



OLIVES FROM SPAIN launches its 4th year of promotional campaign in India hosting a Kitty Party in a beautiful villa in South Delhi

For a fourth year in a row, Olives from Spain targets India as a key market for international promotional campaigns. This time it starts the new Campaign in India hosting a Kitty Party for Delhiites ladies and foodies, food bloggers and journalists with curiosity for Spanish olives flavoured with Indian spices and Indian food with the twist of Spanish olives in them.



(19.09.2017) To celebrate its 4th year of activities in India as well as to celebrate having a new celebrity Chef on board, the Promotional Campaign by olives from Spain has started its activities this year hosting a Kitty Party to interact with a group of ladies, food bloggers and journalists, to show them how olives can play an important role in their cooking and snacking.

Chef Saransh Goila – a passionate traveller, who has hosted India’s biggest food travelogue show ‘Roti, Rasta aur India’ and set a record in Limca Book of Records, 2014, of being the first Indian chef to travel 20,000 kms by road in 100 days to discover India’s rich food heritage and its history – explained to the Kitty Party guests why he has decided to join the Promotional Campaign of olives from Spain in India as the new Brand Ambassador.

Chef Saransh Goila welcomed guests in Villa Serenity in New Delhi with marinated and pickled Spanish olives with Indian spices and condiments. After a chatting tea time with the Chef savouring olives paired with some refreshments, he held an interactive Masterclass where he cooked a delicious and vegetarian Jackfruit biryani with black and green Spanish olives giving the dish a juicy appetizing twist, and Mustard prawns with a green olive rice poha making it an even more delicious dish for non-veg visitors. Guests indulged in enjoying these dishes after learning how they do have to be prepared.

When he came to discover Mediterranean gastronomy and the products produced in the Mediterranean region he discovered a very versatile product: the olives varieties available in Spain.

‘I saw that in Spain olives are a common snack to accompany drinks. When I tried them and sensed its flavour and texture it came to my mind that this product could fit into our Indian gastronomy and that it could enhance and give a new twist to some of our preferred traditional dishes. I also realized that they accommodate very well the flavor of different spices. In Spain, I saw how they are flavoured with





lemon juice and herbs such as rosemary and thyme, and I was also fascinated by the large diversity of stuffed olives available there.'

Guests commented that they find Spanish 'olives taste really nice and fresh,' while others just exclaimed 'yummy!' when asked about their opinion. Some visitors also highlighted that the value the nutritive and low calories aspect of the Spanish olives'

Spain is the world leader in table olive production. It exports olives to more than 120 countries, representing 40% of the global market. The main markets for Spanish olives are the USA, Italy, Germany and France. Since 2007, Olives from Spain has targeted other potential markets. India has been identified as a country where consumption is steadily increasing. To continue with this positive trend, this campaign is focused on presenting ideas for integrating olives into the Indian diet. It also focuses on sharing the nutritional benefits and the importance of olives in the Mediterranean diet, which is listed as an Intangible World Heritage by UNESCO.



For information about Spanish olives, visit www.olivesfromspain.in or join us on Facebook @olivesfromspainindia or Instagram @olivesfromspainindia for updates.