

*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*

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The logo for Madama Oliva features the brand name in a white, bold, sans-serif font inside a red rounded rectangle. A small green olive branch with two leaves is positioned above the 'a' in 'Oliva'.

**Madama Oliva**

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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 Castelvetro 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 Castelvetro 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.**



*The Olive Masters.*