



Press Release

## **ByItaly launches “Adopt an olive tree”**

Italian E-Commerce ByItaly launches adoption service for Italian Olive Trees. Customers get their own extra virgin olive oil and help small Italian farmers to keep up an old tradition.

**Perugia, 2015**

“ByItaly” is looking for adoptive parents all over the world for olive trees in Italy. “ByItaly”, the internet shop specialized in food & drinks, launches the new service “Adopt an Olive Tree”.

<http://adopt.byitaly.com/>

Becoming an adoptive parent of an olive tree customers will get their own olive oil at the end of the year. The parents can proudly put on the table an extra virgin olive oil from their Italian tree and tell their friends where it comes from and how it was produced.

At the same time they help small Italian farmers to continue their work and their love for the nature and for extra virgin olive oil – an agriculture that has been abandoned in many parts of the country. “With ‘Adopt an olive tree’ farmers can overcome commercial insecurity and precariousness, as the adopter books its “green gold” one year in advance”, explains Giovanni Belia, CEO of ByItaly.

The cost is 180 Euro for the entire year and customers can choose between different olive groves. Six bottles of 750ml of extra virgin olive oil from the tree will be delivered at the end of the year after the olive harvest. ByItaly ships to any country and transport is included in the price. The adoption lasts one year. Customers get a picture of the tree with their name on it and can come and visit.

About ByItaly:

ByItaly is an E-commerce based in Perugia, Italy, that brings authentic Italian food and wine to customers all over the world. Thanks to ByItaly also small producers are able to reach markets that have been out of range so far. And thanks to ByItaly customers can get Italian delicacies delivered to their doorstep that they could never find in their local supermarket.

ByItaly believes in the strength of Italy and our local farmers and their excellent products. ByItaly establishes a personal relationship with all the suppliers in order to know where the product comes from and to cut out the middle men.

ByItaly was founded in 2012 in Perugia. It started as an enterprise of a small group of friends and has now grown into a online market place that delivers more than 700 products all over the world.

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