

**Information and Advertising Campaign  
to Promote Table Olives from Spain Starts in Russia**

*December 12, 2007, Moscow* – An information and advertising campaign to promote Spanish olives in Russia entered its active stage. This statement was made by Javier Burgos, Councilor on Trade and Economy of the Spanish Embassy in Russia, at the opening ceremony of the *Festival of Spanish Olives* in Moscow.

The information and advertising campaign involves active contacts with Russian media, promotion in press and on the radio, distribution of print materials, and organisation of promotional activities.

The aim of the information and advertising campaign is to entrench in perception of consumers the image of Spain as the world's leader in the production of olives. The information and advertising campaign is coordinated by the Trade and Economy Department of the Spanish Embassy in Russia, the Andalusian Foreign Trade Agency, and the Association of Spanish Producers and Exporters of Olives.

The active stage of the information and advertising campaign was preceded by a large-scale market survey aimed at determining consumers' preferences and the most efficient ways for promoting Spanish products.

The *Festival of Spanish Olives* in Moscow is a continuation of the traditions of the olive festival that is annually held in Andalusia. Speaking at the opening of the festival, Svetlana Nikiforova, Director of the representative office of the Andalusian Foreign Trade Agency in Russia, said that "Spain is the world's largest producer of table olives. The share of olives from Spain in the total amount of this product consumed in Russia exceeds 96%. At the same time, the results of our survey have shown that only 45% of Russians distinguish Spain from other producers of olives."

David Feijoo, Head of the Trade and Economy Department of the Spanish Embassy in Russia, hopes that "this information and advertising campaign will help Russians learn more about unique nutrition properties of Spanish olives, their supreme quality, and variety of types, as well as about the culture of olive consumption. Olives are Spain's national pride."

According to the results of the research, the interest to table olives, which are now affordable to the majority of Russians, is getting stronger in the country. It is noteworthy that 89% of Russian consumers buy olives for everyday consumption; 87% of respondents consume olives as a separate meal and 60% add them to salads and other dishes.

The *Festival of Spanish Olives* was opened on December 12, 2007 in the Spanish restaurant *El Parador*.

*Information for editors*

Spain is the world's largest producer of table olives. The country produces annually 1,575,000 tons of olives, of which 33% (510,000 tons) are exported to 100 countries worldwide. The list of the main importers of Spanish olives includes the USA (27% of the entire export volume), Russia (11%), Italy (10.6%), and Germany (7.1%). The recommended daily consumption of olives is 7 pieces (25 grams).

