

FLOS OLEI

Dear Sirs,

we are writing to inform you about some projects we are developing in connection with the publication **Flos Olei - a guide to the world best extra virgin olive oils**. I have published and edited this year together with Laura Marinelli.

The first project we are going to describe concerns the **Flos Olei Points**, that is the creation of a network of “affiliates” of the Guide, who cooperate in the distribution of the book and other material with the label **Flos Olei**.

We aim not only at involving your farms in the distribution of our product through the purchase of a minimum number of copies at a favourable price, but also at promoting your sale point to the public. In this way in fact your oil mill will be able to play a greater role as a point of attraction and reception of consumers all year round, marketing extra virgin olive oil together with other products, such as our Guide. FLOS OLEI, recommending you as a quality producer, would be for you an important working tool, a credit and an award giving prestige to your farm.

Becoming a Flos Olei Points, that is an affiliate of the label Flos Olei, will also enable you to take advantage of the preminent role of information we have always played and are going to play.

Through the creation of a group of affiliates we also intend to reach other objectives, like for example the possibility of taking part in international events or fairs (Flos Olei tour) or to use modern multimedia (Flos Olei Guide on Iphone, supply of geographical trade references about your production on our site etc).

To this purpose we have created an “affiliation document” you will find enclosed that you should sign if you are interested in joining our project. Please send a copy of the document by fax to the number **+39 06.7197254** and the original, signed and stamped, by mail to: **E.V.O. srl - via Positano, 100 - 00134 Roma - Italia**.

Best regards

Marco Oreggia
Publisher and Editor of the Guide

Laura Marinelli
Editor of the Guide



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E.V.O. srl

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