



Olives from Spain

Press Information

Contact details:

Storm Communications: Sophie Palin or Susanne Collin

e-mail: sophie@stormcom.co.uk / susanne@stormcom.co.uk

phone: 0207 240 2444





Olives from Spain is proud to sponsor the Food Blogger Connect 2011 conference

Olives from Spain will be bringing the heat and a healthy dose of Mediterranean spirit to this year's Food Bloggers Connect conference! As well as hosting brunch at this year's conference on Sunday 14th August, they will provide an array of the finest olives from Spain throughout the weekend as well as a fun food facts and tasting session.

Olives from Spain is on a mission to educate the UK public about the great taste and versatility of the Spanish table olive and to address the misconception that the majority of the world's table olives come from Greece and Italy. In fact over 30% of the world's total are produced in Spain from some 2.5 million hectares of olive trees!

Spain has a long tradition when it comes to growing olive trees and harvesting their fruit. Generation after generation, Spain produces the highest quality olives - the hours of sunshine, short winters and perfect soils make Spanish olives the most juicy and tasty in the world. Elegant and delicious, simple and sophisticated; olives from Spain are loved by adults and children alike.

As well as tasting delicious, they also have a number of health benefits. Ever wondered the secret to the Spanish living so long? Many say it's down to a healthy Mediterranean diet rich in fish, meat, vegetables, pulses and of course olives (and we think the sun has something to do with it too!) Made up of healthy unsaturated fats, water and fibre as well as a range of minerals and vitamins, olives from Spain are highly nutritious, making them a healthy alternative to fatty savoury snacks such as crisps and nuts.

Olives are also incredibly versatile. They're not only a tasty snack to be enjoyed on their own as a pre-dinner or party nibble but also as a wholesome and flavoursome ingredient to be used in a whole range of food dishes! Choose from tasty tapas, summer salads and Mediterranean meats in the run up to the Spanish olives harvest in September.

Experiment with olives this summer and keep your eyes peeled for Spanish olives in the media over the next couple of months - they're tasty, versatile and nutritious.





For more information on **Olives from Spain** such as mouth-watering recipes, nutritional information, interesting facts and serving suggestions contact Sophie Palin or Susanne Collins on sophie@stormcom.co.uk/ susanne@stormcom.co.uk or alternatively on 0207 240 2444.

Follow Spanish Olives on Twitter for all the latest news and ideas on how to incorporate them into your cooking [@Taste_of_Spain](https://twitter.com/Taste_of_Spain).



A history of Spanish olives



Spain and olives share a rich history and whilst many people are under the misconception that the majority come from Greece and Italy it is in fact Spain that remains the world's top producer of the table olive.

Spain has a long tradition when it comes to growing olive trees and harvesting their fruit, which is why olives are one of the most traditional and important foods in the Mediterranean diet and play a central role in the country's gastronomic heritage. Olives were not only valued for their delicious taste, early man also viewed the olive tree and its fruit as a symbol of peace, wisdom and progress.

The history combined with the warm Spanish climate, short winters and suitable soils make Spanish olives the most delicious in the world. Throughout Spain these delicious olives are traditionally enjoyed by the whole family, including children who begin eating the fruit at an early age.

There are around 850 million olive trees on earth, covering more than 10 million hectares of land and 2,513,400 of these hectares are spread across Spain. Growing increasingly popular in recent years with food lovers around the globe, over 18 million tonnes of olives are produced each year, with Spain accounting for 30% of the world's total output.

The main olive yielding region of Spain is Andalusia in the south, which produces 77% of the total olives grown in the country.

Table olives are incredibly versatile and can be used as an ingredient in a whole host of delicious dishes, as well as being enjoyed on their own as an appetiser, snack or scrumptious party nibble. So try in salads, tapas, sauces, in meat, fish and rice dishes or simply enjoy a stuffed or pitted olive with a deep, fruity glass of Spanish wine.

Once you discover the beautiful taste of olives from Spain you'll be hooked...





Top Spanish Chef educates the UK on the wonders of Spanish Olives



Young, talented Spanish chef Omar Allibhoy has teamed up with Olives from Spain, to educate the UK public about the great taste and versatility of the Spanish table olive and to address the misconception that the majority of the world's table olives come from Greece and Italy.

Over the next few months Omar will be working closely with Olives from Spain to create a range of delicious olive recipes and tapas videos to demonstrate how tasty, versatile and nutritious the Spanish olive is.

Born in Madrid, Omar's passion for food developed at a very early age. "Growing olive trees and harvesting their fruit is a Spanish tradition, with generation after generation passing on their knowledge and recipes. I was only three but I remember having my first olive and how delicious it was." Says Omar.

Growing up, Omar preferred to spend more time cooking than playing with his friends, "I was always whisking something up and being adventurous in the kitchen. Working with Olives from Spain is something I'm really passionate about and believe in and I look forward to sharing my top olive tips and demonstrating how versatile Spanish olives can be! They're not only a wholesome and flavoursome ingredient but can be used in a whole range of food dishes." Adds Omar.

Omar's simple food and flair for Spanish cuisine has awarded him recognition within the industry. Recently described by Gordon Ramsay as the "Antonio Banderas of cooking", Omar has also made numerous TV appearances including Market Kitchen, Masterchef and This Morning.

"We are thrilled to be working with Omar as part of this campaign, encouraging the UK to enjoy Spanish olives as part of a healthy balanced diet. With our shared passion for all things olives, we look forward to creating some fantastic recipes to demonstrate the delicious taste and versatility of the Spanish olive". Says María José Sevilla, Director of Foods & Wines from Spain at the Spanish Embassy.



Olives as part of a healthy, balanced diet

The Spanish Mediterranean diet has long been considered one of the healthiest in the world. Fresh fish, meat, pulses and vegetables make up the vast majority of meals and table olives all play a key role with a high nutritional and rich value.

The table olive with its nutritional balance of healthy unsaturated fats, fibre, vitamins and minerals is an essential component of Spain's Mediterranean diet. With an average of only 150 calories to every 100g serving, olives are fast becoming a healthy and tasty alternative to crisps, nuts and other savoury snacks.



Nutritional facts

- The recommended daily serving of olives is 25g equivalent to around 7 olives per day.
- Olives contain unsaturated fat in the form of monounsaturated oleic acid, which is much healthier than saturated fats found in many snacks and fast foods.
- Olives contain many minerals including calcium, iron, potassium, magnesium, phosphorus, and iodine.
- Olives are a source of fibre and help towards meeting our recommended daily allowance.
- Olives contain a range of vitamins including Group B, provitamin A and Vitamin E.
- The only restrictions on eating olives are for those who have been advised to follow a low salt diet as olives contain sodium, although some varieties have much lower sodium content than others.

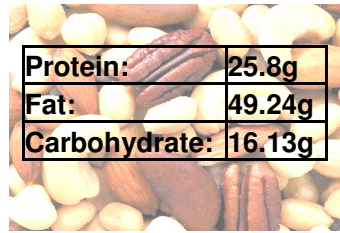


Alternative snacks

Olives vs Nuts

Although nuts are packed full of protein and are a good source of healthy fats, vitamins (including antioxidants) and minerals they can be fattening so it's important not to eat them in large quantities. Olives provide better nutritional values and are also more versatile because you can use them to make many more healthy and filling snacks.

*100 grams of typical nuts contains 567 kcal
Other nutritional information for nuts (per 100 grams):*



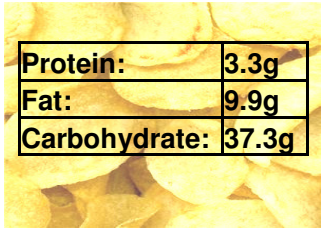
Protein:	25.8g
Fat:	49.24g
Carbohydrate:	16.13g

Olives vs Crisps

Crisps are for the most part, made from whole potato, and depending on the ingredients can have less additives than many other snacks. However they are not the best when being eaten as a healthy snack.

Potato crisps also contain a lot of salt and they are packed with flavourings which although delicious offer little nutritional effect and aren't as versatile as olives.

*100 grams of typical crisps contains 525 kcal
Other nutritional information for crisps (per 100 grams):*



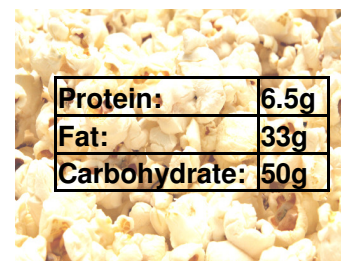
Protein:	3.3g
Fat:	9.9g
Carbohydrate:	37.3g

Olives vs Popcorn

There has been a sudden craze for popcorn as an alternative to crisps, but don't be fooled into thinking the calorie content is any less as the cinema variety can exceed your daily calorie allowance with 1,779 calories.

Making popcorn yourself at home makes it a lot healthier. Using un-popped maize kernels and air popping them yourself can cut out the calories, but after you've added butter, salt or sugar they start to add up again. Olives offer much more variety and are a quicker, easier more wholesome snack to enjoy.

*100 grams of typical crisps contains 541 kcal
Other nutritional information for popcorn (per 100 grams):*



Protein:	6.5g
Fat:	33g
Carbohydrate:	50g



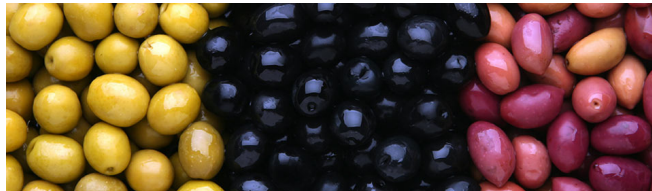
Types of olives

Olives are often recognised in two popular forms, green and black. The colour of an olive doesn't signify its variety but rather its level of ripeness at the stage when it is plucked from the olive tree. You will also find the fruit in shades of pink and brown, these 'turning of colour' olives are mid-way through their life-cycle and offer yet another exciting variation of taste and texture. They also look fantastic served as a snack or in recipes.

Spain is known for producing a vast array of olives – over 60 types in total – so whether whole, pitted, stuffed, marinated or sliced and diced there is sure to be a Spanish olive perfect for you!

Some popular types of stuffings and seasonings for Spanish olives include:

- Garlic
- Anchovies
- Pimento or red pepper
- Almonds
- Cheese



Spanish olives can of course also be categorised by their variety; the most popular Spanish varieties are the Manzanilla, Gordal, Hojiblanca, Carrasqueña and Cacereña.



Did you know?

A few fun facts about olives:

- Olives have been around for thousands of years, appearing in one of the earliest cookbooks ever discovered! This was a 2000-year-old text by a Roman named Apicius.
- Olive oil has traditionally been used as fuel and was even used to light the earliest Olympic Torch.
- The olive flower is white and only flowers after four years.
- Olive trees can live for more than 1,500 years and grow to a maximum of 50 feet tall.
- It was the Phoenicians who first brought the olive tree to Spain, but the Ancient Romans are credited with establishing vast farms of olives, often owned by absentee landlords who lived back in Rome.
- The olive garnish is what makes the Martini Cocktail, shaken or stirred!
- When the tradition of tapas was born, the first and simplest tapas was a slice of bread with olives.
- For thousands of years the olive branch has been used as a sign of peace and goodwill.
- Olive trees are harvested for the first time after 15 years.
- The average life of an olive tree is between 300 and 600 years.

