



The Olive Masters.



THE NEW SELECTION DEDICATED TO APERITIFS!



FROM THE MASTERS OF OLIVES - A NEW LINE DEDICATED TO THE MOST PLEASANT MOMENT OF THE DAY:

★ THE APERITIF ★

FOUR IRRESISTIBLE PARINGS TO SATISFY ALL PALATES

APERITIF SHELF

THE RETAIL IS WITNESSING RECENTLY A SIGNIFICANT DEVELOPMENT IN THE **CATEGORY OF THE APERITIF**: A CORNER TOTALLY DEDICATED TO THIS SPECIFIC MOMENT OF CONSUMPTION (Source rapport Coop 2022).



THE OLIVES DESERVEDLY REPRESENT AN ICONIC AND TRADITIONAL COMPONENT OF THE ITALIAN APERITIFS.



WHY?



- ★ THE 27% OF ITALIANS STATES TO PREFER HOME-MADE APERITIFS, HEALTHY AND BETTER IN QUALITY.*
- ★ THE OLIVES, A CHARACTERISTIC FRUIT OF THE MEDITERRANEAN DIET, ARE RICH IN VITAMINS AND MINERALS, AS WELL AS LUPINS: HIGH IN PROTEIN, RECOGNIZED FOR ITS MANY BENEFICIAL PROPERTIES.
- ★ A PERFECT OCCASION TO OFFER CONSUMERS A HEALTHY FOOD OPTION.



HOW?



- ★ SPECIFIC SELECTION OF PRODUCTS FOR THE APERITIF.
- ★ THE NAMING IS DEDICATED TO THE OCCASION.
- ★ THE LANGUAGE DEDICATED TO THE CONSUMPTION EVENT.



KALAMON OLIVES

★ ORANGE AND FENNEL FLAVOUR ★

PITTED OLIVES, SOURCE OF VITAMIN E, IN A **HANDY 80G PACK**. A JUICY PULP WITH UNIQUE AND DISTINCTIVE BITTER AFTERTASTE, BALANCED BY THE FRESH FLAVOR OF ORANGE AND FENNEL.



OLIVE MIX

★ PEPPER AND ROSEMARY FLAVOUR ★

A MIX OF PITTED OLIVES: BLACK KALAMON OLIVES AND GREEN GIANT OLIVES, SOURCE OF VITAMIN E, MARINATED WITH CHILLI PEPPER AND ROSEMARY IN A **HANDY 80G PACK** FOR A PERFECT BLEND OF MEDITERRANEAN FLAVORS.

★ 4 EXCLUSIVE COMBINATIONS ★



GREEN GIANT OLIVES

★ PINK PEPPER AND LIME FLAVOUR ★

CHARACTERIZED BY A JUICY AND CRUNCHY PULP AND RICH IN VITAMIN E. THEIR DELICATE FRUITY AROMA IS MADE UNIQUE AND DELICIOUS BY THE BOLD TASTE OF PINK PEPPERCORN AND LIME IN A **HANDY 80G PACK**.



LUPINI BEANS

★ MARINATED WITH VINEGAR ★

AN ANCIENT LEGUME CONSUMED IN ITALY, LUPINS ARE AN UNCONTESTED SOURCE OF FIBER AND VEGETABLE PROTEIN. A TASTY AND ORIGINAL IDEA FOR A HEALTHY APERITIF, ESPECIALLY MARINATED WITH VINEGAR AND SERVED IN A **HANDY 80G PACK**.

ALL THE PRODUCTS ARE IN A READY-TO-USE, PRESERVATIVE-FREE AND LIQUID-FREE 80G PACK.

DISPLAY MATERIALS FOR SHOPS



DISPLAY

10 pouches of 80g
Dimensions: 30x12x18 cm



EXPO

1/8 pallet containing
120 pouches of 80g



TIE

12 pouches of 80g

