

Press Release

Authentic-Olive-Net

Rediscovering the values and authentic products between conviviality and tradition

Extra virgin olive oil is the Protagonist

The Municipalities of Sammichele di Bari and Bitetto, members of "La Merenda nell'Oliveta" organised by the Association: "The Oil Towns", are the stages chosen by ASSOPROLI Bari for the promotion of extra virgin olive oil within the Authentic - Olive - Net project, financed by the Greece-Italy Programme 2014-2020, whose partners are: **Chamber of Commerce of Preveza (EL), Region of Western Greece (EL), ELGO Demeter (EL), ASSOPROLI and the Chamber of Commerce of Foggia.**

On this occasion, Assoproli experts will guide participants in a tasting session through which they will learn about the organoleptic characteristics of typical oils, some of which belong to the Authentic Olive Net basket Products" and how to recognise quality for informed consumption.

As well as adult consumers and producers, children will also discover the "magical" world of oil through games and tastings.

In the cooking show that follows the course, the chef will present dishes prepared with different combinations of extra virgin olive oils.

Next appointment:

- Sunday, June 13rd at 15.30 in Sammichele di Bari at the: Museum of Rural Life,
- Friday, June 18th at 5 p.m. in Bitetto at the Cooperative: Farmers' Oil Mill - "The Oil of Our Territory".

A guide with useful tips will be distributed during the two meetings.

Assoproli President, **Mr. Pasquale Mastandrea** says: *"We have produced a practical guide on good rules for choosing, using and preserving extra virgin olive oils as a means for operators and consumers to increase awareness in choosing an authentic quality product. These appointments represent an important opportunity for us to make known the work, commitment, and technique made up of tradition and innovation that lies behind a quality product, and the consumer that choosing a quality product protects his or her health.*

Kindly circulate.

