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NORTH AMERICAN OLIVE OIL ASSOCIATION ADDS TWO DISTINGUISHED PRESENTERS TO OLIVE OIL CONFERENCE LINEUP

ROSEMONT, IL (May 31, 2016) – The [North American Olive Oil Association](#) (NAOOA) and [International Extra Virgin Olive Oil Savantes](#) are excited to announce the addition of two new speakers at the second annual Olive Oil Conference at the Westin O’Hare in Rosemont, Ill. from Monday, Jul. 18 through Wednesday, Jul. 20.

Featuring cooking demos and well-rounded presentations, [speakers](#) will cover a range of topics including how to use new media in promoting olive oil, future uses of olive oil, and current trends within the industry. In addition to speakers like **Top Chef Master Suvir Saran** and **Italian Culinary Chef Hayley Stevens Miller**, the Conference lineup is now expanding to include a chef at the forefront of culinary innovation, as well as a local professor from one of Chicago’s highly-accredited academic institutions:

- **Chef Olly Rouse** is the Head Chef at The Avenue in Lainston House, an exclusive hotel near Winchester, Hampshire. Chef Olly Rouse has built a reputation for innovation and is part of a new breed of creative chefs with an inspirational and original vision for modern fine-dining. Chef Olly Rouse will host a cooking demonstration presenting new culinary techniques for using olive oil.
- **Patty Lamberti** is the Professional-in-Residence and the Director of Graduate Program in Digital Media and Storytelling at Loyola University Chicago’s School of Communication. Patty specializes in using digital media, including social media and online platforms, to promote brands and businesses. Patty will present on how to effectively use direct and new media, such as Blogs, Facebook, Twitter and Instagram, to promote the consumption and sales of olive oil.

Olive oil consumers, marketers, distributors and brands, as well as experts in cooking, diet and trade, are invited to the event to experience the presentations and engage in knowledge-sharing.

For further details on the second annual Olive Oil conference, please visit www.oliveoilconference.com. Registration is now available online at oliveoilconference.com/registration.html. Prices start at \$150 for a single day and \$425 for the three-day pass.

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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.

About the International Extra Virgin Olive Oil Savantes

Established in 2001, International Extra Virgin Olive Oil Savantes provides participants with the opportunity to develop and expand their tasting skills, knowledge and experience. The program presents

training courses, events and promotes excellence in extra virgin olive oil, with participants from Europe, Africa, Asia, Oceania and North America. For more information, visit www.savantes.com.