

SOL & AGRIFOOD

TASTE OF BUSINESS

Verona, 22-25 marzo 2015

The quality agro-food exhibition scheduled 22-25 March 2015

SOL&AGRIFOOD WEBSITE WITH NEWS, ANALYSIS AND ANECDOTES

THIS WEEK: WHY DOES "JUNK FOOD" FOOL THE BRAIN, EXTRA VIRGIN OLIVE OIL IS GOOD FOR THE LIVER AND THE NEW ANTI-FRAUD CAP FOR OLIVE OIL IN RESTAURANTS

The event's website has a facelift to help the food chain communicate with consumers around the world.

Verona, 28 October 2014 – Junk food tricks the brain and that is why we are more likely to choose it when we go shopping. The discovery was made by Canadian researchers - and to learn more, read the complete news published on the upgraded Sol&Agrifood website in the Highlights section of the Press Area (<http://www.solagrifood.com/it/area-stampa/highlights/>).

This is just one of the news items published weekly on the web site - which seeks to become a meeting place between the food industry and consumers to ensure a better understanding of the quality of Italian agro-foods. The online publication is also published in English to take the culture of Italian produce even further afield.

Other items this week focus on the benefits of extra virgin olive oil for liver diseases, the new law "anti top-up cap" that will soon provide restaurant customers with reassurances about the oil in bottles and relative labels and Italy's position compared to international competitors.

Sol&Agrifood - the Quality Agro-Food event scheduled 22-25 March 2015 in Verona alongside Vinitaly and Enolitech.

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