NH and Vincci hotels, prescribers of the benefits of EVOO

The hotel chain NH Hotel Group and Vincci Hotels will exercise this summer as embassies of the culture of olive oil through a unique initiative that gives prominence to this product by a spectacular display in the breakfast area of ??these establishments. The idea is to make available to its customers a selection of extra virgin olive oils of the variety Arbequina, Cornicabra, Hojiblanca and Picual

By this action, two of the most prestigious hotel chains operating in Spain, NH Hotel Group (with 92 establishments within 143 having this chain) and Vincci Hotels (18 hotels 39 chain), you will benefit contact direct with Spanish and other nationalities passing through Spain citizens, to prescribe the benefits of Extra Virgin olive Oil (EVOO) and thus turn them into ambassadors of olive oil on his return home.

Hotels participating in this action has installed an illuminated and rotating display, especially

designed to draw customers' attention on the four bottles of olive oil extra virgin housing, the Arbequina, Cornicabra, Hojiblanca and Picual. "A real experience" of aromas, textures and flavors, available to hotel guests NH Hotel Group and Vincci Hoteles, which allows them to enter the diversity that the olive grove makes available to the restoration in the excellent cuisine of both hotel chains.

AOVE Culture

In addition to discover and enjoy the extra virgin, breakfasts will serve to distribute informative material with everything needed for customers of NH Hotel Group and Vincci Hoteles, once back in their home, become in turn true ambassadors of olive oils. In these materials an informative tour is done, both in Castilian and English, on key aspects of our oils, from the commercial categories to the organoleptic characteristics, uses and pairings of the main varieties.

A promotional action which joins others that have in their sights the millions of tourists who visit each year. This is the case carts Olive Oils, which this year have visited large tourist areas of our country as Toledo, Malaga, Cadiz, Madrid and Alicante.

The collaboration of Interprofessional Spanish Olive Oil with NH Hotel Group and Vincci Hoteles is one of the activities of the promotional campaign, for three years, for the domestic market Olive Oil, "Toda una Experiencia" launched by Olive Oils from Spain, brand promotion of Interprofessional Spanish Olive Oil, with the collaboration of the European Union and the Ministry of Agriculture, Food and Environment.

Source: Interprofessional Spanish Olive Oil.