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EUROPE



# What a wonderful taste!

European Extra  
Virgin Olive Oil,  
a real marvel to discover



*Special content:  
8 original signature recipes  
by Chef Yoshinaga JINBO*



CAMPAIGN FINANCED  
WITH AID FROM  
THE EUROPEAN UNION





## A THOUSAND WAYS TO ADD FLAVOUR

It is surprising what you can do in the kitchen and at the table with this extraordinary food product.

Its purity, its excellent nutritional qualities, and the pleasure of tasting it all have no equal. In the kitchen and at the table it is truly a wonder. Everything acquires more flavour and your life becomes richer in well-being.

European Extra Virgin Olive Oil offers you the utmost refinement with the maximum simplicity. This is its inimitable secret.

In this recipe book you will find, for example, 8 gastronomic creations of unparalleled taste thanks to the special contribution of Extra Virgin Olive Oil. The recipes have never been published before and share the skills and knowledge of chef Yoshinaga JINBO, who has been able to unite and bring together cultures, including gastronomic cultures, that are so different thanks to an ingredient like Extra Virgin Olive Oil.

Everyone can agree on the taste of Extra Virgin Olive Oil, that it harmonises with flavours, on the quality of its raw ingredients and that it pairs so well with any ingredient, be it vegetables, fish, meat or anything else.

Put it to work for you! Surprise your friends, family and those you love.

More flavour in your life with European Extra Virgin Olive Oil!



## MORE HARMONY, MORE WELL-BEING

European Extra Virgin Olive Oil harmoniously brings together benefits that are difficult to find in any other single food.

It regulates blood cholesterol levels and facilitates digestion. It is rich in vitamins and helps childhood development. Its high levels of oleic acid play an important role in preventing cardiovascular disease.

Nobody takes care of you better than Extra Virgin Olive Oil.



### Biography Chef Yoshinaga JINBO

*Born in Ibaragi in 1977, he is the eldest son of a father chef.*

*In 1996 he graduated from the cooking college, Tsuji - Ecole Culinaire Kunitachi, in Tokyo.*

*From 1997 to 1999 he worked in France and Italy.*

*Back in Japan, after working in different restaurant as sous-chef or chef, in 2010 he opened his own restaurant HATAKE in Tokyo.*

*In 2012 he opened the second HATAKE at Isetan Department Store in Shinjuku, Tokyo and in 2018 HATAKE CAFFE at Takashimaya Department Store in Nihonbashi, Tokyo.*

*Currently he is widely active in cooperation with media, developing his own food education programme in several elementary schools in Tokyo. He is also "Ibaraki Food Ambassador".*

## THE GRAND PROTAGONIST OF A UNIQUE LIFESTYLE

European Extra Virgin Olive Oil is not only a pleasure of the taste buds or an unparalleled aroma, but it is also an expression of a lifestyle of well-being and nature. Perfect in its absolute simplicity and always present in the Mediterranean diet, European Extra Virgin Olive Oil nourishes and protects your body and is good for people of all ages. Get used to using it all the time, in those special moments and when you have a great number of guests.



# ITALIAN SŌMEN NOODLES

## Ingredients (for 2 servings)

Sōmen 200 gr, Extra Virgin Olive Oil 2 tbs, Vinegar 1/2 tbs, Tomato juice 400 cc, Salt and pepper to taste Ice cubes as much as needed, Basil 2 leaves, Coarsely ground black pepper to taste

1. After cooking the sōmen into plenty of boiling water, immerse them in ice-cold water in order to tighten them.
2. In a well-chilled bowl, stir the Extra Virgin Olive Oil, the vinegar, the tomato juice, salt and pepper. Add some ice cubes and chill well.
3. Place a nest of sōmen on a chilled dish. Dress with a generous amount of sauce and garnish with basil and coarsely ground black pepper.
4. Finish with a generous drizzle of Extra Virgin Olive Oil (not included in the ingredients).

# BEEF STEAK WITH MISO AND OLIVE OIL'S SAUCE

## Ingredients (for 2 servings)

Beef meat for steak 300 g, Salt and pepper to taste, Extra Virgin Olive Oil to taste, Miso 2 tsp, Extra Virgin Olive Oil 1 tbs, Clove of garlic (grated) 1, Toasted white sesame seeds 1 tsp, Coarse grains ground black pepper to taste

1. Season the meat with salt and pepper and Extra Virgin Olive Oil and roast it (to the desired cooking level).
2. In a bowl, combine the miso, 1 tbs of Extra Virgin Olive Oil and the grated garlic and mix well.
3. In the bowl add the toasted white sesame seeds and mix well.
4. Slice the steak into thick slices and place it on a plate. Garnish with sauce 3), together with arugula or basil, and coarsely ground black pepper. Sprinkle with Extra Virgin Olive Oil (not included in the ingredients) to finish.





# SQUID AND POTATOES SAUTÉED IN OLIVE OIL

## Ingredients (for 2 servings)

Squid one cup, Potatoes 2, Extra Virgin Olive Oil 3 tbs, Clove of garlic 1, "Takanotsume" pepper 1/2, Salt and pepper to taste, Italian parsley (chopped) as much as needed, 2 lemons (in wedges)

1. Clean the squid and cut the body into rings, and chop the tentacles into pieces.
2. Dice the potatoes into bite-sized pieces and microwave at 500 W for 2 minutes.
3. In a frying pan, add the Extra Virgin Olive Oil, the garlic and the "Takanotsume" pepper and stir-fry until you can smell the aroma.
4. Add the potatoes and stir-fry until they turn light brown and emit a toasty aroma. Then add the squid 1) and continue stir-frying.
5. After seasoning with salt and pepper, place the squid and the potatoes on a plate, sprinkle with the chopped Italian parsley and serve with lemon.

# TUNA SASHIMI WITH SOY SAUCE AND OLIVE OIL

## Ingredients (for 2 servings)

Tuna 200 gr, White radish [daikon] sprouts 20 gr, Cherry tomatoes 4, Peanuts 10, Soy sauce 1 tbs, Vinegar 1/2 tbs, Extra Virgin Olive Oil 2 tbs, Kelp tea 1 tsp, Onion (chopped) 1 tbs, Toasted white sesame seeds to taste

1. Cut the tuna evenly into thin slices.
2. Cut the white radish sprouts and the cherry tomatoes, and chop the peanuts roughly.
3. In a bowl, mix the soy sauce, the vinegar, the Extra Virgin Olive Oil, the kelp tea, the chopped onions, and the toasted white sesame seeds.
4. Place 1) on a plate, pour the sauce 3) and add 2) on top of the tuna.
5. Finish with a drizzle of Extra Virgin Olive Oil (not included in the ingredients).





# FRIED VEGETABLES IN OLIVE OIL WITH BONITO FLAKES

## Ingredients (for 2 servings)

Yellow or red pepper 30 gr, Onion 50 gr, Zucchini 50 gr, Eggplant 1/2, Extra Vergin Olive oil as much as needed (for frying)

## *For the batter*

Dry yeast 2 gr, Water 300 gr, Salt 4 gr, Hard flour 40 gr, Soft flour 60 gr, Salt to taste, Bonito flakes as much as needed

1. Prepare the vegetables and chop them into bite-sized pieces.
2. Mix all the ingredients for the batter. Dip the vegetables 1) in it, fry them in Extra Vergin Olive Oil at 180°C and season with salt.
3. Arrange the fried vegetables on a plate, top with the bonito flakes, and finish with a drizzle of Extra Vergin Olive Oil (not included in the ingredients).

# "SHICHIMI" FLAVOURED LEEKS SAUTÉED IN OIL WITH GARLIC

## Ingredients (for 2 servings)

Leek 2, Garlic 1 clove, "Takanotsume" pepper 1/2, Extra Virgin Olive Oil 4 tbs, Salt and pepper to taste, "Shichimi" chili pepper 1 tsp

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1. Remove the green part of the leek and cut the white part into chunks about 10 cm long.
2. In a frying pan, stir-fry the "Takanotsume" pepper and the garlic in Extra Virgin Olive Oil until you can smell the aroma.
3. Add 1) to 2), slowly pour the Extra Virgin Olive Oil over and stir-fry.
4. Once the leeks are cooked, transfer them on a plate, add the oil including the garlic clove, and season with salt, pepper and "Shichimi" chili pepper.







# GRILLED FISH WITH OLIVE OIL FLAVOURED SAUCE

## Ingredients (for 2 servings)

White fish (fillet) 80 gr for 2 pieces, Salt and pepper to taste, Extra Virgin Olive Oil 1 tbs, Leek (chopped) 1, Extra Virgin Olive Oil 2 tbs, Salted rice malt 1 ½ tbs

1. Season the fish with salt and pepper. Transfer into a frying pan skin side down and cook it slowly in the Extra Virgin Olive Oil, at a medium temperature, until the skin is crispy.
2. To prepare the sauce, combine the chopped leeks, 2 tablespoons of Extra Virgin Olive Oil and the salted rice malt in a bowl.
3. Cover the center of a dish with the sauce 2), place on it the grilled fish 1) and drizzle with Extra Virgin Olive Oil (not included in the ingredients) to finish.

# TOMATO AND CREAM CHEESE MARINATED IN OLIVE OIL

## Ingredients (for 2 servings)

Tomatoes 2, Avocado 1, Cream cheese 80 gr, Onion (sliced and soaked in running water for about 10 minutes) 1/4, Extra Virgin Olive Oil 2 tbs, Salt and black pepper to taste, Lemon juice 1 1/2 tbs, Basil leaves 5

1. Cut the tomatoes into bite-sized pieces. Cut the avocado and the cream cheese into 1cm cubes, and the onions into thin slices.
2. In a bowl, put ingredients 1), Extra Virgin Olive Oil, lemon juice, salt and pepper, and the chopped basil leaves and mix well.
3. Place 2) on a plate. Garnish with basil leaves and pour a generous amount of Extra Virgin Olive Oil (not included in the ingredients) to finish the dish.





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