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REGISTRATION NOW OPEN FOR THE SECOND ANNUAL OLIVE OIL CONFERENCE IN CHICAGOLAND-AREA
The North American Olive Oil Association Invites Industry Leaders and Food Lovers for Three Days of Demos, Tastings and Workshops

ROSEMONT, IL (Mar. 21, 2016) – The [North American Olive Oil Association](#) (NAOOA), a nonprofit group that promotes the health, versatility and authenticity of all types of olive oil for North American consumers, has opened registration for its second annual [Olive Oil Conference](#). The conference – one of the largest of its kind – is co-hosted by the NAOOA and [International Extra Virgin Olive Oil Savantes](#), a program intended to develop participants' tasting skills, knowledge and experience through training courses and events.

The Olive Oil Conference, set to take place Monday, Jul. 18 through Wednesday, Jul. 20 at the Westin O'Hare in Rosemont, Ill., brings together olive oil marketers, distributors and brands, as well as experts in diet, cooking and trade. Beyond that, the conference also attracts foodies, health advocates and culinary enthusiasts looking to expand and diversify their knowledge on the subject. The conference boasts three days of presentations, lively discussions and tasty cooking demonstrations, as well as offers attendees the opportunity to engage in topical sessions and olive oil tastings, group workshops and brainstorming.

Many topics will be discussed at the conference, such as how to use new media to promote olive oil, the future uses of olive oil, and megatrends within the olive oil industry. Several industry leaders will speak to these topics and offer educational information to consumers, including the benefits offered by olive oil and how it can be used. [Key speakers](#) at the event include:

- **Top Chef Master Suvir Saran**, Chairman of Asian Culinary Studies for the Culinary Institute of America (CIA)
- **Chef Olly Rouse**, Head Chef at the Avenue at Lainston House, an Exclusive Hotel (United Kingdom)
- **Italian Culinary Chef Hayley Stevens**, former Chef/Instructor at the International Culinary Center
- **Eryn Balch**, Executive Vice President of the NAOOA

As part of the conference, the NAOOA and International Extra Virgin Olive Oil Savantes are also hosting a [Taster's Challenge](#), where attendees test their palate and ability to assess different oils, and have the ultimate opportunity to become the Champion Taster of North America. Prior to the Olive Oil Conference, Savantes will host another [tasting event](#) in New York City from Jun. 22 through Jun. 24, 2016.

For further details on the second annual Olive Oil conference, please visit www.oliveoilconference.com. Early registration is now available online at oliveoilconference.com/registration.html. Prices for early registration start at \$125 for a single day and \$375 for the three-day pass.

About the North American Olive Oil Association

Established in 1989, the North American Olive Oil Association is a trade association of marketers, packagers and importers of olive oil in the United States, Canada and their respective suppliers abroad. The association strives to foster a better understanding of olive oil and its taste, versatility and health benefits. For more information, visit www.AboutOliveOil.org and www.OliveOilConference.com.