オリーブオイルの国際基準である「酸度 0.8 以下」よりも、さらに厳しい基準である「酸度 0.3 以下」の基準を満たした高品質のエキストラバージン・オリーブオイルです。

【欧州連合(EU)が出資する高品質エキストラバージン・オリーブオイルの業界団体の紹介】

CEQ Italia (<http://www.ceqitalia.com/en/>)
 CEQ Italia は、2001年に設立された高品質エキストラバージン・オリーブオイルのプロモーションを行う非営利団体です。同団体は、消費者向けにオリーブオイルの正しい知識を伝え、さらに高品質のエキストラバージン・オリーブオイルが市場に出るまでのクオリティを確保するための活動にも尽力しています。現在、CEQ Italia にはイタリア全土で 37 のブランドが加盟しています。

QvExtra! (<http://www.qvextra.com/>)
 QvExtra!は、2013年初めに設立され、高品質のエキストラバージン・オリーブオイルをスペイン国内外でプロモーションすることを目的とした非営利団体です。現在、同団体には、44社が所属しており、その全員がオリーブオイル生産者です。





**European High-quality Extra Virgin Olive Oil
Launched 4.3 year promotional campaign in Japan.**

The European Union supports the launch of a 4.3 year promotional campaign for high-quality European extra virgin olive oil in Japan. The high-quality extra virgin olive oil standard is defined by Commission Decision of 2001/187/EC. The high-quality extra virgin olive oil standard is defined by Commission Decision of 2001/187/EC. The high-quality extra virgin olive oil standard is defined by Commission Decision of 2001/187/EC.

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【プロモーション活動の内容】

- 日本で有名な栄養・調理学校(服飾系専門学校など)にて、将来シェフを目指す学生たちに向け3日間のエキストラバージン・オリーブオイル集中講義とレシピコンテストを実施。
- 料理・健康関連雑誌の編集者、オリーブオイルの流通業者、医師、栄養士、インフルエンサー等の影響力のあるステークホルダー向けに食事会の開催し、高品質エキストラバージン・オリーブオイルをふんだんに使った料理を提供することによって、オリーブオイルの知識や独特の風味について理解促進を図る。
- 流通業者を対象に、オリーブオイル専門家がオリーブオイルの健康効果や保存方法等に関する特別講義とデモンストレーションを行い、オリーブオイルの知識、テイストアップの仕方、保存方法、店頭での陳列の仕方等についての講習を行う。
- 一般消費者を対象に、販売店側を通じてイタリア人・スペイン人専門家による店頭デモンストレーションを行い、高品質エキストラバージン・オリーブオイルならではの健康効果、栄養価、独特の風味に対する理解を深める活動を実施。

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THE EUROPEAN UNION SUPPORTS CAMPAIGNS THAT PROMOTE RESPECT FOR THE ENVIRONMENT



Stakeholder Luncheon Press Release

EU エキストラバージンオリーブオイルキャンペーン事務局
2017年10月20日

欧州連合(EU)、ヨーロッパ産高品質エキストラバージンオリーブオイルの3年間にあつた日本向けキャンペーン発案金を実施

欧州連合(EU)は、10月18日(水)にメディア関係者向けランチ会を開催し、2017年~2019年の3年間にあつた、ヨーロッパ産高品質エキストラバージンオリーブオイルの日本向けキャンペーンの開始を祝しました。本キャンペーンは、イタリアおよびスペインの業界団体、Consorzio di Garancia dell'Olio Extra Vergine di Oliva di Qualità(以下:CEQ Italia)とOlivaria International(以下:OIEspaña)を主軸として加えていた企業を軸とし、ヨーロッパ産高品質エキストラバージンオリーブオイルのプロモーション活動を行うもので、2017年より3年間、日本で最良の調理学校での講義や、流通業者や量販店のバイヤー担当者へのトレーニング、ストア内での一般消費者向けの子供モニターセッションを通じて、高品質のエキストラバージンオリーブオイルに関する知識、健康効果、独特の風味に対する理解を深める活動を実施。

当日は、イタリアとスペインから来日したオリーブオイル専門家、ヨーロッパ産高品質エキストラバージンオリーブオイルの専門家、官能試験に関するセミナーを行ったほか、テイスタングセッションでは、9月末に開催したばかりのトリブから採出した新鮮なエキストラバージンオリーブオイルも提供され、リアルタイムの消費者モニターセッションも実施された。またイタリア、スペイン、スペイン産高品質エキストラバージンオリーブオイルの専門家も参加し、品質の異なる高品質エキストラバージンオリーブオイルの食べ比べの講義を行いました。



【背景】

近年、日本のオリーブオイル市場は拡大傾向にあり、一般的に日本の一般消費者のオリーブオイルに対する認知度は低いとされています。しかし、日本食インテグレーションオリーブオイル(以下:IOO)に代表されるように、規格の法標定がなされていない「エキストラバージンオリーブオイル」という呼称が自由に使われています。

こうしたことから、本キャンペーンでは今後3年間、以下の範囲でエキストラバージンオリーブオイルの普及活動を行います。

【本キャンペーンのプロモーション活動の内容】

- 日本で実業科専門学校にて、得業セッションを目的とする学生たちに向けた3日間のエキストラバージンオリーブオイルの専門家によるセミナーを実施。
- 料理・健康関連雑誌の掲載者、オリーブオイルの流通業者、講師、栄養士、インフルエンサー等の影響力のあるスポンサー向けに食事会を開催し、高品質エキストラバージンオリーブオイルをふんだんに使った料理を提供することによって、オリーブオイルの知識や独特の風味について理解を深める。



- 流通業者を対象に、オリーブオイル専門家によるエキストラバージンオリーブオイルの健康効果や保存方法に関する特別講義とテイスタングセミナーを行い、オリーブオイルの知識、テイスタングの仕方、保存方法、店舗での陳列の仕方等についての講義を行う。
- 一般消費者を対象に、販売店舗を通じてイタリア、スペインの専門家による店頭モニターセッションを行い、高品質エキストラバージンオリーブオイルならではの健康効果、栄養価、独特の風味に対する理解を深める活動を実施。

【欧州連合(EU)が出資する高品質エキストラバージンオリーブオイルの専門家について】

CEQ Italia (<http://www.ceqitalia.com/en/>)
CONSORZIO extravergine di qualità
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OIEspaña (<http://www.oie.es/>)
OIEspañaは、2013年発足した独立した、高品質のエキストラバージンオリーブオイルをスペイン国内外でプロモーションする非営利団体です。現在、加盟団体には、44社が加盟しており、その会社がオリーブオイル生産業者です。

【講師について】

オリーブオイル専門家
フランチスコ・ガブリエラ・ヘレス (Dr. Franchisco Gabrera Heras/スペイン) スペイン政府機関 ICAE (Instituto Costarricense de Fomento Rural) のディレクター、農業博士、経営学修士 (MBA)、CEQ 経営学修士も取得。専攻するオリーブオイルの専門家として、品質、世界のオリーブオイル業界に多大な影響を与えているスペインでも著名なオリーブオイル専門家。

マリア・ソフィア・カサス (Maria Sofia Casas/イタリア) マネージング・ディレクターに就任した専門家、特にヨーロッパのオリーブオイルの専門家として活躍中。

ニコラ・パルチオ (Nicola Partino/イタリア) CEQ Italia 所属の Heads Partino s.p.a. 社を代表して、イタリア産高品質オリーブオイルの普及と開発を行う。オリーブオイルの専門家として活躍中。

シスコ
オレグナ・カサス (Oregana Casas/イタリア) 日本で数々の伝統的な料理を研究するほか、ロンドン・イタリア・オリーブオイルの専門家として活躍中。オリーブオイルの専門家として活躍中。

フランチスコ・ガブリエラ・ヘレス (Franchisco Gabrera Heras/スペイン) スペインのアンダルシア地方にあるオリーブの産地を代表する専門家、Teresa Salazar (<http://www.salazarheras.com/>) 代表取締役。

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European High-quality Extra Virgin Olive Oils Launched a 3 year promotional campaign in Japan

The European Union has launched a 3-year promotional campaign for high-quality European extra virgin olive oil from 2017 to 2019 in Japan. The aim of the campaign is to increase the awareness of the nutritional, sensory and health benefits of extra virgin olive oil and to provide information to consumers on how to identify high-quality olive oil and why. Italy, Spain and Greece have demonstrated cooking and lifestyle ideas that promote the use of extra virgin olive oil in the kitchen.

In recent years, the market of olive oil in Japan has been expanding and olive oil is becoming increasingly popular among the consumers. Although Japan is not a member of the International Olive Council (IOC) and there is no standard for the quality of olive oil, today it could be said that the definition of extra virgin olive oil is not widely known in Japan and some "extra virgin olive oil" in the Japanese market are not fully the criteria of extra virgin olive oil as prescribed by IOC.

Therefore, as part of this campaign, we would like to increase awareness of high-quality extra virgin olive oil through various activities in Japan.

欧州連合(EU)、ヨーロッパ産高品質エキストラバージンオリーブオイルの3年間にあつた日本向けキャンペーン発案金を実施

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Hattori School Press Release



CHAMPION PROMOTED
FUTURE FROM
THE EUROPEAN UNION



THE EUROPEAN UNION SUPPORTS
CAMPAIGNS THAT PROMOTE RESPECT
FOR THE ENVIRONMENT



EU エキストラバージン・オリーブオイルキャンペーン事務局
2017年11月17日

欧州連合(EU)がサポートする
「ヨーロッパ産高品質エキストラバージン・オリーブオイルキャンペーン」
北野エース等大手販売店での店頭プロモーションおよび
業務用食材卸会社 朝久世等での品質管理トレーニングを実施

欧州連合(EU)がサポートするヨーロッパ産高品質エキストラバージン・オリーブオイルキャンペーンでは、11月9日～12日に北野エース系新店4店舗(東京都品川区、横浜市川崎市、エキュート大宮店、玉川高島店)を含む大手販売店の協力のもと、店頭プロモーション及び店舗スタッフ向けの品質管理トレーニングを実施しました。また、同時に、業務用食材卸大手の株式会社久保より金沢市など協力店等へ、エキストラバージン・オリーブオイルの品質管理のプレゼンテーションと様々なタイプのエキストラバージン・オリーブオイルのディスプレイを届きました。

このキャンペーンを牽引するオリーブオイル業界団体の1つであるOleaginea(本部:スペイン)の代表 Soledad Serrano Lopez 様、店頭プロモーションに参加し、以下のとおりご来場下さい。11月後半、3年に渡り日本でのエキストラバージン・オリーブオイルのキャンペーンで最新の記録を打ち出し、日本のみならずエキストラバージン・オリーブオイルの興味しや求めている、健康効果を知りたいなどのご要望が非常に高く、今後とも是非日本の皆さまの健康と食生活にエキストラバージン・オリーブオイルを取り入れて欲しいと思います。



また、キャンペーンを牽引する1つのオリーブオイル業界団体である OEO Italia (本部:イタリア)を代表して来日した Maria Orsini Merlino 様、品質管理トレーニングにおいて、企業から販売店まで、消費者の手が届くまでの過程に携わる方々に、非常に繊細なエキストラバージン・オリーブオイルの取り扱いについて知っていただくことが非常に重要と述べ、今後各百貨店、卸販店のトレーニングの実施についても意欲をみせました。

実施した店頭プロモーションとトレーニングの内容は以下の通りです。

高品質エキストラバージン
実施期間: 2017年11月9日～12日
実施対象: 一般消費者
実施店舗: 北野エース系新店4店舗(東京都品川区、横浜市川崎市、エキュート大宮店、玉川高島店)、その他大手販売店5店舗
実施内容:
● 高品質エキストラバージン・オリーブオイルのディスプレイ
● オリーブオイルの健康効果、栄養価、動物の風味に対する理解を深めるレクチャー
朝久世へ品質管理の要
● 「日常的に使用しているオリーブオイルとは異なる、高品質エキストラバージン・オリーブオイルの要りや香味の正確さに驚いた」
● 「一日にエキストラバージン・オリーブオイルと書くと全く異なる風味が楽しめることを初めて知った」



CHAMPION PROMOTED
FUTURE FROM
THE EUROPEAN UNION



THE EUROPEAN UNION SUPPORTS
CAMPAIGNS THAT PROMOTE RESPECT
FOR THE ENVIRONMENT





CHAMPION PROMOTED
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THE EUROPEAN UNION



THE EUROPEAN UNION SUPPORTS
CAMPAIGNS THAT PROMOTE RESPECT
FOR THE ENVIRONMENT



European High-quality Extra Virgin Olive Oil Campaign supported by EU.
Conducted behind and cooking demo for Italian chefs at Hattori School.

As part of the European High-quality Extra Virgin Olive Oil Campaign supported by EU, Hattori School and cooking demos were conducted at the Hattori School, Tokyo in the morning on Wednesday October 18th and on October 20th. This is part of the European High-quality Extra Virgin Olive Oil promotional campaign which has been running for 3 years from 2017 to 2019 and the program was 1-day events targeting future chefs consisting of 2-day lectures for Italian and Spanish instructors and cooking demos by Italian and Spanish chefs and students' practical cooking. There was a total of 58 participants over the 2 days. After the training there will be a recipe contest using extra virgin olive oils by the students.



In the morning, instructors from Italy and Spain conducted 2-hour lectures including nutritional, cultural narrative as well as cooking considerations on how to get high-quality olive oils and about 50 kinds of olive oils including Italian extra virgin olive oil produced from 5 different varieties.

Also, Italian and Spanish chefs demonstrated cooking their original recipes using extra virgin olive oils. This demonstration was a hands-on training course called "Cooking with the Italian chef" cooked a full course Italian-style "Risotto alla Chitarra" and also "Risotto alla Chitarra" (Risotto), using Japanese ingredients that combine a rich olive virgin olive oil and extra virgin olive oil. The students were asked to try the newly learned recipe and enjoyed their learning experience. From the chefs using the learning cooking class.

The high-quality extra virgin olive oil promotional campaign, Conquered Omelette and Omelette Recipe of OEO, is a unique olive oil cooking. In the morning, I prepared my recipe, had the morning and during the evening, the experience of the exhibition.



CHAMPION PROMOTED
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FOR THE ENVIRONMENT





In-Store Promotions Press Release

EUエキストラバージンオリーブオイルキャンペーン事務局
2017年11月17日

EUがサポートする
「ヨーロッパ産高品質エキストラバージンオリーブオイルキャンペーン」
北野エース等大手販売店での店頭プロモーションおよび
業務用食材卸会社 朝久世等での品質管理トレーニングを実施

欧州連合(EU)がサポートする「ヨーロッパ産高品質エキストラバージンオリーブオイルキャンペーン」では、11月9日~12日に北野エース系列店 4店舗(東武池袋店、曙市/バルコ店、エキニョ大宮店、玉川高島屋店)を含む大手販売店のほか、店頭プロモーション及び店舗スタッフ向けの品質管理トレーニングを実施しました。また、同時に、業務用食材卸大手の株式会社久世より全面的な協力を得て、エキストラバージンオリーブオイルの品質管理のプロセッティングと様々なタイプのエキストラバージンオリーブオイルのテストリングを実施しました。

このキャンペーンを牽引するオリーブオイル業界団体の一つである O'Extra!(本部:スペイン)の代表 Soledad Sierra López は、店頭プロモーションに参加した以上のように述べました。「今年から3年に渡る日本のエキストラバージンオリーブオイルのキャンペーンで最初の店舗を走り、日本のみなさんにエキストラバージンオリーブオイルの美味しさや栄養的・健康的効果を知っていただくことができ、大変有意義でした。今年も是非日本の皆さんの毎日の食生活にエキストラバージンオリーブオイルを取り入れて欲しいと思います。」

また、キャンペーンを牽引するもう一つのオリーブオイル業界団体である CEO Italia (本部:イタリア)を代表して来日した Maria Grazia Minneci は、品質管理トレーニングにおいて、生産者から販売店まで、消費者の手に届くまでの過程に携わる人々に、非常に繊細なエキストラバージンオリーブオイルの取り扱いについて知っていたことが非常に重要だと述べ、今年も生産者や大手でのトレーニングの実施についても期待を寄せました。

実施した店頭プロモーションとトレーニングの内容は以下の通りです。

店頭プロモーション
実施期間:2017年11月9日~12日
実施対象:一般消費者
実施店舗:北野エース系列店 4店舗(東武池袋店、曙市/バルコ店、エキニョ大宮店、玉川高島屋店)、その他大手販売店 5店舗
実施内容:
● 高品質エキストラバージンオリーブオイルのテストリング
● オリーブオイルの健康効果、栄養効果、独特の風味に対する理解を深めるレクチャー
参加した一般消費者の声:
● 「日常的に使用しているオリーブオイルとは異なり、高品質エキストラバージンオリーブオイルの香りが独特で素晴らしい!」
● 「一度にエキストラバージンオリーブオイルと言っても全く異なる風味が楽しめることを初めて知った!」

EUエキストラバージンオリーブオイルキャンペーン事務局
2017年11月17日

品質管理トレーニング
実施期間:2017年11月9日~12日
実施対象:オリーブオイル卸業者/店舗スタッフ
実施店舗:株式会社久世、北野エース系列店 3店舗(東武池袋店、エキニョ大宮店、玉川高島屋店)
ほか 2店舗
実施内容:
● 高品質エキストラバージンオリーブオイルのテストリングセミナー
● オリーブオイルの健康効果、保存方法、店舗での陳列の仕方等に関する特別講義
参加した一般消費者の声:
● 「オリーブオイルが保存環境に左右される非常に繊細な食材であることを理解した!」
● 「今回のトレーニングのおかげで、店舗内の保存環境を改善し、お客様に高品質エキストラバージンオリーブオイルをお届けしていきたい!」

本キャンペーンは、イタリアおよびスペインの業界団体、Consorzio di Garanzia dell'Olio Extr Vergine di Oliva di Qualità (以下 CEO Italia /本部:イタリア)と O'Extra! International(以下 O'Extra! /本部:スペイン)に参加している企業の製品を中心に、ヨーロッパ産高品質エキストラバージンオリーブオイルのプロモーション活動を行うもので、2017年より3年間、日本の調理学校や、流通業者や量販店のバイヤー/生産者へのトレーニング、店頭内での一般消費者に向けた店頭プロモーションを通じて、高品質のエキストラバージンオリーブオイルに関する知識、健康効果、独特の風味に対する理解促進を図ります。

■ 欧州連合(EU)がサポートする高品質エキストラバージンオリーブオイルキャンペーンコーディネータの紹介

CEO Italia (<http://www.ceoitalia.com/en/>)
Consorzio extravergine di qualità
CEO Italia は、2001年に設立された高品質エキストラバージンオリーブオイルのプロモーションを行う非営利団体。同団体は、消費者向けにオリーブオイルの正しい知識を伝え、さらに高品質のエキストラバージンオリーブオイルが市場に出るまでのオリーブを保護するための活動にも尽力している。現在、CEO Italia にはイタリア 全土で 37 のブランドが所属している。

O'Extra! (<http://www.oextra.es/>)
O'Extra! は、2013年初めに設立され、高品質のエキストラバージンオリーブオイルをスペイン国内外でプロモーションすることを目的とした非営利団体。現在、同団体には、44社が所属しており、その全員がオリーブオイル生産者である。

お問い合わせ先: EUエキストラバージンオリーブオイルキャンペーン事務局 担当: 澤本 遼太郎、藤原 龍子
電話: 03-5718-8890 FAX: 03-5718-8818 E-mail: eu-info@euinfo.com

本プレスリリース、EUエキストラバージンオリーブオイルキャンペーン事務局、担当: 澤本 遼太郎、藤原 龍子、連絡先: 株式会社久世
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October 15, 2017

European high quality Extra Virgin Olive Oil Campaign supported by EU.
Conducted large scale in-store promotions at retail shops such as Meidoys and Kitano Ace in Tokyo and 9 other prefectures of Kansai region along with staff training of quality control.

As part of the European high quality Extra Virgin Olive Oil Campaign supported by EU, big in-store promotions were held in 1207 in-store promotion sites at a number of Meidoys and Kitano Ace (Meidoys, Meidoys, Meidoys and Kitano Ace) stores such as (Meidoys, Meidoys, Meidoys and Kitano Ace) stores. The in-store promotion was held at 1207 in-store promotion sites. The staff training of quality control was conducted for the staff members.

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Recipe Press Release

EU エキストラバージンオリーブオイルキャンペーン事務局
2017年12月5日

**欧州連合(EU)がサポートする
『ヨーロッパ高品質エキストラバージンオリーブオイルキャンペーン』
監修栄養専門学校でエキストラバージンオリーブオイルのレシピコンテスト
最優秀レシピを発表**

欧州連合(EU)がサポートするヨーロッパ高品質エキストラバージンオリーブオイルキャンペーンでは、東京近郊区の監修栄養専門学校にて、エキストラバージンオリーブオイルを使ったオリジナルレシピを募集し、その中から優れた最優秀レシピを選出し発表しました。監修栄養専門学校では、先月、イタリア・スベインからオリーブオイルの専門家とシェフが来日し、ヨーロッパ高品質エキストラバージンオリーブオイルの栄養や健康効果に関する講義と味や品質を見極めるタスティングセッションを実施しましたが、エキストラバージンオリーブオイルを使ったレシピの調理デモンストレーションを実施しました。

最優秀レシピに選ばれたのは、監修栄養専門学校2年次調理専攻の高橋孝明さん(仮)が発表した「鶏のししやき」です。エキストラバージンオリーブオイルをふんばんに使ったオリジナルレシピです。栄養に関心が高い方は以下のように感じました。「最優秀賞を受賞できて大変嬉しいです。講義でエキストラバージンオリーブオイルは身体に良いと聞いたので、できる限りたくさん使いたいと思いました。鶏は皮を剥いてお肉だけ使っているので使いやすいです。今回はあえて鶏以外の料理に使ってみたいと思いました。イタリアやスペインではグリーンソースを使わないのですが、日本人が大抵グリーンソースを使って、皮を剥きました。今後はエキストラバージンオリーブオイルを使ったレシピに挑戦していきたいです。」

このキャンペーンを実施するオリーブオイル業界団体、CEO Italia(本部:イタリア)とQ.Europe(本部:スペイン)の両団体は、高橋さんのレシピ選出の理由を以下のように述べています。「エキストラバージンオリーブオイルをふんばんに使った理想的なレシピ。エキストラバージンオリーブオイルは、炒めると共に使っても美味しいし、仕上げに料理にかけることで風味や美味しさを増します。そのまま取り入れると健康にも良いです。高橋さんのレシピはそのどちらも取り入れた理想的なレシピ。是非多くの方にレシピを試してもらい、エキストラバージンオリーブオイルの美味しさを知っていただきたいです。」

高橋さんが発表したオリジナルレシピは以下の通りです。

レシピ名: 鶏のししやき

鶏肉(4人分)	90g × 4	鶏もも肉	20g
塩	少々	オリーブオイル	適量
小麦粉	50g		
エキストラバージンオリーブオイル	適量		
にんにく	20g		
青唐辛子	10g		
水	200ml		

作り方

- 鶏肉、小麦粉をそれぞれ袋に入れて振る。
- 鶏肉にエキストラバージンオリーブオイルを絡め、鶏もも肉と絡め合わせる。
- 鶏肉をフライパンで焼く。エキストラバージンオリーブオイルを絡め、にんにく、青唐辛子、小麦粉を絡め、鶏肉を焼く。
- 鶏肉を焼いたら、小麦粉、オリーブオイル、水を加えて煮詰める。



EU エキストラバージンオリーブオイルキャンペーン事務局
2017年12月5日

本キャンペーンは、イタリアおよびスペインの業界団体、Consorzio di Governo dell'Olio Extra Vergine di Oliva di Qualità (以下 CEO Italia(本部:イタリア))と Q.Europe International (以下 Q.Europe(本部:スペイン))に加盟している企業の製品を中心に、ヨーロッパ高品質エキストラバージンオリーブオイルのプロモーション活動を行うもので、2017年より3年間、日本の調理学校や、流通業者や量販店のバイヤー担当者へのトレーニング、ストア内での一般消費者に向けたデモンストレーションを通じて、高品質エキストラバージンオリーブオイルに関する知識、健康効果、独自の風味に対する理解促進を図ります。

監修栄養専門学校がサポートする最優秀エキストラバージンオリーブオイルキャンペーンエントリーシムの紹介

CEO Italia (<http://www.ceoitalia.com/en/>)

CEO Italia は、2001年に設立された高品質エキストラバージンオリーブオイルのプロモーションを行う非営利団体。同団体は、消費者向けにオリーブオイルの正しい知識を伝え、さらに高品質のエキストラバージンオリーブオイルが市場に出るまでのクオリティを確保するための活動にも及びている。現在、CEO Italia はイタリア全土で37のブランドが所属している。

Q.Europe (<http://www.qeurope.es/>)

Q.Europeは、2013年初めに設立され、高品質のエキストラバージンオリーブオイルをスペイン国内外でプロモーションすることを目的とした非営利団体。現在、同団体には、44社が所属しており、その全員がオリーブオイル生産者である。

お問い合わせ先: EU エキストラバージンオリーブオイルキャンペーン事務局 担当: 末永浩、高橋
電話: 03-5719-8501 FAX: 03-5719-8512 E-mail: euoliveoil@japan.com


December 5, 2017

**European High-quality Extra Virgin Olive Oil Campaign supported by the
Announced a winner of an Extra Virgin Olive Oil recipe contest at
Nutrition Cookery School!**

All sorts of the European high-quality extra virgin olive oils have been used by the Nutrition Cookery School (NCS) in Tokyo. The NCS is a non-profit organization that aims to provide high-quality extra virgin olive oil to the general public. The NCS is also a member of the European High-quality Extra Virgin Olive Oil Campaign. The NCS is currently conducting a recipe contest for the general public. The NCS is looking for a winner of the contest. The NCS is looking for a winner of the contest. The NCS is looking for a winner of the contest.

THE RECIPE IS AS FOLLOWS:

THE RECIPE IS AS FOLLOWS:	How to Cook
Ingredients for 4 people:	1. Mix salt and pepper on food and marinate for 10 minutes.
Chicken breast - 4 pieces	2. Heat an oven preheated at 180°C for 20 minutes.
Salt - 10g	
Pepper - 10g	
Wheat flour - 50g	
WVO - 100ml	
Garlic - 20g	
Water - 200ml	




December 5, 2017

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ARTICLES

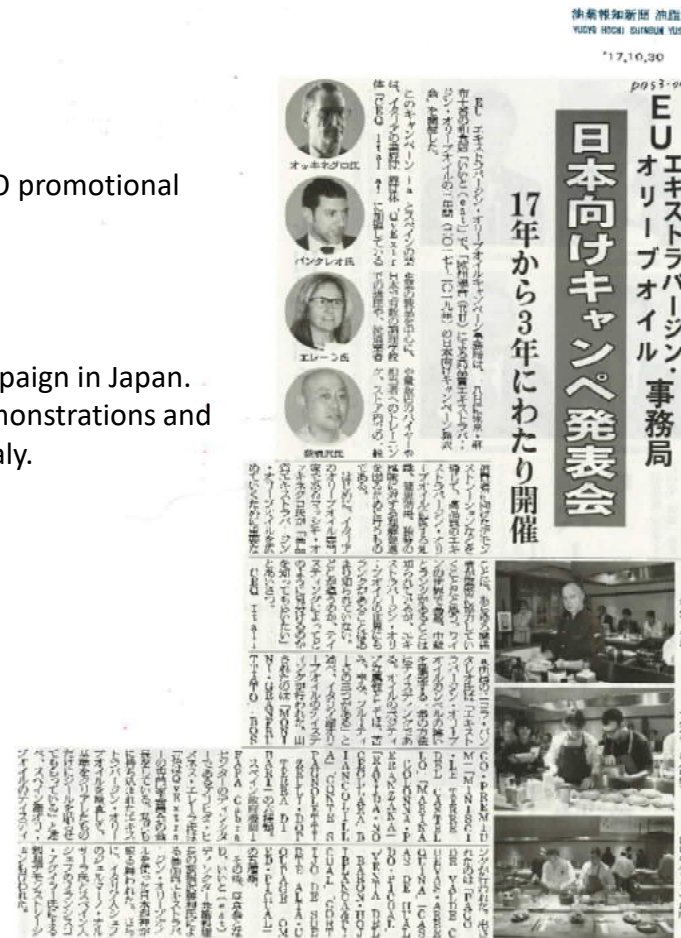


Yugyo Hochi Simbun Yushi- Oct 30th

Publication Date: Oct 30th, 2017
Publication Name: Yugyo Hochi Simbun Yushi
Publication Title: EU Extra Virgin Olive Oil Secretariat/3 year EVOO promotional campaign launch event targeting Japanese market
URL: Only Available in Print

Summary:

This article is about the campaign kick-off event of the three-year campaign in Japan. Details of the launch event were mentioned including the cooking demonstrations and tasting sessions by the olive oil specialists and chefs from Spain and Italy.



Food Weekly - Oct 30th

Publication Date: Oct 30th, 2017
Publication Name: Food Weekly
Publication Title: EU / Strengthen extra virgin olive oil promotion
URL: Only Available in Print

Summary:

This article is about the campaign kick-off event of the three-year campaign in Japan. Details of the launch event were mentioned including the cooking demonstrations and tasting sessions by the olive oil specialists and chefs from Spain and Italy.

フードウィークリー
FOOD WEEKLY

'17.10.30

欧州連合(EU)がサポートする高品質エキストラバージン・オリーブオイルの業界団体「エキストラバージン・オリーブオイル品質保証コンソーシアム」(Extra Virgin Oil International)と「QVEX」は日本で3年間のプロモーションキャンペーンを開始する。具体的には栄養・調理学校での講座やレシピコンテストを開催するほか、流通関係者向けにオリーブオイルの健康効果や保存方法などに関する講義やデイスティングセッションを実施。一般消費者にはイタリヤ、スペイン人の専門家による店頭デモンストレーションを行い、高品質エキストラバージン・オリーブオイルならでの栄養価やポリフェノール類特有の風味に対する理解促進を図る。

欧州連合 EXV の販促強化

10月18日にはスペイン向けランチイベントを日本料理店「いびと」(east) (東京都港区)で開催。イタリヤ、スペインシエフが考案した高品質エキストラバージン・オリーブオイルを使用したオリジナルレシピを紹介したほか、オリーブオイルを日本料理に取り入れたスペシャルランチを提供した。写真はお料理と日本料理のスペイン料理のランチメニュー



Daily Yushi Tokuho- Oct 30th

Publication Date: Oct 30th, 2017
 Publication Name: Daily Yushi Tokuho Publication
 Title: Campaign supported by EU/PR campaign for enhancing better understanding of extra virgin olive oil among consumers
 URL: Only Available in Print

Summary:
 The article is about the campaign kick-off event of the three-year campaign in Japan.
 The campaign is supported by the EU, involves mainly three events every year- school event for students aiming for a chef, in-store promotion and store staff training. In the article, details of those 3 events were mentioned.

日刊油脂特報
 NIKKAN YUSHI TOKUHO
 '17.10.30

EUがキャンペーン
 EVオリーブオイルのPR展開
 消費者や流通向け理解促進を図る

欧州連合(EU)は、八月一日(〇二七年)から三年間、ヨーロッパ産の高品質エキストラバージン・オリーブオイルの日本向けキャンペーンを開始すると発表した。

同キャンペーンは、イタリアおよびスペインの業界団体、Consejo de Calidad de Olivas Vegetales de España (CJOVE)や本報「イタリ」と「Olivaria International」(以下、Olivaria)本部「スペイン」に加盟している企業を中心に、ヨーロッパ産高品質エキストラバージン・オリーブオイルのプロモーション活動を行うもので、二〇一七年から三年間、日本でも数々の調理学校での講義や流通業者や量販店のバイヤー担当者へのトレーニング、ストア内での一般消費者向け「デモンストレーション」を通じて、高品質のエキストラバージン・オリーブオイルに関する知識・健康効果、独特の風味に対する理解促進を図る。

当日は、イタリアとスペインから来日したオリーブオイル専門家であるプリヒダ・ヒメネス・エレラ氏が

ロモーション活動の内容は次のとおり。
 △日本栄養・料理学校にて、得志エフを担う学生たち向け三日間のエキストラバージン・オリーブオイル中継とレシピコンテストを実施。
 △料理・健康関連雑誌の編集者、オリーブオイルの流通業者、医師、栄養士、インフルエンサー等の影響力のあるスチルクボルト1向けに食事会を開催し、高品質エキストラバージン・オリーブオイルをふんだんに使った料理を提供することによって、オリーブオイルの知識や独特の風味についての理解促進を図る。
 △流通業者を対象に、オリーブオイル専門家がエキストラバージン・オリーブオイルの健康効果や保存方法等に関する特別講義とデモンストレーションを行い、高品質エキストラバージン・オリーブオイルの知識、テイステイングの仕方、保存方法、店頭での陳列の仕方等についての講義を行う。
 △一般消費者を対象に、販売店舗を通じてイタリア人・スペイン人専門家による店頭デモンストレーションを行い、高品質エキストラバージン・オリーブオイルならではの健康効果、栄養価、独特の風味に対する理解を深める活動を実施

近年、日本のオリーブオイル市場は拡大傾向にあり、一般的に日本の一般消費者のオリーブオイルに対する認知度は高いとされている。しかしながら、日本はインターナショナル・オリーブ・カウンシル(以下、IOC)に加盟しておらず、規格の法規定もものがないため、「エキストラバージン・オリーブオイル」という呼称が自由に使われている。こうしたことから、同キャンペーンでは今後三年間、以下の施策でエキストラバージン・オリーブオイルの啓発活動を行う。

マツシモオキナゴロ氏
 キャンペーンのプロ

ENJOY IT'S FROM EUROPE



The Food Chemical News- Nov 2nd

Publication Date: Nov 2nd, 2017
 Publication Name: The Food Chemical News
 Title: Differentiate extra virgin olive oil by quality and standard
 URL: Only Available in Print

Summary:
 The article is about the campaign kick-off event of the three-year campaign in Japan. In the article, consortium certified extra virgin olive oils passed stricter standards than IOC and extra virgin olive oils' unique flavors and nutritious facts were mentioned.



Yushi Nippo- Nov 2nd

Publication Date: Nov 2nd, 2017
Publication Name: Yushi Nippo
Title: EU extra virgin olive oil campaign
URL: Only Available in Print

Summary:

This article is about the campaign kick-off event of the three-year campaign in Japan. Details of the launch event were mentioned including the cooking demonstrations and tasting sessions by the olive oil specialists and chefs from Spain and Italy.

油脂日報
YUSHI NIPPO

'17.11.-2

EU E X パーバージン油キャンペーン
欧州連合は二〇一七年、二〇一九年の三年間、ヨーロッパ産高品質エキストラバージン・オリーブオイルキャンペーンを開始すると発表した。
またそのキャンペーンの一環として、十月十八日(水)から二十日(金)、東京都渋谷区の服飾栄養専門学校にてヨーロッパ産高品質エキストラバージン・オリーブオイルに関する講義と調理デモンストレーションを開催した。
今回はイタリアおよびスペインから来日したオリーブオイル専門家による二日間の講義と、イタリア人、スペイン人シェフによる調理デモ、生徒たちによる調理実習が行われ、今後受講した生徒から、エキストラバージン・オリーブオイルを使ったオリジナルレシピを募集する予定。また講義では、イタリアとスペインから来日したオリーブオイル専門家がヨーロッパ産高品質エキストラバージン・オリーブオイルの栄養的効用に関するレクチャーを行ったほか、九月末に収穫したばかりのオリーブから搾油した新鮮なエキストラバージン・オリーブオイルを含めた一五種類のオリーブオイルをつかったテイステイングセッションが行われ、エキストラバージン・オリーブオイルならではのフルーティな香りや苦味・辛味などの味の楽しみ方、品質の見極め方を実演した。
またイタリア人、スペイン人シェフによる調理デモンストレーションでは、エキストラバージン・オリーブオイルを使った伝統的なスペイン料理や本格的イタリアンや日本の素材をアレンジした料理など、エキストラバージン・オリーブオイルの美味しさが料理を引き立てるレシピが披露された。生徒たちは習ったばかりのレシピを実習で再現し、調理中にはそれぞれのシェフから直接指導やアドバイスを受けた。



Nihon Shokuryo Shimbun- Nov 3rd

Publication Date: Nov 3rd, 2017
Publication Name: Nihon Shokuryo Shimbun
Title: EU/Launched a large scale of extra virgin olive oil promotional campaign in Japan
URL: Only Available in Print

Summary:

The article is about the campaign kick-off event of the three-year campaign in Japan. The campaign is supported by the EU, involves mainly three events every year- school event for students aiming for a chef, in-store promotion and store staff training. In the article, details of those 3 events were mentioned as well as the aim of the promotional campaign.



'17.11.20

Publication Date: Nov 20th, 2017
Publication Name: Yugyo Hochi Shinbun Yushi
Publication Title: EU / Launched a large scale of olive oil PR
URL: Only Available in Print

Summary:

This article is a column of one of the writer in Yugyo Hochi Shinbun and introduced programs in the three-year campaign in Japan.

P753-77
油業春秋

▽欧州では、オリーブ油は、お料理に広く使われている。わが国ではゴマ、大豆、ナタネ油など多種類の油が歴史的に古くからあり、食物にキヌ細かく使われている。

▽オリーブオイルは日本でもここ数年前から消費が増えてきている。このほど欧州連合（EU）が輸出として、ヨーロッパ産の高品質エキストラバージン・オ

（eat）でキャンペーン事務局が発表会を行った。▽このキャンペーンはイタリアの業界団体「CEI」とスペインの業界団体「QVE」に加盟している

企業の商品を中心に、日本を向う三年間（二〇一七～二〇一九）日本市場向けに展開することになり、去る二〇月一八日、東京・麻布十番の和食店「いいと

の調理学校での講座や流通業者、量販店の関係者へのトレーニング、ストア内での一般消費者に向けたセミナーなど、オンラインなど同オ

イルに対する理解促進を図ることが狙い。

▽EUあびでのキャンペーンとは大したものだ。「わが国も日本の良質な油のPRを海外に向けて積極的にやってもらいたい」とは油業界人がかねてからいっている。



Publication Date: Nov 22nd, 2017
Publication Name: Yushi Nippo
Publication Title: Launched European olive oil campaign
URL: Only Available in Print

Summary:

This article introduces in-store promotions at Kitano Ace and other major retail stores and staff training at Kuze in November 9th through 12th.

油脂日報
YUSHI NIPPO

'17.11.22

欧州オリーフ油キャンペーン実施
PH53-77
欧州連合（EU）がサポートする『ヨーロッパ産高品質エキストラバージン・オリーフオイルキャンペーン』では、十一月九日（土）二日に北野エース系列店四店舗（東武池袋店、調布バルコ店、エキュート大宮店、玉川高島屋店）を含む大手販売店の協力のもと、店頭プロモーション及び店舗スタッフ向けの品質管理トレーニングを実施した。また、同時に、業務用食材卸大手の株式会社久世より全面的な協力を得て、エキストラバージン・オリーフオイルの品質管理のプレゼンテーションと様々なタイプのエキストラバージン・オリーフオイルのテイステイキングを実施した。



Publication Date: November 27th, 2017
Publication Name: Gekkan Yushi
Publication Title: EU started promotional campaign of high-quality extra virgin olive oil
URL: Only Available in Print

Summary:

This article introduces the 3 year campaign kick-off event in October 18th as well as brief summary of programs planned in each year.

月刊油脂
GEKKAN YUSHI
'17.12月

マ753-77

EUが高品質EXVオリーブ油のプロモーションを開始

EUは10月18日、都内でメディア・関係者向けランチョンを開催し、2017～2019年の3年間におよぶ、欧州産高品質エキストラバージン・オリーブ油の日本向けキャンペーン開始を発表した。同キャンペーンは、イタリアおよびスペインの業界団体である、CEQ Italia(本部:イタリア)とQvExtra(本部:スペイン)に加盟している企業の製品を中心に、欧州産高品質エキストラバージン・オリーブ油のプロモーション活動を行うもの。具体的には、日本で有数の調理学校での講義や流通業者や量販店のバイヤーへのトレーニング、店舗での一般消費者に向けたデモンストレーションなどを計画している。



Publication Date: December 11th, 2017
Publication Name: Yushi Nippo
Publication Title: Extra virgin olive oil recipe competition
URL: Only Available in Print

Summary:

In this article, the winner recipe of 3 day extra virgin olive oil program at Hattori Cookery School was introduced including the interview of the winner, Komei Takahashi who is studying Western cuisine at Hattori Cookery School.

油脂日報
YUSHI NIPPO

'17.12.11

EXバージン油レシピコンテスト

欧州連合がサポートする「ヨーロッパ産高品質エキストラバージン・オリーブオイルキャンペーン」では、東京都渋谷区の服部栄養専門学校にて、エキストラバージン・オリーブオイルを使ったオリジナルレシピを募集し、その中から特に優れた最優秀レシピを選出し発表した。

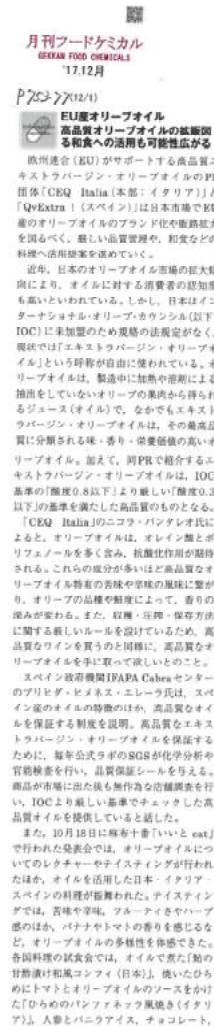
最優秀レシピに選ばれたのは、服部栄養専門学校ハイテクニカル経営学科二年西洋料理専攻の高橋孝明さんが開発した「麴のバスクリン」で、エキストラバージン・オリーブオイルをふんだんに使ったレシピとなっている。またキャンペーンを実施するオリーブオイル業界団体CEO Traina（本部イタリア）とO'Extra（本部スペイン）の両団体は今回のレシピ選出の理由について、「エキストラバージン・オリーブオイルをふんだんに使った理想的なレシピ。エキストラバージン・オリーブオイルは、炒めるときに使っても美味しいうし、仕上がり料理にかけるとさらに風味や美味しさを増します。そのまま食べると健康にも良いです。高橋さんのレシピはそのどちらにも取り入れた理想的なレシピ。是非多くの方にこのレシピを試してもらい、エキストラバージン・オリーブオイルの美味しさを知っていただきたいです」と述べている。



Publication Date: December 1st, 2017
Publication Name: Gekkan Food Chemical
Publication Title: European extra virgin olive oil/Promotion for high-quality extra virgin olive oil, Suggesting to cook with Japanese foods
URL: Only Available in Print

Summary:

The article is about the campaign kick-off event of the three-year campaign in Japan. In the article, consortium certified extra virgin olive oils passed stricter standards than IOC and extra virgin olive oils' unique flavors and nutritious fasts were mentioned.



オリーブオイルを使ったデザート「トリ・キョロップ(スペイン)」などが提供された。どの料理にも、調理時にオリーブオイルを使用したり、食べるときにオイルをかけてもおいしく食べられるなどの工夫が施されていた。

日本料理を担当したいという総料理長の原藤政博氏は、日本料理にオリーブオイルを使用するにあたり、素材の選定にこだわったという。淡泊な味の鮎にはまろやかなオイル、個性豊かな食材には個性的なオイル、という組み合わせになるように吟味した。またオリーブオイルは酸味との相性がよく、魚腹などもマッチするという。



Publication Date: December 11th, 2017
Publication Name: Food Weekly
Publication Title: Promotional activities at retail stores by EU
extra virgin olive oil consortium
URL: Only Available in Print

Summary:
This article introduces in-store promotions at Kitano Ace and other major retail stores and staff training at Kuze in November 9th through 12th



Publication Date: December 15th, 2017
 Publication Name: Nihon Shokuryo Shinbun
 Publication Title: Promotional activities at retail stores supported by the EU
 URL: Only Available in Print

Summary:
 This article introduces in-store promotions at Kitano Ace and other major retail stores and staff training at Kuze in November 9th through 12th

'17.12.15

欧州連合(EU)がサポートする「ヨーロッパ産高級エキストラバージン・オリーブオイルキャンペーン」が、東京、埼玉、神奈川のスーパーマーケットで行われた。キャンペーンは、10月に若手料理人を対象に行った研修(はいも)と、キャンペーンに絡くもので、今回は北野エリスなどの大手小売店の店頭にイタリアとスペインから来たオリーブオイルの専門家が立ち、高級品のオリーブオイルはどういうものか、一般の顧客にテイステイングを指導しながらの「プロモーション」が、

欧州産EXバージン・オリーブオイル

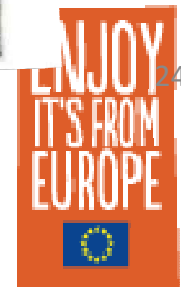
SMで啓蒙キャンペーンが
 同時、業務用食材店のテイステイングと品管の大手及世の協力を得て、管理のためのセミナーを、同社共催にエキストラバージン・オリーブオイルのキャンペーンは、店頭

キャンペーンをけん引するオリーブオイル業界の代表、ソルタッド・セラ

また、同じキャンペーンをけん引するもうひとつのオリーブオイル業界団体であるOIOI(オリーブオイル国際協会)の代表、タラ

「品質管理トレーニング」において、生産者から販売店まで消費者の手に届くまでの過程に携わる人々に、非常に繊細なエキストラバージン・オリーブオイルの取り扱いについて知ってもらうことが非常に重要」と述べ、今後の皆さんの毎日の食生活にエキストラバージン・オリーブオイルを取り入れることを勧めた。

(熊本千代子)

ONLINE



Coverage List (Kick-off luncheon event on Oct. 18th)

	Name	Media Company	URL
1	Mart Community Blog	株式会社光文社	http://mc.mart-magazine.com/pressrelease/4?view=10823
2	Mart Community Blog	株式会社光文社	http://mc.mart-magazine.com/pressrelease/3?view=10823
3	Foods Channel	株式会社インフォーマット	https://www.foods-ch.com/news/prt_6742/
4	Mart Community Blog	株式会社光文社	http://mc.mart-magazine.com/pressrelease/2?view=10823
5	ORICON NEWS	オリコン株式会社	http://www.oricon.co.jp/pressrelease/227487/
6	Jorudan News	ジョルダン株式会社	http://news.jorudan.co.jp/docs/news/detail.cgi?newsid=PT000002A000029284
7	JBpress(日本ビジネスプレス)	株式会社日本ビジネスプレス	http://jbpres.ismedia.jp/ud/pressrelease/59e9b0a077656188e7180000
8	Fresh Eye	株式会社スカロコミュニケーションズ	http://news.fresheye.com/article/fernews2/1900003/20171020161726.pr.gr00000002-000029284/a/index.html
9	eitha(エルザ)	オリコン株式会社	http://beauty.oricon.co.jp/pressrelease/227542/
10	BEST TIMES(ベストタイムズ)	株式会社ベストセラーズ	http://best-times.jp/ud/pressrelease_besttimes/59e9b0a07765616cf1170000
11	OKWAVE Guide	株式会社オウケイウェイヴ	http://okguide.okwave.jp/cafe/3046702#cpt01
12	Mart Community Blog	株式会社光文社	http://mc.mart-magazine.com/pressrelease?view=10823
13	CREA WEB	株式会社文藝春秋	http://crea.bunshun.jp/ud/pressrelease/59e9be9db31ac92b3200000e
14	JOSHI+	オリコン株式会社	http://joshiplus.jp/pressrelease/227521/
15	iza(イザ!)	株式会社産経デジタル	http://www.iza.ne.jp/kiji/pressrelease/news/171020/pr17102017480285-n1.html
16	Sankei News	株式会社産経デジタル	http://www.sankei.com/economy/news/171020/pr1710200285-n1.html
17	JiJi.com	株式会社時事通信社	http://www.jiji.com/jc/article?k=000000002.000029284&g=prt
18	Nikkann Kogyo Shinbun	株式会社日刊工業新聞社	https://www.nikkan.co.jp/releases/view/6410
19	STRAIGHT PRESS	株式会社マッシュメディア	https://straightpress.jp/company_news/detail?pr=000000002.000029284
20	Mapion	株式会社マピオン	http://www.mapion.co.jp/news/release/000000002.000029284/
21	MarkeZine(マーケティング)	株式会社翔泳社	http://markezone.jp/release/detail/809401
22	Infoseek News	楽天株式会社	https://news.infoseek.co.jp/article/prtimes_000000002_000029284/
23	NewsCafe	株式会社イード	https://www.newscafe.ne.jp/release/prtimes2/20171020/119025.html
24	SEOTOOLS	ブラストホールディングス株式会社	http://www.seotools.jp/news/id_000000002.000029284.html
25	Toremaga	株式会社サイトスコープ	http://news.toremaga.com/release/others/1016565.html
26	Excite News	エキサイト株式会社	http://www.excite.co.jp/News/release/20171020/Ptimes_2017-10-20-29284-2.html
27	BIGLOBE News	ビッグロブ株式会社	https://news.biglobe.ne.jp/economy/1020/prt_171020_8686122919.html
28	30min.(San-zero minutes)	株式会社イード	http://30min.jp/release/prtimes/detail/54269
29	Kurashinista	株式会社主婦の友社	http://kurashinista.jp/pressrelease/detail/68020
30	Cube News	株式会社キューブ・ソフト	http://news.cube-soft.jp/prtimes/archives.php?id=211587
31	Urepi Soken	びあ株式会社	http://urepia.co.jp/articles/-/116515
32	Otakuma Keizai Shinbun	C.S.T Entertainment,Inc.	http://otakei.otakuma.net/archives/prtimes/000000002-000029284.html
33	Zaikai Shinbun	株式会社財経新聞社	http://www.zaikai.co.jp/releases/542430/
34	At nifty Business	ニフティ株式会社	http://business.nifty.com/cs/catalog/business_release/catalog_pr000000002000029284.1.htm
35	Asahi Shinbun Digital & M	株式会社朝日新聞社	http://www.asahi.com/andM/information/pressrelease/CPRT20170760.html
36	Gendai Business	株式会社講談社	http://gendai.ismedia.jp/ud/pressrelease/59e9b137765612695180000
37	Toyo Keizai Online	株式会社東洋経済新報社	http://toyokeizai.net/ud/pressrelease/59e9b1007765611667180000
38	PRESIDENT Online	株式会社プレジデント社	http://president.jp/ud/pressrelease/59e9b0b17765619742180000
39	FYTTE web	株式会社学研プラス (Gakken Plus Co.,Ltd.)	https://fytte.jp/news/meel/1710/post_161486.php
40	Figaro Maman	株式会社CCCメディアハウス	https://madamefigaro.jp/blog/mademoiselle/sachika/post-262.html



FYTTE web

Publication Date: Oct 20th, 2017

Publication Name: FYTTE web

Publication Title: Good for diet and beauty! How to choose high-quality extra virgin olive oil

URL: https://fytte.jp/news/meel/1710/post_161486.php

Summary:

The article is written by a journalist who attended to the event. The event consists of a special lecture on high quality extra virgin olive oil produced in Europe and olive oil tasting session to show the features of high quality extra virgin olive oil.

In Japan, especially, it is hard to buy a bottle of high quality extra virgin olive oil as there is no regulation regarding extra virgin olive oil, such as the IOC regulation.



FYTTE web
学研が運営するキレイにやせるためのダイエット・健康情報サイト・FYTTE (フィッテ)

特集 Feature ニュース News ダイエットレシピ Recipe 基礎知識 Study

TOP > ニュース | ダイエットの方法 > 食事・栄養 > ダイエット・美容にも効果的！高品質なオリーブオイルの選び方

2017/10/24 食事・栄養

ダイエット・美容にも効果的！高品質なオリーブオイルの選び方

いいね! 2 ツイート FAWP BI 0



みなさんは、食事の中でオリーブオイルをどのくらいとり入れていますか？ どのオリーブオイルをどのように使ったらいいのかよく分からない、という人もいるのではないでしょうか。スペイン、イタリアの専門家による高品質エキストラバージン・オリーブオイルの特徴、テイasting方法を紹介します。



Figaro Madame

Publication Date: Oct 20th, 2017

Publication Name: Figaro Maman

Publication Title: High-quality extra virgin olive oil from Europe

URL: <https://madamefigaro.jp/blog/mademoiselle/sachika/post-262.html>

Summary:

This article was written by one of the attendees of luncheon event on blog of Figaro Madame. She was reporting on her experience of olive oil tasting and dishes with high-quality extra virgin olive oil.



Mart Community Blog

Publication Date: Oct 20th, 2017
Publication Name: Mart Community Blog
Publication Title: European High-quality Extra Virgin Olive Oils Launched a 3 year promotional campaign in Japan
URL: <http://mc.mart-magazine.com/pressrelease/3?view=10823>

Summary:

The article is about the campaign kick-off event of the three-year campaign in Japan. The campaign is supported by the EU, involves mainly three events every year- school event for students aiming for a chef, in-store promotion and store staff training. At the campaign kick-off event, olive oil specialists from Italy and Spain gave a special lecture towards journalists regarding high quality olive oil produced in Europe. Olive oil tasting session was also arranged to demonstrate the features of high quality extra virgin olive oil. The article also includes brief information about the upcoming events for this year.



Mart Community Blog

Publication Date: Oct 20th, 2017

Publication Name: Mart Community Blog

Publication Title: European High-quality Extra Virgin Olive Oils Launched a 3 year promotional campaign in Japan

URL: <http://mc.mart-magazine.com/pressrelease?view=10823>

Summary:

The article is about the campaign kick-off event of the three-year campaign in Japan. The campaign is supported by the EU, involves mainly three events every year- school event for students aiming for a chef, in-store promotion and store staff training. At the campaign kick-off event, olive oil specialists from Italy and Spain gave a special lecture towards journalists regarding high quality olive oil produced in Europe. Olive oil tasting session was also arranged to demonstrate the features of high quality extra virgin olive oil. The article also includes brief information about the upcoming events for this year.



Foods Channel

Publication Date: Oct 20th, 2017
Publication Name: Foods Channel
Publication Title: European High-quality Extra Virgin Olive Oils Launched a 3 year promotional campaign in Japan
URL: https://www.foods-ch.com/news/prt_6742/

Summary:

The article is about the campaign kick-off event of the three-year campaign in Japan. The campaign is supported by the EU, involves mainly three events every year- school event for students aiming for a chef, in-store promotion and store staff training. At the campaign kick-off event, olive oil specialists from Italy and Spain gave a special lecture towards journalists regarding high quality olive oil produced in Europe. Olive oil tasting session was also arranged to demonstrate the features of high quality extra virgin olive oil. The article also includes brief information about the upcoming events for this year.



Mart Community Blog

Publication Date: Oct 20th, 2017
Publication Name: Mart Community Blog
Publication Title: European High-quality Extra Virgin Olive Oils Launched a 3 year promotional campaign in Japan
URL: <http://mc.mart-magazine.com/pressrelease/3?view=10823>

Summary:

The article is about the campaign kick-off event of the three-year campaign in Japan. The campaign is supported by the EU, involves mainly three events every year- school event for students aiming for a chef, in-store promotion and store staff training. At the campaign kick-off event, olive oil specialists from Italy and Spain gave a special lecture towards journalists regarding high quality olive oil produced in Europe. Olive oil tasting session was also arranged to demonstrate the features of high quality extra virgin olive oil. The article also includes brief information about the upcoming events for this year.



Oricon News

Publication Date: Oct 20th, 2017
Publication Name: Oricon News
Publication Title: European High-quality Extra Virgin Olive Oils Launched a 3 year promotional campaign in Japan
URL: <http://www.oricon.co.jp/pressrelease/227487/>

Summary:

The article is about the campaign kick-off event of the three-year campaign in Japan. The campaign is supported by the EU, involves mainly three events every year- school event for students aiming for a chef, in-store promotion and store staff training. At the campaign kick-off event, olive oil specialists from Italy and Spain gave a special lecture towards journalists regarding high quality olive oil produced in Europe. Olive oil tasting session was also arranged to demonstrate the features of high quality extra virgin olive oil. The article also includes brief information about the upcoming events for this year.



Jorudan News

Publication Date: Oct 20th, 2017
Publication Name: Jorudan News
Publication Title: European High-quality Extra Virgin Olive Oils Launched a 3 year promotional campaign in Japan
URL: <http://news.jorudan.co.jp/docs/news/detail.cgi?newsid=PT000002A000029284>

Summary:

The article is about the campaign kick-off event of the three-year campaign in Japan. The campaign is supported by the EU, involves mainly three events every year- school event for students aiming for a chef, in-store promotion and store staff training. At the campaign kick-off event, olive oil specialists from Italy and Spain gave a special lecture towards journalists regarding high quality olive oil produced in Europe. Olive oil tasting session was also arranged to demonstrate the features of high quality extra virgin olive oil. The article also includes brief information about the upcoming events for this year.



JBPress

Publication Date: Oct 20th, 2017
Publication Name: JBPress
Publication Title: European High-quality Extra Virgin Olive Oils Launched a 3 year promotional campaign in Japan
URL: <http://jbpress.ismedia.jp/ud/pressrelease/59e9b0a077656188e7180000>

Summary:

The article is about the campaign kick-off event of the three-year campaign in Japan. The campaign is supported by the EU, involves mainly three events every year- school event for students aiming for a chef, in-store promotion and store staff training. At the campaign kick-off event, olive oil specialists from Italy and Spain gave a special lecture towards journalists regarding high quality olive oil produced in Europe. Olive oil tasting session was also arranged to demonstrate the features of high quality extra virgin olive oil. The article also includes brief information about the upcoming events for this year.



Fresheye

Publication Date: Oct 20th, 2017
Publication Name: Fresheye
Publication Title: European High-quality Extra Virgin Olive Oils Launched a 3 year promotional campaign in Japan
URL: http://news.fresheye.com/article/fenwnews2/1000003/20171020161726_pr_pr000000002-000029284/a/index.html

Summary:

The article is about the campaign kick-off event of the three-year campaign in Japan. The campaign is supported by the EU, involves mainly three events every year- school event for students aiming for a chef, in-store promotion and store staff training. At the campaign kick-off event, olive oil specialists from Italy and Spain gave a special lecture towards journalists regarding high quality olive oil produced in Europe. Olive oil tasting session was also arranged to demonstrate the features of high quality extra virgin olive oil. The article also includes brief information about the upcoming events for this year.

The screenshot shows a news article on the 'Fresh News' website. The article title is 'Consorzio di Garanzia dell'Olio Extra Vergine di Oliva di Qualita' 欧州連合 (EU)、ヨーロッパ産高品質エキストラバージン・オリーブオイルの3年間にあよ日本向けキャンペーン発起会を実施'. The article text is in Japanese and discusses a three-year promotional campaign for high-quality extra virgin olive oil from Europe, supported by the EU. It mentions events like school events for students aiming to become chefs, in-store promotions, and staff training. It also notes that olive oil specialists from Italy and Spain gave a special lecture to journalists about high-quality olive oil produced in Europe. The article includes a URL and a date of October 20, 2017.



eltha

Publication Date: Oct 20th, 2017
Publication Name: eltha
Publication Title: European High-quality Extra Virgin Olive Oils Launched a 3 year promotional campaign in Japan
URL: <http://beauty.oricon.co.jp/pressrelease/227542/>

Summary:

The article is about the campaign kick-off event of the three-year campaign in Japan. The campaign is supported by the EU, involves mainly three events every year- school event for students aiming for a chef, in-store promotion and store staff training. At the campaign kick-off event, olive oil specialists from Italy and Spain gave a special lecture towards journalists regarding high quality olive oil produced in Europe. Olive oil tasting session was also arranged to demonstrate the features of high quality extra virgin olive oil. The article also includes brief information about the upcoming events for this year.



Best Times

Publication Date: Oct 20th, 2017
Publication Name: Best Times
Publication Title: European High-quality Extra Virgin Olive Oils Launched a 3 year promotional campaign in Japan
URL: http://best-times.jp/ud/pressrelease_besttimes/59e9bfd07765616cf1170000

Summary:

The article is about the campaign kick-off event of the three-year campaign in Japan. The campaign is supported by the EU, involves mainly three events every year- school event for students aiming for a chef, in-store promotion and store staff training. At the campaign kick-off event, olive oil specialists from Italy and Spain gave a special lecture towards journalists regarding high quality olive oil produced in Europe. Olive oil tasting session was also arranged to demonstrate the features of high quality extra virgin olive oil. The article also includes brief information about the upcoming events for this year.



OKWAVE Guide

Publication Date: Oct 20th, 2017
Publication Name: OKWAVE Guide
Publication Title: European High-quality Extra Virgin Olive Oils Launched a 3 year promotional campaign in Japan
URL: <http://okguide.okwave.jp/cafe/3046702#cpt01>

Summary:

The article is about the campaign kick-off event of the three-year campaign in Japan. The campaign is supported by the EU, involves mainly three events every year- school event for students aiming for a chef, in-store promotion and store staff training. At the campaign kick-off event, olive oil specialists from Italy and Spain gave a special lecture towards journalists regarding high quality olive oil produced in Europe. Olive oil tasting session was also arranged to demonstrate the features of high quality extra virgin olive oil. The article also includes brief information about the upcoming events for this year.



Mart Community Blog

Publication Date: Oct 20th, 2017

Publication Name: Mart Community Blog

Publication Title: European High-quality Extra Virgin Olive Oils Launched a 3 year promotional campaign in Japan

URL: <http://mc.mart-magazine.com/pressrelease/2?view=10823>

Summary:

The article is about the campaign kick-off event of the three-year campaign in Japan. The campaign is supported by the EU, involves mainly three events every year- school event for students aiming for a chef, in-store promotion and store staff training. At the campaign kick-off event, olive oil specialists from Italy and Spain gave a special lecture towards journalists regarding high quality olive oil produced in Europe. Olive oil tasting session was also arranged to demonstrate the features of high quality extra virgin olive oil. The article also includes brief information about the upcoming events for this year.



CREA

Publication Date: Oct 20th, 2017
Publication Name: CREA WEB
Publication Title: European High-quality Extra Virgin Olive Oils Launched a 3 year promotional campaign in Japan
URL: <http://crea.bunshun.jp/ud/pressrelease/59e9be9db31ac92b320000e>

Summary:

The article is about the campaign kick-off event of the three-year campaign in Japan. The campaign is supported by the EU, involves mainly three events every year- school event for students aiming for a chef, in-store promotion and store staff training. At the campaign kick-off event, olive oil specialists from Italy and Spain gave a special lecture towards journalists regarding high quality olive oil produced in Europe. Olive oil tasting session was also arranged to demonstrate the features of high quality extra virgin olive oil. The article also includes brief information about the upcoming events for this year.



Joshi Plus

Publication Date: Oct 20th, 2017
Publication Name: Joshi Plus
Publication Title: European High-quality Extra Virgin Olive Oils Launched a 3 year promotional campaign in Japan
URL: <http://joshiplus.jp/pressrelease/227521/>

Summary:

The article is about the campaign kick-off event of the three-year campaign in Japan. The campaign is supported by the EU, involves mainly three events every year- school event for students aiming for a chef, in-store promotion and store staff training. At the campaign kick-off event, olive oil specialists from Italy and Spain gave a special lecture towards journalists regarding high quality olive oil produced in Europe. Olive oil tasting session was also arranged to demonstrate the features of high quality extra virgin olive oil. The article also includes brief information about the upcoming events for this year.

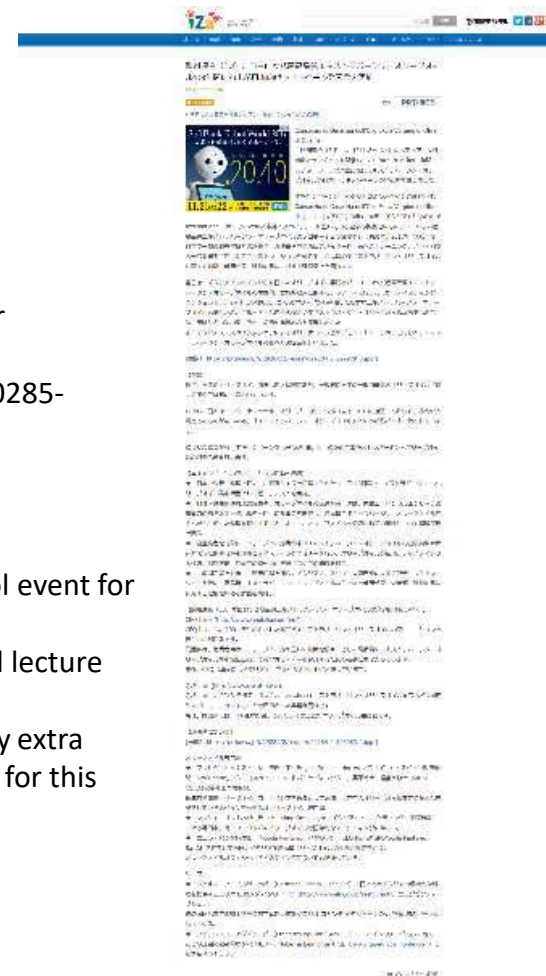


Iza!

Publication Date: Oct 20th, 2017
Publication Name: Iza!
Publication Title: European High-quality Extra Virgin Olive Oils Launched a 3 year promotional campaign in Japan
URL: <http://www.iza.ne.jp/kiji/pressrelease/news/171020/pr17102017480285-n1.html>

Summary:

The article is about the campaign kick-off event of the three-year campaign in Japan. The campaign is supported by the EU, involves mainly three events every year- school event for students aiming for a chef, in-store promotion and store staff training. At the campaign kick-off event, olive oil specialists from Italy and Spain gave a special lecture towards journalists regarding high quality olive oil produced in Europe. Olive oil tasting session was also arranged to demonstrate the features of high quality extra virgin olive oil. The article also includes brief information about the upcoming events for this year.



Sankei News



Publication Date: Oct 20th, 2017

Publication Name: Sankei News

Publication Title: European High-quality Extra Virgin Olive Oils Launched a 3 year promotional campaign in Japan

URL: <http://www.sankei.com/economy/news/171020/prl1710200285-n1.html>

Summary:

The article is about the campaign kick-off event of the three-year campaign in Japan.

The campaign is supported by the EU, involves mainly three events every year- school event for students aiming for a chef, in-store promotion and store staff training.

At the campaign kick-off event, olive oil specialists from Italy and Spain gave a special lecture towards journalists regarding high quality olive oil produced in Europe.

Olive oil tasting session was also arranged to demonstrate the features of high quality extra virgin olive oil. The article also includes brief information about the upcoming events for this year.



Jiji.com

Publication Date: Oct 20th, 2017

Publication Name: Jiji.com

Publication Title: European High-quality Extra Virgin Olive Oils Launched a 3 year promotional campaign in Japan

URL: <http://www.jiji.com/jc/article?k=000000002.000029284&g=prt>

Summary:

The article is about the campaign kick-off event of the three-year campaign in Japan.

The campaign is supported by the EU, involves mainly three events every year- school event for students aiming for a chef, in-store promotion and store staff training.

At the campaign kick-off event, olive oil specialists from Italy and Spain gave a special lecture towards journalists regarding high quality olive oil produced in Europe.

Olive oil tasting session was also arranged to demonstrate the features of high quality extra virgin olive oil. The article also includes brief information about the upcoming events for this year.



Nikkan Kogyo Shimbun

Publication Date: Oct 20th, 2017
Publication Name: Nikkan Kogyo Shimbun
Publication Title: European High-quality Extra Virgin Olive Oils Launched a 3 year promotional campaign in Japan
URL: <https://www.nikkan.co.jp/releases/view/6410>

Summary:

The article is about the campaign kick-off event of the three-year campaign in Japan. The campaign is supported by the EU, involves mainly three events every year- school event for students aiming for a chef, in-store promotion and store staff training. At the campaign kick-off event, olive oil specialists from Italy and Spain gave a special lecture towards journalists regarding high quality olive oil produced in Europe. Olive oil tasting session was also arranged to demonstrate the features of high quality extra virgin olive oil. The article also includes brief information about the upcoming events for this year.



Straight Press

Publication Date: Oct 20th, 2017

Publication Name: Straight Press

Publication Title: European High-quality Extra Virgin Olive Oils Launched a 3 year promotional campaign in Japan

URL: https://straightpress.jp/company_news/detail?pr=000000002.000029284

Summary:

The article is about the campaign kick-off event of the three-year campaign in Japan.

The campaign is supported by the EU, involves mainly three events every year- school event for students aiming for a chef, in-store promotion and store staff training.

At the campaign kick-off event, olive oil specialists from Italy and Spain gave a special lecture towards journalists regarding high quality olive oil produced in Europe.

Olive oil tasting session was also arranged to demonstrate the features of high quality extra virgin olive oil. The article also includes brief information about the upcoming events for this year.



Mapion News

Publication Date: Oct 20th, 2017
Publication Name: Mapion News
Publication Title: European High-quality Extra Virgin Olive Oils Launched a 3 year promotional campaign in Japan
URL: <http://www.mapion.co.jp/news/release/00000002.000029284/>

Summary:

The article is about the campaign kick-off event of the three-year campaign in Japan. The campaign is supported by the EU, involves mainly three events every year- school event for students aiming for a chef, in-store promotion and store staff training. At the campaign kick-off event, olive oil specialists from Italy and Spain gave a special lecture towards journalists regarding high quality olive oil produced in Europe. Olive oil tasting session was also arranged to demonstrate the features of high quality extra virgin olive oil. The article also includes brief information about the upcoming events for this year.



MarkeZine

Publication Date: Oct 20th, 2017
Publication Name: MarkeZine
Publication Title: European High-quality Extra Virgin Olive Oils Launched a 3 year promotional campaign in Japan
URL: <http://markeZine.jp/release/detail/809401>

Summary:

The article is about the campaign kick-off event of the three-year campaign in Japan. The campaign is supported by the EU, involves mainly three events every year- school event for students aiming for a chef, in-store promotion and store staff training. At the campaign kick-off event, olive oil specialists from Italy and Spain gave a special lecture towards journalists regarding high quality olive oil produced in Europe. Olive oil tasting session was also arranged to demonstrate the features of high quality extra virgin olive oil. The article also includes brief information about the upcoming events for this year.



Infoseek News

Publication Date: Oct 20th, 2017
Publication Name: Infoseek News
Publication Title: European High-quality Extra Virgin Olive Oils Launched a 3 year promotional campaign in Japan
URL: https://news.infoseek.co.jp/article/prtimes_000000002_000029284/

Summary:

The article is about the campaign kick-off event of the three-year campaign in Japan. The campaign is supported by the EU, involves mainly three events every year- school event for students aiming for a chef, in-store promotion and store staff training. At the campaign kick-off event, olive oil specialists from Italy and Spain gave a special lecture towards journalists regarding high quality olive oil produced in Europe. Olive oil tasting session was also arranged to demonstrate the features of high quality extra virgin olive oil. The article also includes brief information about the upcoming events for this year.



NEWS Cafe

Publication Date: Oct 20th, 2017
Publication Name: NEWS Cafe
Publication Title: European High-quality Extra Virgin Olive Oils Launched a 3 year promotional campaign in Japan
URL: <https://www.newscafe.ne.jp/release/prtimes2/20171020/119025.html>

Summary:

The article is about the campaign kick-off event of the three-year campaign in Japan. The campaign is supported by the EU, involves mainly three events every year- school event for students aiming for a chef, in-store promotion and store staff training. At the campaign kick-off event, olive oil specialists from Italy and Spain gave a special lecture towards journalists regarding high quality olive oil produced in Europe. Olive oil tasting session was also arranged to demonstrate the features of high quality extra virgin olive oil. The article also includes brief information about the upcoming events for this year.



SEOTOOLS

Publication Date: Oct 20th, 2017
Publication Name: SEOTOOLS
Publication Title: European High-quality Extra Virgin Olive Oils Launched a 3 year promotional campaign in Japan
URL: http://www.seotools.jp/news/id_000000002.000029284.html

Summary:

The article is about the campaign kick-off event of the three-year campaign in Japan.

The campaign is supported by the EU, involves mainly three events every year- school event for students aiming for a chef, in-store promotion and store staff training.

At the campaign kick-off event, olive oil specialists from Italy and Spain gave a special lecture towards journalists regarding high quality olive oil produced in Europe.

Olive oil tasting session was also arranged to demonstrate the features of high quality extra virgin olive oil. The article also includes brief information about the upcoming events for this year.



Toremaga

Publication Date: Oct 20th, 2017

Publication Name: Toremaga

Publication Title: European High-quality Extra Virgin Olive Oils Launched a 3 year promotional campaign in Japan

URL: <http://news.toremaga.com/release/others/1016565.html>

Summary:

The article is about the campaign kick-off event of the three-year campaign in Japan. The campaign is supported by the EU, involves mainly three events every year- school event for students aiming for a chef, in-store promotion and store staff training. At the campaign kick-off event, olive oil specialists from Italy and Spain gave a special lecture towards journalists regarding high quality olive oil produced in Europe. Olive oil tasting session was also arranged to demonstrate the features of high quality extra virgin olive oil. The article also includes brief information about the upcoming events for this year.



Excite News

Publication Date: Oct 20th, 2017
Publication Name: Excite News
Publication Title: European High-quality Extra Virgin Olive Oils Launched a 3 year promotional campaign in Japan
URL: http://www.excite.co.jp/News/release/20171020/Prtimes_2017-10-20-29284-2.html

Summary:

The article is about the campaign kick-off event of the three-year campaign in Japan. The campaign is supported by the EU, involves mainly three events every year- school event for students aiming for a chef, in-store promotion and store staff training. At the campaign kick-off event, olive oil specialists from Italy and Spain gave a special lecture towards journalists regarding high quality olive oil produced in Europe. Olive oil tasting session was also arranged to demonstrate the features of high quality extra virgin olive oil. The article also includes brief information about the upcoming events for this year.



BIGLOBE NEWS

Publication Date: Oct 20th, 2017
Publication Name: BIGLOBE NEWS
Publication Title: European High-quality Extra Virgin Olive Oils Launched a 3 year promotional campaign in Japan
URL: https://news.biglobe.ne.jp/economy/1020/prt_171020_8686122919.html

Summary:

The article is about the campaign kick-off event of the three-year campaign in Japan.

The campaign is supported by the EU, involves mainly three events every year- school event for students aiming for a chef, in-store promotion and store staff training.

At the campaign kick-off event, olive oil specialists from Italy and Spain gave a special lecture towards journalists regarding high quality olive oil produced in Europe.

Olive oil tasting session was also arranged to demonstrate the features of high quality extra virgin olive oil.

The article also includes brief information about the upcoming events for this year.



30min.

Publication Date: Oct 20th, 2017
Publication Name: 30min.
Publication Title: European High-quality Extra Virgin Olive Oils Launched a 3 year promotional campaign in Japan
URL: <http://30min.jp/release/prtimes/detail/54269>

Summary:

The article is about the campaign kick-off event of the three-year campaign in Japan. The campaign is supported by the EU, involves mainly three events every year- school event for students aiming for a chef, in-store promotion and store staff training. At the campaign kick-off event, olive oil specialists from Italy and Spain gave a special lecture towards journalists regarding high quality olive oil produced in Europe. Olive oil tasting session was also arranged to demonstrate the features of high quality extra virgin olive oil. The article also includes brief information about the upcoming events for this year.



Kurashinista

Publication Date: Oct 20th, 2017

Publication Name: Kurashinista

Publication Title: European High-quality Extra Virgin Olive Oils Launched a 3 year promotional campaign in Japan

URL: <http://kurashinista.jp/pressrelease/detail/68020>

Summary:

The article is about the campaign kick-off event of the three-year campaign in Japan.

The campaign is supported by the EU, involves mainly three events every year- school event for students aiming for a chef, in-store promotion and store staff training.

At the campaign kick-off event, olive oil specialists from Italy and Spain gave a special lecture towards journalists regarding high quality olive oil produced in Europe.

Olive oil tasting session was also arranged to demonstrate the features of high quality extra virgin olive oil. The article also includes brief information about the upcoming events for this year.



Cube News

Publication Date: Oct 20th, 2017
Publication Name: Cube News
Publication Title: European High-quality Extra Virgin Olive Oils Launched a 3 year promotional campaign in Japan
URL: <http://news.cube-soft.jp/prtimes/archive.php?id=211587>

Summary:

The article is about the campaign kick-off event of the three-year campaign in Japan. The campaign is supported by the EU, involves mainly three events every year- school event for students aiming for a chef, in-store promotion and store staff training. At the campaign kick-off event, olive oil specialists from Italy and Spain gave a special lecture towards journalists regarding high quality olive oil produced in Europe. Olive oil tasting session was also arranged to demonstrate the features of high quality extra virgin olive oil. The article also includes brief information about the upcoming events for this year.



Ure Pia

Publication Date: Oct 20th, 2017
Publication Name: Ure Pia
Publication Title: European High-quality Extra Virgin Olive Oils Launched a 3 year promotional campaign in Japan
URL: <http://ure.pia.co.jp/articles/-/116515>

Summary:

The article is about the campaign kick-off event of the three-year campaign in Japan.

The campaign is supported by the EU, involves mainly three events every year- school event for students aiming for a chef, in-store promotion and store staff training.

At the campaign kick-off event, olive oil specialists from Italy and Spain gave a special lecture towards journalists regarding high quality olive oil produced in Europe.

Olive oil tasting session was also arranged to demonstrate the features of high quality extra virgin olive oil. The article also includes brief information about the upcoming events for this year.



Otakuma Keizai Shimbun

Publication Date: Oct 20th, 2017
Publication Name: Otakuma Keizai Shimbun
Publication Title: European High-quality Extra Virgin Olive Oils Launched a 3 year promotional campaign in Japan
URL: <http://otakei.otakuma.net/archives/prtimes/000000002-000029284.html>

Summary:

The article is about the campaign kick-off event of the three-year campaign in Japan. The campaign is supported by the EU, involves mainly three events every year- school event for students aiming for a chef, in-store promotion and store staff training. At the campaign kick-off event, olive oil specialists from Italy and Spain gave a special lecture towards journalists regarding high quality olive oil produced in Europe. Olive oil tasting session was also arranged to demonstrate the features of high quality extra virgin olive oil. The article also includes brief information about the upcoming events for this year.



Zaikei Shimbun

Publication Date: Oct 20th, 2017
Publication Name: Zaikei Shimbun
Publication Title: European High-quality Extra Virgin Olive Oils Launched a 3 year promotional campaign in Japan
URL: <http://www.zaikei.co.jp/releases/542430/>

Summary:

The article is about the campaign kick-off event of the three-year campaign in Japan. The campaign is supported by the EU, involves mainly three events every year- school event for students aiming for a chef, in-store promotion and store staff training. At the campaign kick-off event, olive oil specialists from Italy and Spain gave a special lecture towards journalists regarding high quality olive oil produced in Europe. Olive oil tasting session was also arranged to demonstrate the features of high quality extra virgin olive oil. The article also includes brief information about the upcoming events for this year.

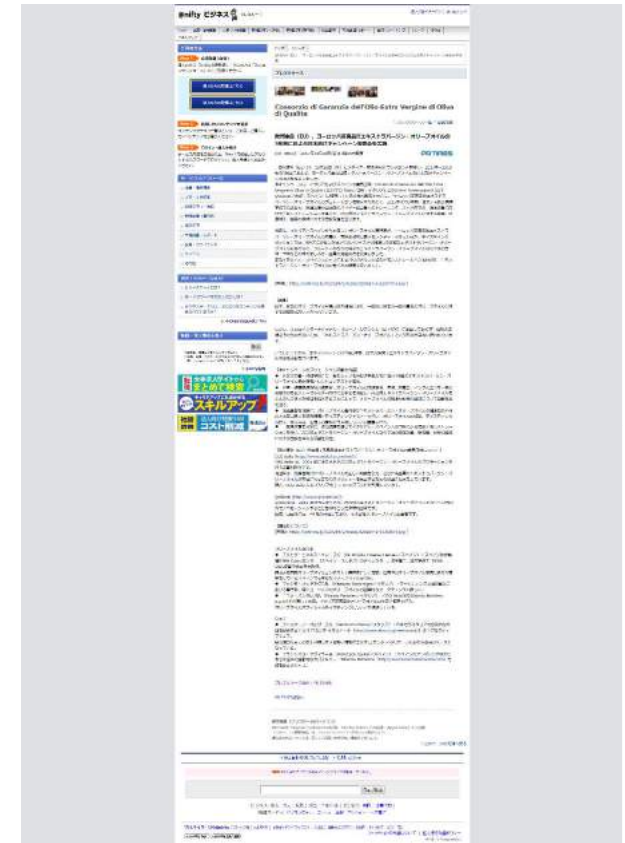


@nifty business

Publication Date: Oct 20th, 2017
Publication Name: @nifty business
Publication Title: European High-quality Extra Virgin Olive Oils Launched a 3 year promotional campaign in Japan
URL: http://business.nifty.com/cs/catalog/business_release/catalog_prt000000002000029284_1.htm

Summary:

The article is about the campaign kick-off event of the three-year campaign in Japan. The campaign is supported by the EU, involves mainly three events every year- school event for students aiming for a chef, in-store promotion and store staff training. At the campaign kick-off event, olive oil specialists from Italy and Spain gave a special lecture towards journalists regarding high quality olive oil produced in Europe. Olive oil tasting session was also arranged to demonstrate the features of high quality extra virgin olive oil. The article also includes brief information about the upcoming events for this year.



Asahi Shimbun Digital

Publication Date: Oct 20th, 2017
Publication Name: Asahi Shimbun Digital
Publication Title: European High-quality Extra Virgin Olive Oils Launched a 3 year promotional campaign in Japan
URL: http://www.asahi.com/and_M/information/pressrelease/CPRT201770760.html

Summary:

The article is about the campaign kick-off event of the three-year campaign in Japan. The campaign is supported by the EU, involves mainly three events every year- school event for students aiming for a chef, in-store promotion and store staff training. At the campaign kick-off event, olive oil specialists from Italy and Spain gave a special lecture towards journalists regarding high quality olive oil produced in Europe. Olive oil tasting session was also arranged to demonstrate the features of high quality extra virgin olive oil. The article also includes brief information about the upcoming events for this year.



Gendai Business

Publication Date: Oct 20th, 2017
Publication Name: Gendai Business
Publication Title: European High-quality Extra Virgin Olive Oils Launched a 3 year promotional campaign in Japan
URL: <http://gendai.ismedia.jp/ud/pressrelease/59e9b1377765612695180000>

Summary:

The article is about the campaign kick-off event of the three-year campaign in Japan. The campaign is supported by the EU, involves mainly three events every year- school event for students aiming for a chef, in-store promotion and store staff training. At the campaign kick-off event, olive oil specialists from Italy and Spain gave a special lecture towards journalists regarding high quality olive oil produced in Europe. Olive oil tasting session was also arranged to demonstrate the features of high quality extra virgin olive oil. The article also includes brief information about the upcoming events for this year.



Toyo Keizai Online

Publication Date: Oct 20th, 2017
Publication Name: Toyo Keizai Online
Publication Title: European High-quality Extra Virgin Olive Oils Launched a 3 year promotional campaign in Japan
URL: <http://toyokeizai.net/ud/pressrelease/59e9b1007765611667180000>

Summary:

The article is about the campaign kick-off event of the three-year campaign in Japan. The campaign is supported by the EU, involves mainly three events every year- school event for students aiming for a chef, in-store promotion and store staff training. At the campaign kick-off event, olive oil specialists from Italy and Spain gave a special lecture towards journalists regarding high quality olive oil produced in Europe. Olive oil tasting session was also arranged to demonstrate the features of high quality extra virgin olive oil. The article also includes brief information about the upcoming events for this year.



President Online

Publication Date: Oct 20th, 2017
Publication Name: President Online
Publication Title: European High-quality Extra Virgin Olive Oils Launched a 3 year promotional campaign in Japan
URL: <http://president.jp/ud/pressrelease/59e9b0b17765619742180000>

Summary:

The article is about the campaign kick-off event of the three-year campaign in Japan. The campaign is supported by the EU, involves mainly three events every year- school event for students aiming for a chef, in-store promotion and store staff training. At the campaign kick-off event, olive oil specialists from Italy and Spain gave a special lecture towards journalists regarding high quality olive oil produced in Europe. Olive oil tasting session was also arranged to demonstrate the features of high quality extra virgin olive oil. The article also includes brief information about the upcoming events for this year.



Coverage List (Post Hattori Cookery School Event)

	Name	Media Company	URL
1	Foods Channel	株式会社インフォーマット	https://www.foods-ch.com/news/prt_6974/
2	Toremaga	株式会社サイトスコープ	http://news.toremaga.com/release/others/1018455.html
3	Otakuma Keizai Shinbun	C.S.T Entertainment,Inc.	http://otakei.otakuma.net/archives/prtimes/000000003-000029284.html
4	MarkeZine (マーケジン)	株式会社翔泳社	http://markezine.jp/release/detail/811241
5	STRAIGHT PRESS	株式会社マッシュメディア	https://straightpress.jp/company_news/detail?pr=000000003.000029284
6	Mapion News	株式会社マピオン	http://www.mapion.co.jp/news/release/000000003.000029284/
7	Fresh eye	株式会社スカラコミュニケーションズ	http://news.fresheye.com/article/fenwnews2/1000003/20171025143710_pr000000003-000029284/a/index.html
8	Gendai Business	株式会社講談社	http://gendai.ismedia.jp/ud/pressrelease/59f03ab1776561762e340000
9	NewsCafe	株式会社イード	https://www.newscafe.ne.jp/release/prtimes2/20171025/120275.html
10	OKWAVE Guide	株式会社オウケイウェイヴ	http://okguide.okwave.jp/cafe/3061506#cpt01
11	BIGLOBE News	ビッグロブ株式会社	https://news.biglobe.ne.jp/economy/1025/prt_171025_0947010139.html
12	Infoseek News	楽天株式会社	https://news.infoseek.co.jp/article/prtimes_000000003_000029284/
13	Excite News	エキサイト株式会社	http://www.excite.co.jp/News/release/20171025/Prtimes_2017-10-25-29284-3.html
14	SEOTOOLS	ブラストホールディングス株式会社	http://www.seotools.jp/news/id_000000003.000029284.html
15	Jorudan News!	ジョルダン株式会社	http://news.jorudan.co.jp/docs/news/detail.cgi?newsid=PT000003A000029284
16	Cube News	株式会社キューブ・ソフト	http://news.cube-soft.jp/prtimes/archive.php?id=212717
17	Zaikei Shinbun	株式会社財経新聞社	http://www.zaikei.co.jp/releases/544123/
18	iza(イザ!)	株式会社産経デジタル	http://www.iza.ne.jp/kiji/pressrelease/news/171025/pr17102515420249-n1.html
19	JiJI.com	株式会社時事通信社	https://www.jiji.com/jc/article?k=000000003.000029284&g=prt
20	JBpress(日本ビジネス)	株式会社日本ビジネスプレス	http://jbpress.ismedia.jp/ud/pressrelease/59f03a127765612d70340000
21	Sankei News	株式会社産経デジタル	http://www.sankei.com/economy/news/171025/pr1710250249-n1.html
22	Toyo Keizai Online	株式会社東洋経済新報社	http://toyokeizai.net/ud/pressrelease/59f03a717765615596330000
23	PRESIDENT Online	株式会社プレジデント社	http://president.jp/ud/pressrelease/59f03a227765613c74330000
24	At nifty Business	ニフティ株式会社	http://business.nifty.com/cs/catalog/business_release/catalog_prt000000003000029284_1.htm



Foods Channel

Publication Date: Oct 25th, 2017
Publication Name: Foods Channel
Publication Title: European High-quality Extra Virgin Olive Oils Campaign supported by EU Conducted 3-day program about extra virgin olive oil at Hattori Cookery School for future chefs
URL: https://www.foods-ch.com/news/prt_6974/

Summary:

The article is about the school training session about high quality extra virgin olive oil held at Hattori Nutrition College. The teaching programme, a part of the three-year project supported by the EU, was done for 3 days towards the students who aim to be a chef in the future.

Total of 196 students participated in the programme, the lectures were given by the extra virgin olive oil specialists from Italy and Spain.

The lectures consist of introducing the health benefits of extra virgin olive oil and olive oil tasting to demonstrate the difference of high quality extra virgin olive oil.

Cooking demonstration using high quality olive oil was done by Mr. Orsara who is running an Italian restaurant in Tokyo and Mr. Aguilar running a tapas restaurant in Spain.



Toremaga

Publication Date: Oct 25th, 2017
Publication Name: Toremaga
Publication Title: European High-quality Extra Virgin Olive Oils Campaign supported by EU Conducted 3-day program about extra virgin olive oil at Hattori Cookery School for future chefs
URL: <http://news.toremaga.com/release/others/1018455.html>

Summary:

The article is about the school training session about high quality extra virgin olive oil held at Hattori Nutrition College.

The teaching programme, a part of the three-year project supported by the EU, was done for 3 days towards the students who aim to be a chef in the future.

Total of 196 students participated in the programme, the lectures were given by the extra virgin olive oil specialists from Italy and Spain.

The lectures consist of introducing the health benefits of extra virgin olive oil and olive oil tasting to demonstrate the difference of high quality extra virgin olive oil.

Cooking demonstration using high quality olive oil was done by Mr. Orsara who is running an Italian restaurant in Tokyo and Mr. Aguilar running a tapas restaurant in Spain.



Otakuma Keizai Shimbun

Publication Date: Oct 25th, 2017
Publication Name: Otakuma Keizai Shimbun
Publication Title: European High-quality Extra Virgin Olive Oils Campaign supported by EU Conducted 3-day program about extra virgin olive oil at Hattori Cookery School for future chefs
URL: <http://otakei.otakuma.net/archives/prtimes/000000003-000029284.html>

Summary:

The article is about the school training session about high quality extra virgin olive oil held at Hattori Nutrition College.

The teaching programme, a part of the three-year project supported by the EU, was done for 3 days towards the students who aim to be a chef in the future.

Total of 196 students participated in the programme, the lectures were given by the extra virgin olive oil specialists from Italy and Spain.

The lectures consist of introducing the health benefits of extra virgin olive oil and olive oil tasting to demonstrate the difference of high quality extra virgin olive oil.

Cooking demonstration using high quality olive oil was done by Mr. Orsara who is running an Italian restaurant in Tokyo and Mr. Aguilar running a tapas restaurant in Spain.



Markezine

Publication Date: Oct 25th, 2017

Publication Name: Markezine

Publication Title: European High-quality Extra Virgin Olive Oils Campaign supported by EU
Conducted 3-day program about extra virgin olive oil at Hattori Cookery School for future chefs

URL: <http://markezine.jp/release/detail/811241>

Summary:

The article is about the school training session about high quality extra virgin olive oil held at Hattori Nutrition College.

The teaching programme, a part of the three-year project supported by the EU, was done for 3 days towards the students who aim to be a chef in the future.

Total of 196 students participated in the programme, the lectures were given by the extra virgin olive oil specialists from Italy and Spain.

The lectures consist of introducing the health benefits of extra virgin olive oil and olive oil tasting to demonstrate the difference of high quality extra virgin olive oil.

Cooking demonstration using high quality olive oil was done by Mr. Orsara who is running an Italian restaurant in Tokyo and Mr. Aguilar running a tapas restaurant in Spain.



Straight Press

Publication Date: Oct 25th, 2017
Publication Name: Straight Press
Publication Title: European High-quality Extra Virgin Olive Oils Campaign supported by EU
Conducted 3-day program about extra virgin olive oil at Hattori Cookery School for future chefs
URL: https://straightpress.jp/company_news/detail?pr=00000003.000029284

Summary:

The article is about the school training session about high quality extra virgin olive oil held at Hattori Nutrition College.

The teaching programme, a part of the three-year project supported by the EU, was done for 3 days towards the students who aim to be a chef in the future.

Total of 196 students participated in the programme, the lectures were given by the extra virgin olive oil specialists from Italy and Spain.

The lectures consist of introducing the health benefits of extra virgin olive oil and olive oil tasting to demonstrate the difference of high quality extra virgin olive oil.

Cooking demonstration using high quality olive oil was done by Mr. Orsara who is running an Italian restaurant in Tokyo and Mr. Aguilar running a tapas restaurant in Spain.



Mapion

Publication Date: Oct 25th, 2017
Publication Name: Mapion
Publication Title: European High-quality Extra Virgin Olive Oils Campaign supported by EU Conducted 3-day program about extra virgin olive oil at Hattori Cookery School for future chefs
URL: <http://www.mapion.co.jp/news/release/000000003.000029284/>

Summary:

The article is about the school training session about high quality extra virgin olive oil held at Hattori Nutrition College.

The teaching programme, a part of the three-year project supported by the EU, was done for 3 days towards the students who aim to be a chef in the future.

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The lectures consist of introducing the health benefits of extra virgin olive oil and olive oil tasting to demonstrate the difference of high quality extra virgin olive oil.

Cooking demonstration using high quality olive oil was done by Mr. Orsara who is running an Italian restaurant in Tokyo and Mr. Aguilar running a tapas restaurant in Spain.



Fresheye

Publication Date: Oct 25th, 2017
Publication Name: Fresheye
Publication Title: European High-quality Extra Virgin Olive Oils Campaign supported by EU Conducted 3-day program about extra virgin olive oil at Hattori Cookery School for future chefs
URL: http://news.fresheye.com/article/fenwnews2/1000003/20171025143710_pr_pr00000003-000029284/a/index.html

Summary:

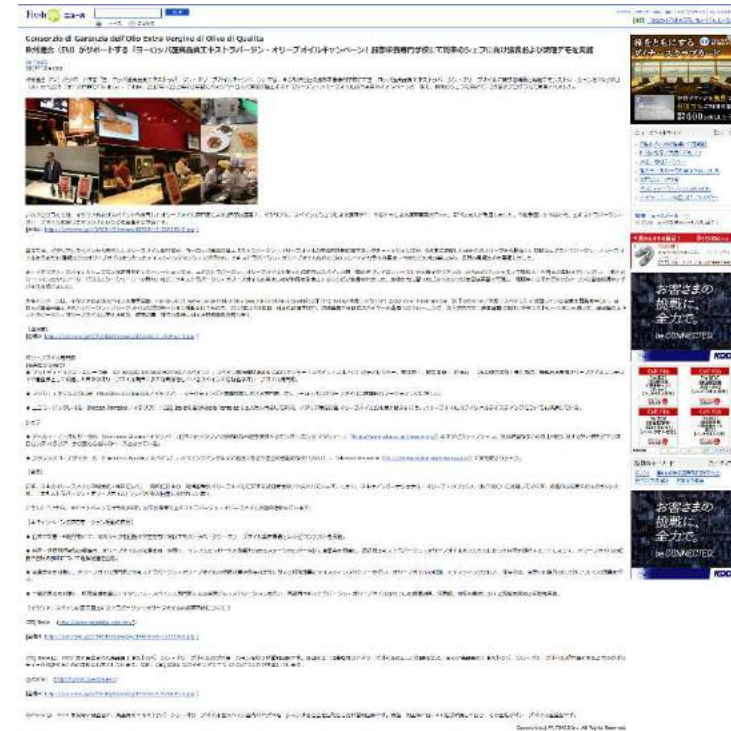
The article is about the school training session about high quality extra virgin olive oil held at Hattori Nutrition College.

The teaching programme, a part of the three-year project supported by the EU, was done for 3 days towards the students who aim to be a chef in the future.

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The lectures consist of introducing the health benefits of extra virgin olive oil and olive oil tasting to demonstrate the difference of high quality extra virgin olive oil.

Cooking demonstration using high quality olive oil was done by Mr. Orsara who is running an Italian restaurant in Tokyo and Mr. Aguilar running a tapas restaurant in Spain.



Gendai Business

Publication Date: Oct 25th, 2017
Publication Name: Gendai Business
Publication Title: European High-quality Extra Virgin Olive Oils Campaign supported by EU
Conducted 3-day program about extra virgin olive oil at Hattori Cookery School for future chefs
URL: <http://gendai.ismedia.jp/ud/pressrelease/59f03ab1776561762e340000>

Summary:

The article is about the school training session about high quality extra virgin olive oil held at Hattori Nutrition College.

The teaching programme, a part of the three-year project supported by the EU, was done for 3 days towards the students who aim to be a chef in the future.

Total of 196 students participated in the programme, the lectures were given by the extra virgin olive oil specialists from Italy and Spain.

The lectures consist of introducing the health benefits of extra virgin olive oil and olive oil tasting to demonstrate the difference of high quality extra virgin olive oil.

Cooking demonstration using high quality olive oil was done by Mr. Orsara who is running an Italian restaurant in Tokyo and Mr. Aguilar running a tapas restaurant in Spain.



NEWS Cafe

Publication Date: Oct 25th, 2017
Publication Name: NEWS Cafe
Publication Title: European High-quality Extra Virgin Olive Oils Campaign supported by EU Conducted 3-day program about extra virgin olive oil at Hattori Cookery School for future chefs
URL: <https://www.newscafe.ne.jp/release/prtimes2/20171025/120275.html>

Summary:

The article is about the school training session about high quality extra virgin olive oil held at Hattori Nutrition College.

The teaching programme, a part of the three-year project supported by the EU, was done for 3 days towards the students who aim to be a chef in the future.

Total of 196 students participated in the programme, the lectures were given by the extra virgin olive oil specialists from Italy and Spain.

The lectures consist of introducing the health benefits of extra virgin olive oil and olive oil tasting to demonstrate the difference of high quality extra virgin olive oil.

Cooking demonstration using high quality olive oil was done by Mr. Orsara who is running an Italian restaurant in Tokyo and Mr. Aguilar running a tapas restaurant in Spain.



OK WAVE

Publication Date: Oct 25th, 2017
Publication Name: OK WAVE Guide
Publication Title: European High-quality Extra Virgin Olive Oils Campaign supported by EU Conducted 3-day program about extra virgin olive oil at Hattori Cookery School for future chefs
URL: <http://okguide.okwave.jp/cafe/3061506#cpt01>

Summary:

The article is about the school training session about high quality extra virgin olive oil held at Hattori Nutrition College.

The teaching programme, a part of the three-year project supported by the EU, was done for 3 days towards the students who aim to be a chef in the future.

Total of 196 students participated in the programme, the lectures were given by the extra virgin olive oil specialists from Italy and Spain.

The lectures consist of introducing the health benefits of extra virgin olive oil and olive oil tasting to demonstrate the difference of high quality extra virgin olive oil.

Cooking demonstration using high quality olive oil was done by Mr. Orsara who is running an Italian restaurant in Tokyo and Mr. Aguilar running a tapas restaurant in Spain.



BIGLOBE News

Publication Date: Oct 25th, 2017
Publication Name: BIGLOBE News
Publication Title: European High-quality Extra Virgin Olive Oils Campaign supported by EU
Conducted 3-day program about extra virgin olive oil at Hattori Cookery School for future chefs
URL: https://news.biglobe.ne.jp/economy/1025/prt_171025_0947010139.html

Summary:

The article is about the school training session about high quality extra virgin olive oil held at Hattori Nutrition College.

The teaching programme, a part of the three-year project supported by the EU, was done for 3 days towards the students who aim to be a chef in the future.

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The lectures consist of introducing the health benefits of extra virgin olive oil and olive oil tasting to demonstrate the difference of high quality extra virgin olive oil.

Cooking demonstration using high quality olive oil was done by Mr. Orsara who is running an Italian restaurant in Tokyo and Mr. Aguilar running a tapas restaurant in Spain.



Infoseek News

Publication Date: Oct 25th, 2017
Publication Name: Infoseek News
Publication Title: European High-quality Extra Virgin Olive Oils Campaign supported by EU
Conducted 3-day program about extra virgin olive oil at Hattori Cookery School for future chefs
URL: https://news.infoseek.co.jp/article/prtimes_000000003_000029284/

Summary:

The article is about the school training session about high quality extra virgin olive oil held at Hattori Nutrition College.

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The lectures consist of introducing the health benefits of extra virgin olive oil and olive oil tasting to demonstrate the difference of high quality extra virgin olive oil.

Cooking demonstration using high quality olive oil was done by Mr. Orsara who is running an Italian restaurant in Tokyo and Mr. Aguilar running a tapas restaurant in Spain.



Excite News

Publication Date: Oct 25th, 2017
Publication Name: Excite News
Publication Title: European High-quality Extra Virgin Olive Oils Campaign supported by EU Conducted 3-day program about extra virgin olive oil at Hattori Cookery School for future chefs
URL: http://www.excite.co.jp/News/release/20171025/Prtimes_2017-10-25-29284-3.html

Summary:

The article is about the school training session about high quality extra virgin olive oil held at Hattori Nutrition College.
The teaching programme, a part of the three-year project supported by the EU, was done for 3 days towards the students who aim to be a chef in the future.
Total of 196 students participated in the programme, the lectures were given by the extra virgin olive oil specialists from Italy and Spain.
The lectures consist of introducing the health benefits of extra virgin olive oil and olive oil tasting to demonstrate the difference of high quality extra virgin olive oil.
Cooking demonstration using high quality olive oil was done by Mr. Orsara who is running an Italian restaurant in Tokyo and Mr. Aguilar running a tapas restaurant in Spain.



SEOTOOLS

Publication Date: Oct 25th, 2017
Publication Name: SEOTOOLS
Publication Title: European High-quality Extra Virgin Olive Oils Campaign supported by EU Conducted 3-day program about extra virgin olive oil at Hattori Cookery School for future chefs
URL: http://www.seotools.jp/news/id_00000003.000029284.html

Summary:

The article is about the school training session about high quality extra virgin olive oil held at Hattori Nutrition College.

The teaching programme, a part of the three-year project supported by the EU, was done for 3 days towards the students who aim to be a chef in the future.

Total of 196 students participated in the programme, the lectures were given by the extra virgin olive oil specialists from Italy and Spain.

The lectures consist of introducing the health benefits of extra virgin olive oil and olive oil tasting to demonstrate the difference of high quality extra virgin olive oil.

Cooking demonstration using high quality olive oil was done by Mr. Orsara who is running an Italian restaurant in Tokyo and Mr. Aguilar running a tapas restaurant in Spain.



Jorudan News

Publication Date: Oct 25th, 2017
Publication Name: Jorudan News
Publication Title: European High-quality Extra Virgin Olive Oils Campaign supported by EU
Conducted 3-day program about extra virgin olive oil at Hattori Cookery School for future chefs
URL: <http://news.jorudan.co.jp/docs/news/detail.cgi?newsid=PT000003A000029284>

Summary:

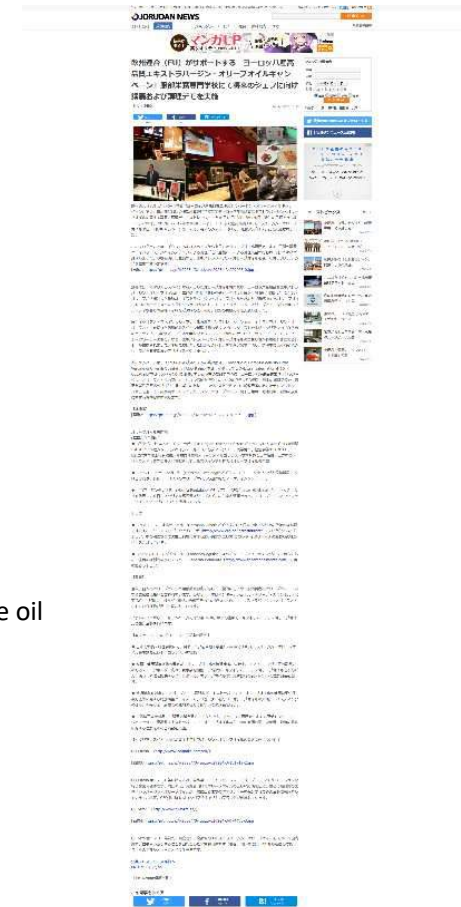
The article is about the school training session about high quality extra virgin olive oil held at Hattori Nutrition College.

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The lectures consist of introducing the health benefits of extra virgin olive oil and olive oil tasting to demonstrate the difference of high quality extra virgin olive oil.

Cooking demonstration using high quality olive oil was done by Mr. Orsara who is running an Italian restaurant in Tokyo and Mr. Aguilar running a tapas restaurant in Spain.



Cube News

Publication Date: Oct 25th, 2017
Publication Name: Cube News
Publication Title: European High-quality Extra Virgin Olive Oils Campaign supported by EU Conducted 3-day program about extra virgin olive oil at Hattori Cookery School for future chefs
URL: <http://news.cube-soft.jp/prtimes/archive.php?id=212717>

Summary:

The article is about the school training session about high quality extra virgin olive oil held at Hattori Nutrition College.

The teaching programme, a part of the three-year project supported by the EU, was done for 3 days towards the students who aim to be a chef in the future.

Total of 196 students participated in the programme, the lectures were given by the extra virgin olive oil specialists from Italy and Spain.

The lectures consist of introducing the health benefits of extra virgin olive oil and olive oil tasting to demonstrate the difference of high quality extra virgin olive oil.

Cooking demonstration using high quality olive oil was done by Mr. Orsara who is running an Italian restaurant in Tokyo and Mr. Aguilar running a tapas restaurant in Spain.



Zaikei Shimbun

Publication Date: Oct 25
Publication Name: Zaikei Shimbun
Publication Title: European High-quality Extra Virgin Olive Oils Campaign supported by EU
Conducted 3-day program about extra virgin olive oil at Hattori Cookery School for future chefs
URL: <http://www.zaikei.co.jp/releases/544123/>

Summary:

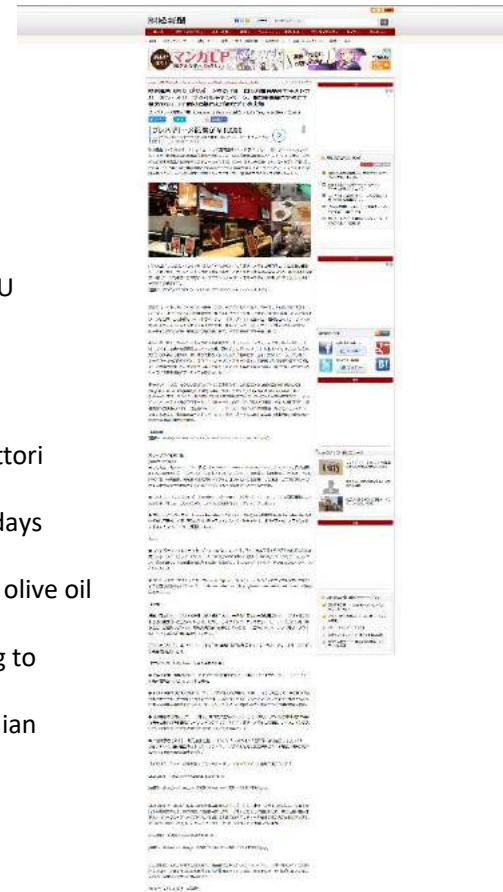
The article is about the school training session about high quality extra virgin olive oil held at Hattori Nutrition College.

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The lectures consist of introducing the health benefits of extra virgin olive oil and olive oil tasting to demonstrate the difference of high quality extra virgin olive oil.

Cooking demonstration using high quality olive oil was done by Mr. Orsara who is running an Italian restaurant in Tokyo and Mr. Aguilar running a tapas restaurant in Spain.



iza

Publication Date: Oct 25th, 2017
Publication Name: iza
Publication Title: European High-quality Extra Virgin Olive Oils Campaign supported by EU Conducted 3-day program about extra virgin olive oil at Hattori Cookery School for future chefs
URL: <http://www.iza.ne.jp/kiji/pressrelease/news/171025/prl17102515420249-n1.html>

Summary:

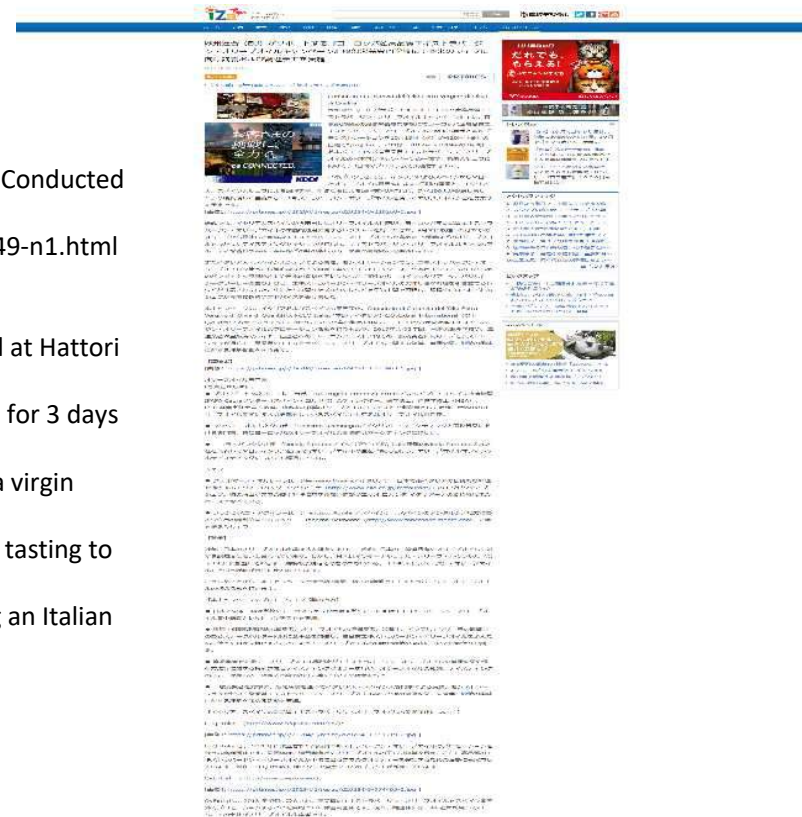
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Jiji.com

Publication Date: Oct 25th, 2017

Publication Name: Jiji.com

Publication Title: European High-quality Extra Virgin Olive Oils Campaign supported by EU Conducted 3-day program about extra virgin olive oil at Hattori Cookery School for future chefs

URL: <https://www.jiji.com/jc/article?k=00000003.000029284&g=prt>

Summary:

The article is about the school training session about high quality extra virgin olive oil held at Hattori Nutrition College.

The teaching programme, a part of the three-year project supported by the EU, was done for 3 days towards the students who aim to be a chef in the future.

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Cooking demonstration using high quality olive oil was done by Mr. Orsara who is running an Italian restaurant in Tokyo and Mr. Aguilar running a tapas restaurant in Spain.



JBpress



Publication Date: Oct 25th, 2017

Publication Name: JBpress

Publication Title: European High-quality Extra Virgin Olive Oils Campaign supported by EU
Conducted 3-day program about extra virgin olive oil at Hattori Cookery School for future chefs
URL: <http://jbpress.ismedia.jp/ud/pressrelease/59f03a127765612d70340000>

Summary:

The article is about the school training session about high quality extra virgin olive oil held at Hattori Nutrition College.

The teaching programme, a part of the three-year project supported by the EU, was done for 3 days towards the students who aim to be a chef in the future.

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The lectures consist of introducing the health benefits of extra virgin olive oil and olive oil tasting to demonstrate the difference of high quality extra virgin olive oil.

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Sankei News

Publication Date: Oct 25th, 2017
Publication Name: Sankei News
Publication Title: European High-quality Extra Virgin Olive Oils Campaign supported by EU
Conducted 3-day program about extra virgin olive oil at Hattori Cookery School for future chefs
URL: <http://www.sankei.com/economy/news/171025/prl1710250249-n1.html>

Summary:

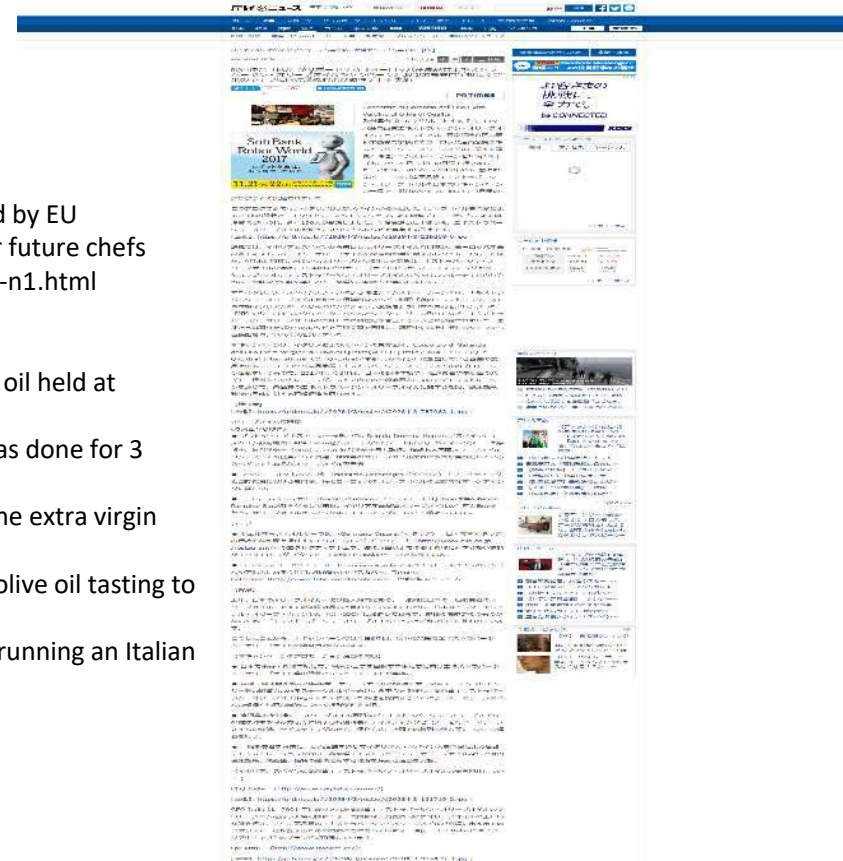
The article is about the school training session about high quality extra virgin olive oil held at Hattori Nutrition College.

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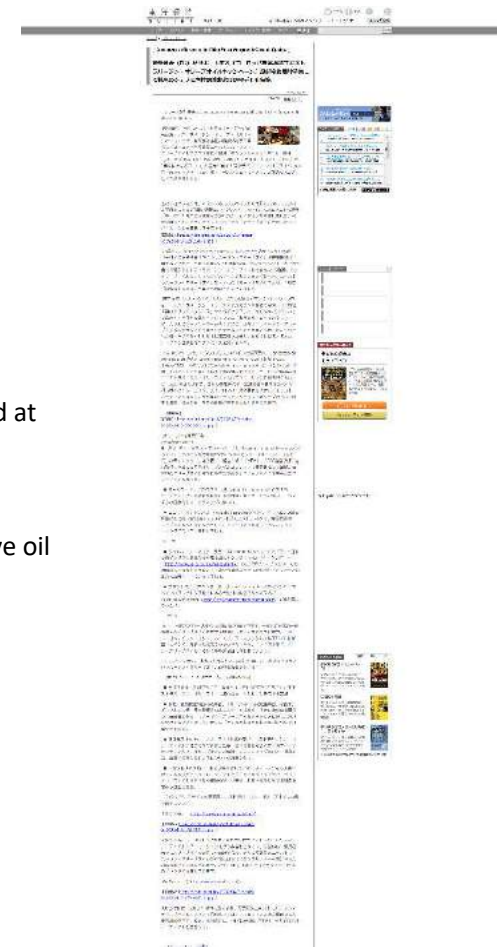
Cooking demonstration using high quality olive oil was done by Mr. Orsara who is running an Italian restaurant in Tokyo and Mr. Aguilar running a tapas restaurant in Spain.



Toyo Keizai Online

Publication Date: Oct 25th, 2017
Publication Name: Toyo Keizai Online
Publication Title: European High-quality Extra Virgin Olive Oils Campaign supported by EU
Conducted 3-day program about extra virgin olive oil at Hattori Cookery School for future chefs
URL: <http://toyokeizai.net/ud/pressrelease/59f03a717765615596330000>

Summary: The article is about the school training session about high quality extra virgin olive oil held at Hattori Nutrition College.
The teaching programme, a part of the three-year project supported by the EU, was done for 3 days towards the students who aim to be a chef in the future.
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PRESIDENT Online

Publication Date: Oct 25th, 2017
Publication Name: PRESIDENT Online
Publication Title: European High-quality Extra Virgin Olive Oils Campaign supported by EU
Conducted 3-day program about extra virgin olive oil at Hattori Cookery School for future chefs
URL: <http://president.jp/ud/pressrelease/59f03a227765613c74330000>

Summary:

The article is about the school training session about high quality extra virgin olive oil held at Hattori Nutrition College.

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@nifty Business

Publication Date: Oct 25th, 2017

Publication Name: @nifty Business

Publication Title: European High-quality Extra Virgin Olive Oils Campaign supported by EU Conducted 3-day program about extra virgin olive oil at Hattori Cookery School for future chefs

URL: http://business.nifty.com/cs/catalog/business_release/catalog_prt00000003000029284_1.htm

Summary:

The article is about the school training session about high quality extra virgin olive oil held at Hattori Nutrition College. The teaching programme, a part of the three-year project supported by the EU, was done for 3 days towards the students who aim to be a chef in the future.

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Cooking demonstration using high quality olive oil was done by Mr. Orsara who is running an Italian restaurant in Tokyo and Mr. Aguilar running a tapas restaurant in Spain.



Coverage List (In-store Promotion & Staff Training)

	Name	Media Company	URL
1	Mart Community Blog	株式会社光文社	http://mc.mart-magazine.com/pressrelease/4?view=13640
2	Mart Community Blog	株式会社光文社	http://mc.mart-magazine.com/pressrelease/3?view=13640
3	BEST TIMES(ベストタイムズ)	株式会社ベストセラーズ	http://best-times.jp/ud/pressrelease_besttimes/5a0e9bc177656168a01f0000
4	ORIGON NEWS	オリコン株式会社	https://www.oricon.co.jp/pressrelease/242409/
5	MarkeZine(マーケジン)	株式会社翔泳社	https://markezine.jp/release/detail/821933
6	JOSHI+	オリコン株式会社	http://joshiplus.jp/pressrelease/242436/
7	Fresh eye	株式会社スカラコミュニケーションズ	http://news.fresheye.com/article/fennews2/1000003/20171117153624_pr_p000000004-000029284/a/index.html
8	eltha(エルザ)	オリコン株式会社	http://beauty.oricon.co.jp/pressrelease/242455/
9	Mart Community Blog	株式会社光文社	http://mc.mart-magazine.com/pressrelease/2?view=13640
10	Excite News	エキサイト株式会社	http://www.excite.co.jp/News/release/20171117/Prtimes_2017-11-17-29284-4.html
11	CREA WEB	株式会社文藝春秋	http://crea.bunshun.jp/ud/pressrelease/5a0e9a8db31ac9078500000f
12	Jorudan News!	ジオルダン株式会社	http://news.jorudan.co.jp/docs/news/detail.cgi?newsid=PT000004A000029284
13	PRESIDENT Online	株式会社プレジデント社	http://president.jp/ud/pressrelease/5a0e8ca377656165a51c0000
14	iza(イザ!)	株式会社産経デジタル	http://www.iza.ne.jp/kiji/pressrelease/news/171117/pr17111716490289-n1.html
15	Mapion News	株式会社マピオン	http://www.mapion.co.jp/news/release/000000004.000029284/
16	STRAIGHT PRESS	株式会社マッシュメディア	https://straightpress.jp/company_news/detail?pr=000000004.000029284
17	CLASSY.ONLINE[クラッシー・オンライン]	株式会社光文社	http://classy-online.jp/partner/prtimes/7342/
18	Sankei News	株式会社産経デジタル	http://www.sankei.com/economy/news/171117/pr1711170289-n1.html
19	BIGLOBE News	ビッグロブ株式会社	https://news.biglobe.ne.jp/economy/1117/prt_171117_5235893595.html
20	Mart Community Blog	株式会社光文社	http://mc.mart-magazine.com/pressrelease?view=13640
21	Kurashinista	株式会社主婦の友社	http://kurashinista.jp/pressrelease/detail/71937
22	30min. (san-zero minutes)	株式会社イード	http://30min.jp/release/prtimes/detail/57615
23	JJnet	株式会社光文社	http://jj-jj.net/partner/prtimes/13264/
24	SEOTOOLS	プラストホールディングス株式会社	http://www.seotools.jp/news/id_000000004.000029284.html
25	Toremaga	株式会社サイトスコープ	http://news.toremaga.com/release/others/1037595.html
26	Cube News	株式会社キューブ・ソフト	http://news.cube-soft.jp/prtimes/archive.php?id=219954
27	Zaikai Shinbun	株式会社財経新聞社	http://www.zaikai.co.jp/releases/554644/
28	Otakuma Keizai Shinbun	C.S.T Entertainment,Inc.	http://otakei.otakuma.net/archives/prtimes/000000004-000029284
29	JBpress(日本ビジネスプレス)	株式会社日本ビジネスプレス	http://jbpress.ismedia.jp/ud/pressrelease/5a0e8c9277656156ca1c0000
30	Gendai Business	株式会社講談社	http://gendai.ismedia.jp/ud/pressrelease/5a0e8d2877656195571c0000
31	JJJI.com	株式会社時事通信社	https://www.jiji.com/jc/article?k=000000004.000029284&g=prt
32	Toyo Keizai Online	株式会社東洋経済新報社	http://toyokeizai.net/ud/pressrelease/5a0e8ce8776561815d1c0000
33	At nifty business	ニフティ株式会社	http://business.nifty.com/cs/catalog/business_release/catalog_prt000000004000029284.1.htm
34	Infoseek News	楽天株式会社	https://news.infoseek.co.jp/article/prtimes_000000004_000029284/
35	OKWAVE Guide	株式会社オウケイウェイヴ	http://okguide.okwave.jp/cafe/3133752#cpt01
36	Urepi Soken	びあ株式会社	http://ure.pia.co.jp/articles/-/126635



eltha



『ヨーロッパ産高品質エキストラバージン・オリーブオイルキャンペーン』北野エース等大手販売店での店頭プロモーションおよび業務用食材卸会社(株)久世等での品質管理トレーニングを実施

Consorzio di Garanzia dell'Olio Extra Vergine di Oliva di Qualità

2017/11/17 16:03

欧州連合(EU)がサポートする『ヨーロッパ産高品質エキストラバージン・オリーブオイルキャンペーン』では、11月9日~12日に北野エース系列店4店舗(東武池袋店、調布/リコ店、エキエト大宮店、玉川高島園店)を含む大手販売店の協力のもと、店頭プロモーション及び店舗スタッフ向けの品質管理トレーニングを実施しました。また、同時に、業務用食材卸大手の株式会社久世より全面的な協力を得て、エキストラバージン・オリーブオイルの品質管理のプレゼンテーションと様々なタイプのエキストラバージン・オリーブオイルのテイスタリングを実施しました。



このキャンペーンを牽引するオリーブオイル業界団体1つであるQvExtra(本部:スペイン)の代表Soledad Serrano Lópezは、店頭プロモーションに参加し以下のように述べました。「今年から3年に渡る日本でのエキストラバージン・オリーブオイルのキャンペーンで最初の店頭デモを行い、日本のみなさんにエキストラバージン・オリーブオイルの美味しさや栄養的・健康的効能を知っていただくことができたことは大変有意義でした。今後若くは日本の皆さんの毎日の食生活にエキストラバージン・オリーブオイルを取り入れて欲しいと思います。」



また、キャンペーンを牽引するもう1つのオリーブオイル業界団体であるCEQ Italia(本部:イタリア)を代表して来日したMaria Grazia Minisolaは、品質管理トレーニングにおいて、生産者から販売店まで、消費者の手に届くまでの過程に関わる人々に、非常に繊細なエキストラバージン・オリーブオイルの取り扱いについて知っていただくことが非常に重要と述べ、今後各店舗や大阪でのトレーニングの実施についても意欲をみせました。

Publication Date: Nov 17th, 2017
 Publication Name: eltha
 Publication title: European high-quality extra virgin olive oil campaign / Execute in-store promotion at KITANO ACE and other popular retail stores and training for quality control of extra virgin olive oil at Kuze company
 URL: <http://beauty.oricon.co.jp/pressrelease/242455/>

Summary:
 As part of the European high-quality extra virgin olive oils campaign supported by the European Union (EU) during the period from November 9th till 12th, in-store promotions were conducted at 4 Kitano Ace stores including affiliated stores and other major retail stores. Simultaneously, staff training for quality control and providing technical and practical knowledge of extra virgin olive oil including quality control were thrown at Kuze, one of the major trading companies in Japan, with a huge support of the company. All the activities were conducted by olive oil specialists from Italy and Spain and they provided and enhanced the knowledge of extra virgin olive oil including nutritional, unique flavor, health benefits, and storage methods.

実施した店頭プロモーションとトレーニングの約面は以下の通りです。

<p>店頭プロモーション 実施期間: 2017年11月9日~12日 実施対象: 一般消費者 実施店舗: 北野エース系列店4店舗(東武池袋店、調布/リコ店、エキエト大宮店、玉川高島園店)、その他大手販売店5店舗 実施内容: ● 高品質エキストラバージン・オリーブオイルのテイスタリング ● オリーブオイルの健康効果、栄養性、独特の風味に対する理解を深め让消费者 参加した一般消費者の声 ● 「日常食に活用しているオリーブオイルとは異なり、高品質エキストラバージン・オリーブオイルの香りや風味や栄養の強さに驚いた」 ● 「一口にエキストラバージン・オリーブオイルと言っても全く異なる風味が楽しめることを初めて知った」</p>	<p>品質管理トレーニング 実施期間: 2017年11月9日~12日 実施対象: オリーブオイル卸会社スタッフ 実施店舗: 株式会社久世、北野エース系列店4店舗(東武池袋店、エキエト大宮店、玉川高島園店) 実施内容: ● 高品質エキストラバージン・オリーブオイルのテイスタリングセミナー ● オリーブオイルの健康効果、栄養性、独特の風味の仕方に関する特別知識 参加した一般消費者の声 ● 「オリーブオイルが保存管理に注意される非常に繊細な食材であることを知りました」 ● 「生産者のトレーニングを受けて、店舗での保存管理を改善し、お客様に高品質エキストラバージン・オリーブオイルをお届けしていきたい」</p>
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本キャンペーンは、イタリアおよびスペインの業界団体、Consorzio di Garanzia dell'Olio Extra Vergine di Oliva di Qualità(以下CEQ Italia/本部:イタリア)とQvExtra International(以下QvExtra/本部:スペイン)に加盟している企業の製品を中心に、ヨーロッパ産高品質エキストラバージン・オリーブオイルのプロモーション活動を行うもので、2017年より3年間、日本の卸業者や、流通業者や販売店のバイヤー担当者のトレーニング、ストア内での一般消費者に向けたデモンストラーションを通じて、高品質のエキストラバージン・オリーブオイルに関する知識、健康効果、独特の風味に対する理解を深めます。

■ 欧州連合(EU)がサポートする高品質エキストラバージン・オリーブオイルキャンペーンコンソーシアムの紹介
 CEQ Italia (<http://www.ceqitalia.com/en/>):



CEQ Italiaは、2001年に設立された高品質エキストラバージン・オリーブオイルのプロモーションを行う非営利団体。其団体は、消費者向けにオリーブオイルの正しい知識を広げ、さらに高品質のエキストラバージン・オリーブオイルが市場に出回るまでのクオリティを保証するための活動にも尽力している。現在、CEQ Italiaにはイタリア全土で37のブランドが加盟している。

QvExtra (<http://www.qvextra.es/>):



QvExtraは、2013年創設に遡り、高品質のエキストラバージン・オリーブオイルをスペイン国内でプロモーションすることを目的とした非営利団体。現在、員団には、44社が所属しており、その全員がオリーブオイル生産者である。

※本プレスリリースは、CEQ ItaliaとQvExtraが提供し、監修されています。欧州委員会(EC)、消費者・健康・農業及び食品執行局は、本コンテンツにおける一切の責任を負いません。

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企業プレスリリース詳細へ
 PRTIMESトップへ



PRTIMES



Zaikei Shinbun

財經新聞

Publication Date: Nov 17th, 2017
Publication Name: Zaikei shinbun
Publication title: European High-quality Extra Virgin Olive Oils
Campaign supported by EU Conducted a large scale of in-store promotions at major retail stores including Kitano Ace and quality control training at Kuze company
URL: <http://www.zaikei.co.jp/releases/554644/>

Summary:
As part of the European high-quality extra virgin olive oils campaign supported by the European Union (EU) during the period from November 9th till 12th, in-store promotions were conducted at 4 Kitano Ace stores including affiliated stores and other major retail stores. Simultaneously, staff training for quality control and providing technical and practical knowledge of extra virgin olive oil including quality control were thrown at Kuze, one of the major trading companies in Japan, with a huge support of the company. All the activities were conducted by olive oil specialists from Italy and Spain and they provided and enhanced the knowledge of extra virgin olive oil including nutritional, unique flavor, health benefits, and storage methods.

2017-11-17 15:36:24
『ヨーロッパ産高品質エキストラバージン・オリーブオイルキャンペーン』北野エース等大手販売店での店頭プロモーションおよび業務用食材卸会社(株)久世等での品質管理トレーニングを実施
プレスリリース発元企業: Consorzio di Garanzia dell'Olio Extra Vergine di Oliva di Qualità

欧州連合 (EU) がサポートする『ヨーロッパ産高品質エキストラバージン・オリーブオイルキャンペーン』では、11月9日～12日に北野エース系列4店舗(東京池袋店、横浜/川口店、エキュート西店、玉川臨島店)を含む大手販売店の協力のもと、店頭プロモーション及び店舗スタッフ向けの品質管理トレーニングを実施しました。また、同時に、業務用食材卸大手の株式会社久世より全面的な協力を得て、エキストラバージン・オリーブオイルの品質管理のプレゼンテーションと様々なタイプエキストラバージン・オリーブオイルのディスプレイングを実施しました。



【画像1】: <https://prtimes.jp/j/29284/4/resize/d29284-4-507455-0.jpg>

このキャンペーンを牽引するオリーブオイル業界団体の1つであるQVExtra (本部:スペイン)の代表 Soledad Serrano Lopezは、店頭プロモーションに参加し以下のように述べました。「今年から3年に渡る日本でのエキストラバージン・オリーブオイルのキャンペーンで最初の店舗予定を行い、日本のみなさんにエキストラバージン・オリーブオイルの鮮味しなやかさや栄養的・健康的効果を知っていただくことができました。今後是非日本の皆さんの毎日の食生活にエキストラバージン・オリーブオイルを取り入れて欲しいと思います。」

【画像2】: <https://prtimes.jp/j/29284/4/resize/d29284-4-295999-5.jpg>

また、キャンペーンを牽引するもう1つのオリーブオイル業界団体であるCEQ Italia (本部:イタリア)を代表して来日したMaria Grazia Minicchiは、品質管理トレーニングにおいて、生産者から販売店まで、消費者の手に届くまでの過程に関わる人々に、非常に繊細なエキストラバージン・オリーブオイルの取り扱いについて知っていただくことが非常に重要と述べ、今後名古屋や大阪でのトレーニングの実施についても貢献をお寄せしました。

実施した店頭プロモーションとトレーニングの内幕は以下の通りです。
【画像3】: <https://prtimes.jp/j/29284/4/resize/d29284-4-657527-6.jpg>

【画像4】: <https://prtimes.jp/j/29284/4/resize/d29284-4-831802-7.jpg>

本キャンペーンは、イタリアおよびスペインの業界団体、Consorzio di Garanzia dell'Olio Extra Vergine di Oliva di Qualità (以下CEQ (本部:イタリア))とQVExtra International (以下QVExtra/本部:スペイン)に加盟している企業の商品を中心とした、ヨーロッパ産高品質エキストラバージン・オリーブオイルのプロモーション活動を行うもので、2017年より年間、日本の調理学校や、流通業者や惣菜店のバイヤー担当者へのトレーニング、ストア内での一般消費者に向けたデモンストラーションを通じて、高品質のエキストラバージン・オリーブオイルに関する知識、健康効果、独特の風味に対する理解促進を図ります。

■ 欧州連合(EU)がサポートする高品質エキストラバージン・オリーブオイルキャンペーンコンソーシアムの紹介
CEQ Italia (<http://www.ceqitalia.com/en/>):
【画像5】: <https://prtimes.jp/j/29284/4/resize/d29284-4-719131-3.jpg>

CEQ Italiaは、2001年に設立された高品質エキストラバージン・オリーブオイルのプロモーションを行う非営利団体。同団体は、消費者向けにオリーブオイルの正しい知識を伝え、さらに高品質のエキストラバージン・オリーブオイルが市場に出るまでのクオリティを確保するための活動にも力を入れている。現在、CEQ Italiaにはイタリア全土で37のブランドが所属している。

QVExtra (<http://www.qvextra.es/>):
【画像6】: <https://prtimes.jp/j/29284/4/resize/d29284-4-711522-4.jpg>

QVExtraは、2013年最初に設立され、高品質のエキストラバージン・オリーブオイルをスペイン国内外でプロモーションすることを目的とした非営利団体。現在、同団体には、44社が所属しており、その全員がオリーブオイル生産者である。

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PR TIMESプレスリリース詳細へ



CLASSY.

Publication Date: Nov 17th, 2017
 Publication Name: CLASSY.
 Publication title: European High-quality Extra Virgin Olive Oils Campaign supported by EU Conducted a large scale of in-store promotions at major retail stores including Kitano Ace and quality control training at Kuze company
 URL: <http://beauty.oricon.co.jp/pressrelease/242455/>

Summary:
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PR TIMES / キャンペーン 2017.11.17

『ヨーロッパ産高品質エキストラバージン・オリーブオイルキャンペーン』北野エース等大手販売店での店頭プロモーションおよび業務用食材卸会社(株)久世等での品質管理トレーニングを実施

Consorzio di Garanzia dell'Oliva Extra Vergine di Oliva di Qualità

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このキャンペーンを牽引するオリーブオイル業界団体1つであるCEQ Italia (本部:スペイン) の代表Soledad Serrano Lopez は、店頭プロモーションに参加し以下のように述べました。「今年から3年に渡る日本でのエキストラバージン・オリーブオイルのキャンペーンで最初の経験が素晴らしい。日本のみなさんにエキストラバージン・オリーブオイルの美味しさや栄養的・健康的な知識を知っていただくことができたことは大変有意義でした。今後も是非日本の皆さんの毎日の食生活にエキストラバージン・オリーブオイルを取り入れて欲しいと思います。」



また、キャンペーンを牽引するもう1つのオリーブオイル業界団体であるCEQ Italia (本部:イタリア) を代表して来日したMaria Grazia Minzoli は、品質管理トレーニングにおいて、生産者から販売店まで、消費者の手に届くまでの過程に関わる人々に、非常に貴重なエキストラバージン・オリーブオイルの取り扱いについて知っていただくことが非常に重要と述べ、今後古里や大宮でのトレーニングの開催についても意欲をみせました。

実施した店頭プロモーションとトレーニングの内容は以下の通りです。

<p>店頭プロモーション 実施期間: 2017年11月9～12日 実施対象: 一般消費者 実施店舗: 北野エース系列店4店舗(東武池袋店、調布パルク店、エキュート大宮店、玉川高島屋店)、その他大手販売店7店舗</p> <p>実施内容: ● 高品質エキストラバージン・オリーブオイルのテイスティング ● オリーブオイルの健康効果、栄養価、独特の風味に対する理解を深めるレクチャー 参加した一般消費者の声 ● 「日常的に使用しているオリーブオイルとは異なり、高品質エキストラバージン・オリーブオイルの香りや風味や味の違いに驚いた」 ● 「一口にエキストラバージン・オリーブオイルと言っても全く異なる風味が楽しめることを初めて知った」</p>	<p>品質管理トレーニング 実施期間: 2017年11月9～12日 実施対象: オリーブオイル担当店舗スタッフ 実施店舗: 株式会社久世、北野エース系列店3店舗(東武池袋店、エキュート大宮店、玉川高島屋店) 講師: 2名</p> <p>実施内容: ● 高品質エキストラバージン・オリーブオイルのテイスティングセミナー ● オリーブオイルの健康効果、保存方法、店頭での陳列の仕方等に関する特別講義 参加した一般消費者の声 ● 「オリーブオイルが保存環境に左右される非常に繊細な食材であることを理解した」 ● 「今後のトレーニングをいっしょに、店舗内の保存環境を改善し、お客様に高品質エキストラバージン・オリーブオイルを推薦していきたい」</p>
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本キャンペーンは、イタリアおよびスペインの業界団体、Consorzio di Garanzia dell'Oliva Extra Vergine di Oliva di Qualità (以下CEQ Italia/本部:イタリア)とQExtra! International (以下QExtra!/本部:スペイン)に加盟している企業の製品を中心に、ヨーロッパ産高品質エキストラバージン・オリーブオイルのプロモーション活動を行うもので、2017年より3年間、日本の販路学校や、流通業者や卸売店のバイヤー担当へ向けトレーニング、ストア内での一般消費者に向けたデモンストレーションを通じて、高品質のエキストラバージン・オリーブオイルに関する知識、健康効果、独特の風味に対する理解促進を図ります。

■ 欧州連合(EU)がサポートする高品質エキストラバージン・オリーブオイルキャンペーンコンソーシアムの紹介

CEQ Italia (<http://www.ceqitalia.com/en/>):

CEQ Italia は、2001年に設立された高品質エキストラバージン・オリーブオイルのプロモーションを行う非営利団体。同団体は、消費者向けにオリーブオイルの正しい知識を伝え、さらに高品質のエキストラバージン・オリーブオイルが市場に出るまでのクリアーを促進するための活動にも尽力している。現在、CEQ Italia にはイタリア全土で37のブランドが所属している。

QExtra! (<http://www.questra.es/>):

QExtra!は、2013年初めに設立され、高品質のエキストラバージン・オリーブオイルをスペイン国内外でプロモーションすることを目的とした非営利団体。現在、同団体には、44社が所属しており、その全員がオリーブオイル生産者である。

※本プレスリリースは、CEQ ItaliaとQExtra!が監修し、配理されています。欧州委員会 (EC)、消費者・健康・農業及び食品供給局は、本コンテンツにおける一切の責任を負いません。
 The content of this flyer represents the views of the author only and his/her sole responsibility. The European Commission and the Consumers, Health, Agriculture and Food Executive Agency (CHAFEA) do not accept any responsibility for any use that may be made of the information it contains.



JOSHI+

Publication Date: Nov 17th, 2017

Publication Name: JOSHI+

Publication Title: European High-quality Extra Virgin Olive Oils Campaign supported by EU
Conducted a large scale of in-store promotions at major retail stores including Kitano Ace and quality control training at Kuze company

URL: <http://joshiplus.jp/pressrelease/242436/>

Summary:

As part of the European high-quality extra virgin olive oils campaign supported by the European Union (EU) during the period from November 9th till 12th, in-store promotions were conducted at 4 Kitano Ace stores including affiliated stores and other major retail stores. Simultaneously, staff training for quality control and providing technical and practical knowledge of extra virgin olive oil including quality control were thrown at Kuze, one of the major trading companies in Japan, with a huge support of the company. All the activities were conducted by olive oil specialists from Italy and Spain and they provided and enhanced the knowledge of extra virgin olive oil including nutritional, unique flavor, health benefits, and storage methods.



MarkeZine

Publication Date: Nov 17th, 2017

Publication Name: MarkeZine

Publication Title: European High-quality Extra Virgin Olive Oils Campaign supported by EU
Conducted a large scale of in-store promotions at major retail stores including Kitano Ace and quality control training at Kuze company

URL: <https://markezine.jp/release/detail/821933>

Summary:

As part of the European high-quality extra virgin olive oils campaign supported by the European Union (EU) during the period from November 9th till 12th, in-store promotions were conducted at 4 Kitano Ace stores including affiliated stores and other major retail stores. Simultaneously, staff training for quality control and providing technical and practical knowledge of extra virgin olive oil including quality control were thrown at Kuze, one of the major trading companies in Japan, with a huge support of the company. All the activities were conducted by olive oil specialists from Italy and Spain and they provided and enhanced the knowledge of extra virgin olive oil including nutritional, unique flavor, health benefits, and storage methods.



Mart Community Blog

Publication Date: Nov 17th, 2017
Publication Name: Mart Community Blog
Publication Title: European High-quality Extra Virgin Olive Oils Campaign supported by EU
Conducted a large scale of in-store promotions at major retail stores including Kitano Ace and quality control training at Kuze company
URL: <http://mc.mart-magazine.com/pressrelease/4?view=13640>

Summary:

As part of the European high-quality extra virgin olive oils campaign supported by the European Union (EU) during the period from November 9th till 12th, in-store promotions were conducted at 4 Kitano Ace stores including affiliated stores and other major retail stores. Simultaneously, staff training for quality control and providing technical and practical knowledge of extra virgin olive oil including quality control were thrown at Kuze, one of the major trading companies in Japan, with a huge support of the company. All the activities were conducted by olive oil specialists from Italy and Spain and they provided and enhanced the knowledge of extra virgin olive oil including nutritional, unique flavor, health benefits, and storage methods.



Oricon News

Publication Date: Nov 17th, 2017
Publication Name: Oricon news
Publication Title: European High-quality Extra Virgin Olive Oils Campaign supported by EU Conducted a large scale of in store promotions at major retail stores including Kitano Ace and quality control training at Kuze company
URL: <https://www.oricon.co.jp/pressrelease/242409/>

Summary:

As part of the European high-quality extra virgin olive oils campaign supported by the European Union (EU) during the period from November 9th till 12th, in-store promotions were conducted at 4 Kitano Ace stores including affiliated stores and other major retail stores. Simultaneously, staff training for quality control and providing technical and practical knowledge of extra virgin olive oil including quality control were thrown at Kuze, one of the major trading companies in Japan, with a huge support of the company. All the activities were conducted by olive oil specialists from Italy and Spain and they provided and enhanced the knowledge of extra virgin olive oil including nutritional, unique flavor, health benefits, and storage methods.



JB Press

Publication Date: Nov 17th, 2017

Publication Name: JB PRESS

Publication Title: European High-quality Extra Virgin Olive Oils Campaign supported by EU
Conducted a large scale of in-store promotions at major retail stores including Kitano Ace and quality control training at Kuze company

URL: <http://jbpress.ismedia.jp/ud/pressrelease/5a0e8c9277656156ca1c0000>

Summary:

As part of the European high-quality extra virgin olive oils campaign supported by the European Union (EU) during the period from November 9th till 12th, in-store promotions were conducted at 4 Kitano Ace stores including affiliated stores and other major retail stores. Simultaneously, staff training for quality control and providing technical and practical knowledge of extra virgin olive oil including quality control were thrown at Kuze, one of the major trading companies in Japan, with a huge support of the company. All the activities were conducted by olive oil specialists from Italy and Spain and they provided and enhanced the knowledge of extra virgin olive oil including nutritional, unique flavor, health benefits, and storage methods.



JJ net

Publication Date: Nov 17th, 2017
Publication Name: JJnet
Publication Title: European High-quality Extra Virgin Olive Oils Campaign supported by EU
Conducted a large scale of in-store promotions at major retail stores including Kitano Ace and quality control training at Kuze company
URL: <http://jj-jj.net/partner/prtimes/13264/>

Summary: As part of the European high-quality extra virgin olive oils campaign supported by the European Union (EU) during the period from November 9th till 12th, in-store promotions were conducted at 4 Kitano Ace stores including affiliated stores and other major retail stores. Simultaneously, staff training for quality control and providing technical and practical knowledge extra virgin olive oil including quality control were thrown at Kuze, one of the major trading companies in Japan, with a huge support of the company. All the activities were conducted by oil oil specialists from Italy and Spain and they provided and enhanced the knowledge of extra virgiri olive oil including nutritional, unique flavor, health benefits, and storage methods.



President Online

Publication Date: Nov 17th, 2017

Publication Name: President online

Publication Title: European High-quality Extra Virgin Olive Oils Campaign supported by EU
Conducted a large scale of in-store promotions at major retail stores including Kitano Ace and quality control training at Kuze company

URL: <http://president.jp/ud/pressrelease/5a0e8ca377656165a51c0000>

Summary:

As part of the European high-quality extra virgin olive oils campaign supported by the European Union (EU) during the period from November 9th till 12th, in-store promotions were conducted at 4 Kitano Ace stores including affiliated stores and other major retail stores. Simultaneously, staff training for quality control and providing technical and practical knowledge of extra virgin olive oil including quality control were thrown at Kuze, one of the major trading companies in Japan, with a huge support of the company. All the activities were conducted by olive oil specialists from Italy and Spain and they provided and enhanced the knowledge of extra virgin olive oil including nutritional, unique flavor, health benefits, and storage methods.



Toyo Keizai Online

Publication Date: Nov 17th, 2017

Publication Name: Toyokeizai online

Publication Title: European High-quality Extra Virgin Olive Oils Campaign supported by EU
Conducted a large scale of in-store promotions at major retail stores including Kitano Ace and quality control training at Kuze company

URL: <http://toyokeizai.net/ud/pressrelease/5a0e8ce8776561815d1c0000>

Summary:

As part of the European high-quality extra virgin olive oils campaign supported by the European Union (EU) during the period from November 9th till 12th, in-store promotions were conducted at 4 Kitano Ace stores including affiliated stores and other major retail stores. Simultaneously, staff training for quality control and providing technical and practical knowledge of extra virgin olive oil including quality control were thrown at Kuze, one of the major trading companies in Japan, with a huge support from the EU company. All the activities were conducted by olive oil specialists from Italy and Spain and they provided and enhanced the knowledge of extra virgin olive oil including nutritional, unique flavor, health benefits, and storage methods.



Gendai Business

Publication Date: Nov 17th, 2017
Publication Name: Gendai business
Publication Title: European High-quality Extra Virgin Olive Oils Campaign supported by EU
Conducted a large scale of in-store promotions at major retail stores including Kitano Ace and quality control training at Kuze company
URL: <http://gendai.ismedia.jp/ud/pressrelease/5a0e8d2877656195571c0000>

Summary:

As part of the European high-quality extra virgin olive oils campaign supported by the European Union (EU) during the period from November 9th till 12th, in-store promotions were conducted at 4 Kitano Ace stores including affiliated stores and other major retail stores. Simultaneously, staff training for quality control and providing technical and practical knowledge of extra virgin olive oil including quality control were thrown at Kuze, one of the major trading companies in Japan, with a huge support of the company. All the activities were conducted by olive oil specialists from Italy and Spain and they provided and enhanced the knowledge of extra virgin olive oil including nutritional, unique flavor, health benefits, and storage methods.



JB Press

Publication Date: Nov 17th, 2017

Publication Name: excite news

Publication Title: European High-quality Extra Virgin Olive Oils Campaign supported by EU Conducted a large scale of in-store promotions at major retail stores including Kitano Ace and quality control training at Kuze company

URL: http://www.excite.co.jp/News/release/20171117/Prtimes_2017-11-17-29284-4.html

Summary:

As part of the European high-quality extra virgin olive oils campaign supported by the European Union (EU) during the period from November 9th till 12th, in-store promotions were conducted at 4 Kitano Ace stores including affiliated stores and other major retail stores. Simultaneously, staff training for quality control and providing technical and practical knowledge of extra virgin olive oil including quality control were thrown at Kuze, one of the major trading companies in Japan, with a huge support of the company. All the activities were conducted by olive oil specialists from Italy and Spain and they provided and enhanced the knowledge of extra virgin olive oil including nutritional, unique flavor, health benefits, and storage methods.



Jorudan News!

Publication Date: Nov 17th, 2017
Publication Name: Jorudan news!
Publication Title: European High-quality Extra Virgin Olive Oils Campaign supported by EU
Conducted a large scale of in-store promotions at major retail stores including Kitano Ace and quality control training at Kuze company
URL: <http://news.jorudan.co.jp/docs/news/detail.cgi?newsid=PT000004A000029284>

Summary:

As part of the European high-quality extra virgin olive oils campaign supported by the European Union (EU) during the period from November 9th till 12th, in-store promotions were conducted at 4 Kitano Ace stores including affiliated stores and other major retail stores. Simultaneously, staff training for quality control and providing technical and practical knowledge of extra virgin olive oil including quality control were thrown at Kuze, one of the major trading companies in Japan, with a huge support of the company. All the activities were conducted by olive oil specialists from Italy and Spain and they provided and enhanced the knowledge of extra virgin olive oil including nutritional, unique flavor, health benefits, and storage methods.



Urepia Soken

Publication Date: Nov 17th, 2017

Publication Name: Urepia soken

Publication Title: European High-quality Extra Virgin Olive Oils Campaign supported by EU Conducted a large scale of in-store promotions at major retail stores including Kitano Ace and quality control training at Kuze company

URL: <http://ure.pia.co.jp/articles/-/126635>

Summary:

As part of the European high-quality extra virgin olive oils campaign supported by the European Union (EU) during the period from November 9th till 12th, in-store promotions were conducted at 4 Kitano Ace stores including affiliated stores and other major retail stores. Simultaneously, staff training for quality control and providing technical and practical knowledge of extra virgin olive oil including quality control were thrown at Kuze, one of the major trading companies in Japan, with a huge support of the company. All the activities were conducted by olive oil specialists from Italy and Spain and they provided and enhanced the knowledge of extra virgin olive oil including nutritional, unique flavor, health benefits, and storage methods.



Kurashinista

Publication Date: Nov 17th, 2017
Publication Name: Kurashinista
Publication Title: European High-quality Extra Virgin Olive Oils Campaign supported by EU Conducted a large scale of in-store promotions at major retail stores including Kitano Ace and quality control training at Kuze company
URL: <http://kurashinista.jp/pressrelease/detail/71937>

Summary:

As part of the European high-quality extra virgin olive oils campaign supported by the European Union (EU) during the period from November 9th till 12th, in-store promotions were conducted at 4 Kitano Ace stores including affiliated stores and other major retail stores. Simultaneously, staff training for quality control and providing technical and practical knowledge of extra virgin olive oil including quality control were thrown at Kuze, one of the major trading companies in Japan, with a huge support of the company. All the activities were conducted by olive oil specialists from Italy and Spain and they provided and enhanced the knowledge of extra virgin olive oil including nutritional, unique flavor, health benefits, and storage methods.



Sankei News

Publication Date: Nov 17th, 2017
Publication Name: Sankei news
Publication Title: European High-quality Extra Virgin Olive Oils Campaign supported by EU Conducted a large scale of in-store promotions at major retail stores including Kitano Ace and quality control training at Kuze company
URL: <http://www.sankei.com/economy/news/171117/prl1711170289-n1.html>

Summary:

As part of the European high-quality extra virgin olive oils campaign supported by the European Union (EU) during the period from November 9th till 12th, in-store promotions were conducted at 4 Kitano Ace stores including affiliated stores and other major retail stores. Simultaneously, staff training for quality control and providing technical and practical knowledge of extra virgin olive oil including quality control were thrown at Kuze, one of the major trading companies in Japan, with a huge support of the company. All the activities were conducted by olive oil specialists from Italy and Spain and they provided and enhanced the knowledge of extra virgin olive oil including nutritional, unique flavor, health benefits, and storage methods.



30min.

Publication Date: Nov 17th, 2017
Publication Name: 30min.
Publication Title: European High-quality Extra Virgin Olive Oils Campaign supported by EU Conducted a large scale of in-store promotions at major retail stores including Kitano Ace and quality control training at Kuze company
URL: <http://30min.jp/release/prtimes/detail/57615>

Summary:

As part of the European high-quality extra virgin olive oils campaign supported by the European Union (EU) during the period from November 9th till 12th, in-store promotions were conducted at 4 Kitano Ace stores including affiliated stores and other major retail stores. Simultaneously, staff training for quality control and providing technical and practical knowledge of extra virgin olive oil including quality control were thrown at Kuze, one of the major trading companies in Japan, with a huge support of the company. All the activities were conducted by olive oil specialists from Italy and Spain and they provided and enhanced the knowledge of extra virgin olive oil including nutritional, unique flavor, health benefits, and storage methods.



Mart Community Blog

Publication Date: Nov 17th, 2017
Publication Name: Mart Community Blog
Publication Title: European High-quality Extra Virgin Olive Oils Campaign supported by EU
Conducted a large scale of in-store promotions at major retail stores including Kitano Ace and quality control training at Kuze company
URL: <http://mc.mart-magazine.com/pressrelease/4?view=13640>

Summary:

As part of the European high-quality extra virgin olive oils campaign supported by the European Union (EU) during the period from November 9th till 12th, in-store promotions were conducted at 4 Kitano Ace stores including affiliated stores and other major retail stores. Simultaneously, staff training for quality control and providing technical and practical knowledge of extra virgin olive oil including quality control were thrown at Kuze, one of the major trading companies in Japan, with a huge support of the company. All the activities were conducted by olive oil specialists from Italy and Spain and they provided and enhanced the knowledge of extra virgin olive oil including nutritional, unique flavor, health benefits, and storage methods.



Mart Community Blog

Publication Date: Nov 17th, 2017
Publication Name: Mart Community Blog
Publication Title: European High-quality Extra Virgin Olive Oils Campaign supported by EU
Conducted a large scale of in-store promotions at major retail stores including Kitano Ace and quality control training at Kuze company
URL: <http://mc.mart-magazine.com/pressrelease/2?view=13640>

Summary:

As part of the European high-quality extra virgin olive oils campaign supported by the European Union (EU) during the period from November 9th till 12th, in-store promotions were conducted at 4 Kitano Ace stores including affiliated stores and other major retail stores. Simultaneously, staff training for quality control and providing technical and practical knowledge of extra virgin olive oil including quality control were thrown at Kuze, one of the major trading companies in Japan, with a huge support of the company. All the activities were conducted by olive oil specialists from Italy and Spain and they provided and enhanced the knowledge of extra virgin olive oil including nutritional, unique flavor, health benefits, and storage methods.



@nifty Business

Publication Date: Nov 17th, 2017

Publication Name: @nifty business

Publication Title: European High-quality Extra Virgin Olive Oils Campaign supported by EU Conducted a large scale of in-store promotions at major retail stores including Kitano Ace and quality control training at Kuze company

URL: http://business.nifty.com/cs/catalog/business_release/catalog_prt000000004000029284_1.htm

Summary:

As part of the European high-quality extra virgin olive oils campaign supported by the European Union (EU) during the period from November 9th till 12th, in-store promotions were conducted at 4 Kitano Ace stores including affiliated stores and other major retail stores. Simultaneously, staff training for quality control and providing technical and practical knowledge of extra virgin olive oil including quality control were thrown at Kuze, one of the major trading companies in Japan, with a huge support of the company. All the activities were conducted by olive oil specialists from Italy and Spain and they provided and enhanced the knowledge of extra virgin olive oil including nutritional, unique flavor, health benefits, and storage methods.



Infoseek News

Publication Date: Nov 17th, 2017
Publication Name: Infoseek news
Publication Title: European High-quality Extra Virgin Olive Oils Campaign supported by EU Conducted a large scale of in-store promotions at major retail stores including Kitano Ace and quality control training at Kuze company
URL: https://news.infoseek.co.jp/article/prtimes_000000004_000029284/

Summary:

As part of the European high-quality extra virgin olive oils campaign supported by the European Union (EU) during the period from November 9th till 12th, in-store promotions were conducted at 4 Kitano Ace stores including affiliated stores and other major retail stores. Simultaneously, staff training for quality control and providing technical and practical knowledge of extra virgin olive oil including quality control were thrown at Kuze, one of the major trading companies in Japan, with a huge support of the company. All the activities were conducted by olive oil specialists from Italy and Spain and they provided and enhanced the knowledge of extra virgin olive oil including nutritional, unique flavor, health benefits, and storage methods.



Cube News

Publication Date: Nov 17th, 2017
Publication Name: Cube news
Publication Title: European High-quality Extra Virgin Olive Oils Campaign supported by EU Conducted a large scale of in-store promotions at major retail stores including Kitano Ace and quality control training at Kuze company
URL: <http://news.cube-soft.jp/prtimes/archive.php?id=219954>

Summary:

As part of the European high-quality extra virgin olive oils campaign supported by the European Union (EU) during the period from November 9th till 12th, in-store promotions were conducted at 4 Kitano Ace stores including affiliated stores and other major retail stores. Simultaneously, staff training for quality control and providing technical and practical knowledge of extra virgin olive oil including quality control were thrown at Kuze, one of the major trading companies in Japan, with a huge support of the company. All the activities were conducted by olive oil specialists from Italy and Spain and they provided and enhanced the knowledge of extra virgin olive oil including nutritional, unique flavor, health benefits, and storage methods.



OKWAVE

Publication Date: Nov 17th, 2017
Publication Name: OKWAVE
Publication Title: European High-quality Extra Virgin Olive Oils Campaign supported by EU Conducted a large scale of in-store promotions at major retail stores including Kitano Ace and quality control training at Kuze company
URL: <http://okguide.okwave.jp/cafe/3133752#cpt01>

Summary:

As part of the European high-quality extra virgin olive oils campaign supported by the European Union (EU) during the period from November 9th till 12th, in-store promotions were conducted at 4 Kitano Ace stores including affiliated stores and other major retail stores. Simultaneously, staff training for quality control and providing technical and practical knowledge of extra virgin olive oil including quality control were thrown at Kuze, one of the major trading companies in Japan, with a huge support of the company. All the activities were conducted by olive oil specialists from Italy and Spain and they provided and enhanced the knowledge of extra virgin olive oil including nutritional, unique flavor, health benefits, and storage methods.



Toremaga

Publication Date: Nov 17th, 2017
Publication Name: Toremaga
Publication Title: European High-quality Extra Virgin Olive Oils Campaign supported by EU Conducted a large scale of in-store promotions at major retail stores including Kitano Ace and quality control training at Kuze company
URL: <http://otakei.otakuma.net/archives/prtimes/000000004-000029284>

Summary:

As part of the European high-quality extra virgin olive oils campaign supported by the European Union (EU) during the period from November 9th till 12th, in-store promotions were conducted at 4 Kitano Ace stores including affiliated stores and other major retail stores. Simultaneously, staff training for quality control and providing technical and practical knowledge of extra virgin olive oil including quality control were thrown at Kuze, one of the major trading companies in Japan, with a huge support of the company. All the activities were conducted by olive oil specialists from Italy and Spain and they provided and enhanced the knowledge of extra virgin olive oil including nutritional, unique flavor, health benefits, and storage methods.



Iza!

Publication Date: Nov 17th, 2017
Publication Name: iza!
Publication Title: European High-quality Extra Virgin Olive Oils Campaign supported by EU Conducted a large scale of in-store promotions at major retail stores including Kitano Ace and quality control training at Kuze company
URL: <http://www.iza.ne.jp/kiji/pressrelease/news/171117/prl17111716490289-n1.html>

Summary:

As part of the European high-quality extra virgin olive oils campaign supported by the European Union (EU) during the period from November 9th till 12th, in-store promotions were conducted at 4 Kitano Ace stores including affiliated stores and other major retail stores. Simultaneously, staff training for quality control and providing technical and practical knowledge of extra virgin olive oil including quality control were thrown at Kuze, one of the major trading companies in Japan, with a huge support of the company. All the activities were conducted by olive oil specialists from Italy and Spain and they provided and enhanced the knowledge of extra virgin olive oil including nutritional, unique flavor, health benefits, and storage methods.



Mapion News

Publication Date: Nov 17th, 2017
Publication Name: Mapion news
Publication Title: European High-quality Extra Virgin Olive Oils Campaign supported by EU Conducted a large scale of in-store promotions at major retail stores including Kitano Ace and quality control training at Kuze company
URL: <http://www.mapion.co.jp/news/release/000000004.000029284/>

Summary:

As part of the European high-quality extra virgin olive oils campaign supported by the European Union (EU) during the period from November 9th till 12th, in-store promotions were conducted at 4 Kitano Ace stores including affiliated stores and other major retail stores. Simultaneously, staff training for quality control and providing technical and practical knowledge of extra virgin olive oil including quality control were thrown at Kuze, one of the major trading companies in Japan, with a huge support of the company. All the activities were conducted by olive oil specialists from Italy and Spain and they provided and enhanced the knowledge of extra virgin olive oil including nutritional, unique flavor, health benefits, and storage methods.



Jiji.com

Publication Date: Nov 17th, 2017
Publication Name: jiji.com
Publication Title: European High-quality Extra Virgin Olive Oils Campaign supported by EU Conducted a large scale of in-store promotions at major retail stores including Kitano Ace and quality control training at Kuze company
URL: <https://www.jiji.com/jc/article?k=000000004.000029284&g=prt>

Summary:

As part of the European high-quality extra virgin olive oils campaign supported by the European Union (EU) during the period from November 9th till 12th, in-store promotions were conducted at 4 Kitano Ace stores including affiliated stores and other major retail stores. Simultaneously, staff training for quality control and providing technical and practical knowledge of extra virgin olive oil including quality control were thrown at Kuze, one of the major trading companies in Japan, with a huge support of the company. All the activities were conducted by olive oil specialists from Italy and Spain and they provided and enhanced the knowledge of extra virgin olive oil including nutritional, unique flavor, health benefits, and storage methods.



Biglobe News

Publication Date: Nov 17th, 2017
Publication Name: Biglobe news
Publication Title: European High-quality Extra Virgin Olive Oils Campaign supported by EU Conducted a large scale of in-store promotions at major retail stores including Kitano Ace and quality control training at Kuze company
URL: https://news.biglobe.ne.jp/economy/1117/prt_171117_5235893595.html

Summary:

As part of the European high-quality extra virgin olive oils campaign supported by the European Union (EU) during the period from November 9th till 12th, in-store promotions were conducted at 4 Kitano Ace stores including affiliated stores and other major retail stores. Simultaneously, staff training for quality control and providing technical and practical knowledge of extra virgin olive oil including quality control were thrown at Kuze, one of the major trading companies in Japan, with a huge support of the company. All the activities were conducted by olive oil specialists from Italy and Spain and they provided and enhanced the knowledge of extra virgin olive oil including nutritional, unique flavor, health benefits, and storage methods.



CREA Web

Publication Date: Nov 17th, 2017
Publication Name: CREA WEB
Publication Title: European High-quality Extra Virgin Olive Oils Campaign supported by EU Conducted a large scale of in-store promotions at major retail stores including Kitano Ace and quality control training at Kuze company
URL: <http://crea.bunshun.jp/ud/pressrelease/5a0e9a8db31ac9078500000f>

Summary:

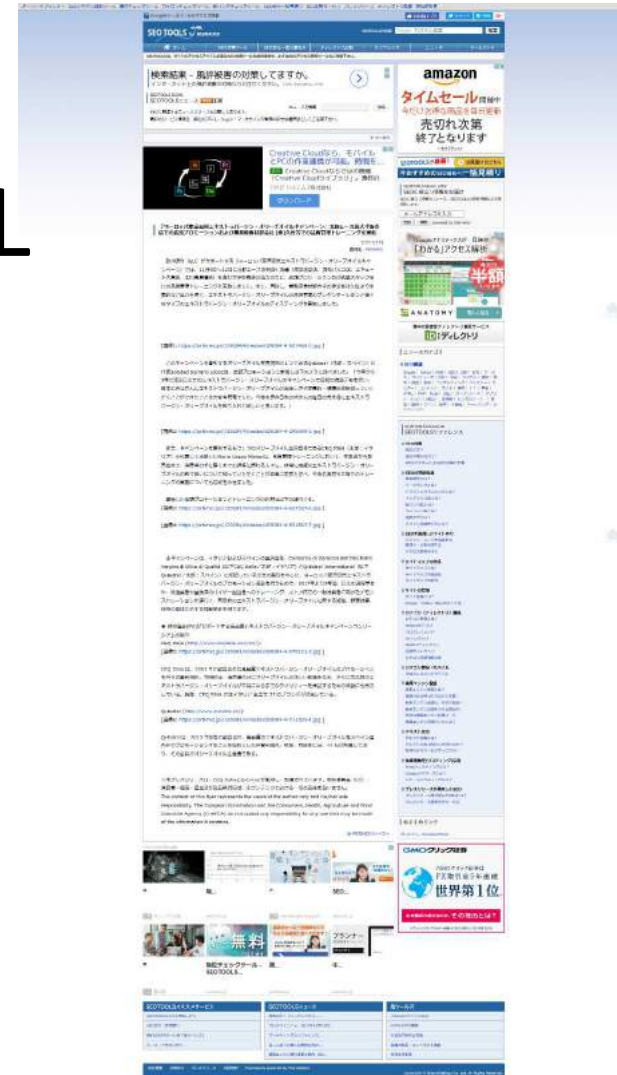
As part of the European high-quality extra virgin olive oils campaign supported by the European Union (EU) during the period from November 9th till 12th, in-store promotions were conducted at 4 Kitano Ace stores including affiliated stores and other major retail stores. Simultaneously, staff training for quality control and providing technical and practical knowledge of extra virgin olive oil including quality control were thrown at Kuze, one of the major trading companies in Japan, with a huge support of the company. All the activities were conducted by olive oil specialists from Italy and Spain and they provided and enhanced the knowledge of extra virgin olive oil including nutritional, unique flavor, health benefits, and storage methods.



SEO TOOL

Publication Date: Nov 17th, 2017
Publication Name: SEO TOOLS
Publication Title: European High-quality Extra Virgin Olive Oils Campaign supported by EU Conducted a large scale of in-store promotions at major retail stores including Kitano Ace and quality control training at Kuze company
URL: http://www.seotools.jp/news/id_00000004.000029284.html

Summary:
As part of the European high-quality extra virgin olive oils campaign supported by the European Union (EU) during the period from November 9th till 12th, in-store promotions were conducted at 4 Kitano Ace stores including affiliated stores and other major retail stores. Simultaneously, staff training for quality control and providing technical and practical knowledge of extra virgin olive oil including quality control were thrown at Kuze, one of the major trading companies in Japan, with a huge support of the company. All the activities were conducted by olive oil specialists from Italy and Spain and they provided and enhanced the knowledge of extra virgin olive oil including nutritional, unique flavor, health benefits, and storage methods.



Best Times

Publication Date: Nov 17th, 2017
Publication Name: Best times
Publication Title: European High-quality Extra Virgin Olive Oils Campaign supported by EU
Conducted a large scale of in-store promotions at major retail stores including Kitano Ace and quality control training at Kuze company
URL: http://best-times.jp/ud/pressrelease_besttimes/5a0e9bc177656168a01f0000

Summary:

As part of the European high-quality extra virgin olive oils campaign supported by the European Union (EU) during the period from November 9th till 12th, in-store promotions were conducted at 4 Kitano Ace stores including affiliated stores and other major retail stores. Simultaneously, staff training for quality control and providing technical and practical knowledge of extra virgin olive oil including quality control were thrown at Kuze, one of the major trading companies in Japan, with a huge support of the company. All the activities were conducted by olive oil specialists from Italy and Spain and they provided and enhanced the knowledge of extra virgin olive oil including nutritional, unique flavor, health benefits, and storage methods.



Straight Press

Publication Date: Nov 17th, 2017
Publication Name: STRAIGHT PRESS
Publication Title: European High-quality Extra Virgin Olive Oils Campaign supported by EU
Conducted a large scale of in-store promotions at major retail stores including Kitano Ace and quality control training at Kuze company

URL: https://straightpress.jp/company_news/detail?pr=000000004.000029284

Summary:

As part of the European high-quality extra virgin olive oils campaign supported by the European Union (EU) during the period from November 9th till 12th, in-store promotions were conducted at 4 Kitano Ace stores including affiliated stores and other major retail stores. Simultaneously, staff training for quality control and providing technical and practical knowledge of extra virgin olive oil including quality control were thrown at Kuze, one of the major trading companies in Japan, with a huge support of the company. All the activities were conducted by olive oil specialists from Italy and Spain and they provided and enhanced the knowledge of extra virgin olive oil including nutritional, unique flavor, health benefits, and storage methods.



News Cafe

Publication Date: Dec 8th, 2017

Publication Name: News cafe

Publication Title: European High-quality Extra Virgin Olive Oil Campaign supported by EU / Announced a winner of an Extra Virgin Olive Oil recipe contest at Hattori Cookery School

URL: <https://www.newscafe.ne.jp/release/prtimes2/20171208/133535.html>

Summary:

As part of the European high-quality extra virgin olive oils campaign supported by EU, an Extra Virgin Olive Oil Recipe Contest was held at Hattori Cookery School and it is announced that the best award goes to Koumei Takahashi, 19 years old, Senior Student majoring European cuisine. Last month, olive oil experts and chefs from Italy and Spain conducted lectures on Extra Virgin Olive Oil and cooking demonstrations at Hattori Cookery School.



Urepia Soken

Publication Date: Dec 8

Publication Name: Urepia Soken

Publication Title: European High-quality Extra Virgin Olive Oil Campaign supported by EU / Announced a winner of an Extra Virgin Olive Oil recipe contest at Hattori Cookery School

URL: <http://ure.pia.co.jp/articles/-/135049>

Summary:

As part of the European high-quality extra virgin olive oils campaign supported by EU, an Extra Virgin Olive Oil Recipe Contest was held at Hattori Cookery School and it is announced that the best award goes to Koumei Takahashi, 19 years old, Senior Student majoring European cuisine. Last month, olive oil experts and chefs from Italy and Spain conducted lectures on Extra Virgin Olive Oil and cooking demonstrations at Hattori Cookery School.



Jorudan News

Publication Date: Dec 8th, 2017

Publication Name: Jorudan news

Publication Title: European High-quality Extra Virgin Olive Oil Campaign supported by EU / Announced a winner of an Extra Virgin Olive Oil recipe contest at Hattori Cookery School

URL: <http://news.jorudan.co.jp/docs/news/detail.cgi?newsid=PT000005A000029284>

Summary:

As part of the European high-quality extra virgin olive oils campaign supported by EU, an Extra Virgin Olive Oil Recipe Contest was held at Hattori Cookery School and it is announced that the best award goes to Koumei Takahashi, 19 years old, Senior Student majoring European cuisine. Last month, olive oil experts and chefs from Italy and Spain conducted lectures on Extra Virgin Olive Oil and cooking demonstrations at Hattori Cookery School.



Marke Zine

Publication Date: Dec 8th, 2017

Publication Name: Marke Zine

Publication Title: European High-quality Extra Virgin Olive Oil Campaign supported by EU / Announced a winner of an Extra Virgin Olive Oil recipe contest at Hattori Cookery School

URL: <http://markezine.jp/release/detail/830847>

Summary:

As part of the European high-quality extra virgin olive oils campaign supported by EU, an Extra Virgin Olive Oil Recipe Contest was held at Hattori Cookery School and it is announced that the best award goes to Koumei Takahashi, 19 years old, Senior Student majoring European cuisine. Last month, olive oil experts and chefs from Italy and Spain conducted lectures on Extra Virgin Olive Oil and cooking demonstrations at Hattori Cookery School.



Kurashinista

Publication Date: Dec 8th, 2017
Publication Name: Kurashinisuta
Publication Title: European High-quality Extra Virgin Olive Oil Campaign supported by EU /
Announced a winner of an Extra Virgin Olive Oil recipe contest at Hattori Cookery School
URL: <http://kurashinista.jp/pressrelease/detail/74688>

Summary:

As part of the European high-quality extra virgin olive oils campaign supported by EU, an Extra Virgin Olive Oil Recipe Contest was held at Hattori Cookery School and it is announced that the best award goes to Koumei Takahashi, 19 years old, Senior Student majoring European cuisine. Last month, olive oil experts and chefs from Italy and Spain conducted lectures on Extra Virgin Olive Oil and cooking demonstrations at Hattori Cookery School.



Sankei News

Publication Date: Dec 8th, 2017

Publication Name: Sankei news

Publication Title: European High-quality Extra Virgin Olive Oil Campaign supported by EU /
Announced a winner of an Extra Virgin Olive Oil recipe contest at Hattori Cookery School

URL: <http://www.sankei.com/economy/news/171208/prl1712080012-n1.html>

Summary:

As part of the European high-quality extra virgin olive oils campaign supported by EU, an Extra Virgin Olive Oil Recipe Contest was held at Hattori Cookery School and it is announced that the best award goes to Koumei Takahashi, 19 years old, Senior Student majoring European cuisine. Last month, olive oil experts and chefs from Italy and Spain conducted lectures on Extra Virgin Olive Oil and cooking demonstrations at Hattori Cookery School.



Asahi Shinbun Digital

Publication Date: Dec 8th, 2017
Publication Name: Asahi Shinbun digital &M
Publication Title: European High-quality Extra Virgin Olive Oil Campaign supported by EU /
Announced a winner of an Extra Virgin Olive Oil recipe contest at Hattori Cookery School
URL: http://www.asahi.com/and_M/information/pressrelease/CPRT201784760.html

Summary:

As part of the European high-quality extra virgin olive oils campaign supported by EU, an Extra Virgin Olive Oil Recipe Contest was held at Hattori Cookery School and it is announced that the best award goes to Koumei Takahashi, 19 years old, Senior Student majoring European cuisine. Last month, olive oil experts and chefs from Italy and Spain conducted lectures on Extra Virgin Olive Oil and cooking demonstrations at Hattori Cookery School.



30min

Publication Date: Dec 8th, 2017
Publication Name: 30min
Publication Title: European High-quality Extra Virgin Olive Oil Campaign supported by EU / Announced a winner of an Extra Virgin Olive Oil recipe contest at Hattori Cookery School
URL: <http://30min.jp/release/prtimes/detail/59964>

Summary:

As part of the European high-quality extra virgin olive oils campaign supported by EU, an Extra Virgin Olive Oil Recipe Contest was held at Hattori Cookery School and it is announced that the best award goes to Koumei Takahashi, 19 years old, Senior Student majoring European cuisine. Last month, olive oil experts and chefs from Italy and Spain conducted lectures on Extra Virgin Olive Oil and cooking demonstrations at Hattori Cookery School.



Mart Community Blog

Publication Date: Dec 8th, 2017
Publication Name: Mart Community Blog
Publication Title: European High-quality Extra Virgin Olive Oil Campaign supported by EU / Announced a winner of an Extra Virgin Olive Oil recipe contest at Hattori Cookery School
URL: <http://mc.mart-magazine.com/pressrelease/2?view=15594>

Summary:

As part of the European high-quality extra virgin olive oils campaign supported by EU, an Extra Virgin Olive Oil Recipe Contest was held at Hattori Cookery School and it is announced that the best award goes to Koumei Takahashi, 19 years old, Senior Student majoring European cuisine. Last month, olive oil experts and chefs from Italy and Spain conducted lectures on Extra Virgin Olive Oil and cooking demonstrations at Hattori Cookery School.



Nikkan Kogyo Shinbun

Publication Date: Dec 8th, 2017
Publication Name: Nikkan Kougyou Shinbun
Publication Title: European High-quality Extra Virgin Olive Oil Campaign supported by EU /
Announced a winner of an Extra Virgin Olive Oil recipe contest at Hattori Cookery School
URL: <https://www.nikkan.co.jp/releases/view/15339>

Summary:

As part of the European high-quality extra virgin olive oils campaign supported by EU, an Extra Virgin Olive Oil Recipe Contest was held at Hattori Cookery School and it is announced that the best award goes to Koumei Takahashi, 19 years old, Senior Student majoring European cuisine. Last month, olive oil experts and chefs from Italy and Spain conducted lectures on Extra Virgin Olive Oil and cooking demonstrations at Hattori Cookery School.



Infoseek News

Publication Date: Dec 8th, 2017

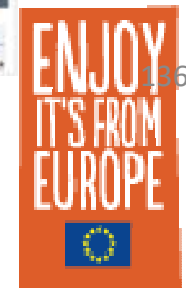
Publication Name: Infoseek

Publication Title: European High-quality Extra Virgin Olive Oil Campaign supported by EU / Announced a winner of an Extra Virgin Olive Oil recipe contest at Hattori Cookery School

URL: https://news.infoseek.co.jp/article/prtimes_000000005_000029284/

Summary:

As part of the European high-quality extra virgin olive oils campaign supported by EU, an Extra Virgin Olive Oil Recipe Contest was held at Hattori Cookery School and it is announced that the best award goes to Koumei Takahashi, 19 years old, Senior Student majoring European cuisine. Last month, olive oil experts and chefs from Italy and Spain conducted lectures on Extra Virgin Olive Oil and cooking demonstrations at Hattori Cookery School.



Cube News

Publication Date: Dec 8th, 2017
Publication Name: Cube news
Publication Title: European High-quality Extra Virgin Olive Oil Campaign supported by EU / Announced a winner of an Extra Virgin Olive Oil recipe contest at Hattori Cookery School
URL: <http://news.cube-soft.jp/prtimes/archive.php?id=225956>

Summary:

As part of the European high-quality extra virgin olive oils campaign supported by EU, an Extra Virgin Olive Oil Recipe Contest was held at Hattori Cookery School and it is announced that the best award goes to Koumei Takahashi, 19 years old, Senior Student majoring European cuisine. Last month, olive oil experts and chefs from Italy and Spain conducted lectures on Extra Virgin Olive Oil and cooking demonstrations at Hattori Cookery School.



JOSHI+

Publication Date: Dec 8th, 2017

Publication Name: JOSHI+

Publication Title: European High-quality Extra Virgin Olive Oil Campaign supported by EU / Announced a winner of an Extra Virgin Olive Oil recipe contest at Hattori Cookery School

URL: <http://joshiplus.jp/pressrelease/253538/>

Summary:

As part of the European high-quality extra virgin olive oils campaign supported by EU, an Extra Virgin Olive Oil Recipe Contest was held at Hattori Cookery School and it is announced that the best award goes to Koumei Takahashi, 19 years old, Senior Student majoring European cuisine. Last month, olive oil experts and chefs from Italy and Spain conducted lectures on Extra Virgin Olive Oil and cooking demonstrations at Hattori Cookery School.



OKWAVE Guide

Publication Date: Dec 8th, 2017
Publication Name: OKWAVE Guide
Publication Title: European High-quality Extra Virgin Olive Oil Campaign supported by EU / Announced a winner of an Extra Virgin Olive Oil recipe contest at Hattori Cookery School
URL: <http://okguide.okwave.jp/cafe/3210045#cpt01>

Summary:

As part of the European high-quality extra virgin olive oils campaign supported by EU, an Extra Virgin Olive Oil Recipe Contest was held at Hattori Cookery School and it is announced that the best award goes to Koumei Takahashi, 19 years old, Senior Student majoring European cuisine. Last month, olive oil experts and chefs from Italy and Spain conducted lectures on Extra Virgin Olive Oil and cooking demonstrations at Hattori Cookery School.



Toremaga

Publication Date: Dec 8th, 2017
Publication Name: Toremaga news
Publication Title: European High-quality Extra Virgin Olive Oil Campaign supported by EU / Announced a winner of an Extra Virgin Olive Oil recipe contest at Hattori Cookery School
URL: <http://news.toremaga.com/release/others/1047135.html>

Summary:

As part of the European high-quality extra virgin olive oils campaign supported by EU, an Extra Virgin Olive Oil Recipe Contest was held at Hattori Cookery School and it is announced that the best award goes to Koumei Takahashi, 19 years old, Senior Student majoring European cuisine. Last month, olive oil experts and chefs from Italy and Spain conducted lectures on Extra Virgin Olive Oil and cooking demonstrations at Hattori Cookery School.



Foods Channel

Publication Date: Dec 8th, 2017
Publication Name: Foods channel
Publication Title: European High-quality Extra Virgin Olive Oil Campaign supported by EU / Announced a winner of an Extra Virgin Olive Oil recipe contest at Hattori Cookery School
URL: https://www.foods-ch.com/news/prt_9181/

Summary:

As part of the European high-quality extra virgin olive oils campaign supported by EU, an Extra Virgin Olive Oil Recipe Contest was held at Hattori Cookery School and it is announced that the best award goes to Koumei Takahashi, 19 years old, Senior Student majoring European cuisine. Last month, olive oil experts and chefs from Italy and Spain conducted lectures on Extra Virgin Olive Oil and cooking demonstrations at Hattori Cookery School.



Infoseek News

Publication Date: Dec 8th, 2017
Publication Name: Infoseek news
Publication Title: European High-quality Extra Virgin Olive Oil Campaign supported by EU / Announced a winner of an Extra Virgin Olive Oil recipe contest at Hattori Cookery School
URL: https://news.infoseek.co.jp/article/prtimes_000000005_000029284/

Summary:

As part of the European high-quality extra virgin olive oils campaign supported by EU, an Extra Virgin Olive Oil Recipe Contest was held at Hattori Cookery School and it is announced that the best award goes to Koumei Takahashi, 19 years old, Senior Student majoring European cuisine. Last month, olive oil experts and chefs from Italy and Spain conducted lectures on Extra Virgin Olive Oil and cooking demonstrations at Hattori Cookery School.



PR ACTIVITY USA



Executive Summary

Indicator	Quantity foreseen	Quantity achieved
Mailing list contact	300	320
Number Press review	3	3
Number of articles produced or to be produced	10	8
Number of mentions of our promotions events in blogs, magazines, SNS etc.	90	252 inbound and 42 outbound



Implemented activities

- Scouting, mapping and listing of media and bloggers contacts in Chicago, Boston New York , Miami;
- opening and management of social networks account: facebook, twitter, Instagram;
- daily update and content management of the accounts (at least one post per day each account) ;
- monitoring: articles, followers' posts, shares, views, insights, liking ;
- drafting and sending of 3 press releases and invitations.



Press Release: N.3

See- file attached.

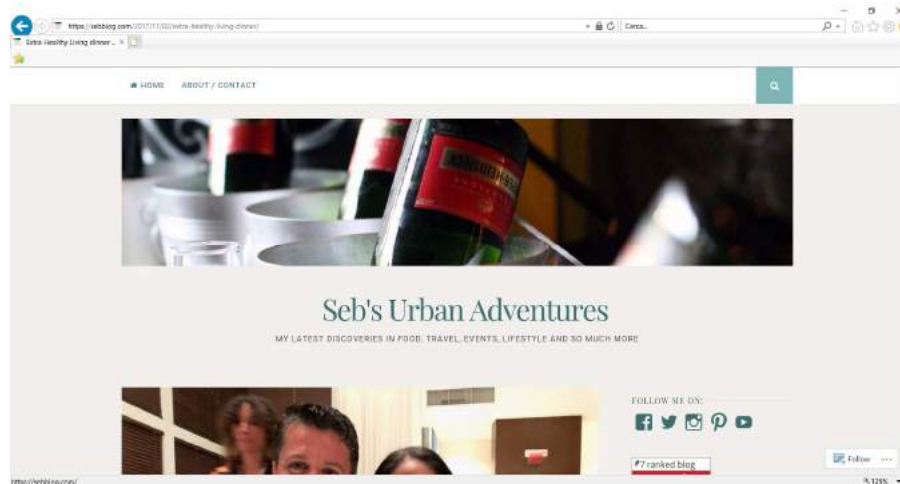
**Mailing list: Bloggers 95
Media:225**

See - file attached.



Articles and reviews:

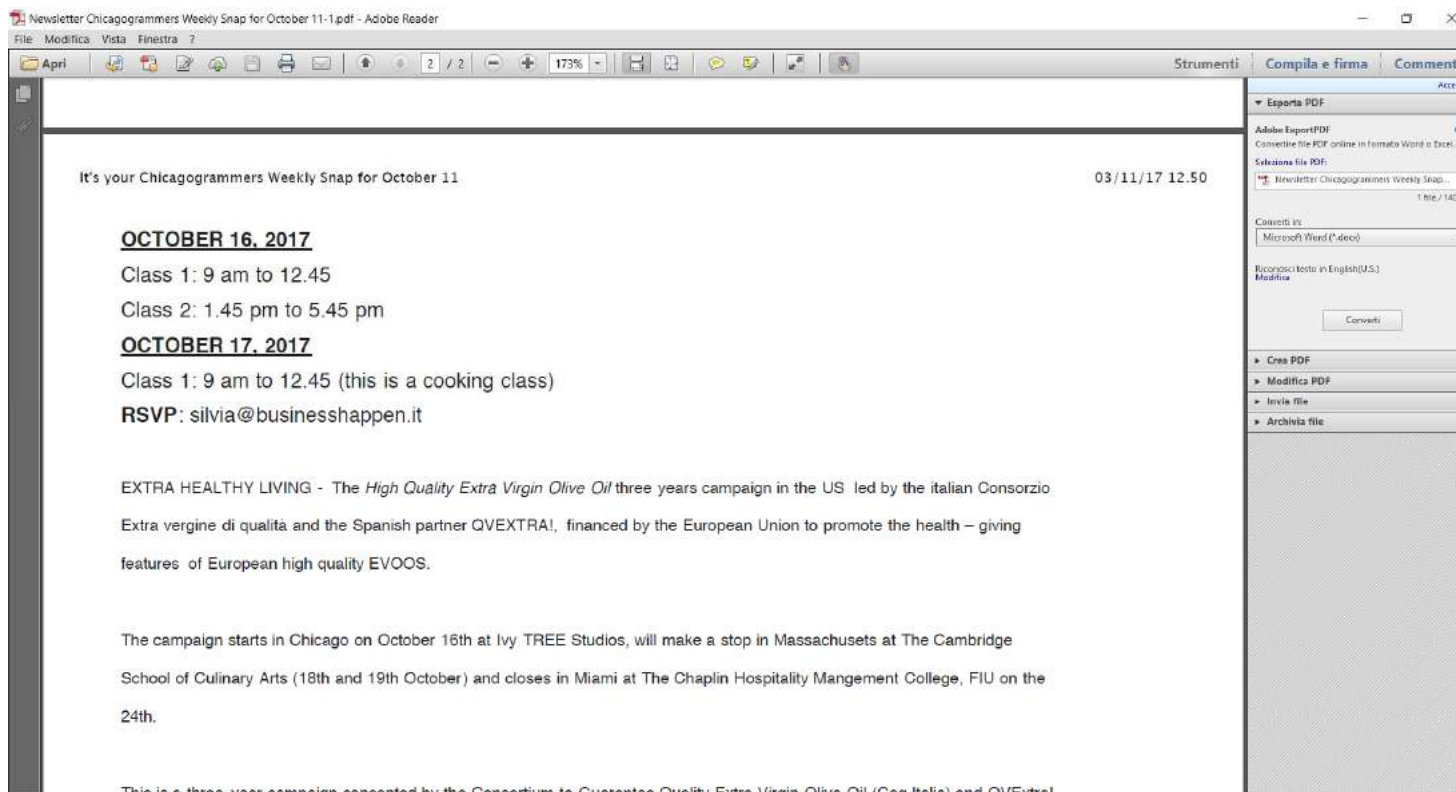
1. An article by Seeblog (already published <https://seblog.com/2017/11/02/extra-healthy-living-dinner/>);



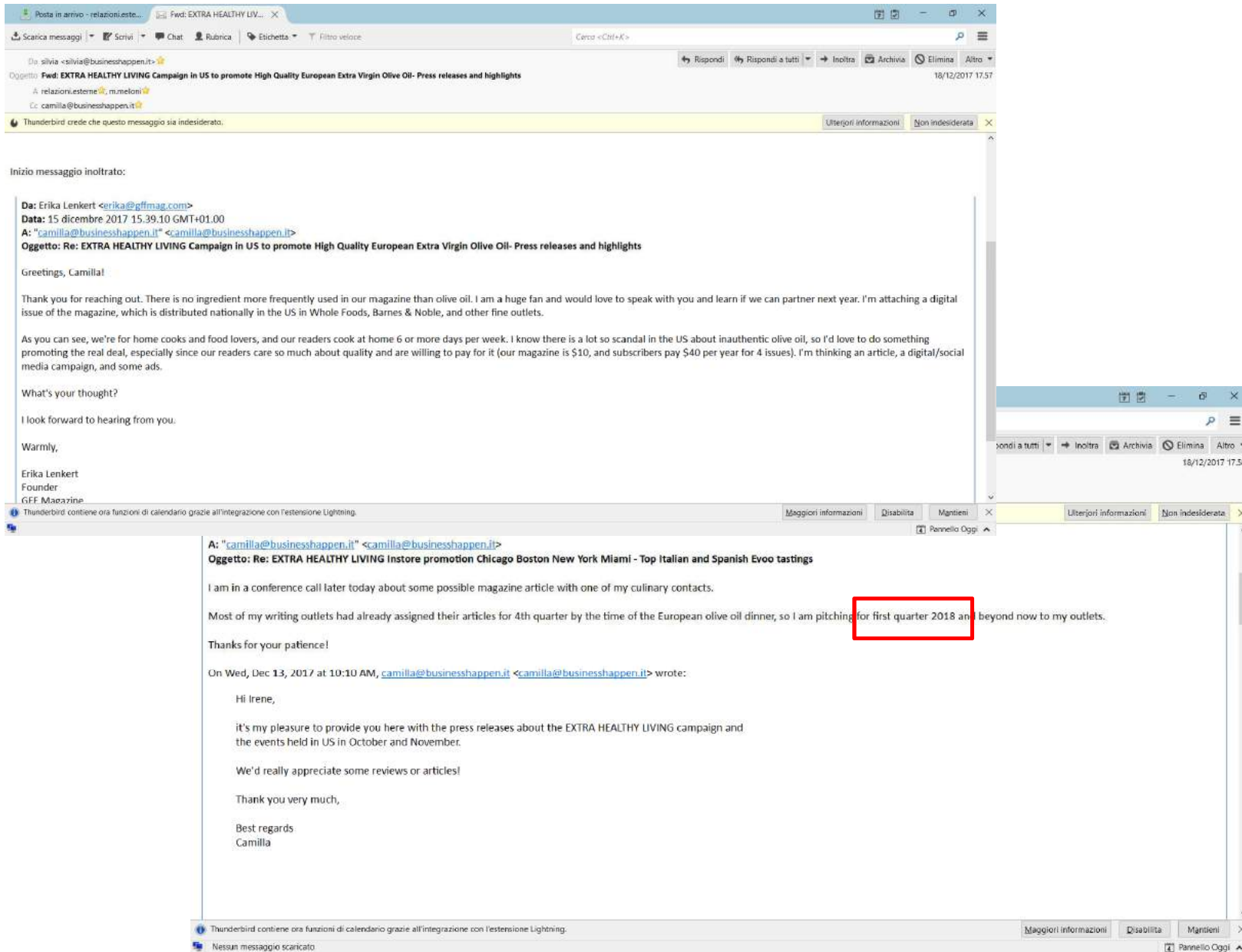
- 2. An article waiting to be published on AzureAzure.com, an International luxury website, by Irene Moore;
- 3. An article will be published on OlioOfficina Globe Magazine on the first quarter 2018;
- 4. An article will be published on Olive tessen Magazine on the first quarter 2018;
- 5. An article will be published on Agrapress on the first quarter 2018;



- 6. The Olive Oil Time – contacted Alexandra Kicenik Devarenne – she is an international olive oil consultant and educator focusing on olive oil sensory education, communication, and quality improvement. She is cofounder of Extra Virgin Alliance (EVA), an international non-profit trade association with members in fourteen countries that is dedicated to promoting quality authentic extra virgin olive oil. Probably new York time will write an article on The 1 year activities;
- 7. Article on Chicagoprogrammers Weekly Snap: <https://us14.campaign-archive.com/?u=622fbca13dbdd470c3f20c2ee&id=d97a81f9b7>



- 8. GFF magazine will publish an article on the first quarter of 2018, as it is written in the mail below:



Facebook

Mentions inbound

Number of posts: 110

October 10th – November 6th

Number of posts: 25

November 8th – December 1st

Mentions outbound

Mentions on facebook:

1. Luca Graglia, November 2nd (review)
- 2 and 3. Irene Moore, October 21st (2 posts)
4. Christine Caly Sanchez, October 21st
5. Trish Taylor and Les Winston, October 21st
6. Pamela Fuertes, October 21st
7. Robyn Webb, October 21st
8. Timothy Clark, October 21st
9. Barbara Ricciardi Seeling – Brown, October 20th
10. Chicagogrammers, October 11th
11. Katie Carrico, October 11th

Tot: 147



Instagram

MENTIONS INBOUND

Number of posts: 55

October 17th – November 5th

Number of posts: 24

November 9th – December 1st

MENTIONS OUTBOUND

Mentions on instagram:

1. Mondello Import, November 2nd
2. Luca Graglia, November 2nd
3. The Bohemian and the Chef, October 17th
- 4 and 5. Cooking Beautiful Lee, October 19th (2 posts)
- 6,7 and 8. Seb's Urban Adventure, October 21st (3 posts)
9. Paula Londono, October 21st
10. Inspiring Kitchen, October 22nd, october 26th
- 11, 12, 13, 14, 15 Molly Matelsky, October 22nd (5 posts)
16. Robyn Webb, October 22nd and 23rd
17. Cooking Beautiful Lee, october 27th
18. Malcolm Burdine, october 26th, October 31st, novembre 2nd

Tot: 18

TOT : 97



Instagram Insights

Week of the event (first mission)

Impression: 1214 (the total number of times all posts have been viewed)

Coverage: 182 (number of unique accounts that have seen one of the posts)

Profile views: 96 (the number of times the profile was viewed)

Follower

Gender: 44% men 56% women

Age range:

13-17: 1%

18-24: 19%

25-24: 43%

35-44: 25%

45-54: 6%

55-64: 6%

65+: 0

Most popular places:

Chicago: 16%

Miami: 8%

Boston: 7%

Roma: 3%

Doral:3%



Twitter

MENTIONS INBOUND

Number of posts: 24

October 17th – November 5th

Number of posts: 13

November 19th – December 1st

MENTIONED OUTBOUND

Mentions on twitter:

1. Seb's Urban Adventure, novembre 2nd

2. Inspiring Kitchen, october 16th

Tot: 39



Browser: Chrome, URL: https://www.facebook.com/EXTRAHealthyLiving/?mf=15

Facebook Page: EXTRA Healthy Living

Navigation: Home, Facebook icons

Search: Cerca...

Actions: Mi piace, Segui, Condividi, Invia un messaggio

EXTRA Healthy Living (21 ottobre 2017)

Thank you so much for inviting me to the event. George and I really enjoyed it and so did my culinary colleagues. Thanks for inviting them too. I thought the event was VERY professionally done: well-organized and impressive.

I am going to pitch AzureLux.com, an international luxury website, on doing an article on European olive oils and their quality and health-giving features. I write for their gastronomy section.

I will let you know about placement as soon as possible.

Here

azurea
GLOBAL LUXURY

Luxury Global Magazine -- AzureLux.com
AZURELUX.COM

Menu: Home, Post, Recensioni, Video, Foto, Informazioni, Community, Events, Crea una Pagina

Language: Italiano, English (US), Español, Português (Brasil), Polski, Čeština, Slovenská republika, Magyar, हिन्दी, Türkçe, Українська мова, Română, Deutsch, Français, العربية, हिन्दी, Azərbaycanca, ភាសាខ្មែរ, עברית, ភាសាខ្មែរ, বাংলা

Related Pages (All people piacere anche):

- Dolce-Events Miami (Organizzatore di eventi)
- Enoteca Vigna Nuova (Ristorante)
- La Fonte Renobla (Azienda agricola)
- Ilalario (English (US) Español Português (Brasil))
- Rezezy (Cantieriere Pubblicita Coach Area) (Facebook 02/2016)

Users who like this post:

CONTACT: CED, oio albi quatta, Michele Andreucci, Silvia Caporali, Antonino Marzi, Tom Giacca, Marilui Robles Gomez, Aurora Rossini, Nerio Scandelli, Giovanni Ferrero, Mela Canore, Illica Ragovic, Anna Valducci Vecchi, Andraia Marina, Flaviano Rossi

Comments:

- Di solo risposte entro pochi minuti. Invia un messaggio. www.cepsia.com
- Di solo risposte entro pochi minuti. Invia un messaggio.
- Di solo risposte entro pochi minuti. Invia un messaggio.

Browser: Chrome, URL: https://www.facebook.com/EXTRAHealthyLiving/?fref=hs

Facebook Page: EXTRA Healthy Living

Navigation: Home, Facebook icons

Search: Cerca...

Actions: Mi piace, Segui, Condividi, Invia un messaggio

EXTRA Healthy Living (21 ottobre 2017)

Thank you so much for your invitation. It was a great event! The food was fabulous, the company fantastic, and your hospitality just wonderful. Thank you to all those who work so hard to make last night so memorable. Best regards, Christine... Altro...

Comments:

- Di solo risposte entro pochi minuti. Invia un messaggio.
- Di solo risposte entro pochi minuti. Invia un messaggio.

Related Pages (All people piacere anche):

- Dolce-Events Miami (Organizzatore di eventi)
- Enoteca Vigna Nuova (Ristorante)
- La Fonte Renobla (Azienda agricola)
- Ilalario (English (US) Español Português (Brasil))
- Rezezy (Cantieriere Pubblicita Coach Area) (Facebook 02/2016)

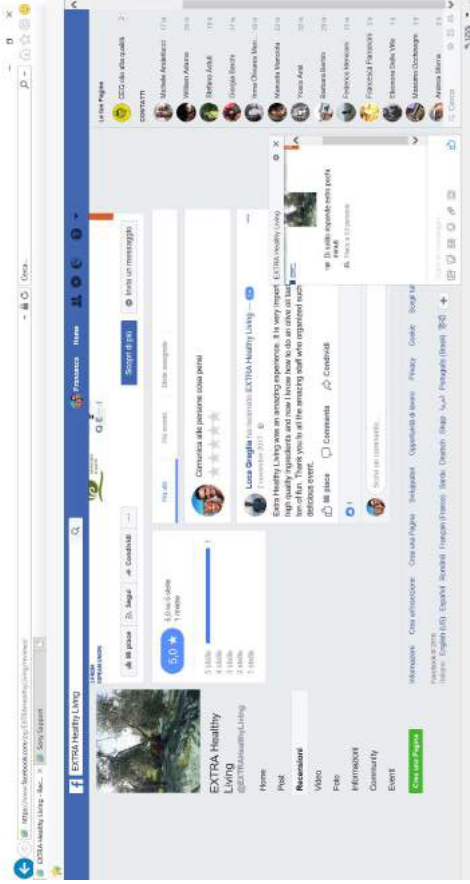
Users who like this post:

CONTACT: CED, oio albi quatta, Michele Andreucci, Silvia Caporali, Antonino Marzi, Tom Giacca, Marilui Robles Gomez, Aurora Rossini, Nerio Scandelli, Giovanni Ferrero, Mela Canore, Illica Ragovic, Anna Valducci Vecchi, Andraia Marina, Flaviano Rossi

Comments:

- Di solo risposte entro pochi minuti. Invia un messaggio.






https://www.facebook.com/EXTRAHealthyLiving/

EXTRA Healthy Living - Home

EXTRA Healthy Living

22 ottobre 2017 · Miami, Florida, Stati Uniti d'America

molly_matejski
The Ivy Room



molly_matejski Since Instagram still won't let me post multiple photos in a post...here comes another

123K

La tua Pagina

CONVITTI

- CEO del alta qualità
- Michael Andriakod
- William Adams
- Shirley Adams
- Gregory Barck
- Imma Chaves Mast...
- Mehrab Maroda
- Yusra Arifi
- Barbara Sperti
- Federico Merloni
- Francesca Parronchi
- Eleonora Della Vile
- Masamoto Ocarregio
- Annie Stone

Altre persone piacciono anche

- Dolce Events Miami
- Erobeca Vigna Nuo...
- Dolce Cafe ant&sh...

Di solo risponde entro pochi minuti

EXTRA Healthy Living

Italiano, English (US), Español, Português (Brasil)

Energy · Condivisione · Pubblicità · Casare · Altro · Facebook © 2018


https://www.facebook.com/EXTRAHealthyLiving/photos/10152085350331073/141825344659493207803546619482538/?type=3

EXTRA Healthy Living - Home

EXTRA Healthy Living

22 ottobre 2017 · Miami, Florida, Stati Uniti d'America

molly_matejski
The Ivy Room



molly_matejski Hmmm... but which one to choose? Ok, I'll take them all! Although I did find out that professional olive oil tasters limit what they taste ...

123K

La tua Pagina

CONVITTI

- CEO del alta qualità
- Michael Andriakod
- William Adams
- Shirley Adams
- Oreglio Barck
- Imma Chaves Mast...
- Mahmud Maroda
- Yusra Arifi
- Barbara Sperti
- Federico Merloni
- Francesca Parronchi
- Eleonora Della Vile
- Masamoto Ocarregio
- Annie Stone

Altre persone piacciono anche

- Dolce Events Miami
- Erobeca Vigna Nuo...
- Dolce Cafe ant&sh...

Di solo risponde entro pochi minuti

EXTRA Healthy Living

Italiano, English (US), Español, Português (Brasil)

Energy · Condivisione · Pubblicità · Casare · Altro · Facebook © 2018





Facebook page for EXTRA Healthy Living. The page features a navigation bar with 'Home', 'News', and 'Messages'. A large image of a bowl of orange soup is the main visual. Below it, there are sections for 'Inspiring Glitches' and 'EXTRA Healthy Living' with a list of posts including 'Office Events Miami' and 'Emilia's Vigna Nub...'. The right sidebar shows 'Le tue Pagine' with a list of related pages like 'CONVATTI' and 'Michele Antonico'.

Facebook post from EXTRA Healthy Living. The post includes a photo of a plate of food (meat, beans, and vegetables) and a video thumbnail. The text of the post reads: 'extrahealthyliving #extrahealthyliving #amazingdinnerdolce #southbeachmiami'. The post has 10 likes and 1 comment. The right sidebar shows 'Le tue Pagine' with a list of related pages like 'CONVATTI' and 'Michele Antonico'.

https://www.facebook.com/EXTRAHealthyLiving/

https://www.facebook.com/EXTRAHealthyLiving/?fref=ts

EXTRA Healthy Living - Ho... x

EXTRA Healthy Living

1

Mi piace Segui Condividi

Scrivi un commento...

EXTRA Healthy Living
31 ottobre 2017 · €
#focusextrahhealthyliving #enjoyitsfromeurope #campaignus2017 #highlights

CHOOSE THE TASTE OF EXTRA HEALTHY LIVING
EUROPE - FARMSTEAD TABLE

Home Post Recensioni Video Foto Informazioni Community Eventi

Crea una Pagina

Le tue Pagine

CEO olio alla qualità
CONTRATTI

Tom Garcia
Adrian Robles Gómez
Aurora Rossetti
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Pace a 53 persone

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EXTRA Healthy Living - Ho... x

EXTRA Healthy Living

2

Mi piace Segui Condividi

Scrivi un commento...

EXTRA Healthy Living
25 ottobre 2017 · €
#iammoreaboutextrahhealthylivinglovers #enjoyitsfromeurope

Meet Melissa, the Food & Wine Educator
After graduating from Cambridge School of Culinary Arts in 2014, I worked in top bakeries and restaurants around the Boston area including Flour Bakery, Farmstead Table in Newton Center, and Blue Ginger in Wellesley. I currently teach at several cooking schools and have mentored many young and adult cooks. I am passionate about food and wine, and I want to share my excitement with you!

Home Post Recensioni Video Foto Informazioni Community Eventi

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Le tue Pagine

CEO olio alla qualità
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Andrea Dentini
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EXTRA Healthy Living - Home

EXTRA Healthy Living

1 condivisione

Mi piace Segui Condividi

Scrivi un commento...

EXTRA Healthy Living
21 ottobre 2017 · €

Congratulations on such a beautiful dinner last night! Pamela Fuentes, Vice President International Marketing at The Beacon Council Miami Date

Mi piace Commenti Condividi

1

Scrivi un commento...

EXTRA Healthy Living
21 ottobre 2017 · €

Thank you so much for last night. We all had a wonderful and informative evening. It Now we are having our breakfast with olive oil !!
Tish Taylor and Les Winston, President at ASIB

Mi piace Commenti Condividi

2

1 condivisione

Le tue Pagine

CEO solo alta qualità

CONTRATTI

Michèle Andriuzzi
Silvia Codrini
Alessandro Merani
Toni Garcia
Adrian Robles Gomez
Aurora Rossello
Marco Scanzilli
Gianluca Ferro
Marta Caroni
Mica Rajkovic
Anna Valducci Vecchi
Andrea la Mantia
Flaviano Rossi

Invita i tuoi amici a mettere "Mi piace" a questa Pagina

EXTRA Healthy Living

Placcia a 53 persone

Seguilo da 54 persone

Mostra tutti

Di sotto risponde entro pochi minuti

EXTRA Healthy Living

Placcia a 53 persone

Di sotto risponde entro pochi minuti

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Accedi

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11 @extrahealthyliving ha retwittato

Inspiring Kitchen @InspirinWhisperer · 16 oct 2017

Talking #halal food with @RizzeMans, The best #pumpkin soup made with @DAVIDAirevelli & #pumpkinmeraggiane #ringringkitchen






Katie Carrico

Admin · 11 mins

ICYMI in our newsletter this week - sounds like it could be a cool event! We're working with an Italian company and we don't want anything to get lost in translation! If you're interested and have any questions on what the classes entail, please email: silvia@businesshappen.it

Choose the Taste - High Quality Extra Virgin Olive Oil Informational and Cooking Classes

LOCATION: The Ivy Tree Studios 1894 | 12 East Ohio Street, Chicago
DETAILS: EVENTS OPEN TO PUBLIC (UP TO 30 STUDENTS), MUST RSVP

OCTOBER 16, 2017

Class 1: 9 am to 12.45

Class 2: 1.45 pm to 5.45 pm

OCTOBER 17, 2017

Class 1: 9 am to 12.45 (this is a cooking class)

RSVP: silvia@businesshappen.it

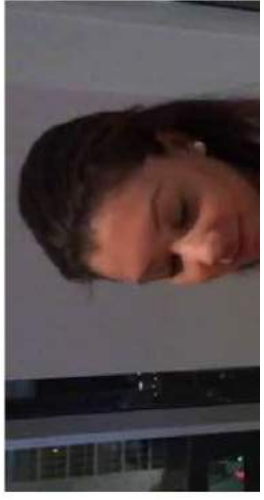


Seb's Urban Adventures


sebblog.com · 18h

Extra Healthy Living dinner

Last week I had the pleasure to attend a very special event here in Miami: Extra Healthy Living's International Campaign To Promote The European High Quality of Extra Virgin Olive Oil. If you know me, you know how much I love EVOO and how a regular bottle lasts less than two weeks at my house! (...)



extrahealthyliving



@theivroomtreestudios thank you for joining us! Thanks to #thebohemianandthechef for posting cookingbeautifullee Wow! Looks so yummy

Place a 27 persone

8 GIORNI FA

extrahealthyliving

#extrahealthyliving
 #thehighlights #keeponlearning
 #extravirginoliveoilfromeurope
 laurensdad1947 Spectacular presentation on evoo

Recorder
 High quality voice recording with
 48 kHz / 24-bit recording
 48 kHz / 16-bit recording
 48 kHz / 8-bit recording
 48 kHz / 4-bit recording
 48 kHz / 2-bit recording
 48 kHz / 1-bit recording

Play Actions:
 Play
 Stop
 Previous
 Next
 Repeat
 Shuffle
 Mute
 Volume Up
 Volume Down

Twitter extra virgin olive oil
 When looking for the right olive oil, always opt for extra virgin olive oil.

1. For the best quality, look for the words "extra virgin" on the label.
2. The label should also indicate the harvest date and the producer's name.
3. Always opt for a cold-pressed olive oil.
4. The label should also indicate the acidity level.
5. The label should also indicate the origin of the olive oil.



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extrahealthyliving
Chaplin School of Hospitality & T...



extrahealthyliving #extrahealthyliving class today at FIU Miami! With speeches by @rizzottimario @ravida_evoo @jmoyanolopez Marco Pertini #onlyeuropeanevoo #enjoyitsfromeurope **robynwebbms** I'm sure they loved class! **extrahealthyliving** @robynwebbms yes:it was wonderful

Place a 14 persone

23 OTTOBRE

EXTRA Healthy Living Instagram 47.pdf - Adobe Reader

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Apri

1 / 1 100%

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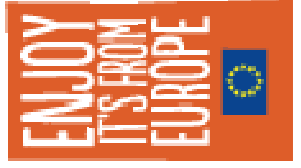
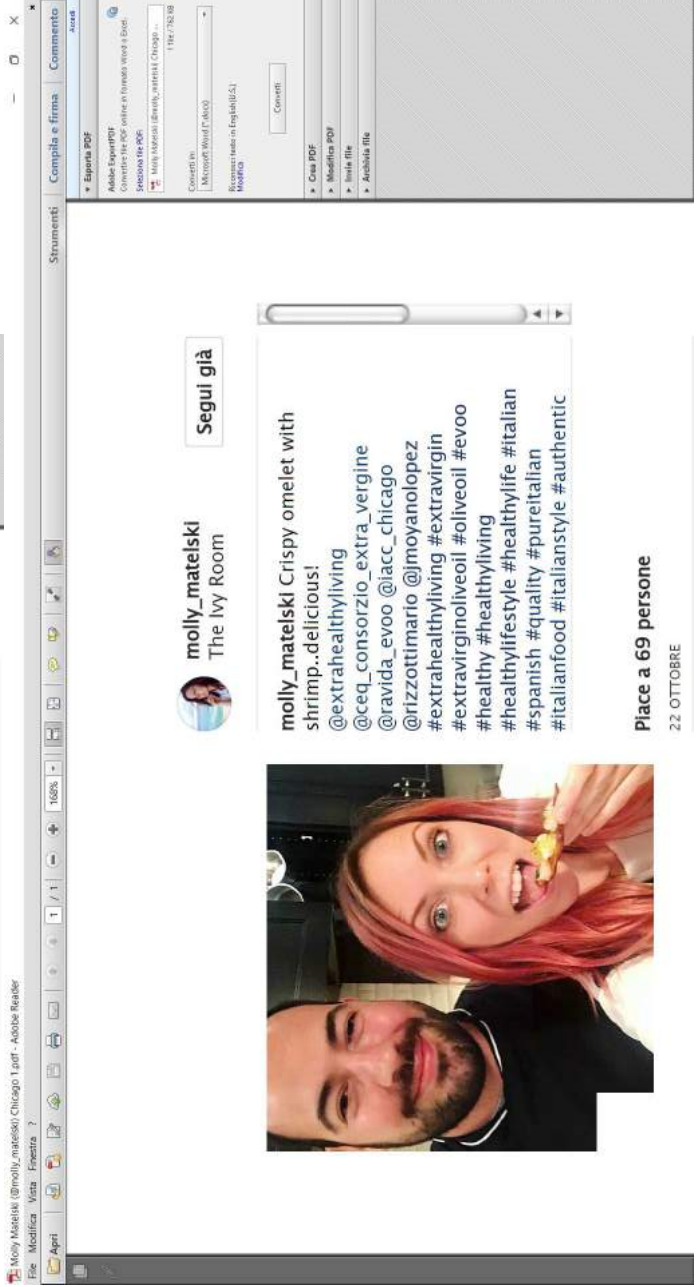
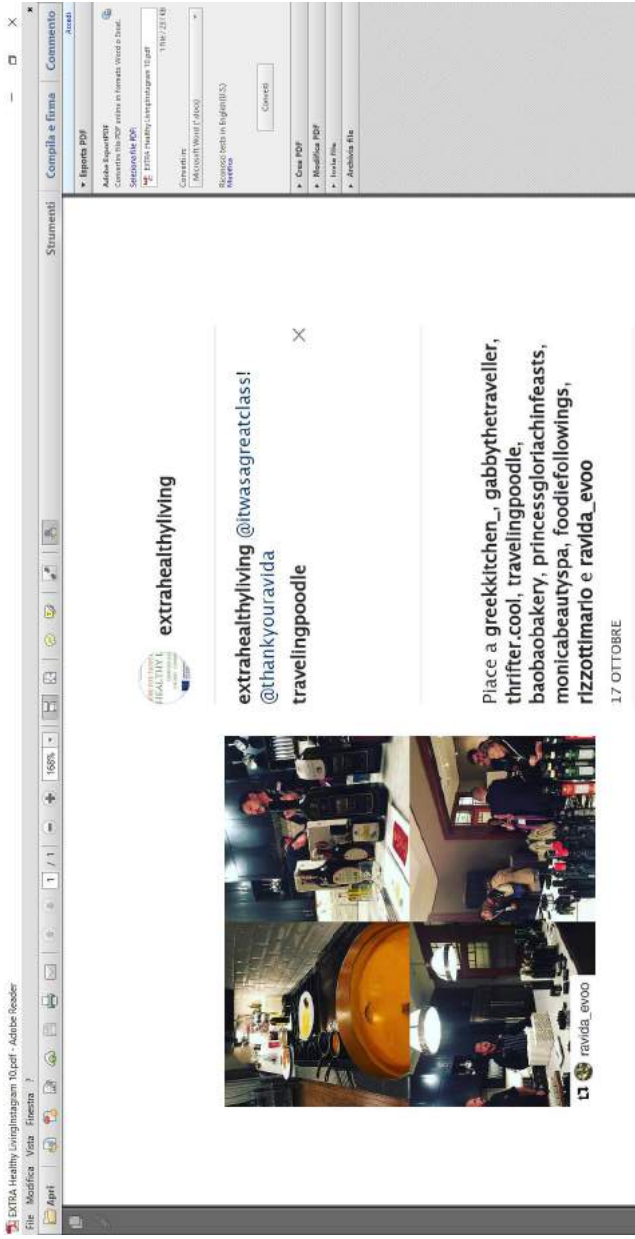
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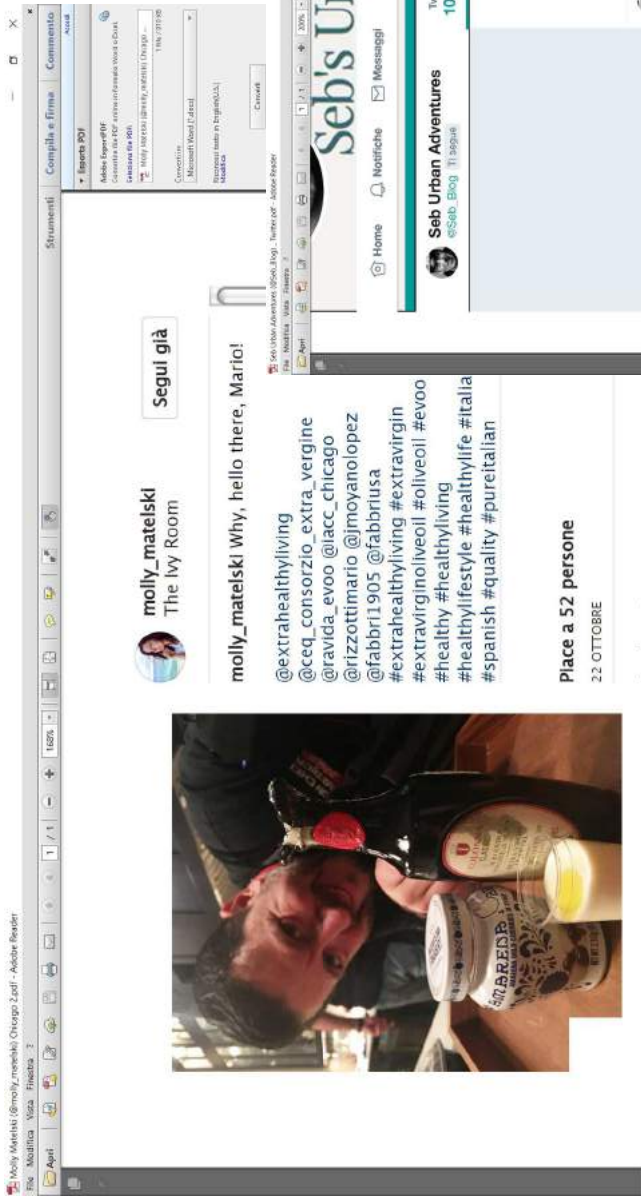
extrahealthyliving



extrahealthyliving #extrahealthyliving #highlights Chicago October 16/17 Thank you!
ravida_evoo Thank you for joining us @extrahealthyliving @ceg_consorzio_extra_vergine your dedication
laurensdad1947 Thank you for teaching at the Cambridge School of Culinary Arts so special so spectacular







molly_matelski Hmmmm...but which one to choose?! Ok, I'll take them all! Although I did find out that professional olive oil tasters limit what they taste to less than five at a time. Thank you @extrahealthyliving @ceq_consortio_extra_vergine @ravida_evo0 @iacc_chicago @rizzottimario @jimyanolopez for such an amazing (and delicious) experience! #extrahealthyliving #extravirginoliveoil



Piace a 41 persone
22 OTTOBRE



molly_matelski
The Ivy Room

Segui già

molly_matelski Since Instagram still won't let me post multiple photos in a post...here comes another series. Keep pouring that amazing EVOO!

@extrahealthyliving
@ceq_consorzio_extra_vergine
@ravida_evoo @iacc_chicago
@rizzottimario @jimyanolopez
#extrahealthyliving #extravirgin
#extravirginoliveoil #oliveoil #evoo
#healthy #healthyliving
#healthylifestyle #healthylife #italian

Place a 51 persone
22 OTTOBRE

molly_matelski
The Ivy Room

Segui già

molly_matelski EVOO caviar!

#caviar @extrahealthyliving
@ceq_consorzio_extra_vergine
@ravida_evoo @iacc_chicago
@rizzottimario @jimyanolopez
#extrahealthyliving #extravirgin
#extravirginoliveoil #oliveoil #evoo
#healthy #healthyliving
#healthylifestyle #healthylife #italian
#spanish #quality #pureitalian
#italianfood #italianstyle #authentic

Place a 45 persone



Choose the Taste - High Quality Extra Virgin Olive Oil Informational and Cooking Classes

Hi Chicagogrammers, this series of foodie events came to our attention, and sounds really interesting and fun! We're working with an Italian company and we don't want anything to get lost in translation! If you're interested and have any questions on what the classes entail, please email: silvia@businesshappen.it

LOCATION: The Ivy Tree Studios 1894 | 12 East Ohio Street, Chicago
DETAILS: EVENTS OPEN TO PUBLIC (UP TO 30 STUDENTS). **MUST RSVP**

Robyn Webb - WOWZAI Last night was a wonderful evening of OliveOil - Adobe Reader

Richieste di amicizia

- Claudia Rossi** Conferma amico
- Rosaria Di Giacomo** Antonio Pavone è un a Conferma amico
- Giulio Losco Piaggio** Conferma amico

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Simonripiedi **Andrea Cappelli** **Javier Moyano Lopez** **Gabriela Gallerti** **Mario Davi** **Cizia Zuin** **Simone Lo Gioco** **Marco Valentini** **Anna Nofri** **Andrea Gierni** **Nicholas Buba M** **Silvia Borretta** **Gianluca Pietruzzelli** **Simone Sansaverino** **Alessandra Saltarello**

Robyn Webb ha aggiunto 6 nuove foto — con Irene Moore e Barbara Ricciardi Seelig-Brown presso Icon South Beach. 21 ottobre alle ore 15:54 · Miami, Florida, Stati Uniti d'America · WOWZAI

Last night was a wonderful evening of Olive Oil!
Invited to partake in #EXTRAHEALTHYLIVING- A promotion of high quality European Extra Virgin Olive Oil in the US
Held in the beautiful #Dolce at the #IconSouthBeach we were treated in the high ceiling library to a 4 course meal all drizzled with the highest quality olive oil
Three amazing chefs- #MaxGuerrri(hosting chef), Chef #MarianoRizzotti(Iron Chef Judge and I know him personally as we worked together on an event 4 years ago! And Chef #JavierMoyanoLopez.
Special thanks to #NataliaRavida, President and Owner of Ravida Olive Oil who is travelling throughout the US to educate us all and was my dinner partner! And #SilviaMariani the master organizer of the event.
An amazing night and a further education of choosing the right olive oil!

