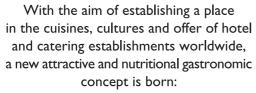
With the aim of establishing a place concept is born:



Interprofesional del Aceite de Oliva Español aims to give a name to a very healthy







and very Spanish way of starting the day, a form of breakfast which features as its essential ingredients extra virgin olive oil, bread, tomato, fruit, dairy produce, coffee or tea and water. This is the heart of the Spanish Breakfast, and may be supplemented with ham, cured meats, boiled egg, honey or dried fruit and nuts.





Spanish P Breakfast





































Spanish olive oil at breakfast time

The Spanish olive oil sector has, through its inter-professional association, struck upon a wonderful opportunity to promote the inclusion of extra virgin olive oil in breakfasts worldwide.

With a view to exporting such a form of breakfast, this project has been set up with the aid of a group of leading chefs and nutritionists comprising Adolfo Muñoz, Paco Roncero, Alberto Chicote, José María Ordovás and Marta García. The team have all worked on the same concept of the "Spanish Breakfast" from the perspectives of cuisine, nutrition and health, without neglecting a thorough analysis of another important consideration: the cost-effectiveness of its introduction.

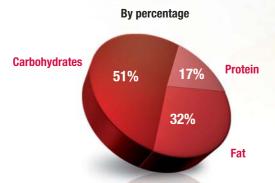




Spanish breakfast by Adolfo Muñoz

- 9 g of Extra Virgin Olive Oil
- 500 mL of water with the juice of one lemon or one lime
- One pear
- One kiwi fruit.
- One skimmed yoghurt
- One tomato
- 20 g of cured ham
- 30 g of wholemeal bread

Nutritional Values (one serving)	
Energy (kcal)	361.20
Carbohydrates	46.02
Protein	15.38
Fat	12.85

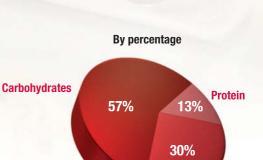


Spanish breakfast by Alberto Chicote

• 7 g of Extra Virgin Olive Oil

- 200 mL of water
- 100 g of orange
- 30 g of Iberian cured ham
- 10 g of honey
- 40 g of toasted farmhouse bread
- 40 g of soft cheese
- One cup of red tea

Nutritional Values (one serving)	
Energy (kcal)	338.9
Carbohydrates	48.1
Protein	11.2
Fat	11.3



Spanish breakfast by Paco Roncero

- 5 g of Extra Virgin Olive Oil
- 350 mL of water
- 20 g of ham
- 50 g of tomato
- 40 g of toasted white wholemeal bread
- One skimmed yoghurt
- 200 mL of orange juice
- One cup of red tea

Nutritional Values (one serving)		
Energy (kcal)	368.3	
Carbohydrates	48.7	
Protein	13.9	
Fat	13.1	

