

The healthy values ??of the EVOO and its application in international gastronomy center the Gourmet Area of ??the WOOE



The healthy character of Extra Virgin Olive Oil (EVOO) and its versatility in international kitchens will be the protagonists of the Gourmet Area at the World Olive Oil Exhibition, the largest monographic meeting dedicated to olive oil, which will celebrate its seventh edition on the 21st and March 22nd at IFEMA-Madrid. Chef Kike Piñeiro has devised a menu to explore different cuisines of the world and demonstrate the versatility of this emblematic product of Spanish cuisine. Through breakfast, appetizer, lunch and dinner, they will show how healthy it is to have this ingredient at any time of the day.

Gourmet Area is a space where attendees at the WOOE can taste the myriad applications that olive oil has in gastronomy. In the seventh edition of this event, will devote its gastronomic proposals to the versatility of extra virgin olive oil to be incorporated into the kitchens of other cultures, as well as its healthy character, which makes it recommendable for any time of the day.

Kike Piñeiro (chef and co-owner of A Horta d'Obradoiro, in Santiago de Compostela), which this year has the collaboration of Kevin Mariño, has prepared the EVOO menu day trip around the world (A day with EVOO around the world). Through 7 preparations, all the meals of the day will be covered, making winks to dishes, elaborations or typical ingredients of countries that are not traditionally consumers or producers of olive oil. Without forgetting, small tributes to Galician land products:

- Breakfast (USA): Oil pancakes
- Appetizer (Galicia, Spain): Gordal olive with xouba
- Food, 1st course (India): Shrimp with coconut, curry and EVOO
- Food, 2nd dish (Germany): Spicy sausage with pepper and EVOO
- Dinner (China): Sweet and sour tuna with EVOO and crunchy noodle
- Dessert (EVOO): Olive oil ice cream
- Cocktail (United Kingdom): Cup of olive oil

In this way, it is intended to show visitors of the World Olive Oil Exhibition 2018 the ease with which olive oil can be used and integrated into the most famous elaborations of other culinary cultures, where this type of fat is not usually used vegetable.

Gourmet Area seeks to promote the use of extra virgin olive oil throughout all meals, to demonstrate, one more year, that it is more than a mere seasoning

All this, under the premise of the beneficial effects it has for health, so it can be consumed at any time of day and format. A versatility enhanced by the different nuances that give each recipe different varieties of olive oil.

Delicatessen with Olive Oil

Within the World Olive Oil there will also be other spaces where the use of olive oil will be promoted within the gastronomy, among other sectors, such as Delicatessen with Olive Oil. Companies such as La Chinata, La Montaña Aliño, Finca Las Manillas, Lactalis, An Olive Tree, Guadalquivir Balcony, Paqui Products, Sensolive, Nina Priorat, Olea Cosmetics, La Mas Rojana, Señorío de Relleu, Gourmet Mykes, Subbetica Mill, Oil Field, Casa Santoña, Apolonio Cheese, San Nicasio Potatoes, Deretil, Borges, Corium, Olicatessen or Aromatic Plants will show the diversity of products made with olive oil, among which canned, dressings, sweets or cosmetics.

In this edition, the winning products of the contest made by WOOE will also be present to find the Best Industrial Foods Made with Olive Oil

About the WOOE

The number of companies represented that will participate in the largest fair in the world dedicated to olive oil, the World Olive Oil Exhibition (WOOE) amounts this year to 732 thanks, in part, to the 400 companies belonging to the Association of Oil Exporters of Olive and Table Olives from the Aegean of Turkey. But also by the presence of important groups such as the Baena PDO, Bajo Aragón, Montes de Toledo, Montes de Granada, Campo de Calatrava, Sierra de Moncayo, Campo de Montiel, Sierra de la Alcarria, Campo de Calatrava or Organic Farming Oils from Aragón or Valle de Alcudia; In addition to the presence of the Interprofessional Oil of Orujo de Oliva (ORIVA).

Producers from other countries such as South Africa or Tunisia and regions such as Aragón, Cataluña, Comunidad Valenciana or Almería will also be present at this edition of the fair. In addition to visiting mills, WOOE attendees can also do business with marketers and packaging companies, supply companies such as tasting oils, household goods or parcels, media with as much projection as Mercacei and machinery and auxiliary industry companies.

In terms of visitors, the World Olive Oil Exhibition expects to gather at IFEMA more than 3000 professionals, buyers, hoteliers, distributors and entrepreneurs from more than 30 different nationalities, including the United Arab Emirates, Japan, China, the United Kingdom, Italy and the USA. .

This event represents a unique opportunity for producers and professionals of olive oil. A strictly professional appointment to open new markets and close some of the most important operations of the year. This meeting is complemented by a large program of tastings and conferences, so it becomes during its celebration in the main forum for debate and analysis for the sector.

Around 200 olive oil companies met in the last edition of the WOOE with buyers, distributors, and entrepreneurs of the sector of more than 30 nationalities (including United Arab Emirates, Japan, China, United Kingdom, Italy or USA). Figures that are expected to be overcome in this next edition of the World Olive Oil Exhibition, the only monographic meeting of olive oil.

The international olive oil sector will find within the WOOE the best meeting point to boost its business and expand its network of commercial contacts, but also to catch up with the trends and keys that govern the present and that are foreseen in the immediate future of this dynamic market. This objective is possible thanks to one of the most ambitious tasting and conference programs in the world of olive oil, which this 2018 will bring together speakers of the highest international prestige.

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Source: WOOE

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