

# Madama Oliva

*The Olive Masters.*

NEWS

## 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 STATE 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

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