



**oliva  
tessen**

BY MERCACEI

Mediakit 2024

Olivatessen #10

**La revista para  
los amantes  
—clásicos y futuristas—  
del AOVE**

2024 issue

# oliva tessen

BY MERCADÉ

the delicate pleasure of extra  
virgin olive oil...

**crazy about EVOO**  
Kate Moss finds her refuge in  
the middle of nature... (and  
in cooking with olive

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gastronomy

**it food**  
Vacations at sea with  
haute cuisine (and  
EVOO) on board

**guest star**  
Helen Mirren and her  
unconditional love for the  
olive tree

**road trip**  
California, Tour & taste  
olive oil in the Golden  
State

**trends**  
Dolce & Gabanna Alta  
Gioielleria, sparkles  
among the olive trees

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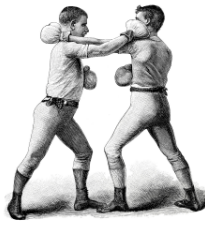
I  AOVE

Helen Mirren  
*Entrevistada en exclusiva  
hablando de AOVE en  
Olivatessen 2024*

# High-flying gastronomy



By Alison Bringsas  
While the world's airlines are different, we're obsessed about the gastronomy options offered by the more important and comfortable flights in the world. We've tested the Emirates and Qatar Airways in this feature, so, in addition to enjoying their gastronomy, we've also tested their respective in-flight entertainment and technology. It's a joy to see the Mediterranean Diet, also has a place on their menus. For more info, visit [www.olivemag.com/food](http://www.olivemag.com/food)



# THE X RING

# 10 YEARS OF EXTRA VIRGIN CULINARY BATTLES

By Francisco Portantó

Together they have more than thirty Michelin stars, they have powerful networks, they are known as the protectors of great gastronomy. Without them, many cities are no longer today what we know. Communication, globalization and liquid markets were developed by their hands. They are the brands, the chefs, the faces... The greatest behind the scenes and most of the 20th and early 21st centuries, although a good deal of the 20th. In this special issue, a history of olivemag we collect all those who accepted in all previous issues our invitation to put themselves against the ropes and fight with words in favor of EVOO. Let the battle begin!

# Isabella Poti vs. Floriano Pellegrino

The most irreverent duel in the gastronomy world

By Francisco Portantó

It has been written about them that they are "the young shadow of Martín Berasategui and Paco Torreblanca in Italy," the most brilliant chefs of the millennial generation, or that "from 2009 they have managed to turn their irreverent cuisine into a global brand." But the truth is that Isabella Poti and Floriano Pellegrino (two restaurant are unobtainable. From the tip of Puglia, right at the heel of the boot, this couple, in and out of the kitchen, disciples of Ferran Adrià, are on the list of the 50 most promising young chefs in Europe and praised by the most veteran chefs in Italy, open to the doors of their kitchens to discover, in the rhythm of rock & roll and trap, a visceral, love affair with extra virgin olive oil.

"We are two kids from the south of Italy and for this reason olive oil is the main feature in our dishes"



Professional olivemag with... (text continues)



RIB EYE & CORATINA

The rib eye is a highly prized and flavorful cut of beef... (text continues)



always committed to nature...

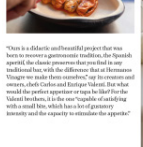


In Madrid, Berasategui... (text continues)



With the ribeye and the... (text continues)

Haute cuisine in miniature... (text continues)



"This is a delicious and beautiful project... (text continues)

## Galateo & Friends



From the Pharaohs to Leonardo da Vinci

The olive tree in its most historic and artistic expression!

The olive tree has been, together with the vine and cereals, a constant in Mediterranean culture. Revered, cultivated and spread since ancient times throughout the Mediterranean basin, Egypt, Mesopotamia, Greece and Rome. It is a symbol of wisdom and serenity. Centuries later it has continued to illuminate the darkest civilizations of history until today. Pharaohs, Greeks, Romans, Christians and even Renaissance painters have fallen in its curved fruit and fresh fruits. Here is proof that the olive tree, in its most historical and artistic expression, will never go out of fashion.



Old tree



# Mount Testaccio

The largest historical and ecological archive of Antiquity

By Cecilia de Vazquez Oñ (Embassy of Córdoba, Spain) Beatriz de la Cruz (Embassy)

Located on the left bank of the Tiber, southeast of Rome, Mount Testaccio was created as an ecological landfill in response to the need to deposit olive oil amphorae and prevent them from becoming sources of infection and bad odors. Although more than 23 million containers would have been lost, more than 25 million containers are still preserved on the mountain. If we take into account that each one of them held 70 liters of olive oil, in little more than two centuries the capital of the Empire imported at least 2,600,000 tons, 85% of which came from the Baetica. Mount Testaccio thus stands in its own right as the largest archive of socio-economic history that Antiquity has bequeathed us.



# The Olive tree murals

By Alfonso Bringsas Martín

On gold or silver backgrounds, the historical paintings of Diego Velázquez, who rose to fame as a street artist in the mid-1600s, break down architecture, geometric symbols or iconography while mixing references and techniques, from Durer's paintings to Diego Rivera's murals, while celebrating the olive tree and its heritage of graffiti. In addition to political and social allegories with a strong symbolism, his street murals also portray everyday scenes linked to his childhood memories. This is how the film murals came about, a tribute to olive growing and the ancient relationship between man and the olive tree.

## ¿Qué es Olivatessen?

Una original y moderna publicación en **inglés**, con **15.000 ejemplares** de tirada, dedicada en exclusiva a promocionar la **cultura del AOVE**, la gastronomía y la Dieta Mediterránea, y a poner en valor a sus protagonistas.

## ¿Cómo lo hacemos?

Con reportajes atractivos y evocadores que fomentan el **conocimiento** y el **consumo** del virgen extra. Poniendo de moda el AOVE y asociándolo a un estilo de vida **placentero** y **sostenible**. Mediante un diseño y una maquetación frescos y elegantes.

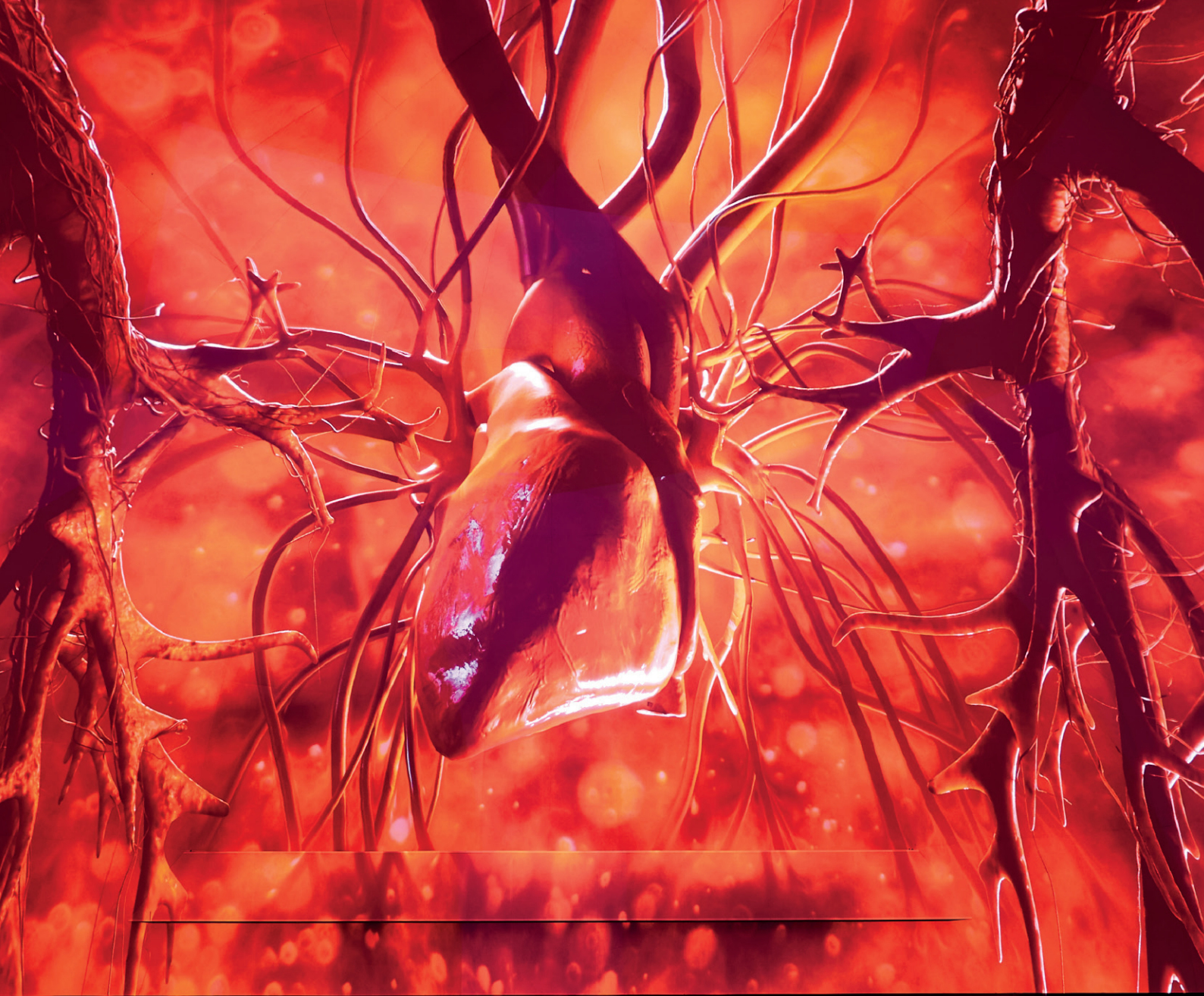




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## ¿Dónde se distribuye?

Consultores, **importadores** y **distribuidores** de virgen extra y productos gourmet

Restaurantes con estrella **Michelin**, temáticos e incluidos en *The World's 50 Best Restaurants*

Tiendas **gourmet** y **delicatessen**

Hoteles, *resorts* y **oleoturismo**

Asociaciones gastronómicas y **escuelas de cocina**

*Foodies* y amantes de la gastronomía

Consumidores de **todo el mundo**

## Además:

En el stand de Olivatessen en *Foodex* (Tokio),  
*Summer y Winter Fancy Food Shows*  
(Nueva York y San Francisco), *SOL&Agrifood*  
(Verona), *Olio Officina Festival* (Milán),  
*Speciality and Fine Food Fair* (Londres),  
*Alimentaria* (Barcelona)  
y *Madrid Fusión* (Madrid).



**Contenidos**  
**Olivatessen #10**  
**2024**  
**para abrir boca**

## **1—EDITORIAL**

La realidad del AOVE supera la inteligencia artificial

## **2—LOCOS POR EL AOVE**

Kate Moss, la modelo más icónica de las dos últimas décadas cocina con AOVE

## **3—CHEF**

Jorge Vallejo, el chef de Quintonil, el mejor restaurante de México según *The World's 50 Best Restaurants*

## **4—EL RING**

Joan Roca, Ferran Adrià, Elena Arzak, Martín Berasategui, Paco Roncero... repasamos los mejores Rings desde el nº1 de *Olivatessen*

## **5—IT FOOD**

La presencia del AOVE en las grandes líneas de cruceros

## **6—DOLCE VITA**

Masseria San Domenico, un refugio entre olivos centenarios y milenarios en el tacón de Italia

## **7—COOLTURE**

*Influencers* gastro, miles de *followers* & AOVE

## **8—OLIVE ROADS**

Desde la Alhambra hasta el Monte de los Olivos de Jerusalén: un recorrido mágico por los olivares más espirituales

## **9—¿SABÍAS QUÉ...?**

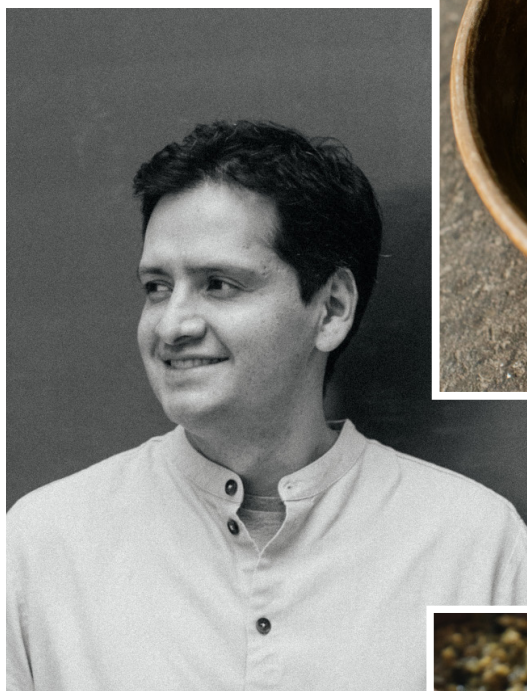
¿Sabías que el olivo posee los mismos cromosomas que nosotros? Todas las curiosidades que esconde el virgen extra

## **10—AGENDA**

Calendario de AOVE, del campo a la mesa

**Locos por el AOVE**

*Kate Moss*



**Chef**

*Jorge Vallejo*  
(Quintonil,  
Ciudad de Mexico)



**IT Food**

*La presencia del AOVE*  
*en los grandes líneas*  
*de cruceros*



**El Ring**

*Especial X Aniversario*



## **11—GUEST STAR**

Helen Mirren y su devoción por el olivo

## **12—AVANT-GARDE**

Así ve el planeta del AOVE la IA

## **13—LOS ORÍGENES DEL AOVE**

El AOVE de Madinat al-Zahira, el mayor enigma de Ál-Andalus

## **14—LA CATA**

La revolución de las tapas... con AOVE

## **15—COFFEE BREAK**

El café se enamora del aceite de oliva: la historia detrás del nuevo *Oleato* de Starbucks

## **16—TENDENCIAS**

Dolce & Gabbana Alta Gioielleria, el olivo se viste de *prêt-à-porter*

## **17—MARIDAJES**

Carne y virgen extra, el maridaje más delicioso e inesperado

## **18—ROAD TRIP**

Un excitante viaje de carretera por los *terroirs* californianos

## **19—BIBLIOTHÈQUE**

Si no tienes hambre, estos libros te abrirán el apetito

## **20—QvEXTRA! INTERNACIONAL**

QvExtra! Internacional cumple 10 años difundiendo los valores de los productores de AOVE de calidad



**Maridajes**  
*Carne & AOVE*



**Tendencias**  
*Dolce & Gabbana*  
*Alta Gioielleria*



**Guest Star**  
*Helen Mirren*

**La Cata**  
*Tapas con*  
*AOVE*



**Agenda**  
*Calendario*  
*de AOVE*



**Dolce Vita**  
*Masseria San Domenicoi*



**Coffee Break**  
*Oleato de Starbucks*



**Avant-garde**  
*El planeta*  
*AOVE según*  
*una IA*



# Perfil del lector

Consultores, **importadores** y **distribuidores** de virgen extra y productos gourmet

**Chefs con estrella Michelin** e incluidos en *The World's 50 Best Restaurants*

Propietarios de tiendas **gourmet** y **delicatessen**

Responsables de hoteles, *resorts* y centros de **oleoturismo**

Directores de **asociaciones gastronómicas** y **escuelas de cocina**

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**PINCHA  
AQUÍ  
PARA VER  
EL ÚLTIMO  
NÚMERO**

# Tarifas de publicidad

## PÁGINA

210 x 285 mm  
+ sangre

1.500 €

## INT. PORTADA INT. CONTRAP.

210 x 285 mm  
+ sangre

1.950 €

## CONTRAPORTADA

210 x 285 mm  
+ sangre

2.450 €

## 1/2 PÁGINA HORIZONTAL

210 x 140 mm  
+ sangre

900 €

## 1/2 PÁGINA VERTICAL

105 x 285 mm  
+ sangre

900 €

## 1/4 PÁGINA

105 x 140 mm  
+ sangre

550 €

## DOBLE PÁGINA

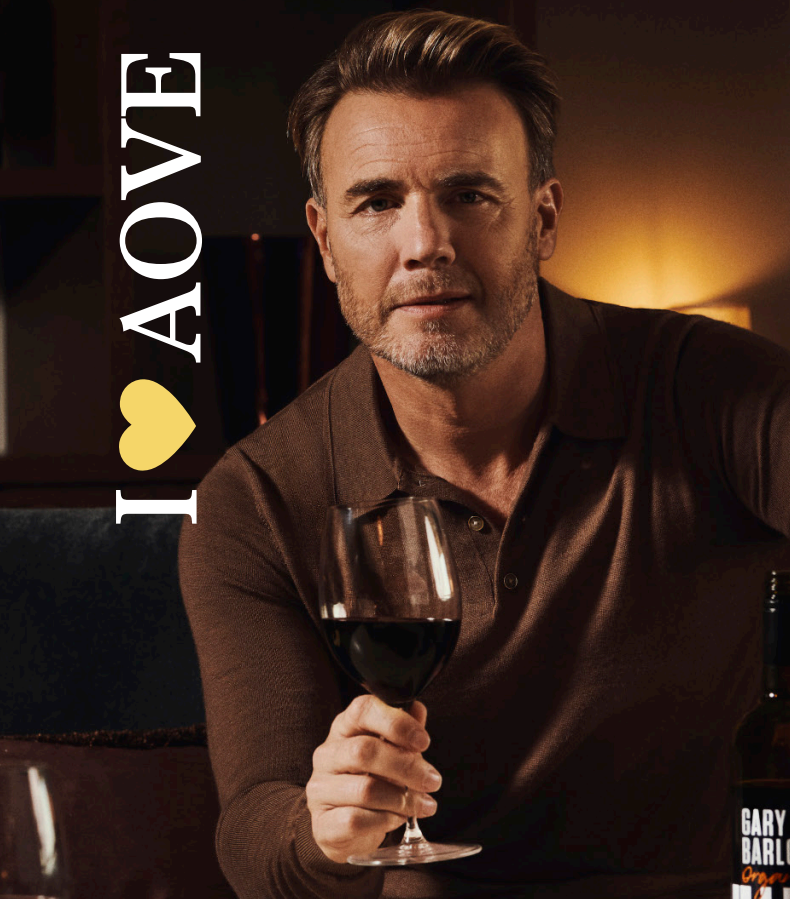
420 x 285 mm + sangre

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### Características y condiciones especiales

- \* Distribución directa
- \* Periodicidad anual
- \* Fecha de salida: enero
- \* Descuento agencias: 10%
- \* Elección de emplazamiento: 20% de recargo
- \* Los precios indicados en las tarifas de publicidad no incluyen IVA
- \* Publireportajes, encartes, formatos especiales: consultar condiciones

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**GARY BARLOW**  
*Olivatessen 2023*



**ISABEL COIXET**  
*Olivatessen 2019*



**RAFA NADAL**  
*Olivatessen 2018*



**FRANCIS FORD COPPOLA**  
*Olivatessen 2017'*



**EVA LONGORIA**  
*Olivatessen 2021*



**DOLCE & GABBANA**  
*Olivatessen 2022*



**STING**  
*Olivatessen 2019*



**EVA GREEN**  
*Olivatessen 2021*

**Plato de Rasmus Munk**  
*Entrevistado en exclusiva*  
*en Olivatessen 2023*





Olivatessen ha sido galardonada y reconocida por su calidad en prestigiosos concursos de periodismo y diseño

## Nuestros Premios



**Premio Alimentos de España a la Comunicación para Grupo Editorial Mercacei**, otorgado por el Ministerio de Agricultura, Pesca y Alimentación



**Premio Anuario Mejor Diseño de una Publicación Periódica 2015, 2016 y 2017 (Anuario de Oro)**



**Premio AEEPP a la Internacionalización**



**Premio Expoliva de Comunicación a la Promoción del Aceite de Oliva**



**XIII Premio AEMO a la Difusión de la Cultura del Olivo**



**Premio Culture dell'Olio**, otorgado por Olio Officina Magazine (Italia)

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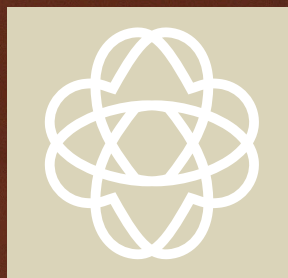
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