Oleina Becomes Partner of Three Key Hospitality Industry Events by Hoteliero

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Between March and May 2025, **Oleina** partnered with three major professional events for the HoReCa segment, all organized by the **Hoteliero** platform. On March 11, the Chef-Chefs event took place in Lviv, followed by the Hotel Insights conference on March 12, and finally, the large-scale Ukrainian Gastro Show was held on May 13 in Kyiv. The events brought together top chefs, restaurateurs, and hoteliers from across Ukraine — the very people shaping modern culinary culture.

As part of its participation, **Oleina** showcased not only its classic sunflower oil, but also introduced a new line of specialty culinary oils: *with herbs, Three Grains,* and *Flaxseed.* These oils were presented in action, clearly demonstrating how they work in dishes. In particular, Oleina's oils were used as important ingredient in the recipes that were cooked during live show by renowned chefs such as **Lerane Khaibullaeva**, **Inna Datsenko**, **Dmytro Zhukovets**, and others.

At the same time at a cozy brand's booth kitchen, guests had the opportunity to taste the full range of specialty oils. The highlights of the tasting were the dishes cooked with Oleina oils with herbs. These oils — infused with natural aromas of basil, garlic, tomato, oregano, rosemary, and chili pepper — became not only a tasteful solution for the presented dishes but also an inspiration for new culinary ideas of the guests.

Yevheniia Roik, Marketing Manager of **Oleina**, commented on the brand's participation:

"For us, taking part in Hoteliero events is more than just a partnership — it's a dialogue with those who shape contemporary Ukrainian cuisine every day. We strive to be present not only on store shelves but also in the hearts of consumers and the professional community. We are truly happy that our products are already becoming part of the culinary stories being written here and now."