

# Madama Oliva

*The Olive Masters.*

NEWS

## OUR NEW LINE DEDICATED TO APERITIFS IS GROWING FAST!



FOUR NEW SPREADABLE PRODUCTS TO MAKE ITALIANS' FAVORITE TIME OF DAY EVEN MORE IRRESISTIBLE

★ THE APERITIF ★

THREE TAPENADES AND A HUMMUS DESIGNED TO ADD A CREATIVE AND TASTY TOUCH TO BRUSCHETTA AND FINGER FOOD.

# 100% RECYCLABLE PACKAGING

A CONCRETE COMMITMENT TO A SUSTAINABLE  
FUTURE IN THE FRUIT AND VEGETABLE SECTOR.

THE NEW SPREADABLE PRODUCTS COME  
IN AN INNOVATIVE FORMAT, WITH REVISED GRAPHICS.

## WHY?

- ★ THE 27% OF ITALIANS SAID THEY PREFER A HOME-MADE, HEALTHY AND QUALITY APERITIF. \* SPREADS, MADE FROM OLIVES AND LUPINS, ARE A PLANT-BASED PRODUCT SUITABLE FOR VEGAN AND VEGETARIAN DIETS.
- ★ PÂTÉ AND HUMMUS SUGGEST NEW TASTING IDEAS
- ★ THE APERITIF SEEN AS THE IDEAL MOMENT TO OFFER AN OPPORTUNITY FOR HEALTHY & COOL CONSUMPTION OCCASION.

## HOW?

- ★ SQUEEZE SIZE, COMFORTABLE AND PRACTICAL AT HOME AND OUTDOORS.
- ★ WASTE-FREE PRODUCT, IN CONVENIENT 110 GR PACKAGING.
- ★ COLORFUL, EYE-CATCHING AND 100% RECYCLABLE PACK.
- ★ NAMING AND LANGUAGE IN LINE WITH THE OCCASION OF CONSUMPTION.

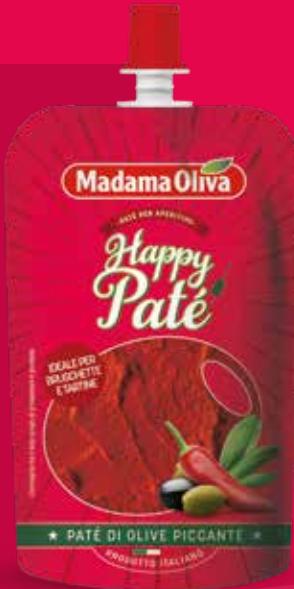


## OLIVE AND ARTICHOKE PÂTÉ

ARTICHOKE AND OLIVES: THE COMBINATION OF TWO AROMATIC AND DELICIOUS PRODUCTS LEADS TO AN IRRESISTIBLE PÂTÉ. OFFERED IN A 110G PACK, IT IS IDEAL TO SPREAD ON BRUSCHETTA, CANAPÉS AND WARM CROUTONS OR TO ENRICH APPETIZERS AND FINGER FOOD.

## SPICY OLIVE PÂTÉ

A PÂTÉ WITH AN INTENSE, MARKED AND ENERGETIC TASTE. OFFERED IN A 110G PACK, IT IS DESIGNED TO GARNISH BRUSCHETTA, CANAPÉS OR CROUTONS AND IS THE IDEAL BASE FOR MEDITERRANEAN FINGER FOOD AND TEMPTING APPETIZERS.



## ★ FOUR EXCLUSIVE RECIPES ★



## OLIVE PÂTÉ

A TIMELESS AND ALWAYS INVITING CLASSIC FLAVOR, IDEAL FOR PREPARING TASTY BRUSCHETTA, ALONE OR IN COMBINATION WITH OTHER INGREDIENTS. PERFECT AS A BASE FOR DELICIOUS RECIPES, THE PRODUCT IS PRESENTED IN CONVENIENT 110G PACKS.

## LUPINI HUMMUS

A SOURCE OF PROTEIN, LUPINI HUMMUS IS EXCELLENT TO GO WITH FRESH VEGETABLES SUCH AS CELERY, CARROTS OR FENNEL. OFFERED IN A CONVENIENT 110G PACK, IT IS PERFECT FOR CREATIVELY GARNISHING FINGER FOOD AND APPETIZERS.



# DISPLAY MATERIALS FOR SHOPS



## DISPLAY

10 pouches 110 g

Dimensions: 99 x 171 x 298 mm

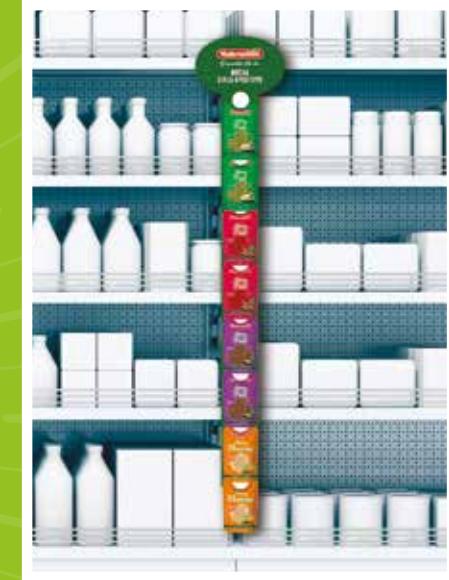


## EXPO

1/8 pallet containing

120 pouches 110g

Dimensions: 348 x 1276 x 393 mm



## TIE

12 pouches 110 g

Dimensions: 150 x 832 mm