Dynamic New Olive Oil Campaign Launches for Canadians

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Flavor Your Life Campaign Logo

Vancouver, BC (RPRN) 06/07/13 — A vibrant new campaign called 'Flavor Your Life' has launched in Canada. Jointly funded by the European Union, the Italian Department of Agriculture and Unaprol, the largest consortium of Olive growers in Italy, the goal is to educate Canadian consumers and retailers on the importance of product origin and the quality level of the oil they use daily.

The flavor and health benefits of extra virgin olive oil have made it a fast-growing commodity in Canada and an essential ingredient for cooks. Approximately 2.7 tons of Extra Virgin Olive Oil is produced every year and over 100 different olive oils crowd Canadian store shelves. The 'Flavor Your Life' campaign seeks to demystify the many choices of Canadian consumers by educating them on how to properly read the labels,

follow the oils' origin and explain the many simple facets of production of Extra Virgin Olive Oil.

The campaign includes recipe development, cooking tips and in store demonstrations, and social media interaction with Canadian consumers. Flavor Your Life will be producing

events tied to CHFA East in October 2013 and CHFA West in April 2014. Additionally, Flavor Your Life has launched a Canadian Social Media and PR Campaign to explain the importance of product origin and traceability.

To get ideas on how to use olive oil please visit www.flavor-your-life.com and follow us on Twitter and Facebook too.

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For further media information please contact Flavor Your Life press office +1 203 637 7470, Randi.leeds@serendipitycommunications.net

Pouring Extra Virgin Olive Oil

Olives in a Dish

Caprese Salad with Extra Virgin Olive Oil

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