

## ExpoAzeite Targets Audience Growth through Strategic Partnership with Anuga Select Brazil

The 14th edition of ExpoAzeite, held alongside the IX Olive Cultivation Meeting, has integrated into Anuga Select Brazil to amplify the reach of domestic olive oil production. The initiative aims to educate the public on the superior quality of Brazilian oils while stimulating the domestic market.

According to industry leaders, the focus is on demonstrating that the high excellence of national products offers a superior **value proposition** compared to imported alternatives.

*"Our goal is to showcase the excellence of Brazilian olive oil. While the price point may be slightly higher, the cost-benefit ratio is significantly greater due to the quality of the final product,"* explains **Patrícia Galasini**, President of the Olive Cultivation Sector Chamber for the State of São Paulo.

### The Freshness Advantage: A Competitive Logistical Edge

A key differentiator for the Brazilian industry is the **speed-to-market**. Unlike imported oils, which often face long logistics lead times that prevent them from reaching Brazil within the same harvest year, domestic oils reach the consumer at their sensory peak.

- **Preservation of Attributes:** Olive oil qualities degrade over time and through exposure to transport conditions.
- **Harvest Proximity:** Domestic production ensures that consumers experience the unique aroma and health benefits of a **fresh harvest**, which are often compromised in long-distance international shipping.

### Featured Award-Winning Brands

The event features top-tier producers showcasing their **2024 harvests**, including:

- **Azeite Sabiá:** Recently ranked among the top 10 olive oils in the world for the second consecutive year.
- **Azeite Morfeu:** A holder of the **Rainforest Alliance Seal**, reflecting a commitment to environmental sustainability. Both brands represent the high-quality production coming from the **Serra da Mantiqueira** region.

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## Event & Organization Overview

### Service Details:

- **Event:** Anuga Select Brazil 2024
- **Dates:** April 9–11, 2024
- **Venue:** Distrito Anhembi, São Paulo – Brazil
- **Strategic Partners:** ABIA, ABIR, ABRASEL, APEX-BRASIL, EMBRAPA, and EXPO SUPERMERCADOS.

**About Anuga Select Brazil** Organized by **Koelnmesse Brazil**, Anuga Select Brazil is the premier B2B platform for the Latin American food and beverage industry. It serves as a strategic meeting point for global brands and professional buyers to engage in **business development** and explore the latest industry innovations.

**About Koelnmesse – Global Competence in Food and FoodTec** Koelnmesse is a global leader in organizing trade fairs for the food and beverage processing sectors. With a portfolio of world-leading events such as **Anuga**, **ISM**, and **Anuga FoodTec**, the organization maintains a strong presence in key emerging markets to ensure a sustainable international business network for its clients.

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### Digital Channels:

- **Official Website:** [anuga-brazil.com.br](https://anuga-brazil.com.br)
- **LinkedIn:** [anuga-brazil](https://www.linkedin.com/company/anuga-brazil)