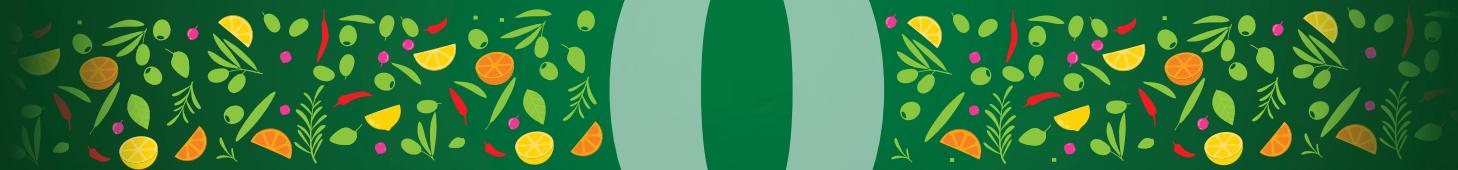


New Jar Line



The innovation that was missing



The Olive Masters.

A growing market

Over the last 30 years, a growing worldwide trend has been observed in the production and consumption of table olives.

Today, every Italian consumes over 2 kg of olives per year!

In Italy there are more than 500 varieties of olives, of which 16 are table olives, and of these, 4 have received PDO certification.

A market that is missing innovation and diversification.

The Italian retail assortment of olives in glass jars is limited to few varieties and to always the same traditional recipes.

It has been unattractive and static offer for too long.

Our proposal



The masters of table olives present a new jar line
with 5 innovative and high-quality recipes!

Five new recipes



*Green Pitted Olives
baby Chili and Lemon*

Green pitted Castelvetrano olives with baby chili and lemon slices, for zesty flavor lovers.
Glass jar 140 gr.



*Green Pitted Olives
Lemon and Mint*

Green pitted Halkidiki olives with lemon slices and mint leaves, a sweet freshness explosion on the palate.
Glass jar 140 gr.



*Green Pitted Olives
Orange and Rosemary*

Green pitted Halkidiki olives with orange slices and rosemary, a proposal with citrus notes for the most sought-after palates.
Glass jar 140 gr.



*Black Pitted Olives
baby Chili and Oregano*

Black Leccino olives with baby chili and oregano, already pitted, are perfect for traditional flavor fans.
Glass jar 140 gr.



*Green Pitted Olives
pink Pepper and Rosemary*

Green pitted Castelvetrano olives with pink peppercorn and rosemary, a sophisticated and refined tasting.
Glass jar 140 gr.

New and fresh energy on the shelves of olives in jar

- An innovative proposal in a static space
- A high-quality selection
- Five new and innovative recipes
- A strong identity packaging, visible and colorful
- High visibility in store to support sales

NEW TASTE EXPERIENCE TO SATISFY THE MOST DEMANDING PALATES.



Madama Oliva
The Olive Masters.