



WORLD TRADE CENTER®  
MILAN



WTC Milan is partner of Olio Officina Food Festival in Milan (23rd - 25th January 2014), a great happening entirely focused on one of the most loved products all over the world: extra virgin olive oil



Luigi Caricato, Project Creator of Olio Officina Food Festival

Milan, January 2014 - WTC Milan is glad to promote the third edition of Olio Officina Food Festival, a three days great event on olive oils. Designed and directed by **Luigi Caricato** - one of the main Italian olive oil experts, writer and journalist as well - **the Festival is a unique opportunity to discover the world around olive oils.**

The Festival proposes debates, olistic experiences, cooking workshops, tasting sessions, laboratories for children, gastronomic, economic and cultural analyses of **our sociability, through the connection and approach to food.**

This third edition is intended to be a consideration about **“The social side of olive oil and food”**, on occasion of **2014 as the International Year of Family Farming**, as declared by the ONU.

#### AREAS OF DEBATE



**Scientific area** - Economy is social. The importance of recovering the ground to its original agricultural scope: practicing a sustainable and ethic agriculture to give dignity to workers and healthy products to consumers.

**Cooking area** - Workshops, demonstrations and debates on how to use different oils in cooking. Bread and oil and unusual matching such as chocolate and oil and mango and oil.

**Kids area**- Laboratories and activities designed for children - still free from prejudice-to enable them to recognize the different varieties of oils.

**Olistic area** - Extra Virgin Olive Oil as a panacea for the soul as well. Aromatic water massages and body oils dedicated to the seven chakras. An exclusive experience offered at Olio Officina Food Festival by a reiki teacher.

**Culture Area** - Book launches and cultural performances for spiritual wellness.

**Tasting area** - Access, upon reservation, to the Tasting School with oil ad finger food tasting sessions to understand the quality and the range of flavours of different condiments. Access to the e-taster, a technological oil bar.

**Olio Officina Food Festival**  
**23rd, 24th, 25th January 2014**

**Palazzo delle Stelline - Corso Magenta, 61 - Milano, Italy**

Info and program: [www.olioofficina.com](http://www.olioofficina.com)

Registration: <http://www.olioofficina.com/partecipa.php>

(Entrance fee: € 15/day; children up to 13 years for free)