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## Madama Oliva launches four organic olives references

Patrick Fontana · 30 May 2017



Madama Oliva opens a new market segment by launching in the retail channel four new references of fresh organic olives. They come in light and handy packages. The range includes Leccino organic drenched olives; Castelvetro organinc drenched olives both in 60gr packages; whole organic Cerignola olives (in packs of 70 gr.) and organic lupins in 80 gr packages. Demand for organic products in Italy in 2016 exceeded 4.8 billion euros. And the new organic line by Madama Oliva was born to meet this growing demand, coupled with the need for healthy nutrition, even when it is not during main meals.

“All the production of both olives and lupins occurs in Italy and comes from organic crops - commented Sabrina Mancini, Marketing manager at Madama Oliva- A new proposal aimed at expanding the already wide range of consumers looking for healthy and natural foods. The company - said Mancini- developed diversified production lines that allow it to offer a wide range of references: hygienic/sanitary safe, because they are checked at every stage of processing; healthy because they have no preservatives, dyes, and chemical synthesis additives; appetizing, because they are made according to typical recipes of Italian tradition; attractive, because they are presented with always different and innovative packaging”.