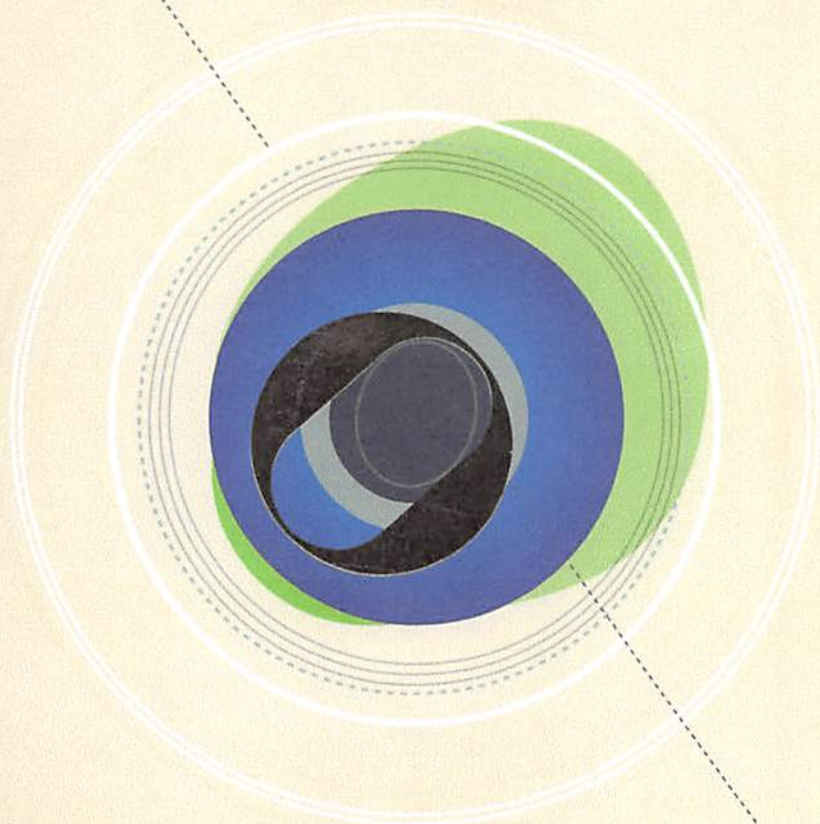


oliva tessen

BY MERCACEI

*the delicate pleasure of extra
virgin olive oil...*



crazy about EVOO

*Pau Gasol,
NBA Player and
EVOO Lover*

olive roads

*If Olive Trees
Could Talk...*

chefs

*José Andrés, the most
influential Chef
in the World*

restaurants

*Ibiza, London,
New York, Sidney...
Restaurants where
Extra Virgin
Olive Oil is the main
actor in the play*

EVOO Tasting

*Do you want to
Oil-Pair with me? I do*



QvExtra! International & CEQ Italy: The Grand EVOO Alliance for the Benefit of Consumers

2015's fiscal year ended on a high note with important news for the promotion of EVOO *in lieu* of other types of cooking fats: the olive oil producer associations QvExtra! International and Consorzio di Garanzia dell'Olio Extravergine di Qualità (CEQ Italy) reached a historic agreement on October 20th that will guarantee the excellence of their products through the international quality label, SIQEV. An alliance between the world's two largest olive oil producers working toward the common goal of promoting high-end extra virgin olive oils above any individual interests.

Created in February 2013, thanks to the initiative of 15 Spanish companies with the aim of encouraging competitiveness among extra virgin olive oil producers through an unequivocal commitment to excellence, QvExtra! International is a non-profit private organization that aims to promote and attach value to EVOOs at national and international levels. A commitment born from the need to meet the growing demands of consumers in terms of quality, health and authenticity, and to which producers from Spain, Portugal, Turkey, Tunisia, Uruguay, Jordan and France, have already joined, knowing that the best investment is the one directed towards producing the best possible product.

For their part, the Consorzio di Garanzia dell'Olio Extravergine di Qualità (CEQ Italy) is an entity that works in the interest of the promotion and certification of quality extra virgin olive oils by submitting their associates to the fulfillment of very restrictive technical specifications in the production of their certified oils, as well as trading requirement specifications controlled by sampling at all stages of the process, up to shelving at retail chains, in order to offer the consumer a guarantee of the sensorial, nutritional and health properties of their EVOOs.

The SIQEV quality seal certifies that the high-quality oil maintains all its organoleptic properties and characteristics during the entire best-before period, a bold promise created for the consumer. Just one week after signing the agreement, the first joint-action for both entities took place at the headquarters of the international retail chain Metro, in Düsseldorf, which will be happening again throughout 2016: *The Extra Virgin Olive*

Oil Day, aimed at the Purchasing and Quality Managers of the German company.

II Extra Virgin! Workshop Tour

Since last March, and pushed by the growing number of members passionate about extra virgin olive oils, QvExtra! International felt the need to move its headquarters to Madrid and professionalize their management through Jorge de Saja and his team of expert agronomic engineers specialized in the agri-food sector.

In another order of things, the II Extra Virgin! Workshop Tour, carried out in collaboration with wholesaler Makro to promote the benefits of extra virgin olive oils among Horeca sector professionals throughout Spain, made its first stop in May 2014, at the new Makro Barajas facility in Madrid and ended mid-November 2015 in the town of El Puerto de Santa María in Cadiz. In total, 12 cities welcomed this initiative, taught by Chef Firo Vázquez, that seeks to help restaurateurs increase the profitability of their businesses through training by way of guided tastings of the best EVOO varieties, where the attendees learnt about the properties, characteristics and the many culinary uses. A tour that will be taking place again in 2016, this time with an international character.

Slowly But Surely

Without leaving the international backdrop, the association, which participates as a collaborator in the Board of Advisors



of the International Olive Council (IOC) in matters of quality and value chain, took advantage of the celebration of International Olive-Tree Day last November 26th to appear before the organization's new executive director, Abdellatif Ghedira. Earlier, QvExtra! International had also been at Foodex Japan Food and Beverage Fair and in Olivais do Sul oil mill in Portugal, where they taught a seminar on harvesting and pruning of super-intensive olive groves, as they held their annual meeting.

In light of its firm commitment to elevating and adding value to extra virgin olive oil, at the end of March, the association took their SIQEV labelled oils to Brasilia, with the participation of chef Alberto Moya who formed future chefs and demonstrated the virtues of Spanish EVOOs to different Brazilian personalities.

On a national level, QvExtra! International organized a training seminar on the culture of olive-trees and olive groves by archaeologist José Martínez Peñarroya at the Aceites Almenara headquarters in Cuenca. Furthermore, they participated in the Healthy Breakfast Event at the Congress of Deputies of Spain, where they introduced the association to the Vice-President of the Commission for Agriculture and Food, as well as the Congress Vice-President. Along the same lines, QvExtra! International collaborated with the Interprofesional del Aceite de Oliva Español (Spanish Olive Oil Interprofessional) at the first ever meeting on Healthy Dialogues, which took place last October.

In its effort to promote extra virgin olive oil's health benefits, the association organized the conference "*Oleocanthal: A Fascinating Discovery*", hosted by Dr. Gary Beauchamp, from the Monell Chemical Senses Center (Philadelphia, USA), who discovered this molecule and its similarity to the functionality of ibuprofen.

After participating in the conference organized in Madrid by the Asociación Empresarial de Cadenas de Restauración Moderna (Business Association of Modern Restaurant-Chains) in November, on the occasion of their 20th anniversary, finally, last December 3rd the association organized a tasting to discover the hidden nuances of the 2015/2016 EVOO harvest, carried out by expert taster Brígida Jiménez, Director of the Fishing and Agrarian Research and Training Institute (IFAPA in its Spanish acronym) in Cabra, Córdoba. The attendees to this event, which also included a Mediterranean breakfast, were able to organoleptically discover extra virgin olive oils, as well as learning about its nutritional properties and gastronomic uses.

www.qvextra.es



QvExtra! International Recipe Book

