



## European EVO oil on Taiwanese tables

Extra Virgin Olive Oil has played a role of overwhelming importance in all the civilizations that face onto the Mediterranean basin, and over time it has become the fulcrum of their gastronomic culture and the prime product of the Mediterranean diet. This importance has grown even more with the modern growth in awareness about quality products with high value in terms of health.

Extra Virgin Olive Oil is not produced in Taiwan since it does not have a suitable climate. The island is instead characterized by abundant rain and humidity.

For this reason the culinary tradition of this country is characterized primarily by vegetables fats extracted from soybeans, peanuts and sesame seeds.

Nevertheless, you might ask if the European “green gold” is present on their tables or if the Taiwanese know its benefits and nutritional properties?

We asked a special guest, Chef William Lo.

1) What perception do the Taiwanese have of European EVO olive oil?

*They perceive it as an expensive product that is very fruity (which can be seen as both good and bad), and a healthy food.*

2) Does this perception varies depending on age, sex, social level and level of education, or does it tend to be the same for everyone?

*It is different. The highest social classes and the people with means have a greater awareness and therefore appreciate it more.*

3) Do the Taiwanese know that EVO oil is a key element in healthy and balanced nourishment that is able to bring together pleasures of the palate with the edicts of a good diet?

*Yes. However, they do not fully understand the reasons why.*

4) Do the Taiwanese perceive the difference between EVO oil and a generic oil (whether from seeds or olive)? If so, then how?

*Not in any clear way. Generally they only use it to dress salads and in uncooked dishes. The population tends not to consider it suited to cooking or frying at high temperatures.*

5) Within the gastronomic spectrum of Taiwan, are typical dishes from Italian cuisine based on the use of EVO oil proposed? Are the Italian dishes proposed prepared with the same original recipes or are they adjusted?

*Typical dishes from Italian cuisine based on EVO oil are present in the Taiwanese gastronomy but with slightly altered recipes. Generally, given its strong flavour, EVO oil is used with moderation.*

6) Do the Taiwanese know that EVO oil can be used in areas outside gastronomy? If they do, which ones do they know?

*Yes, for cosmetics and in products for skin treatments.*

7) Considering the sensibilities and cultural characteristics of the Taiwanese, what could be the best suited instrument or instruments for promoting awareness about and the use of European EVO oil in Taiwan? (e.g., ad campaigns, scientific research, sponsorships, etc.)

*The awareness of and spread in the use of EVO oil could be promoted through the use of media (social media and TV)*

Here below are some interesting recipes based on Extra Virgin Olive Oil that Chef William suggests to the Taiwanese for the preparation of dishes that are simple, healthy and tasty.



## 1. Confit Spices Prawn



### Ingredients

*1 big tiger prawn, 2 cherry tomatoes, 1/2 lime, 1 teaspoon garlic powder, black pepper powder, white pepper powder, chili powder and salt, 10g Litsea, 20g tomato paste, 8g dill, 400cc Extra Virgin Olive Oil*

### Recipe

1. Clean the prawn, cut the back and deveining, remove the shells and heads.
2. Cut cherry tomatoes in half, drop Extra Virgin Olive Oil, season with a little bit of salt. Put into the oven, preheat at 170 degrees and bake for 8 minutes.
3. Make 3 different kinds of flavoured olive oil:
  - \* Pour a small amount of Extra Virgin Olive Oil in a pan. Add prawn head and shell, tomato paste, chili powder and a bit of salt, stir-fry for 5 minutes at low heat. Then add 50cc of Extra Virgin Olive Oil to mix, make an orange-red flavoured olive oil.
  - \* Boil the dill for 1 minute then take it out of the water. Put it in a bowl, add white pepper powder, a bit of salt, Extra Virgin Olive Oil 50cc, mix well to make a grass-green flavoured olive oil.
  - \* Put Litsea, garlic powder, white pepper powder, black pepper powder and a little bit of salt into a small bowl, add 50cc of Extra Virgin Olive Oil and mix well to make a spice-flavoured olive oil.
4. Put the prawn, sliced lime, and Litsea into a pan. Pour Extra Virgin Olive Oil until it covers the prawn, and cook the prawn in the olive oil with low heat for about 7 minutes.



5. Presentation: put the big tiger prawn on the plate. Add three different flavour olive oils on it. Decorate with the roasted cherry tomatoes, a pinch of dill and Litsea, the delicious and colorful dish is ready to be served.

## 2. Stuffed Loofah



### Ingredients

1 loofah, 180g minced pork meat, 40g bamboo shoots, 20g bok choy, 2 salted egg yolks, 15g green onion, 10g potato starch, 1 teaspoon salt, 180cc water / broth, 50cc Extra Virgin Olive Oil

### Recipe

1. Wash all the ingredients. Dice the bamboo shoots and chop the green onion.
2. Put the minced pork meat and the bamboo shoots into a bowl. Add a little bit of green onion, potato starch, salt and Extra Virgin Olive 10cc, mix evenly.
3. Peel and slice the loofah to 3cm, remove the middle part. Sprinkle a little bit of potato starch before filling the loofah slices with the seasoned minced pork meat.



4. Pour 15cc of Extra Virgin Olive Oil on the ceramic plate, place the stuffed loofah slices, add water to the pan and steam cook for 8-10 minutes.
5. Take another pot. Add broth, bok choy, green onions, cook for 1 minute, season with a little bit of salt. Then add the potato starch water to make a thick soup. Finally add some Extra Virgin Olive Oil to enhance the flavour.
6. Presentation: place the stuffed loofah slices on a plate. Decorate with salted egg yolk on top, and slowly pour the broth into the plate, now the dish is ready to be served.

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