Spain: Conferences, tastings and promotions to celebrate the "Week of the Mediterranean diet"

The Ministry of Agriculture, Food and Environment developed the "Week of the Mediterranean Diet" between 21 and 27 September. Under the slogan "The color of our table", various actions of information and awareness of the potential consumption of the products that make up the Mediterranean diet is made.

The cities in which direct actions will be developed are: A Coruna, Guadalajara, Logroño, Madrid and Sevilla:

- Monday 21, presentation of the Week in El Olivar de Castillejo of Madrid, from 11:00 to 13:00 h. The event will include several presentations on the importance of a vital culture based on healthy habits in food as is the Mediterranean Diet and its evolution within and outside Spain will be analyzed. It will end with a tasting cooked with products that make up the Mediterranean diet dishes.
- Tuesday 22, from 11.00 to 12.30. will be held an act of information in the market Maravillas (Madrid). Two papers in which he highlighted the importance of incorporating the Mediterranean Diet at current life and how to make their infinite benefits to foreign markets will be made.
- Wednesday 23, from 9:30 to 13:00 h. there will be a training activity in the Nursery School in Madrid River Guadarrama, led 50 schoolchildren learn about the foods that make up the Mediterranean Diet and the food pyramid.
- Friday 25, at 13:00 h. in the Plaza Mariano Granados de Soria. Recreational and educational activities like gambling "Practice your aim" and "good nutrition pyramid", will

develop and promotional campaign materials are delivered. Through all these dynamic activities, participants, both children and adults, can learn various aspects of the Mediterranean diet and its benefits. Also, attend schools and universities in different centers, each donating one 1kg of food.

- Thursday 24 to Saturday 26 September, various promotions in hypermarkets and supermarkets will be held to publicize the benefits of the Mediterranean diet, in the cities of A Coruna, Guadalajara, Logroño, Madrid and Seville.
- Tuesday 1 to Saturday, September 26, shares in restaurants. Information and promotional activities Week through banners that are posted on websites specialized in booking restaurants, gastronomy and food blogs.

In the various acts an information brochure and promotional items will be delivered.