



MEDIA FACT SHEET

1. **The 2020 Riebeek Valley Olive Festival will be held on 9 & 10 May 2020.**
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 lifestyle 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. **Approximately 3 tons of olives are tasted and consumed over the weekend of the Olive Festival.**

7. **Since 2012, the number of *oil olives* harvested has increased by 60% and the *table olives* processed by 100% in the Riebeek Valley.**
8. Kloovenburg, Het Vlock Casteel and Olive Boutique form part of the **Golden Olive Triangle, however Het Vlock Casteel is not part of the olive festival this year.**
9. 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.
10. As in the past, entrance to the festival will be in the form of a R150 **passport** which ensures a branded glass memento, 3 wine tastings and access to all the participating venues. Swartland hospitality at its best.

Website: <https://riebeekvalleyolivefestival.co.za>

Contact Person: Yvette Puchert

Tel: 083 4412083

E-mail: riebeekvalleyolivefestival@gmail.com