



MEDITERRANEAN DIET ROUNDTABLE

EVOO LIBRARY

The Mediterranean Diet Roundtable™ (MDR) is pleased to introduce its first Extra Virgin Olive Oil Library to its audience!

Teaming up with Professional Olive Oil Taster David Neuman, the MDR is selecting 15 outstanding boutique producers to launch the **MDR EVOO LIBRARY!** We will promote them through dedicated tasting videos featuring David, while discussing also Mediterranean recipes and nutritional advice! A new, extraordinary entertaining and educational tool to expand the knowledge and appreciation of Extra Virgin Olive Oil in America.

The selected brands will be available for purchase on the Mediterranean Culinary Concept website and be promoted to major food service distributors! Plus, more benefits that will be made available once a brand commits. An outstanding opportunity to expand into the American marketplace, with experts in this field to support you.



For additional information:
info@MDRproject.com or call +1 908 212 7846 (Boston, USA)



BENEFITS OF PARTICIPATION:

Featured on the MDR
Podcast with David Neuman
Online sales

PARTICIPATING IS EASY!

- Please send samples of your products (2 each per label);
- completed product photos,
- tasting profile/Spider graph;
- Suggested price list;
- Suggested food pairings;
- Front/back labels;
- Certificate of Analysis (CoA) of the LATEST harvest.

VERIFICATION IS REQUIRED to BE PART OF THE LIBRARY.

- ONLY 100 ml and 500 ml samples are accepted.
- **Deadline to submit samples is February 28, 2021.**

www.MDRproject.com



MDR EVOO LIBRARY

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INVESTMENT:

Application/evaluation fee: \$100. Your Product(s) will be evaluated and screened to see if it meets the quality standards required for this pilot project!

If selected, we require the following **annual** investment from participating brands by March 31, 2021:

\$2500 (if products already FDA approved/distributed in the U.S.)

\$3000 (if Products are NOT yet FDA approved/imported in the US)

**ONLY 15 BRANDS REPRESENTED.
Limit of 3 labels per brand.**

The Mediterranean Diet Roundtable (MDR) is a series of events to inform, inspire and promote the appreciation of ingredients and food practices distinctive of the Mediterranean cuisine, translating the benefits of the Mediterranean Diet into commercial opportunities in the United States. The MDR is playing a key role in repositioning the Mediterranean Diet as a competitive driving force to shape the current offerings in retailers, e-commerce and high volume commercial and non-commercial food services in America. Since 2015, we've organized several prestigious events, attracting hundreds of qualified and high-profile participants, including American food industry leaders and scientists. We had the pleasure and the honor of hosting UN Ambassadors of Mediterranean countries, several Ambassadors to our signature event in Washington DC, and countless buyers, importers, distributors, and specialty food service operators.

www.MDRproject.com

David Neuman, a/k/a EVOOGuy, is a 30-year industry veteran having built successful specialty/natural food businesses and brands at the highest executive level. Fifteen of those years dedicated exclusively to Extra Virgin Olive Oil, as President of Lucini Italia Co. [Tuscan EVOO] (sold to California Olive Ranch in 2015) and CEO of Gaea North America, LLC [Greek Premium EVOO]. He is a certified Professional Olive Oil Taster, having trained for 9 years at the oldest Olive Oil school in the world, ONAOO in Imperia, Italy. His training continues to this day, spending a week in Italy every January at his school, to be re-certified. He consults now for some of the best Olive Oil brands around, is an International Olive Oil Judge and has his own branded olive oil business. Teaching the public how to taste, use and appreciate great EVOO is his passion.

www.evooguy.com

www.evooguytruck.com

www.linkedin.com/in/davidmneuman



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EVOO LIBRARY REGISTRATION FORM

Fill the form and mail to: info@MDRproject.com

Company Name:

Address:

Country: Website:

Olive varieties:

Years in business:

Contact name:

Email: Mobile:

Speaks English Needs Translator

Please select your package
Application/evaluation fee: \$100.

After being selected,
I will commit to (choose your option):

Already FDA approved \$2500

Not yet FDA approved \$3000

Interested in additional forms of sponsorship?

Yes

No

Yes, I confirm my participation to MDR EVOO LIBRARY!

By signing and submitting this form, you accept the Terms and Conditions of Participation to the MDR EVOO LIBRARY project.

Data Protection: for organizational purposes only, by submitting this form you automatically consent to the use and passing on your personal data to our partners. Your consent is voluntary and revocable at any time.

Terms and Conditions: as demonstrated by the COVID 19 pandemic, unforeseeable situations might occur from the Organizers side or your side. By submitting this form, you understand that situations of Force Majeure might apply to this contract and affect the timing of the launch of this project, which will premiere IN ANY CASE starting in April 2021.

[Payment is expected in full by March 31, 2021.](#)

Sign _____



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