



124 years ago when Antonio Pont and Dolores Creus started selling olives and almonds in the Lleida and Tarragona provinces of Spain, no one could have imagined this family tradition to grow into a mega multinational business conglomerate, globalising Mediterranean values and culture for the world to savour. As leaders in processing, packaging and marketing of olive and seed oils, Borges International set up its Indian operations in 2009. Within a decade, it has left an indelible impression in the Indian market with its flavour and reputation.



late, the rise of core olive oil variants like extra virgin olive oil and extra light olive oil are promising signs that consumers are now more aware of their choice. More access to information, conscious decision making, penetration of e-commerce etc. have led to this positive trend that is going to bring the category back to its glory days.

Extra light olive oil contributes almost 60% to its Indian revenues. It is the go-to olive oil for Indian cooking. Its

market share in the extra light category is over 50%, way ahead of the closest competitor. In the extra virgin category, Borges' leads the category again with over 22% share. Borges is also the leading brand of olive oils on popular e-commerce platforms like Amazon and BigBasket. Every month, over 25,000 consumers buy Borges Olive Oils through these platforms.

**Achievements**

Borges has always led from the front in promoting a healthy Mediterranean lifestyle with the inclusion of olive oil in one's everyday diet. Borges Olive Oil has grown at a handsome rate despite macro challenges, dwindling category size and challenges

in the economy. In the pursuit of adding new consumers, what's been critical is the imagery that Borges as a brand paints in the minds of these consumers.

Borges set foot on Indian shores in the year 2009. This year marks a decade of Borges India and we are proud to be recognised as a Superbrand in India. The brand today is synonymous in India with health foods, especially olive oil and is set to introduce many innovative products in the coming year.

The Indian experience has also provided Borges with deep insights into its consumer mindsets. It is the deep understanding of the demographics which encouraged Borges India to offer olive oil from as small a size as 250ml for a first-time user to a 5-litre jar for the loyal family of consumers.

In its endeavour to increase its market in India, Borges has remained true to its brand values. Borges stands for tradition and trust. It has an inherent pride in its origins and pedigree that the brand wants to share across the globe. The brand's honesty and authenticity are the driving

Only TOP 5% of the oil gets approved to wear the Borges logo

forces behind its global success. It commits itself to giving the best to those who know and love the brand.

**History**

Borges is a family owned global multi-national headquartered in the Tarragona province of Spain. The origins date back to as early as 1896. With a presence spanning over 100 countries, Borges happens to be one of the largest Mediterranean foods company in the world. The commitment to good health, pleasurable lifestyle and putting the

best of the Mediterranean on your table is what has been a constant since 1896. The commitment to sourcing, quality, sustainable processes is now over a century old but the energy to innovate and move higher up the sustainability ladder is still as high as it was 100 years ago.

Olive oil is part of the Borges tradition, spanning generations. From harvesting the best of olives, to using the latest technology in processing, ensuring the highest quality compliance, the care and expertise involved at every step of the process is laudable. In India, Borges is one of the very few brands that actually manufactures its own olive oil.

**Market**

Olive oil has been a late entrant in the highly challenging and diverse Indian kitchen, an abode of invigorating smells and sizzles. It's been only a decade since the olive oil bottle found itself crawling into the shelves of Indian supermarkets. That this fruit-extracted oil also has multiple health benefits adds to its demand. Particularly in a country like India where incidences of diabetes and heart ailments are on the rise, olive oil is finding new takers. The share of wallet for health and wellness related expenses are on the rise whether it's food, health clubs, activity sessions, diet subscriptions etc.

The India olive oil market size is projected to reach US\$ 127.5 million by 2025, growing at almost 10% per year, as per a report by Allied Market Research. Olive oil consumption is often associated with a lower risk of heart disease and certain cancers including colorectal and breast cancer. Olive oil is also a good source of monounsaturated fatty acid and antioxidants such as polyphenols, vitamins E and K, chlorophyll, and carotenoids.

Today, olive oil happens to find itself beautifully placed between the food and lifestyle choices. While regular hikes in import duties, depreciating rupee and higher global prices of raw ingredients have impeded its growth in a price sensitive market like India's, the future augurs well for this healthy oil and its variations. Of



## Product

Olive oil is widely regarded as liquid gold, the precious elixir and has extensive mention in ancient texts as a potion of purity and health. With true respect for the product and keeping in mind the ever-changing Indian consumer landscape, Borges offers a variety of olive oils – extra virgin, classic and extra light.

The quintessential extra virgin olive oil is made from the finest harvest from the farms in Spain. Borges Extra Virgin Olive Oil is cold-pressed within eight hours of harvest to capture the flavour and aroma in its true glory and bottled in custom-tinted glass bottles so that it is as pristine when you open the bottle at your home. The bottle comes with an innovative DUO® cap that gives you the choice of either finely drizzling or pouring from the same spout. The extra virgin range comprises of a coupage, a mono varietal and an organic variant.

Classic olive oil or pure olive oil as it is popularly known, is an apt variant for gourmet



meals to be made at home. Pizzas, pastas, searing fish or meat, sautéing vegetables or any other Mediterranean dish that demands a rich flavour of olive oil to come through. Classic olive oil has a beautiful aroma and delicately rich flavour of olives that elevates the gourmet dishes to the next level.

The most popular olive oils of all is the Borges Extra Light Olive Oil. Crafted specifically for the Indian consumer, this variant of olive oil has enabled Indian consumers to gorge on their favourite dishes without compromising on health. It possesses all the benefits of olive oil without any alteration to the taste or flavour of the original dish. This tailor-made amalgamation of characteristics has pioneered the practice of Indian cooking with olive oil. Many households today have switched to Borges Extra Light Olive Oil

completely for all their kitchen needs. And many more are introducing it into their lives.

## Recent Developments

Looking at the promising growth in extra virgin consumption, Borges has recently introduced two variants of olive oils for the connoisseurs – a mono-varietal extra virgin olive oil which is like the single malt of olive oils and the recently introduced organic extra virgin olive oil.

The mono varietal extra virgin is called Harmony and is made only from exquisite Hojiblanca olives. These olives are known to give the oil an intensity and subtle spiciness. Harmony Extra Virgin Olive Oil has been the recipient of over twenty international awards and was awarded the Extra Virgin Olive Oil of the year 2017-18 at the Extra Virgin Olive Oil (EVOO) World Rankings.

The Eco-Natura organic extra virgin olive oil is a recent addition to the portfolio in India. With sustainability goals in place and consistent efforts to keep expanding the Eco-Natura range, Borges is now the World's No. 1 organic olive oil company\*.

## Promotion

Borges has been at the forefront of responsible promotion of its products aiming at propagation of the right message encouraging consumers to adopt a healthy lifestyle. Borges began its promotions in India with a celebrity endorsed TV campaign.

Borges – For Food That's Full Of Life – was the campaign tagline and stood true to Borges' core values of celebrating life with family, friends over a platter of good, healthy food.

Apart from several bursts in media like TV, radio cabs, cinema and print, what has been critical in creating awareness about olive oil has been a consistent practice of conducting wet sampling sessions at various touchpoints, especially inside stores. Borges pioneered the practice of demonstrating high heat Indian cooking with Borges Extra Light Olive Oil inside stores. It was a perfect strategy to break myths around olive oil not being suitable for regular cooking. It marked the beginning of an entirely new chapter in the olive oil business.

The Gift Olive Oil campaign has been another noteworthy concept that Borges has been pushing forward to encourage adding olive oil to the list of options one considers while gifting. Borges bottles and shelves in the stores have been carrying the message of gifting olive oil. The campaign has been amplified digitally as well. Borges Olive Oil bottles now feature in many gift baskets during Diwali and Christmas.

## Brand Values

The brand value clearly reflects the vivacity of life, which is at the heart of the Mediterranean culture. It further highlights the brand's enthusiasm and passion to share its unique taste with everyone across the globe. Because food should be healthy and delicious, Borges believes there is no need for compromise. The brand is steeped in a healthy dynamism of its olive oil. It is also in constant pursuit to achieve sustainable manufacturing processes as a testimony for its respect to Mother Earth.

## Things you didn't know about BORGES OLIVE OIL

- \* Borges is a 124-year-old, Spanish, Mediterranean foods company
- \* Only top 5% of the oil gets approved to wear the Borges logo
- \* Borges is the World's No.1 Organic Olive Oil company\*
- \* It is the first olive oil brand in India to have a celebrity endorsed campaign
- \* Borges is also a prominent player in products like pasta, canola oil, apple cider vinegar and nut milks



\*Source: internal estimates