

**ENJOY
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EUROPE**



Event Report

In-store Promotion & Training - Japan

Date: Thursday, November 19th – Sunday, 12th November 2017



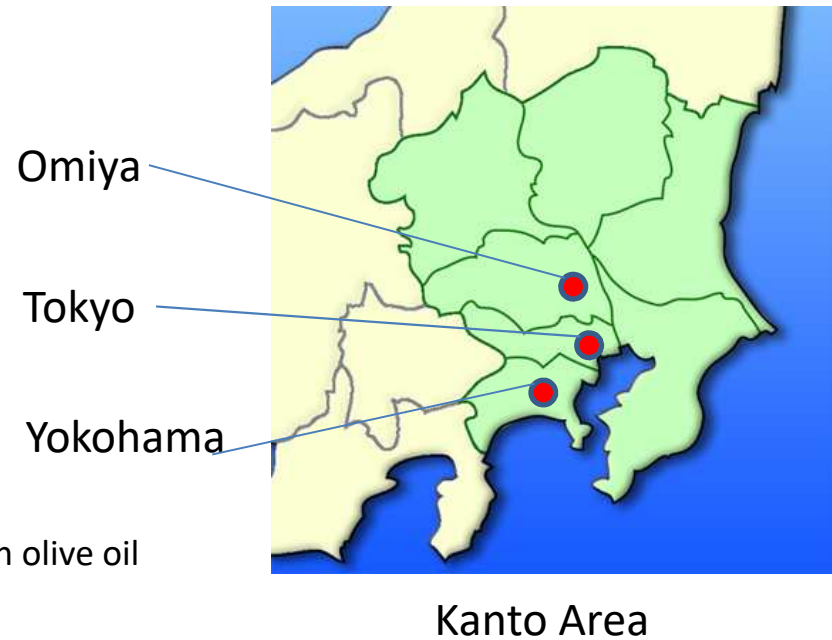
Executive Summary

11 instore promotions and 5 staff training were conducted in 3 different cities of kanto area:

- Tokyo
- Yohama, Kanagawa Prefecture
- Omiya, Saitama Prefecture.

The activities carried out from the experts were:

- Offer EVOO tasting;
- suggest new ways to use EVOO for cooking
- communicate with customers directly and enhance better understanding about high-quality EVOOs;
- lecture store staff about general information of high quality EVOOs including differences between extra virgin olive oil and other grades of olive oils and educate them how to store/display EVOOs,
- communicate with store staff directly and answer their questions



Instructors from Italy



Maria Grazia Minisci

she graduated in economy and specialized on the extra virgin olive oil quality assurance. She has been in charge of the following activities:

- Olive Oil tasting;
- Olive Oil selection;
- Olive Oil blending.



Alberto Bua

After graduating in Business Administration & Marketing at the University of Pavia (Italy) he covers the role of Marketing Manager. He provides support and assistance to the sales network and customers. He also deals with commercial development supporting promotional activities at retail stores and fairs



Francesca Mariucci- Project coordinator for the mission

She is an agronomist graduated at the University of Perugia (Italy) and specialized in the organoleptic assessment of extra virgin olive oils. After a period of collaboration with the University of Perugia, she has gained in-depth knowledge of issues related to the olive oil industry.

Now she is consultant at the "Consorzio di Garanzia dell'olio extravergine di oliva di qualità" Roma, as expert in olive oils sensory evaluation, quality assurance and certification.



Instructors from Spain



Soledad Serrano-Lopez

She is the president of QvExtra! International. For more than four generations, the Serrano-Lopez has been growing and harvesting the very best olives in order to produce a truly unique extra virgin olive oil.



Rafael Muela

Rafael was born in Jaén in Spain (Words leading production province) is part of the 3rd generation of a family involved in olive oil since 1942.




Alfonso J Fernandez Lopez

Alfonso is an international trader of foods including extra virgin olive oil and he has been also trusted by the ICEX and EXTENDA as an olive oil specialist and promoter. He has been conducting many promotions of extra virgin olive oil globally.



In-store Promotion: Flyer



CHOOSE THE TASTE OF EXTRA HEALTHY LIVING

欧州連合 (EU) がサポートする3年間の「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」について

*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 キャンペーンは、欧州連合 (EU) のサポートにより、イタリアの「エキストラバージン・オリーブオイル品質保証団体」(CEQ Italia) とスペインの「QVExtra International」(QVExtra) が日本市場で行うキャンペーンです。3年間に渡り、PR活動や店頭プロモーション、セミナーを通して欧州のエキストラバージン・オリーブオイルの品質や効用についての正しい知識を発信してまいります。

高品質エキストラバージン・オリーブオイルの特徴


- 抗酸化物質が豊富に含まれています。
- 抗酸化物質が含まれているため強い苦味と辛味があります。
- 草、アーティチョーク、リンゴ、アーモンドなど表現される独特の香りがあります。
- 料理に少量添えただけで料理全体にアクセントをつけることができます。


高品質エキストラバージン・オリーブオイルの保存方法

- 高品質エキストラバージン・オリーブオイルの天敵は次の3つです。
 - * 光
 - * 酸素
 - * 熱
- レストランでも家庭でも、上記3つの天敵を避け、冷暗所に保存することで、オリーブオイルの品質を維持することができます。

高品質エキストラバージン・オリーブオイルの使い方

- 高品質エキストラバージン・オリーブオイルは、調理用のオイルとして加熱しても、また生のままドレッシングなどの調味料としても使用できます。
- 料理を任された人には、オリーブオイルを自由に工夫して料理とマッチングさせるという楽しみがあります。





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CAMPAIGNS THAT PROMOTE
QUALITY AGRICULTURAL PRODUCTS

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の仕方

テイスティングの4つのステップ

- 1 少量のオイルをグラスに入れ、手で蓋をして、両手で軽く揺め、香りを嗅ぐ。ゆっくりと深く吸い込んで香りの特徴を知る。感じない場合は、少し熱んでから再度嗅いでみる。
- 2 オイルを少量 (3ml 程度) 口に含む。
- 3 舌の奥から息を強く吸い込む。最初は軽く、次は強く吸って、オイルが口の中と歯茎がある舌の両面で味を感じる。
- 4 口中、鼻の奥からも香りを感じ、鼻から吸いださるとの濃いを感じる。同時に、苦味、辛味の強さ、バランスをみる。

良質なオリーブオイルを判断するには：

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In-store Promotion: Tools

Materials	Counts
Tasting Materials	<ul style="list-style-type: none"> * Tasting cups & covers x 200 each date & location * EVOOs * Napkins x 200 each date & location * Baguette (for oil tasting)
Cooking tools	<ul style="list-style-type: none"> * Toothpicks x 1 box (200) * Container x 1 * Cutting board x 1 * Trash bag x 2 bags per day & location * Tray for offering oil tasting * Tong x 1 * Gloves x 1 box * Paper towel x 1 roll * Knife x 1 * wrap x 1 * Tote bag x 1
Material	Flyer x 50 @ each location
Branding & Decollation	<ul style="list-style-type: none"> * A3 size panel x 1 * A4 size panel x 3 * Rectangle panel x 1 * Table cloth x 1
Others	<ul style="list-style-type: none"> * Delivery vouchers * Camera * Craft tape



Branding Image



In-store Promotion: Location

Venues (12 in-store promotions @10 stores):

	Store Name	City	Address	Homepage
1	Meidi-ya@Hiroo	Tokyo	5-6-6 Hiroo, Shibuya-ku, Tokyo	http://www.meidi-ya.co.jp/en/index.html
2	Meidi-ya@Kyobashi	Tokyo	2-2-8 Kyobashi, Chuo-ku, Tokyo	
3	Meidi-ya@Tamagawa	Tokyo	3-17-1 Tamagawa, Setagaya-ku, Tokyo	
4	Meidi-ya@Aobadai	Yokohama (Kanagawa)	2-6-8 Aobadai, Aobadai-ku, Yokohama, Kanagawa	
5	Natural House	Tokyo	3-6-18 Kita-aoyama, Shibuya-ku Tokyo	http://www.naturalhouse.co.jp/
6	Foods Stage Kitano fore ecute Omiya	Omiya (Saitama)	630 Nishiki-cho, Omiya-ku, Saitama, Saitama Prefecture	https://www.ace-group.co.jp/
7	Kitano Ace Tobu Ikebukuro	Tokyo	1-1-25 Nishi-ikebukuro, Toyoshima-ku, Tokyo	
8	Kitano Ace Foods Boutique Tamagawa Takashimaya	Tokyo	3-17-1 Tamagawa, Setagaya-ku, Tokyo	
9	Kitano Ace Chofu Parco	Tokyo	1-38-1 Kojima-cho, Chofu, Tokyo	
10	Nisshin World Delicatessen	Tokyo	2-34-2 Higashi-azabu, Minato-ku, Tokyo	http://www.nissin-world-delicatessen.jp/

The customer didn't want to sign the register for privacy reasons.



Shop Information: Meidi-ya

Meidi-ya sells imported foods and alcoholic beverage and does delivery business on imported food. Its headquarter is located in Kyobashi, and there are 26 stores in Tokyo area and one overseas store. They use 'MY' for their PB products. They have been successfully maintained their status as a luxurious supermarket in Japan since its establishment in 1885. 31 stores across Japan.



Meidi-ya @ Hiroo
(TOKYO)



Meidi-ya @ Tamagawa
(TOKYO)



Meidi-ya @ Kyobashi
(TOYKO)



Meidi-ya @ Yokohama
(KANAGAWA)



Shop Information: Kitano Ace

Kitano Ace is one of the most popular and high-ended supermarkets in the Kanto and Kansai areas where are top two areas population concentration is high. The company has established in 1962 and there are 82 Kitano Ace stores currently.



[Kitano Ace @ Omiya \(SAITAMA\)](#)



[Kitano Ace @ Tamagawa Takashimaya \(TOKYO\)](#)



[Kitano Ace @ Tobu Ikebukuro \(TOKYO\)](#)



[Kitano Ace @ Chofu \(TOKYO\)](#)



Shop Information: Natural House

Natural House is one of the most popular organic retail stores in Japan. It was established in 1982 and there have been 31 stores in Kanto and Kansai area. Everything that Natural House sells at the store is organic including vegetables, snacks, cosmetics, etc.



Natural House @ Aoyama
(TOKYO)



Store Information: Nisshin World Delicatessen

Nisshin World Delicatessen is operated by Nisshin Meat Products Co., Ltd. The company is proud that they are one of most long historical and traditional companies in Japan with producing top quality of ham and sausages in the world (Nisshin Meat Products Co., Ltd. has celebrated it's over 100th anniversary of foundation).



[Nisshin World Delicatessen@ Azabu \(TOKYO\)](#)



Nov. 9 (THU): Meidi-ya in Kyobashi

Time & Date: 2pm – 6pm, Thursday November 9, 2017

Where: Meid-ya in Kyobashi

Address: 2-2-8 Kyobashi, Chuo-ku

MSL Person in Charge: Akiko Fujiwara

Person in Charge: Francesca Mariucci

Store Person in Charge:

Mr. Watanabe (store manager)

Participants: 20 people



Nov. 9 (THU): Natural House in Aoyama

Time & Date: 2pm – 6pm, Thursday November 9, 2017

Where: Natural House in Aoyama

Address: 3-6-18 Kita Aoyama, Minato-ku

MSL Person in Charge: Kento Takahashi

People in Charge: Maria Grazia Minisci & Albert Bua

Store Person in Charge: Ms. Madoka Yamadera (store staff)



Participants: 40 people



Nov. 9 (THU): Kitano Ace in Ikebukuro

Time & Date: 2pm – 6pm, Thursday November 9, 2017

Where: Kitano Ace in Ikebukuro

Address: B2 Plaza Kan, Ikebukuro Ten, Tobu Hyakkaten, 1-1-25 Nishi Ikebukuro, Toshima

MSL Person in Charge: Misato Kusakisako

People in Charge: Rafael Muela & Alfonso Fernandez Lopez

Store Person in Charge: Mr. Noboru Kikuchi (store manager)

Participants: 58 people



Nov. 10 (FRI): Meidi-ya in Aobadai

Time & Date: 2pm – 6pm, Friday November 10, 2017

Where: Meidi-ya in Aoba-dai

Address: 2-6-8 Aoba-dai, Aoba-ku, Yokohama-shi, Kanagawa-ken

MSL Person in Charge: Akiko Fujiwara

Person in Charge: Francesca Mariucci

Store Person in Charge : Mr. Nakai (store manager)

Participants: 20 people



Nov. 10 (FRI): Kitano Ace in Ikebukuro

Time & Date: 2pm – 6pm, Friday November 10, 2017

Where: Kitano Ace in Ikebukuro, located in the department store by the JR Ikebukuro Station

Address: Plaza Kan, Ikebukuro Ten, Tobu Hyakka Ten, 1-1-25 Nishi Ikebukuro, Toshima-ku

MSL Person in Charge: Kayo Sato

Person in Charge: Soledad Serrano Lopez

Store Person in Charge: Mr. Noboru Kikuchi (store manager)

Participants: 82 people



Nov. 10 (FRI): Kitano Ace in Chofu

Time & Date: 2pm – 6pm, Friday November 10, 2017

Where: Kitano Ace in Chofu

Address: B1 Chofu Parco, 1-38-1 Kojima-cho, Chofu-shi

MSL Person in Charge: Misato Kusakisako

Person in Charge: Rafael Muela

Store Person in Charge: Mr. Koji Oyama (store manager)

Participants: 101 people



Nov. 11 (SAT): Meidi-ya in Hiroo

Time & Date: 2pm – 6pm, Saturday November 11, 2017

Where: Meidi-ya in Hiroo

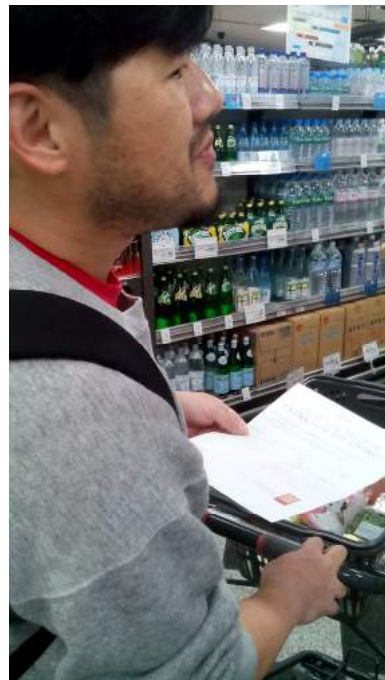
Address: Hiroo Plaza 1F, 5-6-6 Hiroo, Shibuya-ku

MSL Person in Charge: Akiko Fujiwara

Person in Charge: Francesca Mariucci

Store Person in Charge: Mr. Kosaku
(store manager)

Participants: 30 people



Nov. 11 (SAT): Nissin World Delicatessen in Azabu Juban

Time & Date: 2:30pm – 6pm, Saturday November 11, 2017

Where: Nissin in Azabu Juban

Address: 2-34-1 Higashi Azabu, Minato-ku

MSL Person in Charge: Misato Kusakisako

Person in Charge: Rafael Muela

Store Person in Charge: Mr. Miyahara (store manager)

Participants: 95 people



Nov. 11 (SAT): Foods stage KITANO fore in Ecute Omiya

Time & Date: 2pm – 6pm, Saturday November 11, 2017

Where: foods stage KITANO fore in Ecute Omiya

Address: Inside JR Omiya Station, 630 Nishiki-cho, Omiya-ku, Saitama-shi, Saitama-ken

MSL Person in Charge: Kayo Sato

Person in Charge: Soledad Serrano Lopez

Store Person in Charge: Mr. Takayori Ikezuki (store manager)

Heavy traffic expected because it's located in the station.

Participants: 68 people



Nov. 12 (SUN): Meidi-ya in Futako Tamagawa

Time & Date: 2pm – 6pm, Saturday November 11-Sunday November 12, 2017

Where: Meidi-ya in Futako Tamagawa

Address: Tamagawa Takashimaya Shopping

Center B1, 3-17-1 Tamagawa, Setagaya-ku

MSL Person in Charge: Akiko Fujiwara

Person in Charge: Francesca Mariucci

Store Person in Charge : Mr. Nogawa (store manager)

Comment From Store:

Participants: 50 people



Nov. 12 (SUN): Kitano Ace Foods Boutique in Tamagawa Takashimaya

Time & Date: 2pm – 6pm, Sunday November 12, 2017

Where: Kitano Ace Foods Boutique in Tamagawa Takashimaya, department store near the Futako Tamagawa Station

Address: Tamagawa Takashimaya

SC Minami Kan B1, 3-17-1 Tamagawa, Setagaya-ku

MSL Person in Charge: Kayo Sato

Person in Charge: Soledad Serrano Lopez

Store Person in Charge:

Ms. Ayumi Yajima (store manager)

Participants: 174 people



Staff Training: Locations

Venues (5 in-store promotions)

#	Store Name	City	Address	Homepage
1	Kuza Company	Tokyo	2-29-7 Higashi-ikebukuro, Toyoshima-ku, Tokyo	https://www.kuze.co.jp/
2	Meidi-ya@Kyobashi	Tokyo	2-2-8 Kyobashi, Chuo-ku, Tokyo	http://www.meidi-ya.co.jp/en/index.html
3	Foods Stage Kitano fore ecute Omiya	Omiya (Saitama)	630 Nishiki-cho, Omiya-ku, Saitama, Saitama Prefecture	https://www.ace-group.co.jp/
4	Kitano Ace Tobu Ikebukuro	Tokyo	1-1-25 Nishi-ikebukuro, Toyoshima-ku, Tokyo	
5	Kitano Ace Foods Boutique Tamagawa Takashimaya	Tokyo	3-17-1 Tamagawa, Setagaya-ku, Tokyo	



Staff Training: Participants at each store

- **Total participants: 34 people**
- **Details:**

Nov. 9 (THU)	Nov. 10 (FRI)	Nov. 11 (SAT)
Meidi-ya@Kyobashi 2 participants	Kuze Company 22 participants	Kitano Ace@Omiya 3 participants
	Kitano Ace@Ikebukuro 4 participants	
	Kitano Ave@Futakotamagawa 3 participants	

Nov. 9 (THU): Meidi-ya Kyobashi

Time & Date: 3:30pm, Thursday November 9, 2017

Where: Meid-ya in Kyobashi

Address: 2-2-8 Kyobashi, Chuo-ku

MSL Person in Charge: Akiko Fujiwara

Person in Charge: Francesca

Participants: 2 people



Nov. 10 (FRI): Kuze

Time & Date: 11am – 12pm, Friday November 12, 2017

Where: Kuze Co., Ltd

<https://www.kuze.co.jp/>

2-29-7 Higashi Ikebukuro, Toshima-ku, Tokyo

MSL People in Charge:

Nemoto, Kento, Fujiwara, Kusakisako & Omori

Person in Charge: Francesca Mariucci,

Maria Grazia Minisci,

Soledad Serrano Lopez, Alfonso Fernandez Lopez

Remarks:

A lot of the participants
of Kuze company said that

they appreciated this opportunity to learn
about

extra virgin olive oil and they would like to utilize
the knowledge they learned from this training
for their daily work.

Participants: 22 people



Nov. 10 (FRI): Kitano Ace in Ikebukuro

Time & Date: 2pm – 6pm, Friday November 10, 2017

Where: Kitano Ace in Ikebukuro, located in the department store
by the JR Ikebukuro Station

Address: Plaza Kan, Ikebukuro Ten, Tobu Hyakka Ten, 1-1-25
Nishi Ikebukuro, Toshima-ku

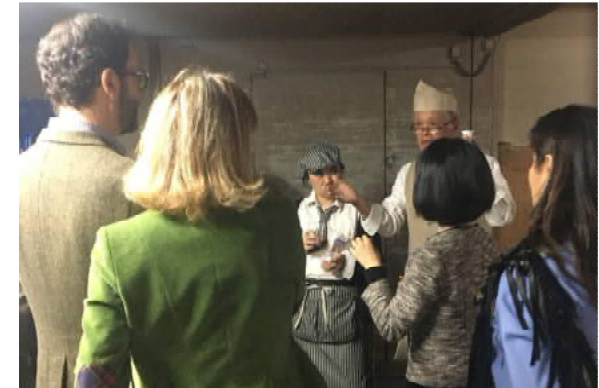
MSL Person in Charge: Chiyoko Nemoto, Kento Takahashi

Person in Charge: Maria Grazia Minisci, Alberto Bua,
Alfonso Fernandez Lopez

Store Person in Charge : Mr. Kikuchi Noboru
(store manager)

Remarks:

Participants: 4 people



Nov. 10 (FRI): Kitano Ace Foods Boutique in Tamagawa Takashimaya

Time & Date: 2pm – 6pm, Friday November 10, 2017

Where: Kitano Ace in Ikebukuro, located in the department store
by the JR Ikebukuro Station

Address: Plaza Kan, Ikebukuro Ten, Tobu Hyakka Ten, 1-1-25 Nishi Ikebukuro,
Toshima-ku

MSL Person in Charge: Chiyoko Nemoto, Kento Takahashi

Person in Charge: Maria Grazia Minisci, Alberto Bua, Alfonso Fernandez Lopez

Store Person in Charge : Mr. Kikuchi Noboru

Remarks:

Participants: 3 people



Nov. 11 (SAT): Food stage KITANO fore in Ecute Omiya

Time & Date: 11am – 12pm, Saturday November 11, 2017

Where: foods stage KITANO fore in Ecute Omiya

Address: Inside JR Omiya Station, 630 Nishiki-cho, Omiya-ku,
Saitama-shi, Saitama-ken

MSL People in Charge: Chiyoko Nemoto, Nobuhiro Omori

People in Charge: Maria Grazia Minisci, Alberto Bua,
Alfonso Fernandez Lopez

Store Person in Charge: Mr. Takayori Ikezuki (store manager)



Participants: 3 people




Training for Staff of the Store: Tests

Intense
Date

TRUE/FALSE TEST

- 1) Extra Virgin Olive Oil quality depends solely on environmental factors.
T F
- 2) Bitterness and spiciness are negative attributes of Extra Virgin Olive Oil.
T F
- 3) Olive Oil must be kept away from heat.
T F
- 4)rancidity is a defect due only to wrong olives processing
T F
- 5) Dark bottles preserve the oil from oxidation damages.
T F

Signature _____



TASTING TEST

NAME _____ DATE _____


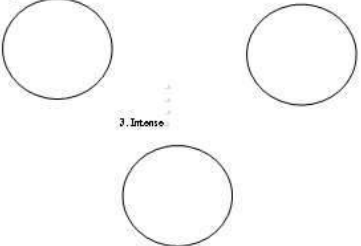
Intense _____

Put the oils in the right order

1. Light

2. Medium

3. Intense



TASTING TEST

NAME _____ DATE _____

Store _____


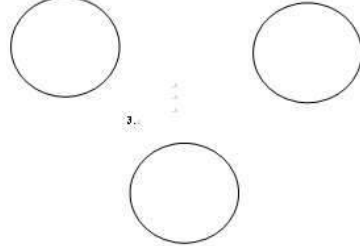
Question: Two samples are the same. One is different. Which of the following oil is different? Tick the right one below.

Answers

1.

2.

3.



Training for Staff of the Store: Tasting Sheet

1	2	3
4	5	6

consorzio extravergine di qualità Q.E. Extra!

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Staff Training: Support Material



Staff Training: Flyer



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- 2 オイルを少量 (3ml 程度) 口に含む。
- 3 舌の奥から息を強く吐く。最初は軽く、次は強く吸って、オイルが口の奥と歯茎がある舌の両端で味を感じる。
- 4 口中、鼻の奥からも香りを感じ、鼻から吸いださるとの濃いを感じる。同時に、苦味、辛味の強さ、バランスをみる。

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REPORT Mission Instore Promotions and
Staff Training

Chicago Boston New York Miami

November 25th – December 1st 2017



Executive Summary

EXTRA HEALTHY LIVING 10 Instore Promotions and 5 staff Training were held in Chicago Boston New York and Miami as the second part of the 2017 campaign.

The aim of the Instore Promotions was to educate consumers and the staff of the stores on the nutritional properties and benefits of extra virgin olive oil, how to use it in the kitchen, and how to store it properly.

The activities carried out from the experts were:

- Offer EVOO tasting;
- suggest new ways to use EVOO for cooking
- communicate with customers directly and enhance better understanding about high-quality EVOOs;
- lecture store staff about general information of high quality EVOOs including differences between extra virgin olive oil and other grades of olive oils and educate them how to store/display EVOOs,
- communicate with store staff directly and answer their questions



TRE PROGRAM

CHICAGO

1. - 11.25.2017

Fresh Farms International Milwaukee Ave

2. - 11.25.2017

Fresh Farms International Touhy Ave

3. - 11.26.2017

Fresh Farms International W Golf Rd

4. - 11.25.2017

Convito Cafè and Market

5. - 11.27.2017

Eataly

BOSTON

6. - 11.28.2017

Eataly

7. - 11.28.2017

Olive Connection

NEW YORK

8. 11.29.2017

Eataly Flatiron

9. 11.30.2017

Eataly Downtown

MIAMI

10- 12.01.2017

Dolce at the Icon South Beach



The experts



Natalia Ravidà – Italian expert



Alfonso Fernandez-
Spanish Expert



Mario Rizzotti – Italian expert



Javier Abarca -
Spanish Expert



Marco Petrini – Italian expert



CHICAGO

November 25th

Fresh Farms International 20 S Milwaukee Ave, Chicago 11 AM - 1 PM

Fresh Farms International 5740 W Touhy Ave, Chicago 4 PM - 6 PM

November 26th

Fresh Farms International 8203 W Golf Rd, Chicago 11 AM - 1 PM

The Location

A big grocery store's with points of sale throughout Chicagoland's diverse neighborhoods, targeted to families who look for quality and a wide range of products and brands.

We selected the three points of sale located in the most strategic areas of the city.

The customer didn't want to sign the register for privacy reasons.



Activities implemented

Presentation of the European Evoos to the walk in visitors with description of the products and tasting;
Training with the stores managers with tastings and questionnaires.

We stress that the customers - who filled the questionnaires - did not want to sign the registers, for privacy reasons.

Attendance

Participants to the Staff training brief: 3 persons



November 26th

Convito Cafè and Market

Plaza del Lago 1515 Sheridan Road Wilmette, IL 4 PM - 6 PM

The location

Gourmet foods store, wines & spirits of Italy & France, cafè&restaurant and catering.

Very interesting for its target – foodies and “aware” consumers – the concept and the product range.



Activities implemented

Presentation of the European Evoos to the walk in visitors with description of the products and tasting;

Training with the stores managers with tastings and questionnaires.

The questionnaires were filled also by a customer of the store after the tasting.

The customer didn't want to sign the register for privacy reasons.

Attendance to the staff training: 2 people



November 27th

Eataly Chicago 43 E. Ohio St. Chicago, IL 5 PM - 7 PM

The location

Italian marketplace that features an array of cafes, counters, restaurants, and a cooking school. Eat, shop, and learn. Located in the center of the town, it is visited everyday by a large number of consumers looking for a special food experience.

The venues were selected – only for the Italian brands – for their visibility and the high number of walk in visitors.

Activities implemented

Presentation of the European Evoos to the walk in visitors with description of the products and tasting;

Training with the stores managers with tastings and questionnaires.

Attendance

Participants to the training brief: 6 persons

Tastings with the store customers: 8

We stress that not all the customers who passed by the stand were available to sign the register, for privacy reasons.

All the personnel of the shop was allowed by the management to be part of the training experience.



November 28th

Eataly 800 Boylston St, Boston, MA 12.30 AM - 2.30 PM

The location

Italian marketplace that features an array of cafes, counters, restaurants, and a cooking school.

Eat, shop, and learn. Located in the center of the town, it is visited everyday by a large number of consumers looking for a special food experience.

The venues were selected – only for the Italian brands – for their visibility and the high number of walk in visitors.

Activities implemented

Presentation of the European Evoos to the walk in visitors with description of the products and tasting;

Training with the stores managers with tastings and questionnaires.

Attendance

Participants to the training brief: 10 persons

All the store staff was available and was allowed to attend the training session.



November 28th

Olive Connection 1426 Beacon Street Brookline, Ma 4 PM - 6 PM

The location

A speciality family shop and café, run by Carol, Morry and CJ Sapoznik, that specializes in flavors and tastes. It is visited by the community of Brookline and the Boston area. The venue was selected for its target of foodies and healthy and distinctive food lovers.

Activities implemented

Presentation of the European Evoos to the walk in visitors with description of the products and tasting;
Training with the store managers with tastings and questionnaires.

Attendance

Participants to the training brief: 2 persons



November 29th

Eataly Flatiron 200 5th Ave, New York, NY 10010 4 PM - 6 PM

The location

Italian marketplace that features an array of cafes, counters, restaurants, and a cooking school. Eat, shop, and learn. Located in the center of the town, it is visited everyday by a large number of consumers looking for a special food experience. The venues were selected – only for the Italian brands – for their visibility and the high number of walk in visitors.

Activities implemented

Presentation of the European Evoos to the walk in visitors with description of the products and tasting;
Training with the store managers with tastings and questionnaires.

Attendance

Participants to the training brief: 1 person



November 30th

Eataly Downtown 101 Liberty St, New York, NY 11 AM - 1 PM

The location

Italian marketplace that features an array of cafes, counters, restaurants, and a cooking school.

Eat, shop, and learn. Located in the center of the town, it is visited everyday by a large number of consumers looking for a special food experience.

The venues were selected – only for the Italian brands – for their visibility and the high number of walk in visitors.

Activities implemented

Presentation of the European Evoos to the walk in visitors with description of the products and tasting;

Training with the stores managers with tastings and questionnaires.

Attendance

Participants to the training brief: 3 persons



December 1st

Dolce at The Icon 450 Alton Road, Miami Beach, Fl. 6.30 PM - 8.30 PM

The location

Cafè, restaurant and gourmet store inside the prestigious Icon Building in South Beach Miami. Strategic place for its location and the number and characteristics of the people who live there.

Activities implemented

Presentation of the European Evoos to the walk in visitors with description of the products and tasting;
Training with the store managers with tastings and questionnaires.

Attendance

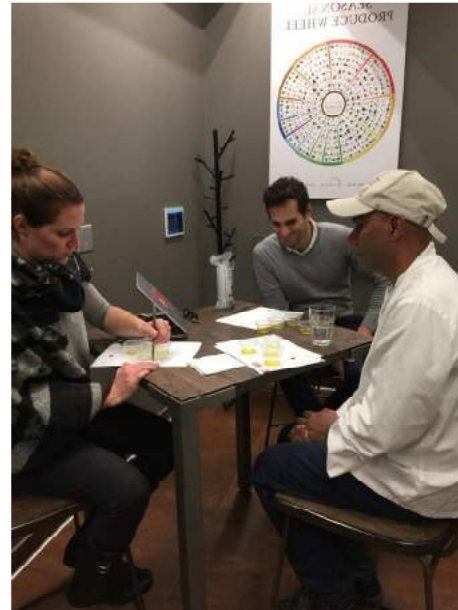
Participants to the training brief:8



Highlights



Highlights



Highlights



Highlights



