



UNISCO SCaRL

AOP • Associazione Organizzazioni Produttori Olivicoli

Olive oil, Unasco: meeting at the Chamber of Commerce Italian American in New York

" It is better to let PDO and PGI extravirgin olive oil speak directly, than wasting useless words ." The president of Unasco, Elia Fiorillo, said while presenting the promotion event organized in collaboration with the Italo-American Chamber of Commerce in New York. "Before going on to list the health properties of extra quality - said the president of Unasco - you have to appreciate its aromas and flavors: the virgin quality is not a food, it is a treat."

Much appreciated the oil tasting by Domenico Fazari that on this occasion let the audience taste the aromas and flavors of three PDO oils pointing out the various features of each product. For a valid demonstration of the health qualities of extra virgin olive oils Sandhya Chalasani, an American nutritionist, has intervened; she has focused, among other things, on the benefits of olive oil to fight the obesity, the social problem plaguing the United States of America.

This Initiative of Unasco promotion, funded by MIPAAF, was attended by buyers, journalists and opinion leaders. Among others attended the crowded event Federico Tozzi's Italian-American Chamber of Commerce, Nicholas Coleman Eataly of Alissa Rumsey Cornell Medical Scholl, Augusta Smargiassi Italy's Trade Commission, Mimmo Magliulo for Buonitalia, Paolo Villoresi for Food Magazine.

Particularly welcome Francesco Talo 's visit, Italy's General Counsel in New York, about to leave office because he has been intended to leave for Afghanistan and Pakistan.