

INTERACEITUNA

SPECIFICATIONS OF THE PROMOTIONAL CAMPAIGN CALL 2019 FOR EUROPEAN PROGRAMS



SEVILLE, NOVEMBER 2018

TABLE OF CONTENTS

1. INTRODUCTION	2
2. COMMON INFORMATION FOR SEGMENTS 1 y 2	2
2.1. Regulations.....	2
2.2. Actions to develop	3
2.3. Creativity.....	3
2.4. Budget	5
2.5. Selection process: stages.....	5
2.6. Calendar and contracting conditions	6
2.7. Product information.....	7
3. SEGMENT 1 – INDIA	8
3.1. Indian olive market	8
3.2. Objective and strategy.....	8
3.3. Target audiences.....	9
3.4. Scope of action.....	9
4. SEGMENT 2 - CANADA	10
4.1. Canadian olive market	10
4.2. Objective and strategy.....	10
4.3. Target audience.....	10
4.4. Scope of action.....	11
ANNEX 1: Descriptive activity sheet	12
ANNEX 2: Contracting conditions.....	16
ANNEX 3: Product Information.....	17

1. INTRODUCTION

INTERACEITUNA is the interprofessional union for table olives, established in 2004 by all the entities that represent the sector and recognized by the Spanish Ministry for Agriculture, Fisheries and Food.

Among its functions, it is responsible for the international promotion of table olives and it should be noted that since 2007 it has carried out promotional campaigns in more than ten countries. The contributions of the sector, together with collaborations with different public bodies (the Ministry of Agriculture, Fisheries and Food (MAPA), the EUROPEAN COMMISSION, the Spanish Institute for Foreign Trade (ICEX), the Trade Promotion Agency of Andalusia (EXTENDA), AVANTE, etc.), have made it possible to invest up to now a figure close to 20 million euros, which attests to INTERACEITUNA's long experience in managing funds intended to this type of generic campaigns.

The European Commission has opened a specific aid line with a budget of 2.5 million euros for the table olive sector in third party countries (topic 6 of the working agenda of the Commission for the 2019 call). As a consequence of the losses that the table olive sector is suffering as a result of the tariffs imposed on the Spanish black olive by the United States, INTERACEITUNA **will participate in the tender for this line of aid to carry out promotion in the following markets: India and Canada.**

The present sheet is made up of two clearly differentiated blocks (**Block 1 - India, and Block 2 - Canada**), so that the agencies participating in the bid can decide between the following alternatives:

- Bid in both segments: India and Canada
- Bid only for segment 1 - India.
- Bid only for segment 2 - Canada.

The purpose of this document is to select the executing agency to carry **out the generic promotional campaigns of Spanish table olives in India and Canada for 3 years (2020-2022).**

IMPORTANT: The tender for which the present bid is provided has the objective of **selecting a 3-year promotion program that will be submitted to the European Commission within the framework of this aid.** This fact implies that, although our entity has big possibilities of being approved for the selected program, it also may be excluded by the Commission and, consequently, not be implemented.

2. COMMON INFORMATION FOR SEGMENTS 1 (INDIA) AND 2 (CANADA)

2.1. Regulation

The agencies participating in the tender must know and accept in all its terms the legislation regulating them, which is summarized as follows:

- Regulation 1144/2014 of October 22, on information and promotion activities of agricultural products in the domestic market and in third party countries.

- Delegated regulation 2015/1829 of April 23 completing Regulation 1144/2014 of October 22.
- Implementing Regulation 2015/1831 of October 7, establishing implementing provisions to Regulation 1144/2014 of October 22.

Documentation available at: <https://ec.europa.eu/chafea/agri/funding-opportunities/legal-framework>

More information at:

http://ec.europa.eu/agriculture/promotion/policy/index_en.htm

2.2. Actions to develop

All actions proposed for both Segment 1 (India) and Segment 2 (Canada) must be compatible with the provisions of the legislation regulating such type of aids, and must also be sufficiently detailed to allow correct evaluation. **Innovative initiatives will be highly valued.** For all the above, all promotional actions presented by agencies must follow the model included in **ANNEX 1**. Proposals submitted without the description and detail required on the sheet, shall **NOT** be considered.

Since this is a specific aid for table olives, the proposed activities should be used to promote the consumption of European olives in both countries in the short term, helping to reverse the losses incurred by the sector as a result of the tariffs imposed on the black olive by the United States (main market for the Spanish olive sector).

Campaigns shall be aimed at promoting the consumption of both green and black olives. A summary of the activities carried out in India and Canada can be seen on the INTERACEITUNA website: www.interaceituna.com. Likewise, the promotional websites of the respective countries show in detail the activities carried out since 2014 in India, and since 2017 in Canada: www.olivesfromspain.in and olivesfromspain.ca.

Note: It is mandatory that agencies request certifications of the impressions rendered in the proposed digital and audiovisual campaign.

2.3. Creativity

Both segments must adapt creativity to the market and the targets at hand.

As shown in the regulations mentioned in point 2.1 of this document, promotional actions must meet a series of specific requirements that, at times, may not be aligned with the objectives established for each segment.

For this reason, **the challenge for the agency is to develop an original and innovative creative concept focused on promoting the consumption of Spanish olives in India and/or Canada and that also complies with the provisions of the European regulations governing this program.** Regarding the origin, all what is established in section b of point 2 of article 4 of Regulation 1144/2014 should stand out:

2. Information and promotion activities shall not be developed based on origin. Such actions shall not encourage the consumption of a product exclusively based on its origin. However, the origin of the product may be visible provided that the following rules are respected:

b) in third party countries, reference to origin may be at the same level as the main message of the Union for the campaign.

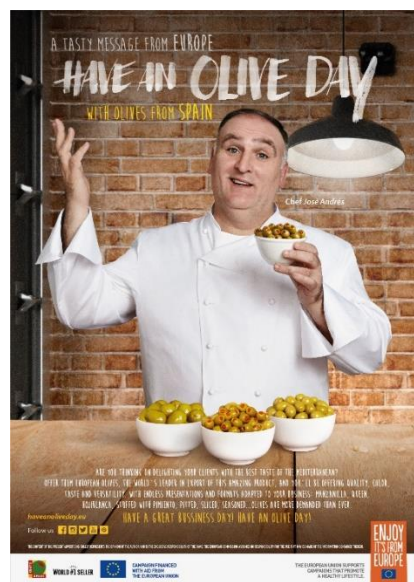
NOTE: It is recommended to study carefully all the existing limitations when mentioning the country of origin in the creative elements. Below is a creative example that does **NOT** meet the requirements established in the rules of the program in relation to reference to origin and another one that does meet the requirements.



Logos that must appear in all the creative elements developed within the framework of the campaign and always at the same level are:



Example of creativity approved by the European Commission and currently being used in the European program that is being developed in the USA.



When it comes to European Union aids, we should always talk about European olives, although in a second level of communication we talk about Spain as a country and its olives. **So that the challenge of the agency is to develop creative elements in which -in compliance with European regulations- the consumption of Spanish olives is encouraged.**

2.4. Budget

The **annual** budget for the campaign will be **770,000 euros**. This amount must include agency services, VAT not included. This budget will be divided in 50% for each segment:

- Segment 1 - India: € 385,000 per year, VAT not included.
- Segment 2 - Canada: € 385,000 per year, VAT not included.

2.5. Selection process: stages

STAGE ONE - EXCLUSION: participating companies shall be examined to assess if they comply with Article 71 of Law 9/2017, of November 8, on Public Sector Contracts. To this end, agencies will be asked to provide a signed declaration attesting compliance with article 71 of Law 9/2017, ruling out those that do not comply with said article and do not submit such declaration.

- Exclusion criteria. Executing agencies shall be excluded from participation in the selection process if they are subject to some of the exclusion criteria of article 71 of Law 9/2017, of November 8, on Public Sector Contracts.

STAGE TWO - SELECTION: agencies' technical and financial capacity will be exclusively assessed without scoring. In this stage, the following shall be considered:

- Structure of the agency and personnel assigned to the project.
- Financial capacity.
- Absence of conflict of interests.

NOTE: All agencies meeting such criteria, go to the third and final stage.

STAGE THREE - AWARD: the project is assessed using a rating system applied by the European Commission to assess the proposals of participating entities:

A. European dimension, 20 points (threshold 14):

- Degree of compliance with marked objectives.
- European message of the campaign and adaptation to the regulations governing the program.
- Impact of the project at the Union level.

B. Technical quality of the project, 40 points (threshold 24):

- Quality and relevance of the market analysis of India and/or Canada.
- Overall consistency of the program (strategy, messages, actions, etc.).
- Design of an adequate plan of actions with respect to the program's objectives and strategy, synergies with other actions for the market.

- Detailed, measurable, concrete actions in time, realistic and result-oriented.
- Quality of measurement methods and indicators.

C. Quality of project management, 10 points (threshold 6):

- Project coordination and management structure.
- Mechanisms of quality control and risk management.

D. Cost-effectiveness ratio, 30 points (threshold 18):

- Budget detail of the actions to be developed.
- Adequate allocation of the budget in relation to the objectives and scope of the activities, with a balance between the type of actions to be developed and their economic cost.
- Detailed description of estimated costs and budget accuracy.
- Impacts to achieve with each activity indicating the method for estimating them. Unit cost per impact.

2.6. Calendar and contracting conditions

The campaign will run during **a period of three years between 06/01/2020 and 05/01/2023 approximately**. Although an initial three-year contract will be signed in which actions shall be fully defined and planned, at each year end, improvements and amendments to the contract may be included provided that they do not alter the essence of the program approved by the Commission.

Companies interested in participating in the tender, should send an email to INTERACEITUNA notifying their decision and specifying the segment for which they will submit their bid within 2 weeks, **from November 29 to December 14:**

- Two segments: India and Canada
- Segment 1 – India.
- Segment 2 – Canadá.

Likewise, companies that have notified their intention to participate may send their documentation related to stages 1 (exclusion) and 2 (selection), **until December 21, at 12 noon:**

STAGE 1:

- Signed declaration attesting compliance with article 71 of the Law 9/2017, of November 8, on Public Sector Contracts.

STAGE 2:

- Structure of the agency and personnel assigned to the project.
- Financial capacity.
- Absence of conflict of interests.

Lastly, the rest of the documentation related to stage 3 (adjudication) shall be delivered to **INTERACEITUNA on January 8, 2019, before 12 noon.**

Proposals must be submitted in digital format to the email addresses info@interaceituna.es, promocion@interaceituna.es and marketing@interaceituna.es. Subsequently, two hard copies of the bids must be sent to the address: C/Mesón del Moro, 1. PC 41004, Sevilla (Spain).

For questions related to the tender, contact persons will be Paula Sánchez and María Becerra (0034.954.21.55.69 - marketing@interaceituna.es, promocion@interaceituna.es).

Once the proposals have been received, INTERACEITUNA reserves the maximum period of 1 month to select the winning agency. Within such period, INTERACEITUNA will send an email to the participating agencies to inform them of the status of their candidacy. Once INTERACEITUNA notifies its decision regarding the tender via email, it will be possible to work with the winning agency on the proposal in order to present it to the European Commission. **All communications shall be made according to the Spanish time zone (Central European Time/CET).**

The rest of the contracting conditions and the requirements to be met by the agency are specified in **ANNEX 2**.

2.7. Product information

ANNEX 3 includes information on the product that may be of interest to prepare the proposal.

3. SEGMENT 1. INDIA

3.1. Indian olive market

INTERACEITUNA is betting on other markets with a great growth potential in the medium term, as is the case of India, a country with more than 1,000 million people in which promotional activities have been carried out since 2014. Although today table olives are not a regular element of their diet, the product fits perfectly into their cuisine. This is compounded by the growing trend of acquiring imported products from countries that, as Spain, are a reference in food. Some data to consider:

- Spain is the world leader in the table olive sector, both in terms of production and export. It is characterized by having a modern and efficient industry with its own technology.
- In the Indian context, the Spanish olive has a privileged position. The export of Spanish olive to India has doubled in the last 5 years. In addition, in 2017, India imported 2,100,000 kilos of table olives, of which almost 2 million came from Spain, which means 93% market share.
- According to the Taxation and Customs DG, the exports of table olives from Spain to India in recent years were:

Year 2012: 1,105,513 KG

Year 2013: 939,815 KG

Year 2014: 1,184,700 KG

Year 2015: 1,452,148 KG

Year 2016: 1,916,156 KG

Year 2017: 1,957,396 KG

- Indian consumers do not directly associate the category "olives" with a specific country. In addition, for the Indian consumer the country of origin is not a determining factor when buying olives.
- The majority of Indian consumers are unaware of this product, both in its nutritional properties and gastronomic uses.

3.2. Objectives

The main objective of the campaign is to continue with the growing trend of Spanish olives consumption in India in the short and medium term through direct and impacting actions.

Secondary objectives:

- Create a direct association in the minds of consumers between the category "olives" and the country of origin "Spain", taking advantage of the fact that other producing countries do not have a strong market positioning. For this reason, a campaign should be created to turn olives into synonyms for Spain as occurred with other products such as Colombian coffee or Norwegian salmon.
- Introduce the various gastronomic uses of table olives.

3.3. Target audience

Consumers: Men and women over 20 years of age with a medium-high income level, Internet users and buyers of imported products.

Within the purchase decision makers, there are two groups of great relevance:

- Middle-class urban women: married women in the age group of 25 to 45 years, housewives with children, who have primary education and whose main activity is cooking Indian food at home but influenced by new trends. Their families are usually made up of 5-8 members and they are the ones making decisions about the foods consumed in their home. Highly interested in nutritional facts since they are very interested in health, being the driving force of their purchases. They do not usually buy prepared foods, prefer to cook and select the products. They usually make purchases in traditional markets where they know the seller, who are usually familiar with their preferences. This consumer profile does not have digital skills (they do not use computers or mobile phones frequently).
- Upper-class urban women: married women and workers with a higher level of education. These women have in common that they are considered the caretakers of the family. Since they have a car to move around the city, they usually carry out their purchases in supermarkets and gourmet stores. However, since convenience stores are strategically located, they can also carry out their purchases at these traditional stores. In general, they usually have a Facebook profile and carry out online purchases.

Professional audience: wholesale and retail buyers, professionals of the HORECA sector and prescribers (opinion leaders, media, chefs, etc.).

3.4. Scope of action

Although the campaign must have a national scope, due to the geographical extension of this country, it is agreed that the main nuclei on which the promotional actions should focus are: **New Delhi, Calcutta, Chennai, Mumbai, Ahmedabad, Bangalore, Hyderabad and Pune.**

The agency must draw up an action plan in these areas, setting specific objectives per year, so that they are always covered by promotional actions, although reinforcement activities are carried out in some cities every year. The selected areas may be modified once the program to be presented to the Commission is developed with the winning agency.

4. BRIEFING SEGMENT 2. CANADA

4.1. Canadian olive market

Canada is a strategic market for the table olive sector because it is a country without its own production supplying its demand through imports. Spain is the current leader in export of this product with 55% market share, however, competition from countries such as Greece (19%), Morocco (8%) and Italy (6%) is increasing. Spanish olive exports to Canada have remained very stable in recent years:

2013: 9,103,829 KG

2014: 9,893,775 KG

2015: 9,031,467 KG

2016: 8,941,972 KG

2017: 9,430,337 KG

Olives are a well-known product in the country, due to the large number of immigrants and the existing ethnical variety. The habits of the Italian, French, Greek, Portuguese or Turkish population have a strong influence and it favors the consumption of olives as an appetizer which begins to extend to other communities interested in healthy food and the Mediterranean diet.

4.2. Objectives

Although Spanish olives are a highly consumed product by Canadians, they associate the product with other countries in the Mediterranean basin. This situation is mainly due to the fact that Spanish olives are marketed through own brands or under the brands of large Canadian canning companies.

It makes us face two objectives that are closely related:

- 1.** Increase the consumption of Spanish/European olives in Canada and gain market share against competing countries.
- 2.** Inform consumers that Spain/Europe is a world leader in the export of olives to Canada. Most of the olives consumed are Spanish.

4.3. Target audience

The promotional campaign must contain actions designed for each of the following target audiences:

- **TARGET AUDIENCE 1:** Consumers in general and foodies in particular.
- **TARGET AUDIENCE 2:** professional channel (importers, distributors, HORECA channel and catering schools) and prescribers/media/influencers.

4.4. Scope of action

The promotional plan shall be developed at the national level, however, as it is a large country, the following areas shall be selected as priority areas: **Ontario, Quebec and British Columbia.**

Since these are the main consumption areas, promotional activities shall be carried out in these three areas during the three-year period, although one may be reinforced every year.

ANNEX 1: DESCRIPTION SHEET OF THE ACTIONS TO BE DEVELOPED

- Country (ies): India and/or Canada
- Activity name.
- Target audience.
- Scope.
- Annual period.
- Description of the activity and rationale.
- Direct and indirect impacts.
- Indicator and/or source for calculation impacts.
- Overall budget of the action broken down by items.

EXAMPLE OF DESCRIPTIVE SHEET OF COMPLETED ACTIONS

Name of the activity: Print media plan.

Target audience: Consumers in general (general press) and professionals (specialized magazines).

Scope: National. Segmentation in X strategic zones (according to segment I or II). Each year existing media in X strategic areas shall be reinforced.

Annual period: Years 1, 2 and 3.

Description of the activity and rationale: during the 3 years of the program, advertisements and advertorials shall be published in a series of newspapers and magazines whose readers belong to the program's target audience. Publishing ads and advertorials will allow us to impact a large number of people to whom we can send messages of the campaign since we can control the information being published. The following table shows the insertions planned by year:

MEDIA PLAN YEAR 1				
PLATFORM	PERIOD	ISSUE	FORMAT	INSERTIONS
New York Times	Weekly	xxxx	1 vert. page Color	5
Miami Times	Weekly	xxxx	1 vert. page Color	5
Chicago Times	Weekly	xxxx	1 vert. page Color	5
Houston Times	Weekly	xxxx	1 vert. page Color	10
San Franc. Times	Weekly	xxxx	1 vert. page Color	10
Los Angeles Times	Weekly	xxxx	1 vert. page Color	10
Washington Times	Weekly	xxxx	1 vert. page Color	5
Philadelphia Times	Weekly	xxxx	1 vert. page Color	5
Seattle Times	Weekly	xxxx	1 vert. page Color	5
HORECA news	Monthly	xxxx	Advertorial 3 p.	2
Food Industry Mag.	Monthly	xxxx	Advertorial 3 p.	2
Restaurant news	Monthly	xxxx	Special 8 pages	1
TOTAL IMPACTS = XXXXXXXX				65

MEDIA PLAN YEAR 2				
PLATFORM	PERIOD	ISSUE	FORMAT	INSERTIONS
New York Times	Weekly	xxxx	1 vert. page Color	10
Miami Times	Weekly	xxxx	1 vert. page Color	10
Chicago Times	Weekly	xxxx	1 vert. page Color	10
Houston Times	Weekly	xxxx	1 vert. page Color	5
San Franc. Times	Weekly	xxxx	1 vert. page Color	5
Los Angeles Times	Weekly	xxxx	1 vert. page Color	5
Washington Times	Weekly	xxxx	1 vert. page Color	5
Philadelphia Times	Weekly	xxxx	1 vert. page Color	5
Seattle Times	Weekly	xxxx	1 vert. page Color	5
HORECA news	Monthly	xxxx	Advertorial 3 p.	2
Food Industry Mag.	Monthly	xxxx	Advertorial 3 p.	2
Restaurant news	Monthly	xxxx	Special 8 pages	1
TOTAL IMPACTS = XXXXXXXX				65

MEDIA PLAN YEAR 3				
PLATFORM	PERIOD	ISSUE	FORMAT	INSERTIONS
New York Times	Weekly	xxxx	1 vert. page Color	5
Miami Times	Weekly	xxxx	1 vert. page Color	5
Chicago Times	Weekly	xxxx	1 vert. page Color	5
Houston Times	Weekly	xxxx	1 vert. page Color	5
San Franc. Times	Weekly	xxxx	1 vert. page Color	5
Los Angeles Times	Weekly	xxxx	1 vert. page Color	5
Washington Times	Weekly	xxxx	1 vert. page Color	10
Philadelphia Times	Weekly	xxxx	1 vert. page Color	10
Seattle Times	Weekly	xxxx	1 vert. page Color	10
HORECA news	Monthly	xxxx	Advertorial 3 p.	2
Food Industry Mag.	Monthly	xxxx	Advertorial 3 p.	2
Restaurant news	Monthly	xxxx	Special 8 pages	1
TOTAL IMPACTS = XXXXXXXX				65

Total impacts 3 years: XXXXXXXX impacts.

Indicator and/or source to calculate impacts: to estimate the impacts to be reached, the information provided by the company Kantar Media has been taken as reference.

ACTIVITY - PRINT MEDIA PLAN									
	YEAR 1			YEAR 2			YEAR 3		
Budget breakdown	Uts.	Unit cost	Total	Uts.	Unit cost	Total	Uts.	Unit cost	Total
Design and creation of ads	10	500	5,000	5	500	2,500	5	500	2,500
New York Times	5	2,000	10,000	10	2,000	20,000	5	2,000	10,000
Miami Times	5	1,000	5,000	10	1,000	10,000	5	1,000	5,000
Chicago Times	5	2,000	10,000	10	2,000	20,000	5	2,000	10,000
Houston Times	10	1,000	10,000	5	1,000	5,000	5	1,000	5,000
San Franc. Times	10	2,000	20,000	5	2,000	10,000	5	2,000	10,000
Los Angeles Times	10	1,000	10,000	5	1,000	5,000	5	1,000	5,000
Washington Times	5	2,000	10,000	5	2,000	10,000	10	2,000	20,000
Philadelphia Times	5	1,000	5,000	5	1,000	5,000	10	1,000	10,000
Seattle Times	5	2,000	10,000	5	2,000	10,000	10	2,000	20,000
HORECA news	2	1,000	2,000	2	1,000	2,000	2	1,000	2,000
Food Industry Mag.	2	2,000	4,000	2	2,000	4,000	2	2,000	4,000
Restaurant news	1	1,000	1,000	1	1,000	1,000	1	1,000	1,000
SUBTOTAL		102,000			104,500			104,500	
AGENCY FEE (3%)		3,060			3,135			3,135	
TOTAL ACTIVITY		105,060			107,635			107,635	

ANNEX 2. CONTRACTING CONDITIONS

Below are a series of contracting conditions that the agency applying for the tender must know, many of which are imposed by the regulations governing the program.

- The winning agency will have to submit to the Spanish and European legislation. The regulations governing the program shall be binding and the agency must expressly accept such condition in the contract.
- The contract between the AGENCY and INTERACEITUNA shall be set in euros.
- The AGENCY shall have an exclusive bank account for this program in euros. Payments to all suppliers shall be made from such bank account.
- No advance payments are considered, which implies that the AGENCY must have sufficient liquidity to cover its payments. The AGENCY shall invoice INTERACEITUNA on a bi-monthly basis.
- Before INTERACEITUNA proceeds to pay bi-monthly invoices, the AGENCY will have to provide all invoices from its suppliers, which must match the amounts invoiced to INTERACEITUNA. For invoices in foreign currency, in accordance with the provisions of the regulations, the applicable exchange rate shall be the second last rate set by the ECB before the month in which the expense is recorded.
- In addition to the above, as a prerequisite to proceed with the payment, the AGENCY shall have to provide along with the bimonthly invoice all the necessary vouchers and supporting documents proving the execution of the activities included in the invoice.
- **It is considered reasonable that the fees of the AGENCY related to the purchase of media are around 7% and those corresponding to the execution of the rest of activities are around 13%.**
- The AGENCY shall be responsible for all the administrative management of the program (report preparatio, justifications, vouchers, submission to registries, etc.). Such documentation shall be provided in Spanish, since the Ministry requests delivered in Spanish.
- The AGENCY shall have to provide any type of technical or financial control carried out by the EU or by the auditors contracted by INTERACEITUNA according to the regulations of the program.

Likewise, any proposal submitted must meet the following requirements:

- Specify the team assigned to the program, as well as the hours of dedication per each one of them.
- Describe the previous experience in promotional programs of agri-food products and, if applicable, their experience in the execution of European promotion programs.
- The proposal submitted must be in Spanish or English.

ANNEX 3: PRODUCT INFORMATION

History and tradition: Olive trees have grown in Spain since the 1st century, forming part of the landscape and gastronomic culture of our country. Its climatological conditions and its soil, rich in nutrients, provide the fruit with an incomparable quality. Olives are part of the culture of our country and are a food of a social nature when it comes to interacting with family and friends.

Leadership and quality: Spain is a world leader in the production and export of table olives, representing 22% and 40% respectively (average data from the last 5 years). Such leadership is due to the good work of our farmers and the fact that we have the most modern and advanced industries in the world, which gives us high levels of safety and food control.

Wide Spanish offer: Spain produces and exports a wide range of olives to the United States. Different varieties (Manzanilla, Hojiblanca, Gordal, etc.), types (green and black) formats (cans, glass jars, plastic, large format packagings for professionals, etc.) and numerous forms of presentation (whole, pitted, sliced, seasoned, crushed, more than 80 types of fillings, etc.).

Versatility: Table olives are a very versatile food that can be consumed as a snack and also as an ingredient of many dishes beyond its regular use in pizzas, salads and sandwiches. Since olives are one of the few fruits containing the four basic flavors, they can be easily integrated into other products such as sauces, pasta, meat, fish, rice and even desserts.

Accessible product: Table olives can be found in any type of establishment in different formats and presentations. Their price is affordable for any home and can be easily stored.

Nutrition and health: Olives are the natural source of olive oil, an essential ingredient of the Mediterranean Diet. The caloric content of olives compared to other industrial snacks is 3 or 4 times lower. Olives contain nutritional elements good for the health such as vitamins, minerals, oleic acid, fiber, etc.

NOTE: European regulations clearly define the requirements that must be followed to be able to use messages related to nutrition and health within the framework of these promotional programs.