

RIEBEEK VALLEY OLIVE FESTIVAL

MEDIA FACT SHEET

1. **The annual festival held over the first weekend in May** is attended by between 10 000 - 12 000 festival goers, excluding children.
2. The Riebeek Valley Olive Festival was **started in 2000** in Riebeek Kasteel to celebrate the end of a good olive harvest and to promote the then small olive industry in the Riebeek Valley.
3. As it has grown substantially over the years, it has clearly positioned the valley as an **authentic** and **award winning** olive oil producer.
4. The Riebeek Valley Olive Festival is considered to be **one of the biggest festivals in the Western Cape** and seeks to celebrate olives and wine as well as the local diversity which the Riebeek Valley has become known for.
5. It has huge brand equity and is the **only Olive Festival of its size in the country**.
6. **Since 2012, the number of oil olives harvested has increased by 60% and the table olives processed by 100%** in the Riebeek Valley.
7. Kloovenburg, Het Vlock Casteel and Olive Boutique form part of the **Golden Olive Triangle**.
8. The Riebeek Valley Olive Festival offers an **authentic, local and memorable Valley experience** with a diverse array of locally produced **olive and olive related products** as well as wine, craft beer, food, local entertainment and locals.
9. Passports can be bought on line through Webtickets or at each of the participating venues and Riebeek Valley Tourism on the day.

10. It is a two day event that takes place at 6 different venues between twin towns Riebeek Kasteel and Riebeek West. The 6 participating venues in the festival are:

- Kloovenburg Wine and Olive Estate
 - Het Vlock Casteel
 - The Olive Boutique
 - Riebeek Cellars
 - The Riebeek Kasteel Town Square.
 - Pulpit Rock.
- Festival goers are encouraged to go and experience the festival at each of the various venues, where the experience is quite different depending on where you go. There is an array of award winning olives, olive oils and olive related products, lifestyle stalls, crafts, mouth-watering food, kids entertainment and live bands at most of the venues.

11. Tractors take festival goers to and from Kloovenburg, Het Vlock Casteel and Olive Boutique. There is Shuttle Service to Pulpit Rock and Riebeek Cellars from the Square.

12. Festival goers are encouraged to make use of the ample parking and to walk to the designated venue.

13. While the Riebeek Valley is extremely dog and kiddie friendly, no dogs are allowed at the venues due to sheer numbers of people at the festival.

14. The festival is run by The Riebeek Valley Olive Festival committee in conjunction with Riebeek Valley Tourism.

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