



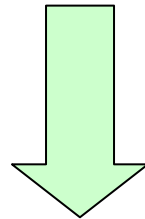
# Olives from Spain

**PR review UK 2009 Activity**



# UK PR Objectives

- Position Spanish olives as synonymous with quality food
- Communicate the Spanish olives story
- Ensure Spanish Olives are seen as ideal for entertaining, sharing; relaxation; good times with friends and families



To ensure Spanish Olives are on the weekly shopping list



# UK PR Activity

Proposed	Delivered?
Launch Event	✓
Development of Media Resource Pack	✓
Radio Day	✓
Media Safari	✓
Short lead media feature campaign	✓

# Coverage

## Telegraph

**Olive oil** I cannot imagine cooking without olive oil; I use it for everything, from salad dressings to frying meat. It is difficult to decide which is my favourite, but I think oil from the Arbequina olive is a good all-rounder. It is produced mainly in Catalonia and Majorca, and it is neither too peppery nor too bitter, with a lovely almond sweetness.

There are more than 260 olive varieties in Spain, though only a fraction are used in oil production. Andalusia, for example, is well known for the Picual olive, which accounts for 20 per cent of world production.

In my grandmother's day, the olives used to hang around in sacks outside her and other villagers' houses for several days, even a week or more, until a guy from the co-operative came round to take them away. Ripe olives have

a really strong smell, and if they aren't processed their acidity levels rise, resulting in oil that doesn't taste very nice. Nowadays, the olives are whizzed off within hours of picking.

People of my grandmother's generation would take their containers to the local co-operative to fill up with olive oil when they needed it – something you can still do if you happen to be in rural Spain in the winter months. My grandmother would be surprised at the modern habit of using one kind of oil to fry with, and another for use as a condiment. And I am no different. It feels natural to use the extra-virgin olive oil that I grew up with for everything, but feel free to use a lighter (and cheaper) olive oil for frying. At the same time, please do not be too precious about using extra-virgin. Remember that olive oil keeps its fresh flavour for only a year.



### *A simple life*

With his love of vibrant flavours and uncomplicated ingredients, José Pizarro has long delighted customers with dishes at Brindisa's tapas restaurant in London. Here he introduces recipes from his new book on Spanish seasonal cooking. Photographs by Emma Lee

**above** José Pizarro with his parents. **Right** José Pizarro on boat (yachse overlaid)

**W**hen I first came to London, Spanish food didn't have the cachet of, say, Italian food. I think it's a case of familiarity creating affection – can you imagine your food cupboard without spaghetti? Maybe that's because Italians emigrated in huge numbers all over the world, taking their love of pasta and Parmesan with them. So why has Spanish cuisine remained a mystery to the British until recently? Well, Spain was fairly isolated from Europe under Franco's rule, and it was difficult to emigrate. Then there was the poor reputation of Spanish gastronomy; the only experience that the public had of Spanish cooking was the food produced for tourists in the Costa del Sol.

Tapas Brindisa, next door to London's Borough Market, was named after the Spanish foods import company, Brindisa, set up 20 years ago by my friend and colleague Monika Linton. She has been a trailblazer, sourcing a range of high-quality foodstuffs from all over Spain to sell both to restaurants and delis, as well as directly to the public through her Borough Market shop. So when she approached me about the possibility of opening a tapas bar, I couldn't resist.

I always say that my cooking is based on traditional recipes, but given a modern twist. Whenever you read about Spanish cookery traditions, you always hear about the influence of the Arabs, Phoenicians and Romans. Coming from Extremadura, I am more aware of the influence of the New World, thanks to several conquistadores: Cortés, who conquered Mexico, and Pizarro (no relation), who went off to Peru, to name but two. The culinary riches that these guys brought back included peppers, potatoes and tomatoes.

It was the missionaries that first became the caretakers of these vegetables. As I have a drive from my home (a small agricultural village called Talavera) to the small town of Guadalupe, whose fabulously decorated monastery houses the Santa Maria de Guadalupe, or Black Madonna, as she is commonly known. This Madonna draws hordes of pilgrims, and the monks here have been growing food to feed the visitors (as well as themselves) for centuries. I like having land


**Complex recipes are not my thing, much as I admire my fellow Spanish alchemist chefs**

there; the food is simple and seasonal – and I always learn something.

The cornerstone of my cooking is fantastic-quality produce, and I am lucky enough to live close to Borough Market, where the produce varies according to the season: game in autumn, asparagus in spring, and so on. So the seasons are the starting point for this book.

Cooking complex – and sometimes slightly mad – recipes is not my thing, much as I admire my fellow Spanish chefs who use alchemists of molecular gastronomy. It's good to have all kinds of chefs, and I am one who loves light flavours, simple techniques and not too many ingredients. Home cooks can easily make my recipes and that is why I want to share them with you.

# Coverage



**16**  
Olives

Put on home-made pizzas or eaten as a bar snack, olives are good for monounsaturated fats, phenolics and vitamin E, which are all important for artery health and long life.

From The Times

November 2, 2009

## Nutrition Q&A: How healthy are olives? Are cola drinks bad for you?

Our expert answers your nutrition questions



Amanda Lisval

COMMENTED ON | RECOMMENDED BY

**What is the difference between black and green olives, and is one better than the other?**

Green olives are picked before they have been ripened by the sun and so contain the bitter-tasting chemical oleuropein. Black olives, however, are picked when ripe. An average 3g green olive contains around 7 calories and 0.3g of fat, while black olives have about 7 calories and 1g of fat. Olives bottled in olive oil can have another 25 calories each. The good news is that over half the fat in olives is the heart-friendly monounsaturated type.

Not surprisingly, those processed with brine can be incredibly salty. If you eat 20 olives you could notch up a little over 3g, more than half your daily salt maximum. Olives also contain small amounts of vitamin E, which is needed for our skin, and a range of super nutrients with antioxidant and antibacterial properties.

**What can I eat to keep my prostate in good shape?**

When it comes to helping to prevent prostate cancer, tomatoes are what you think of first. They are rich in the pigment lycopene, an antioxidant that collects in the prostate gland. Studies suggest that those eating ten or more servings of tomatoes a week, or tomato juice and puree, had a reduced risk of prostate cancer. Lycopene is best absorbed by the body from cooked or canned tomatoes, because the cooking loosens it from cell walls and fibre which otherwise make it hard to digest. Other foods containing lycopene include pink grapefruit, watermelon and papaya.

Meanwhile, a vitamin D deficiency has been diagnosed in many prostate cancer patients. Oily fish, such as mackerel, herrings and sardines contain vitamin D, as well as eggs. Another way to stock up on vitamin D is to get some safe exposure to sun each day between April to October. If you are not getting enough sun and vitamin D-rich foods, a 10 microgram daily supplement is a good idea.

Finally, some advice for younger men: keep your waistline in shape. A study reveals that white men who gained more than 10lb, and black men who gained more than 1st 11lb, from the age of 21 were twice as likely to develop advanced prostate cancer as their peers who stayed slim.

**I drink six diet colas a day. Will the artificial sweeteners damage my health?**

In terms of whether you will exceed the acceptable daily intake (ADI) of artificial sweeteners, the answer is no. In the case of the sweetener aspartame, which is used to sweeten diet drinks in the UK (often in conjunction with acesulfame K), you would have to drink 6-7 litres a day to reach the ADI. Your current consumption of just over two litres falls well short of this.

That said, I would advise you to cut back, if only because research indicated that women who drank four servings of cola a week over a five-year period had lower bone density, especially in the hip, which increases the risk of osteoporosis in later life. Cola also contains caffeine, and we are advised to consume no more than four caffeine drinks a day.

To read more of Amanda's advice, visit The Times Health Club at [timesonline.co.uk/healthclub](http://timesonline.co.uk/healthclub). You will find a further Q&A with her, and a fitness Q&A session with Matt Roberts. If you have a

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## How to enjoy Spanish olives



Olive Crop

With an estimated 300 million olive trees worldwide and a history with the fruit spanning some 5 000 years, Spain is the world's leading producer of table olives. Delicious olives available from your local supermarket most likely grew under the warm Spanish sun - a hot, seemingly endless summer season perfect for growing. An excellent source of vitamin E, fibre and iron, Spanish olives are thought to alleviate the symptoms of all manner of ailments from arthritis to colon cancer. With so many types of Spanish olives on offer, their versatile yet distinct flavours offer a whole host of snack and meal options. From which variety to toppings and sauces - we've got the pick of the olive crop.

### Which variety and colour?

The most common types of Spanish table olive are the Manzanilla, which originates from Spanish as table apple, Gordal - delicious green olives as big as quail eggs, Hojiblanca, Cordon Negro and Calceña.

All olives actually start out green - the color and class of the olive corresponds to the openness of the fruit when picked.

- \* Green - olives picked when ripe
- \* Olives turning colour - olives picked before they are completely ripe, and can be dark red, pinkish or brown
- \* Black - olives that are picked when not totally ripe and cured following which they take on their characteristic black colour

### Serving styles and suggestions

The main serving styles for Spanish table olives are as follows:

- \* Whole - olives complete with the pit
- \* Pitted - olives which have been pitted
- \* Stuffed - pitted olives stuffed with one or more ingredients such as prawns, onions, tuna, anchovy, salmon, almond, etc
- \* Salads - olives which are pitted and cut in pieces or slices. Can have capers or other ingredients for stuffing
- \* Slices - pitted or stuffed olives which are cut in cross-section to form rings of similar thickness
- \* With capers - whole or pitted olives, with or without stuffing, generally of a small size, and accompanied by capers
- \* Cooked - olives which are not pitted in order, but rather allowed to fill a container at random
- \* Place-packed - olives which are fit snugly into the packaging or dish, following a symmetrical order or forming a geometric shape

## Enjoy Spanish Olive all the year round

Spanish table olives make a great snack or chaclita straight from the jar, but why not try some of these simple serving suggestions:

### Stir it up

Spanish olives being added texture and flavor to meat dips, sauces, soups and stews. Mix in tapenade olive paste - see recipe below, sliced, sliced or even whole olives to:

Dips: mayonaisse based dips such as Aioli, giacconale, hummus; salsa, taconakata, tobiko - even hot/hugi

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**Sauces or sauce based dishes:** bichamel, beignaine, chaser, cheese, chili (con carne), cocido-sue, enchilada, hollandaise, gravy, onion, pasta, mushroom the possibilities really are endless. And if you are being adventurous by making your own.

### Tapenade



**INGREDIENTS**  
 300g pitted Spanish olives (washed in cool water)  
 -2 anchovy fillets, rinsed  
 -1 small clove garlic, minced  
 -2 tablespoons capers  
 -2 to 3 fresh basil leaves  
 -1 tablespoon freshly squeezed lemon juice  
 -2 tablespoons extra-virgin olive oil  
 -1 tsp of rosemary and 1 tsp of thyme (optional)

**METHOD**  
 Blend all the ingredients together for one to two minutes in a food processor until the mixture becomes a coarse paste. Can be served immediately or left to marinate over

right

### Black olive and Rosemary bread

**INGREDIENTS**  
 - 250g warm water

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## Spanish Olives - not just for summer

With its distinctive tastes and flavours, the humble Spanish table olive is a versatile ingredient that can be used all year round to create delicious gourmet meals; from scallops with glazed tomatoes and green beans sautéed with bacon and olives to Cod 'esqueixada' with olives.

## Cod 'esqueixada' with olives

Prep time: 20 minutes  
 Servings: 4

### Ingredients

- 1 package of cherry tomatoes or salad tomatoes
- 200 grams of salt cod that has been soaked in water
- 200 grams of black 'caçoneira' olives
- 1 red spring onion
- ¼ red pepper
- ¼ green pepper
- olive oil
- wine vinegar
- salt

### Method

Wash all the vegetables. Cut the tomatoes in half, and cut the peppers and spring onion into julienne strips. Salt them aside in a salad bowl with a bit of salt, oil and vinegar. The amount of salt will always depend on how salty the cod is after you have soaked it.

Cut the cod into thin slices, place them in the bowl and mix with the olives, sprinkle with chopped parsley and keep in the refrigerator until serving time.

Next continue below advert





# More Magic With Spanish Olives

Last week, 07th Nov 11:41

Two recipes: [Monkfish with olive oil glaze and Cod 'esqueixada' with Spanish olives](#)

## Monkfish with olive oil glaze

Prep time: 45 minutes

Servings: 4

Ingredients:

- \* 4 pieces of monkfish weighing 200 grams
- \* 350 grams of black 'cacereña' olives
- \* 300 grams of green beans
- \* 1 ripe tomato
- \* 1 spring onion
- \* 400 ml olive oil
- \* salt

### Preparation:

Remove the pits from the olives, set aside 8 to 10 of them and mash the rest, leaving them in a fine paste. In a pot add the olive oil and place all of this on the stove, letting it glaze (at approximately 80°) over a low fire for 3 minutes.

Placed the seasoned pieces of monkfish in the oil from the olives and let them glaze for 10 minutes, but keep them from frying altogether. Meanwhile, cook the green beans in boiling water with salt. Once cooked, drain and cool them. Peel the tomato, remove the seeds and dice. Chop the spring onion, cut the rest of the olives into thin strips and mix all of this in a bowl with oil and salt. Set aside.

Remove the monkfish from the oil, cut into slices and place on the dishes. Serve with the green bean salad, seasoning with the olive paste.



Prep

time: 20 minutes

Servings: 4

Ingredients:

- \* 1 package of cherry tomatoes or salad tomatoes
- \* 300 grams of salt cod that has been soaked in water
- \* 200 grams of black 'cacereña' olives
- \* 1 red spring onion
- \* ½ red pepper
- \* ½ green pepper
- \* olive oil
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[Comment on this Article](#)

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# Blogger/ online coverage

You are here: Home > Food & Drink > Food > Start the New Year with Spanish olives

## Start the New Year with Spanish olives

Published by Mark Ottewill on 29 Dec 2009



Since ancient times, sun-ripened Spanish olives and their oil have been highly valued for their medicinal benefits.

Traditionally cured Spanish olives are low in calories, high in antioxidants, minerals and healthy fat and are a great source of fibre, so whether you eat them straight from the bowl or combine them with your evening meal for a deliciously subtle Mediterranean flavour, you can be assured that they are doing you good.

The recommended daily intake is seven olives (or approximately 25g) per day, and with numerous health benefits on offer why not give you health a boost by trying one of the many varieties on Spanish olives available at your local supermarket this January?

### Low in calories

Spanish table olives are a tasty alternative to traditional high-calorie snack foods such as crisps so are a great alternative if you're looking to cut down your calorie intake after an indulgent Christmas. 25g of olives contain just 37 kcal, almost four times as little as the 140 kcal contained in 25g of crisps.

### Nutritional benefits

Olives promote good health because they contain a high amount of antioxidants and minerals such as polyphenols, calcium and magnesium, all needed for the healthy functioning of our bodies.

Different Spanish olives contain different nutritional qualities, for example, black olives contain less salt and more iron, yet fewer calories than green olives; Manzanilla olives contain more salt and vitamin E; and Hojiblanca olives boast more fibre. However all Spanish olives offer the following:

- **Monounsaturated fats** – Spanish olives are fruits of the tree known as *Olea europaea*. Olea is the Latin word for oil, reflecting the olives' very high fat content. However, 75% of this is oleic acid, an incredibly healthy omega-9 monounsaturated fatty acid that has been shown to lower blood cholesterol levels and increase HDL (good) cholesterol.

Research has also shown that it is the type of fat consumed that determines the risk of developing conditions such as atherosclerosis (a condition where the artery wall thickens as the result of a build-up of fatty materials such as cholesterol), colon cancer, arthritis and asthma. Regions such as the Mediterranean area consume large amounts of olives and olive oil and have a lower risk of developing those conditions.

- **Vitamin E** – Spanish olives are a good source of vitamin E, known for its antioxidant properties, because they contain mixed tocopherols.
- **Fibre** – with 100 grams containing 2.6 grams of fibre, Spanish olives are high in fibre and so are easily digested.

Spanish olives are also a good source of calcium, iron, magnesium, phosphorus and iodine.

### Health benefits

- **Anti-inflammatory properties** – Spanish olives contain a variety of beneficial active phytonutrient compounds (plant compounds which are thought to have health-protecting qualities) including polyphenols and flavonoids, known for their anti-inflammatory properties. Interestingly polyphenols also give the olive its taste and aroma.
- **Protection against cell damage** – however, it is the combination of

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## How to enjoy Spanish olives this Christmas

With an estimated 300 million olive trees nationwide and a history with the fruit spanning some 6,000 years, Spain is the world's leading producer of table olives. Delicious olives available from your local supermarket most likely grew under the warm Spanish sun - a hot, seemingly endless summer season perfect for ripening. An excellent source of vitamin E, fiber and iron, Spanish olives are thought to alleviate the symptoms of all manner of ills from arthritis to colon cancer. With so many types of Spanish olives on offer, their versatile yet distinct flavours offer a whole host of snack and meal options. From which variety to toppings and sauces - we've got the pick of the olive crop.

### Which variety and colour?

The most common types of Spanish table olive are the Manzanilla, which translates from Spanish as 'little apple', Gordal - delicious green olives as big as quail's eggs, Hojiblanca, Carrasqueña and Cacerena.

All olives actually start out green - the color and class of the olive corresponds to the ripeness of the fruit when picked:

- Green - olives picked when ripe
- Olives turning colour - olives picked before they are completely ripe, and can be dark red, pinkish or brown
- Black - olives that are picked when not totally ripe and cured following which they take on their characteristic black colour

### Serving styles and suggestions

The main serving styles for Spanish table olives are as follows:

- Whole - olives complete with the pit
- Pitted - olives which have been pitted
- Stuffed - pitted olives stuffed with one or more ingredients such as pimento, onion, tuna, anchovy, salmon, almond, etc
- Salads - olives which are pitted and cut in pieces or slices. Can have capers or other ingredients for stuffing
- Slices - pitted or stuffed olives which are cut in cross-section to form rings of similar thickness
- With capers - whole or pitted olives, with or without stuffing, generally of a small size, and accompanied by capers.
- Loose - olives which are not placed in order, but rather allowed to fill a container at random.
- Place-packed - olives which are fit snugly into the packaging or dish, following a symmetrical order or forming a geometric shape.

# The Sunday MUNCH



## Brain-boosting drinks

The American drinks range Neuro, blends science with natural ingredients and has celebrity fans including Lindsay Lohan and Paris Hilton. Choose from Trim, a weight-loss support drink, Bliss to boost your mood, Sport to help you re-hydrate after exercise, and Sonic to improve mental agility, priced £1.79 each.



## Spanish snacking



For healthier nibbles, try snacking on Spanish olives, which contain 37 calories per 25g compared to 140 calories for the same amount of crisps. They are packed with vitamins, antioxidants, fibre and heart healthy monounsaturated fats. Olives also help protect against body cell damage and have anti-inflammatory properties.

## Unhealthy lunchboxes

Just 1% of primary school children's packed lunches meet nutritional standards for school meals in England, according to a recent study. For easy to prepare lunches that kids will eat, Bernard Matthews Farms suggests their new chunky roast turkey and chunky tikka turkey, £1. Turkey is low in fat and contains vitamin B, iron and zinc.



## Saturday night bloaters

We might be on a health kick during the week – but most of us blow the diet on a Saturday night. A survey by Aviva Health found the top five diet busters are Chinese takeaways, crisps and nuts, chocolate, pizza and Indian takeaways, which are full of hidden fats.



Hot

Not



# Olé olives!

Grown and ripened under the intense Mediterranean sun, Spanish olives are bursting with tangy, salty flavour and make the perfect addition to your cooking, from homemade bread, to starters and main dishes.

Olives are the unsung heroes of the savoury world. They're perfect for happy hour – and not just in your Madrid. Serve a bowl of olives to nibble when something salty is called for, or add a flavoursome bite to dips, steaks, salads. Fish and meat with black and green varieties.

Spanish olives combine the earthy and salty flavours of the Med – try tossing a handful of green olives into a rocket and Parmesan salad, crush and spread black olives over fish before baking with a squeeze of lemon, stir a few chopped green olives into hollandaise sauce to serve with eggs florentine, or throw a couple of handfuls of green olives into the roasting tin with your spuds to serve with roast chicken. The possibilities are endless – and delicious!



## Tapenade

A traditional olive paste that's delicious eaten on its own with bread, added to dips or spread on fish and chicken. You can also add texture and flavour to a variety of dips and sauces with tapenade. Stir into houmous, add it to tomato salsa, liven up guacamole, terramocciata and tzatziki – the choice is endless. Serve with croutons, bread, toasted pitta or crisps.

- 300g pitted Spanish olives, steamed in cool water
- 2 anchovy fillets, steamed
- 1 small clove garlic, minced
- 2tsp capers
- 2-3 fresh basil leaves
- 1tbsp freshly squeezed lemon juice
- 2tbsp extra-virgin olive oil
- 1tsp chopped fresh rosemary (optional)
- 1tsp chopped fresh thyme (optional)

1. Put all the ingredients in a blender or food processor and blend for 1-2 minutes until the mixture becomes a coarse paste.
2. Serve immediately or leave to marinate overnight in a sealed jar or container.



## Black olive and rosemary bread

The rich, subtle flavour of the olives really comes through in this delicious bread. It's delicious spread with olive tapenade.

- 500g strong flour
- 2 level tsp salt
- 305ml warm water
- 1 level tsp easy blend yeast
- 125g black olives, pitted, chopped and dried with kitchen paper
- 1tbsp chopped rosemary



## Olive cocktail kebabs with olive dip

Mix kebabs make great snacks – just serve with olive dip (below). Try using different ingredients – prawns, chicken, peppers, red onion and mushrooms all work well.

### For the olive dip

- 400g x hard cheddar cheese
- 2tbsp mayonnaise
- 1tbsp freshly chopped nuts
- 2tbsp chopped Spanish olives, plus 2tbsp brine from the jar

### For the cocktail kebabs

- 2tsp olive oil
- 2.0kg chorizo, cut into thick cubes
- 1 aubergine, thickly sliced
- A pinch of paprika
- 200g hard cheese (eg Cheddar), cut into cubes
- 400g cherry tomatoes

1. To make the dip, mix all the ingredients together in a bowl and season well with black pepper. Cover and leave for an hour to chill.
2. To make the kebabs, heat the olive oil in a pan and lightly fry the chorizo, aubergine and paprika. Allow to cool.
3. Make the kebabs by threading the chorizo, aubergine, cheese and tomatoes onto small skewers or cocktail sticks.
4. Put under a preheated grill and cook for 1 minute on each side. Once cooked to the touch, serve with olive dip.



## Spanish olives – the facts

- 1 Spain is the world's leading producer of table olives
- 2 Olives are an excellent source of vitamin E, fibre and iron – a healthy portion would be 25g or seven olives per day
- 3 The most common Spanish table olive is the Manzanilla, or heavily brined, little apple
- 4 All olives start out green – the colour and class of olive correspond to the ripeness of the fruit when picked. Green olives are picked when ripe, olives turning colour are picked before they are completely ripe, and can be dark red, pinkish or brown, and black olives are picked when not totally ripe and cured in brine, which makes them change colour.
- 5 Spanish table olives are usually served whole, pitted or stuffed with ingredients such as almonds, almond and garlic

You'll find a large range of Spanish olive of Asda, ready to eat straight from the jar or to use for cooking.



Asda Pimento Stuffed Olives, £1.60, 935g



Asda Sliced Black Olives, 33p, 180g



Asda Whole Green Olives, 72p, 340g





## Start the New Year with Spanish Olives



### The healthy snack

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- Monounsaturated fats – Spanish olives are fruits of the tree known as *Olea europaea*. *Olea* is the Latin word for oil, reflecting the olives very high fat content. However, 75% of this is oleic acid, an incredibly healthy omega-9 monounsaturated fatty acid that has been shown to lower blood cholesterol levels and increase HDL (good) cholesterol.

Research has also shown that it is the type of fat consumed that determines the risk of developing conditions such as atherosclerosis (a condition where which an artery wall thickens as the result of a build-up of fatty materials such as cholesterol), colon cancer, arthritis and asthma. Regions such as the Mediterranean area consume large amounts of olives and olive oil and have a lower risk of developing those conditions.

- Vitamin E – Spanish olives are a good source of vitamin E, known for its antioxidant properties, because they contain mixed tocopherols.
- Fibre – with 100 grams containing 2.6 grams of fibre, Spanish olives are high in fibre and so are easily digested.

Spanish olives are also a good source of calcium, iron, magnesium, phosphorus and iodine.

1. Reduce the severity of asthma, osteoarthritis, and rheumatoid arthritis - three conditions where most of the damage is caused by high levels of free radicals.
2. Prevent heart disease.
3. Prevent colon cancer - by neutralizing free radicals, the nutrients in olives help prevent colon cancer. A higher intake of both vitamin E and the monounsaturated fats in olives is also associated with lower rates of colon cancer.

- Menopause – clinical studies have shown the effect Vitamin E has on reducing hot flushes, so Spanish olives are a great snack for women looking to increase their vitamin E intake during the menopause.

- Alzheimer's – a recent study of thousands of civil servants showed people with low level of HDL (high density lipids) or bad cholesterol were 53% more likely to have memory loss as compared to those with high level of HDL (high density lipids) or good cholesterol. Olives have high levels of oleic acid which helps increase good cholesterol, so an olive rich diet may help prevent Dementia and Alzheimer's Disease.

- Sore throat - olive soup is a good remedy for a sore throat, according to traditional Chinese medicine (it's also the only time olives are used in Chinese cuisine).

### Serving styles and suggestions

# Broadcast Coverage



# Expected Coverage

- We are still expecting and pursuing UK media from the press trip for coverage and expect pieces to run soon.
- Copy has been filed so we have no reason to think it won't run. The delay was due to the olives being more attractive to press during the British summer months



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# UK Evaluation



Total number of pieces of coverage: **47**

Total Circulation: **5,116,751**

Total Advertising Value Equivalent  
**81,935 Euros**

Total PR Value  
**245, 834 Euros**