

# oliva tessen

BY MERCACEI

*the delicate pleasure of extra  
virgin olive oil...*

**crazy about EVOO**

*Robe Grill, cooking  
the world with meat,  
fire, and EVOO*

**avant-garde**

*Dining among olive  
trees, restaurants  
that turn gastronomy  
into a unique  
experience*

**chefs**

*Gaggan Anand, the  
art of never feeling  
full and his  
infinite cuisine*

**guest star**

*Oriol Elcacho,  
embracing the  
Mediterranean  
through fashion,  
wine, and olive oil*

**the origins of EVOO**

*The liquid gold that  
crossed the ocean*

**the ring**

*Oswaldo and Bruno  
González, fire,  
freshness, and fusion  
in Madrid's culinary  
hot spots*





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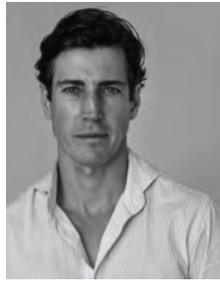


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OROBAILÉN



# Editorial

*Pandora Peñamil Peñafiel*  
*Editor in Chief*



## *The Divine Comedy of EVOO*

The olive tree is a tree that whispers eternity. Its roots cling to the earth while its branches reach for the light, acting as a bridge between past and future, between the human and the divine. Had Dante paused to contemplate an olive tree, he might have understood that redemption is not achieved through words or verses alone, but through actions, such as sharing a bottle of fresh EVOO and allowing its aromas to inspire, purify, and elevate us in a song that travels through the senses and memory.

Our journey begins in Hell, a realm of challenge and creation where each day leads us to the tireless Sisyphus, pushing the stone towards a summit that never seems final. Here, passion and doubt, success and failure, flashes of brilliance, and the fear of falling short all coexist. Creativity burns, and it consumes. Robe Grill ignites that flame in Hollywood, championing EVOO among the world's most celebrated stars. Gaggan Anand, from Bangkok, dares to transform every ingredient into excitement and surprise, knowing that not every bet emerges unscathed. Every dish, every recipe, and every innovation are born from constant trial and error, from stubborn repetition, and from accepting that perfection is also shaped by stumbling blocks. Like a stone rolling back down a hill, the effort is renewed every day, demanding courage, humility, and an unconditional love for excellence.

Purgatory invites us to pause. It is the realm of conscious waiting and learned patience. Amid Christmas markets where extra virgin olive oil becomes an unexpected gift, the elegance of Oriol Elcacho and the creativity of Chefs Oswaldo and



Bruno González reminds us that EVOO does more than just complement: it transforms. Here, each harvest is a promise and every olive a lesson in time. Oil mills become spaces for contemplation, where the rhythm is set by the earth and the sky; by the earthly and the divine alike.

And it is in this moment of waiting that the threshold opens. The gaze lifts, the path widens, and Paradise unfolds before us like a celebration: revitalised olive groves that defy abandonment; the historical richness of Western Anatolia; the origins of EVOO in the Americas; gastronomic temples where tradition and avant-garde converse without conflict. Extra virgin olive oil becomes a language of colour and expression; a trend that flows through fashion, art, and everyday life. Each recipe, each pairing, and each tasting are an act of communion with the land, history, and the senses; a moment of fulfilment that confirms that the journey has been worthwhile.

Like Dante guided by the light of Beatrice, we surrender to aromas, nuances, and textures. *OLIVATESSEN* celebrates the authentic, the artisanal, and the sublime, reminding us that loving EVOO is, in itself, a journey of redemption -profound, demanding, and eternal. Each page of this edition opens a path to new worlds, where the passion for excellence serves as a compass, and olive oil acts as a guide.

*Welcome to the twelfth edition of OLIVATESSEN. May every aroma, every flavour, and every story bring us closer to the redemption offered by the olive tree, inspiring us to explore the universe of EVOO with open senses, like a paradise forever waiting to be discovered •*

# Robe Grill

*Cooking the world  
with meat, fire, and EVOO*



By Pandora Peñamil Peñafiel

From the north of Mexico to the heart of the Andalusian olive groves, Roberto Morales -better known as Robe Grill- has turned fire, authenticity, and humour into a way of understanding life. This barbecue icon and digital phenomenon with more than 20 million followers is now considered the most influential Spanish-speaking food content creator on the internet. He has cooked with some of the biggest celebrities of the moment -from Brad Pitt to Pedro Pascal, Ed Sheeran, or The Rock- always being faithful to his roots and to a passion and curiosity that keep growing, just like his follower count. In this interview, he tells us about his beginnings, the connection he felt with EVOO during his visit to Córdoba, and the spark that drives his project and fires up his grill every day... along with his motto: *¡Que chille!*





**»» Robe, your style is pure fire, but also authenticity. How did this adventure, this blend of cooking, humour, and passion for the grill begin?**

This passion comes one hundred per cent from my family. We are from northern Mexico -from the city of Hermosillo, in Sonora- and grilled meat is practically in our veins. From the age of seven, I started paying attention to cooking, watching my dad as the “*parrillero*” (grill master) at family gatherings or with friends. I knew I wanted to be there one day. That’s how I started learning: cooking with my dad on the grill. Trial and error, trial and error, trial and error. Practise, practise, practise... there’s no other way!

**»» What was the first dish that made you say “¡que chille!” -“let it sizzle!”- and why?**

I said the first “¡que chille!” literally in my very first video, on 6 November 2020... with a New York steak with garlic butter. Why? Well, essentially, “¡que chille!” is the sound the meat makes the moment it hits the grill. *Sizzle..* But over the years, “¡que chille!” has become everyone’s catchphrase. And what I love most is that it’s a positive motto, a shout of encouragement, of daring to do things and facing life without fear. ¡Que chille!

**»» Do you think the success of your videos lies more in the recipe or in the attitude with which you cook?**

I think it’s several things... Obviously the recipe is very important, but also the creative idea, the audience you’re speaking to, the message you want to convey in the video. It’s ultimately about keeping your project’s values in every piece of content, about preserving authenticity.

We have learnt that “successful” videos on social media are a combination of many factors, and that “virality” is not everything in this virtual world. There are videos that are very meaningful and that we love but they are not viral, or the other way round. In this world, you never stop learning.

**»» You have travelled to different places cooking, and recently visited Córdoba, the heart of Spain’s olive-growing region. What surprised you most about Andalusian gastronomy?**

Discovering Córdoba and immersing myself in Andalusian culture has been one of the most surprising and exciting experiences of the year for us. The gastronomy is simply spectacular, but what really moved us was the people: their passion, their determination, their way of living, and the way they share what drives them.

We had the chance to see, in person, how olive oil is made from scratch, and to learn a bit about its history. It was an incredible experience!



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**>> Did you have the chance to taste local olive oils? How would you describe that experience?**

Of course, and it was pure luxury. Tasting a freshly produced EVOO, right there where it's born, is a whole different story. It's like cutting into a rib eye steak that is still releasing juice... *¡Pura vida!* Pure life! I was amazed by its intensity, its aromas, how much it changes from one variety to another. I learnt that when extra virgin olive oil is good, it's not just for cooking; it is an ingredient that speaks, that has its own character, that tells you about its origins. It was an experience that opened my mind and my palate.

*“EVOO is an ingredient that speaks, that has its own character, that tells you about its origins”*



*“Tasting a freshly made extra virgin olive oil for the first time opened my mind and my palate”*

**>> What inspires you about Mediterranean culture? Which Mediterranean dish would you like to reinterpret in true Robe Grill style?**

What inspires me most is people's relationship with the product: they deeply respect what the land and the sea offer them, without fear of keeping the recipe simple but well executed. That idea speaks to me completely.

If I had to version a Mediterranean dish, I think I would like to prepare a grilled paella, with plenty of fire, plenty of smoke, and a touch of *chiltepin* pepper for the final kick. Mediterranean... combined with Sonora, *¡y que chille!*



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**>> You've cooked with well-known figures: from Brad Pitt to Pedro Pascal. Did their tastes or cooking skills surprise you?**

I was really surprised to see how curious they are. They like to learn, to try new things, to understand the whole process, to get their hands dirty. I think that sometimes we assume that celebrities just come and eat... but no, they don't. Some ask about everything: why that cut, why that term, why that sauce. And that attitude adds a lot when you're cooking together.

**>> Has any celebrity ever asked you to repeat a dish or asked for the recipe?**

Yes, more than one! And that's always a good sign. I think that when someone asks you to repeat a dish, it is because they connected with something beyond the recipe: they connected with the moment. That's where the magic happens.



**>> Olive oil is the backbone of the Mediterranean Diet. What role does it play in your kitchen? Do you use it on the grill, or do you prefer other oils?**

I use it a lot. Every oil has its own personality and purpose, but olive oil is key for marinades, for finishing dishes, for adding shine and flavour. It's my go-to on the grill, especially with fish and vegetables. For meats I also use blends or mixes, but olive oil is always on my table.

**>> You have a huge and very loyal community. What do you think people seek today in digital gastronomy: to learn, to be entertained, or to feel part of something?**

All three! People want to laugh, learn, and feel like they are sitting at the table with me. Food is the excuse; the community is the main course. That's the real flavour and purpose of all this: connecting, sharing, and having a good time while we cook.



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»» **What projects do you have in mind?**

To keep growing this movement that started at home with my dad and now connects us with millions of people. We want to bring the grill to more places, create more educational content, explore new food cultures, and continue sharing values, discipline, and authenticity. Whatever comes, we will welcome it with passion... and with fire!

»» **To finish, a quick-fire round:**

A flavour that defines you:

*Chiltepin*, a typical Sonoran chilli pepper.

An aroma that transports you:

**Charcoal from the grill and grilled meat.**

A dish for a bad day:

**Tacos!**

An ingredient that is never missing in your kitchen:

*Again, definitely chiltepin.*

Your last-supper menu:

**Grilled beef tacos •**

*“Tasting a freshly produced EVOO, right there where it’s born, is a whole different story. It’s like cutting into a rib eye steak that is still releasing juice... ¡Pura vida!”*





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# EVOO & Literature

The verb of  
the olive tree in the  
Mediterranean light

**By** José M<sup>a</sup> Penco Valenzuela  
Director of AEMO and the EVOOLEUM Awards

Olive oil and literature share an ancient vocation:  
to reveal the invisible, expressing the essential with  
a minimal gesture, a single word, a drop.



I wish I had read more books and were better educated to be able to write this article; I am aware of my limitations. But when faced with challenges like this, one feels bold... So, before you start reading, please accept my apologies for such audacity.

That being said, the challenge seems far too attractive to refuse. The sensory nuances of olive oil are almost infinite, and the different extra virgin oils not only pair well with cheeses, breads, and chocolates, or with salmorejos, mayonnaise, and vegetable creams. Because, if we are talking about pairing... olive oils also go with nourishment for the soul: the arts. We have already reflected on EVOO and music, and now we dare to take on this new pairing challenge: EVOO and literature.

The parallel between the evolution of human thought and the spread of olive cultivation is a certain and ancestral reality, and over the centuries both have traced their path in the same scenario: the Mediterranean Basin. Because the Mediterranean not only forged the greatest civilisations, but it was here that thought and writing were born in the warmth and light of olive oil.

Just as Mediterranean writers spread the culture of their land through words, the oils of different varieties

have done the same through the sea, sailing in invisible amphorae, carrying the essence and flavour of history. May each drop of olive oil, like each verse, continue to carry its message: that of a shared origin, the living culture that unites us when olive tree and word become one. Each variety of extra virgin olive oil, like each author, holds a voice, a texture, a memory.

Picual, Hojiblanca, Arbequina, Cornicabra, Koroneiki, or Coratina... they all speak, if listened to, with the accent of their land. And what if we paired the main single-variety oils with the greatest poets of Mediterranean literature? Let us begin this journey through that Mediterranean inland where flavour becomes verb and words turn into olive oil.

### **Picual and Miguel Hernández**

Picual and Miguel Hernández: soul mates, southern souls. The poet who sang of the land and labour, of bread, oil, and sacrifice embodies the root and bravery of the Picual variety. Both share an unadorned intensity: the wounded verse is the green fruitiness, the honest bitterness, and the lingering spiciness that endures in this variety. Miguel Hernández did not just write from the olive grove; he was the countryside itself. His poetry, like this EVOO, smells of freshly cut grass, green tomato, and justice.

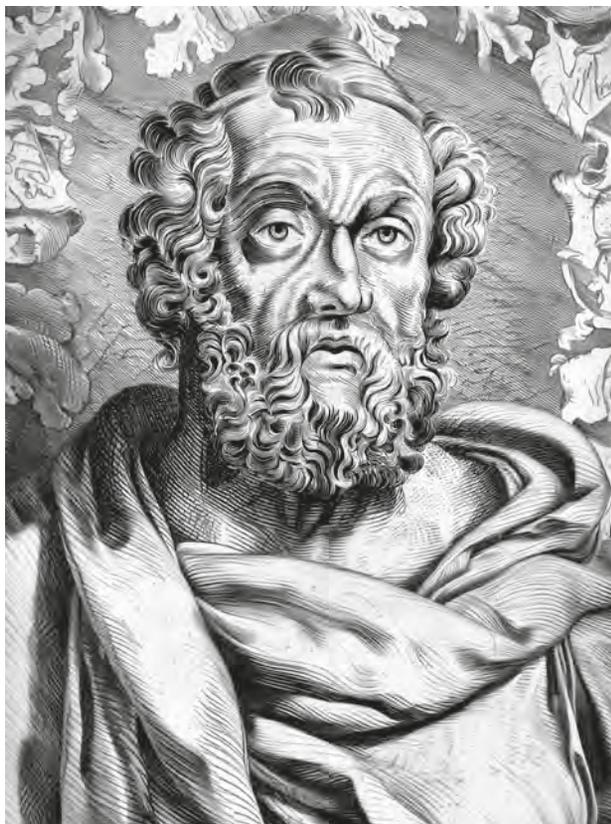
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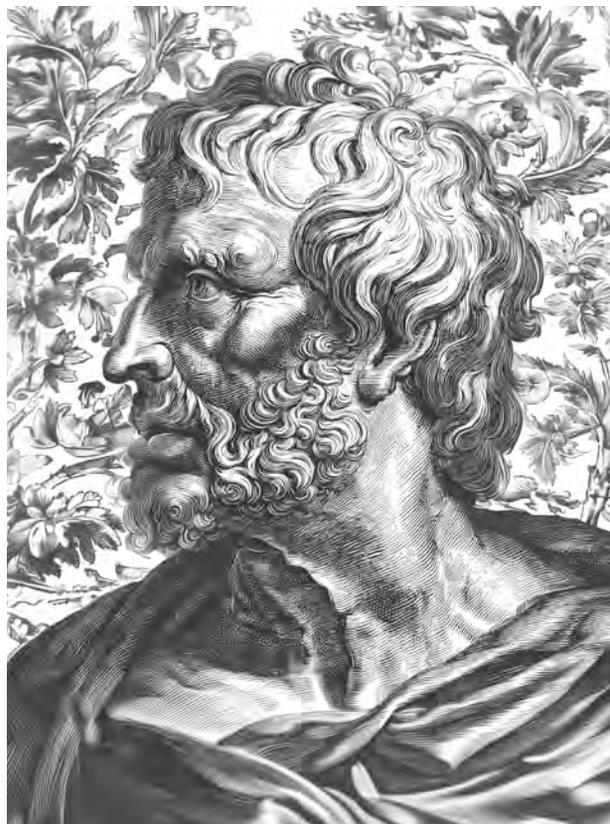
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### Hojiblanca and Seneca

Hojiblanca possesses the serenity of an ancient thought, simple and complex at the same time. A variety that combines an initial sweetness, elegant bitterness, and a gradually rising peppery note, Hojiblanca is as complex as the origins of Mediterranean thought. It embodies stoic wisdom: serene in its intensity and conveying temperance through the strength of its notes of vegetables, fresh fruits, and wild herbs. Like Seneca's ideas, its green and intense aromas invite reflection and leave a mark of lucid calm on those who taste it. This is how Lucius Annaeus Seneca conceived life: moderate, lucid, faithful to nature; and so does this Cordoban EVOO express itself, teaching without words that temperance also moves the soul and reveals itself in a thousand ways, a thousand aromas. In its balance dwells wisdom; in its taste, the serenity of the soul.



### Koroneiki and Homer

The Koroneiki variety seems to have been written by Homer: it is ancient, brave, and wise. Its green fruitiness is reminiscent of the olive groves that watched Ulysses set sail, with notes of rosemary, alloza, and wildflowers. On the palate it progresses like a voyage: firm bitterness, vibrant spiciness, and a long finish, like the return to Ithaca. Homer sang of the hero's journey; the Koroneiki embodies it in flavour, an extra virgin that does not halt, preserving the memory of the Greek sun and the nobility of effort through its high persistence. Tasting it is like travelling through a poem: each drop is a sensory odyssey.



## Souri and the Old Testament

The Souri emerges where sacred stories were born. Its aromas of fig, almond, and warm earth evoke the same light that bathed the hills of Canaan. Within it lives the echo of Genesis and the Flood: when the dove returned to the ark, it carried an olive branch in its beak, an eternal symbol of reconciliation. Its initial sweetness recalls the promise; its noble bitterness, the trial; and its final sting, the hope. Like the pages of the Old Testament, this variety speaks of faith, origin, and covenant. In every drop, the Souri iterates the oldest lesson of the Mediterranean: the root is one, even if the branches are three.

Perhaps this entire pairing is but an offering to a common God: the Father Olive Tree, pagan divinity of the Mediterranean, root of our culture and inspiration for our poets. Because before books and temples, there was the olive: the immortal witness to the history of mankind.



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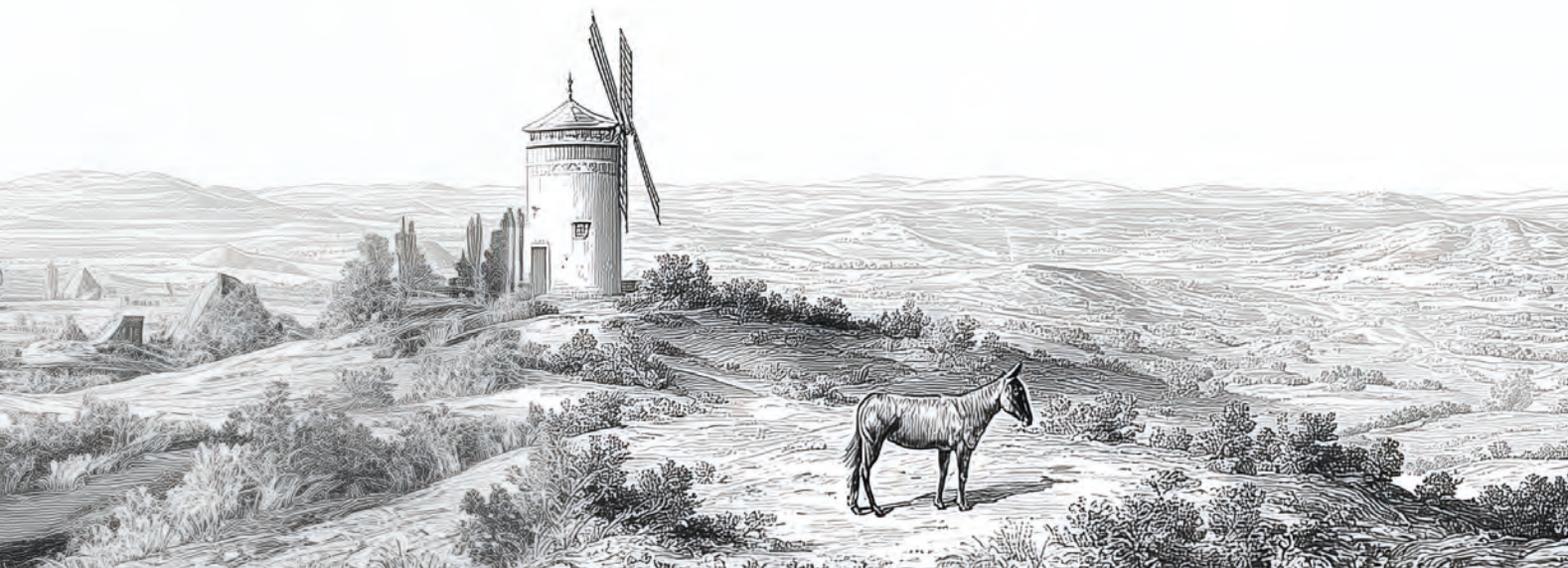
### Cornicabra and Cervantes

The knight of the dusty roads and the variety of the Manchegan olive groves are recognisable in their stubbornness, truthfulness, and nobility. The Cornicabra is robust, vegetal, wild, intense, with a firm bitterness; it does not seek to please immediately, but to convince with its persistence and its bold notes, much like the knight of the rueful countenance. Like Don Quixote, Cornicabra combines madness and lucidity, idealism and rootedness. Both are born from the same plain, under the same sun that forges character, from La Mancha.



### Pico Limón and Antonio Machado

The olive oil from the Sierra Norte de Sevilla shares with Machado a luminous austerity and discreet depth. Like his verses, the elegant and harmonious Pico Limón does not seek to dazzle, but to endure: it shows a green fruitiness that evokes temperate fields, wild herbs, and almonds, with an elegant bitterness and a gentle spiciness, like a slow-growing thought. Both possess a wisdom of silence: the juice of Pico Limón flows like the poet's verses, without stridency, with the purity of one who contemplates life calmly, among magnificent olive groves and with time standing still.





## Arbequina and Josep Pla

The Arbequina variety embodies the fiery sobriety that Josep Pla distilled on every page.

Its gentle fruitiness, with notes of apple, almond, and fresh herbs, carries the precision of a sentence of his: no excess, no rhetoric, only truth. On the palate it flows serenely, with subtle bitterness and a spiciness that is barely hinted at, like the restrained irony of the Catalan writer. Both the EVOO and the author are portraits of the essential Mediterranean: simple, transparent, profoundly cultured. In them, beauty is not cried; it is suggested and endures.



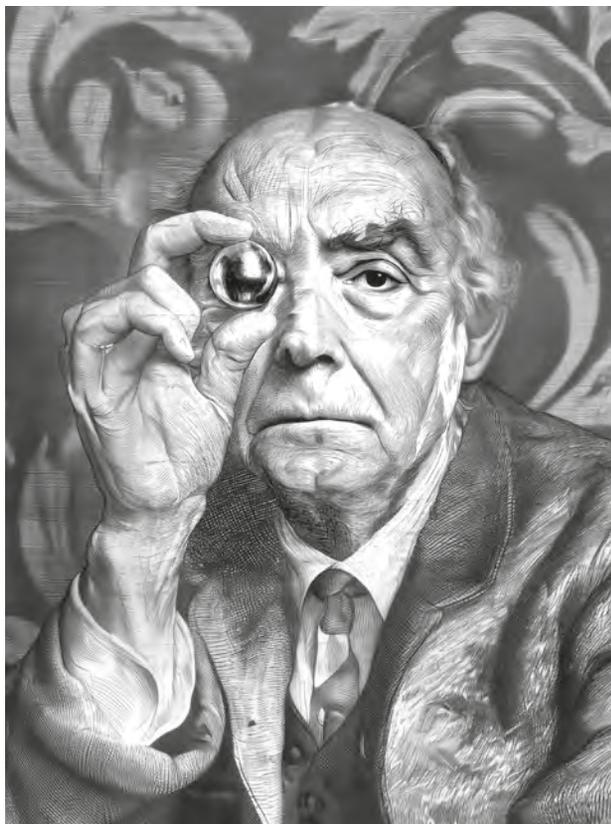
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### Cobrançosa and Saramago

The Cobrançosa variety seems to have been written by Saramago himself: it begins silently, melancholically, almost timidly, and then unfolds into a long and profound thought that is difficult to forget. It is an EVOO that stands on the dignity of the humble, like the characters of the Portuguese Nobel laureate. Its distinctive fruitiness, both green and ripe, is reminiscent of the poor land that Saramago transformed into literature; its gentle yet firm bitterness transports us to that serene ethic that permeates every page of his work. As in his novels, in this Portuguese variety, clarity arrives later, in its persistence: there, where the olive oil leaves its mark and the writer leaves his truth.



### Coratina and Dante

The Coratina, magical and queen of varieties, has a *Divine Comedy* way about it: a sensory journey through shadow and light. Its deep green fruitiness, with notes of artichoke, olive leaf, fresh fruits, and green almond, bursts forth with an almost infernal force; then, the firm bitterness and lingering spiciness lead, like Dante guided by Virgil, toward celestial balance. It is an EVOO that demands respect and attention: it is intense, polyphonic, and immutable, with a structure that persists in the mouth, nose and memory alike. Like the Florentine poet, the Coratina variety transcends its time: it is art and punishment, beauty and truth... an unbeatable combination at times •



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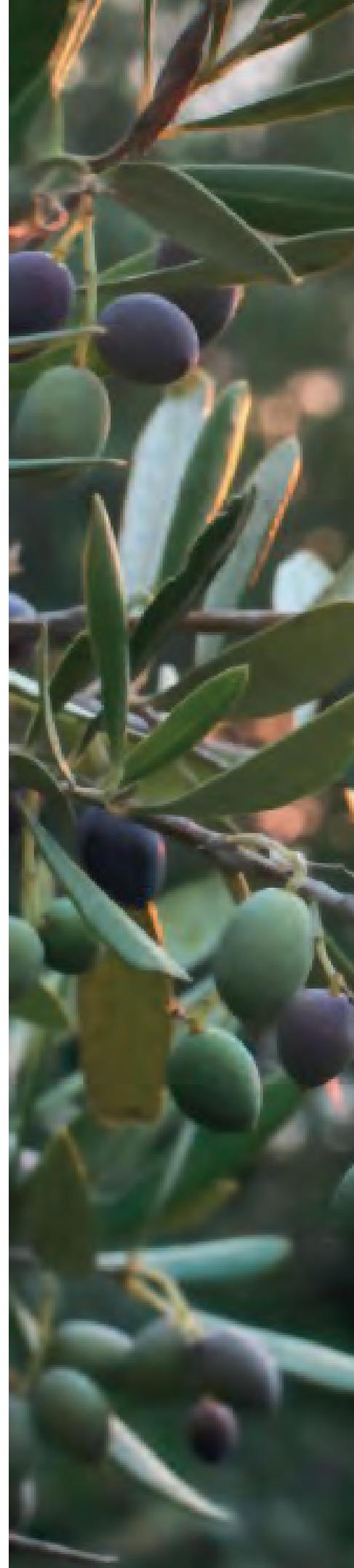
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w e a r e o l i v e o i l



# Olive Green *is the New Black*



As if it didn't already have enough virtues, add one more attribute to liquid gold: olive oil as a colour trend. Yes, olive green was proclaimed the trendiest shade in fashion and interior design in 2025. A warm, evocative palette that connects with nature and has dominated the catwalks of New York, Paris, Milan, and London. Peace and serenity, elegance and versatility. Olive green is, without a doubt, the new black.

By Alfredo Briega Martín





## INTERIOR DESIGN & DECORATION

In 2025, olive green -inspired by olive juice- established itself as the new sophisticated neutral in interior design. This warm, natural and evocative tone that conveys calm, peace and relaxation, brings serenity and elegance to any space, from kitchens to offices. Olive green is on trend thanks to its transformative power.

Close to neutral tones yet far more distinctive, it is a lively but understated colour that subtly enhances any space and pairs beautifully with a wide palette.

Indeed, olive green is no longer just an accent colour -a touch added to offset the main tones of a space- but has stepped into the spotlight, becoming the defining shade of the year we have just left behind. As a synonym for natural warmth and understated sophistication, olive green adapts to every decorative style and fits perfectly in both urban and rustic spaces, as well as contemporary and vintage interiors.

With brown and grey undertones that temper its intensity and add elegance and depth, blue nuances

Olive green has been  
a true trend in 2025,  
blending warmth,  
sophistication and a deep  
connection with nature

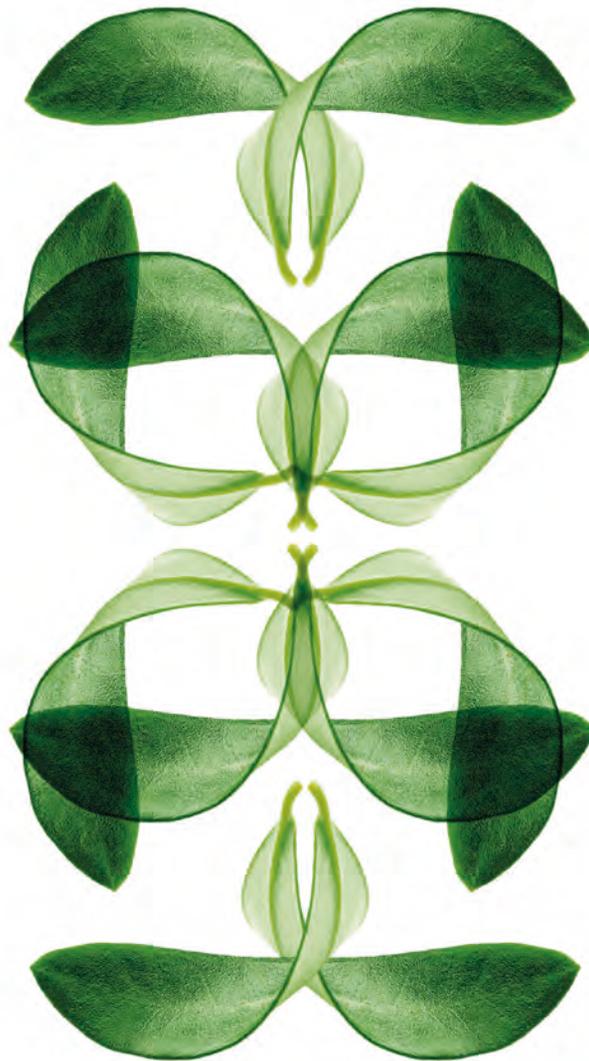
bring a sense of calm, while yellow notes create warmth and cosiness. This complex combination of hues makes it highly versatile and chameleon-like, able to adapt to a wide variety of decorative styles.

It works as a warm neutral that replaces grey or beige, adding tranquillity and refinement. For example, in a Nordic-style living room, olive green walls paired with light-wood furniture and linen textiles create a modern, natural and inviting atmosphere.

**Practical tip:** Paint one wall olive green and balance it with neutral furniture and accessories to create depth and harmony.



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## Kitchens & furniture

In the kitchen, olive-green cabinets -such as IKEA's "Oliva" collection or Scavolini's designs- add warmth and sophistication. Combined with white marble worktops, matte stainless-steel appliances, and light-wood stools, it transforms the kitchen into a functional yet elegant space.

**Practical tip:** Add aromatic plants in terracotta pots to reinforce the connection with nature.

## Living rooms & bedrooms

Olive green suits living rooms seeking a relaxing ambience as well as bedrooms designed to encourage deep, restorative sleep.

Olive green sofas, such as BoConcept's "Nest" line, paired with mustard cushions and jute rugs, create cosy, calming spaces. A bedroom featuring olive green walls, white bedding, and antique brass lamps strikes the perfect balance between comfort and elegance.

**Practical tip:** Pair soft textiles with warm metallic accessories for a sophisticated, inviting style.





### Offices & workspaces

Olive green evokes calm and serenity and can create environments that promote concentration, making it an excellent choice for workspaces.

Olive-green desks and shelving units, such as those from Muuto or Hay, foster focus and reduce stress. Combined with brown leather ergonomic chairs and copper accessories, they produce a productive, visually appealing setting.

**Practical tip:** Use olive green in key furniture pieces to enhance productivity and maintain a relaxing atmosphere.

In 2025, olive green became the must-have colour in interior design and decoration, as well as one of the major stars in the fashion world



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## Colour combinations & accessories

If you're looking for a soft, natural, and timeless style, olive green is the perfect choice. It pairs beautifully with earthy tones such as terracotta, warm brown and mustard, while metals like copper or antique brass add a touch of sophistication. For example, a living room with an olive-green sofa, a natural-wood coffee table, and a copper lamp achieves a warm, contemporary look. Natural oak furniture, cotton and linen textiles in soft grey, and mustard accents provide an ideal combination.

But olive green is not only ideal for interiors: it also works wonderfully outdoors, connecting effortlessly with nature. Using it on terraces and porches -in furniture, textiles or even on walls- is always a safe bet.

In short, olive green was a true trend in 2025, blending warmth, sophistication, and a sense of natural connection. Whether it's used in kitchens or offices, it creates cosy, timeless, and elegant spaces, offering a fresh alternative to traditional neutrals and reflecting authenticity and sustainability.

**Final tip:** Start by adding small touches of olive green in furniture, textiles, or accessories, and watch how it transforms any space into a harmonious, sophisticated environment.



## FASHION

Beyond interior design, furniture and accessories, olive green has triumphed in the world's fashion capitals in 2025, becoming one of the most repeated -and talked-about- colours on the runways of New York, London, Milan, and Paris.

Elegant and sophisticated, this tone is often associated with nature and the outdoors, and it is incredibly easy to style, pairing well with everything from neutral shades to more vibrant hues.

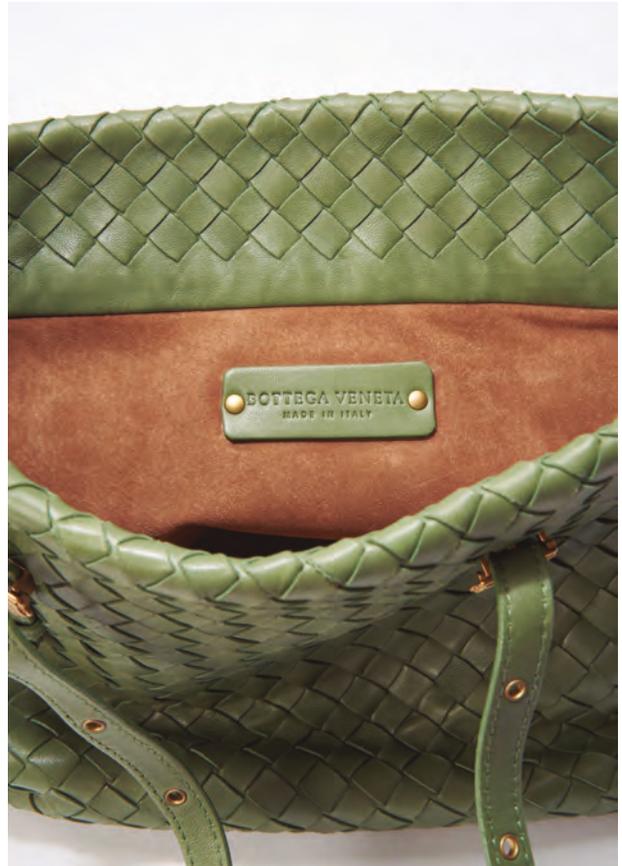
Not as intense as khaki nor as acidic as lime green, olive green strikes the perfect balance; ideal for brightening spring outfits and one of the standout colours of the autumn-winter collections, as confirmed by the Tagwalk search platform. The combinations are endless: similar greens, earthy tones... stand-out pieces include leather-effect garments, where this shade shines even more. An easy way to adopt the trend is through a bag, a blouse, or a dress.

For chic olive green bags, we must mention the recent campaign by the Spanish Olive Oil Interprofessional Organization, *El complemento perfecto* (The Perfect Accessory), starring singer Aitana and an iconic handbag designed by Palomo Spain. The piece, which carries a bottle of extra virgin olive oil, blends

design and EVOO to create a unique, timeless and versatile accessory. A true object of desire, in the words of the designer from Córdoba.

Equally, outerwear in this hue -be it a trench, coat, or jacket- looks superb teamed with jeans. Monochrome total looks -for example, a matching suit- have also been a favourite among insiders.

From Bally's vibrant leather skirts to Diesel's moss-coloured jackets, Gucci's green sweatshirts, wool shorts and soft-suede mules, and Burberry's cargo trousers, olive green has earned universal praise. At Tod's, oversized-shoulder suits came in olive green, pale blue and khaki, while Maison Margiela offered a more muted version, layering beige gauze over shirt dresses in the season's most fashionable shade. Many other brands -including Balmain, Ferragamo, and Isabel Marant- have also embraced the colour of the moment.



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### Pop vibes & a favourite among fashion icons and royals

Like other saturated tones, olive green lends itself perfectly to a pop-inspired moment, so why not dive into the trend with a tote bag or a pair of shoes? Loewe's Squeeze and Pebble leather bags or Ancient Greek Sandals' satin sandals are ideal examples. Designers such as Bottega Veneta and Max Mara apply this shade to coats, scarves, and handbags, showcasing its versatility.

Beyond runways and international street style, olive green has also won over celebrities, actresses, It Girls and fashion icons such as Blake Lively and Victoria Beckham, and even royalty! The Princess of Wales, Kate Middleton, embraced the season's key tone during a visit to the Home-Start Oxford community network, opting for a soft, relaxed suit by Victoria Beckham: a round-neck top and a perfectly tailored blazer with slim trousers.

Meanwhile, Queen Letizia of Spain wore an olive-green tailored suit at the Princess of Girona Awards ceremony; and Queen Máxima of the Netherlands went a step further, choosing a cactus-based faux-leather skirt in the trend colour of the AW25 season. And, of course, Queen Rania of Jordan - arguably the most stylish and influential royal on the international scene - has also shown her fondness for olive green in dresses, jeans and trench coats •

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# Did you know that...?

*The olive tree, a mythological, mysterious, and supernatural being*

By Cristina Revenga Palacios

At *Olivatessen*, we are curious by nature. We know that the olive tree is surrounded by symbolism, myths, and ancient tales, but today we want to go a little further, to that “other side” where legends dwell, where inexplicable events unfold, where ghost stories and mysteries defy reason. If you’re looking for thrills and a few chills... Keep reading.

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If there is one tree full of meanings that span cultures and eras, it is the olive tree. Its shadow reaches from classical myths to contemporary folk beliefs.

In ancient Greece it symbolised life, immortality, wisdom, peace, and victory. The most famous story is the dispute between Athena and Poseidon for the protection of the city that would eventually be named Athens. While Poseidon offered a spring of salt water, the goddess gave something far more useful: the first olive tree, from which people could obtain olive oil to feed themselves, light their homes, and produce perfumes and soaps. Her gift determined the choice of the Athenians, and the city took her name.

In the biblical tradition the olive tree becomes a powerful spiritual bridge. It is said that one grew on Adam's grave, and the dove that returned to Noah's ark with an olive branch announced peace and the end of the Flood to the world. Since then, that small branch has become a universal symbol of reconciliation.

And in popular folklore, for centuries people believed that the olive tree could ward off evil spirits and bring good fortune to those who planted it near their homes. It is no coincidence that blessed branches are kept in households as a symbol of protection. They were also common in ancient rituals to ask for divine protection, to bless journeys, or to initiate new stages of life.



### *A haunted olive factory in California*

Across the Atlantic lies an eerie setting: an olive factory founded in 1894 in Ontario, California, considered by many to be one of the most haunted buildings in the state.

Although it operated for decades as a major producer and even hosted tours and events, today it is best known for the sheer number of reports of paranormal activity. According to several researchers, EVP phenomena and unexplained voices have been recorded in its museum, which is full of old machinery. In the attic, figures of children have been seen playing, one of them with a ball, although there are no clear historical records of who they might have been.

The gift shop is said to be haunted by the spirit of a woman who worked there for 65 years and who continues to visit her post, even though she passed away a long time ago.

But the most feared presence is The Creeper, a dark entity that is said to be able to change shape and move along ceilings and walls. Some investigators describe encounters so intense that they claim to have experienced "the most terrifying moment" of their lives.

The factory was featured in 2020 on *Ghost Adventures*, a well-known US programme dedicated to exploring allegedly haunted locations.





### *A sacred tree in the Celtic horoscope*

In Celtic culture, which is deeply connected to nature and the rhythm of the moon, it was believed that each tree hosted the spirit of a god and represented a specific virtue. The druids created a calendar consisting of 21 trees, four of which marked the solstices and equinoxes. The rest were repeated in cycles that reflected the constant renewal of life.

Among these sacred trees is the olive tree. Its day is 23 September, the date on which -according to this tradition- wise, thoughtful, balanced, and discreet people are born. Cheerful, calm, empathetic, and with a strong sense of justice, they tend to be intellectually active and seek the company of intelligent people. A fascinating description that once again places the olive tree as a symbol of wisdom and harmony.



### *Witches, cats, and an ancient olive tree in Tuscany*

In Magliano, in Tuscany, stands the *Olivo della Strega* -the Witch's Olive Tree-, a monumental olive tree between 3,000 and 3,500 years old whose twisted trunks seem to have been sculpted by supernatural hands.

Its name comes from medieval legends which claim that, on Midsummer's Eve, the witches of the Maremma gathered around the tree to perform rituals, accompanied -according to those tales- by mythical figures such as fauns and centaurs.

The most widespread story tells of a witch who visited every Friday to dance around the olive tree. Her dance, both intense and magical, made the tree twist its trunk, giving rise to its current gnarled shapes. At the end of the ritual, the witch transformed into a cat with glowing eyes, entrusted with guarding the place until dawn.

Many visitors claim to make out the figure of a climbing feline and the outline of a woman with long hair in the trunk.



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### *A miraculous olive tree in Texas that continues to grow*

History repeats itself centuries later and thousands of kilometres away. In Duval County, South Texas, there has existed for over two decades an olive tree to which many attribute miraculous qualities. A devout Christian woman planted in her garden a branch purchased from a nursery in Texas but originating from Jerusalem, intending to make it a symbol of faith and healing for her community.

What was surprising, however, was its growth: nearly two metres in only six months. Since then, many people -some travelling from far away- have visited seeking spiritual or physical relief. A small chapel built next to the tree houses photographs, letters, and objects testifying to alleged healings.

Today it is the daughter of that woman who looks after the olive tree. The story went viral on social media, especially on TikTok, and some visitors claim to have heard mysterious sounds around its trunk. Another detail that fuels the myth: the tree survived the devastating Texas freeze of 2021, which wiped out thousands of species in the region.



### *An olive tree that lived a year in a day*

An ancient Andalusian legend places an extraordinary olive tree somewhere in eastern Andalusia -probably around La Sagra, in Granada- which completed its annual cycle in just one day. Arab chronicles from the 11th century describe it as follows: "A tree that in one day completes the cycle of a year."

According to the tale, its olives sprouted at dawn; in the morning they swelled; at midday they turned green; in the afternoon they took on a reddish hue; and at the end of the day, they became black and ripe. The olive oil obtained from this tree was considered divine, said by those who tasted it to have exceptional healing properties. Attracted by its fame, countless pilgrims travelled there in search of these miraculous olives.

The legend claims that a martyr lay buried beneath the tree, which would explain its extraordinary power. Even when attempts were made to cut it down, the olive tree would grow back again and again, as if protected by an invisible force.





*Lights, spirits and a mysterious olive tree in Cáceres*

In the village of Ceclavín (Cáceres) stands the famous *Olivo de las Ánimas*, a tree surrounded by stories passed down through generations. Its reputation

was such that it was even investigated by the Spanish television programme *Cuarto Milenio*.

The best-known story relates that a knight returning from Alcántara noticed how his horse became uneasy as they approached an olive tree by the roadside. The animal was breathing nervously, until it finally stopped dead in its tracks. Above the tree appeared three dim lights that seemed to be watching them. Terrified, the man fled without looking back.

The following day, driven by curiosity, he returned to the same place. The lights were there again, motionless, suspended among the branches. From that moment, the tree became known as the *Olivo de las Ánimas* (the Olive Tree of Souls) and became a landmark for those who believe in presences and unexplained phenomena. Some have even linked the place to possible UFO sightings.



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### *The olive trees of war and peace*

To conclude this journey, we find a deeply human story. During the Second World War, New Zealand soldiers stationed in Crete found an unexpected shelter from enemy fire under the olive trees. Among their branches they found shade, protection, and a strange comfort in the midst of the chaos.

Over time, that emotional bond became a symbol of gratitude. Olive trees were sent from Crete to New Zealand as a gesture of friendship and recognition. Today, these trees are planted in parks and veterans' associations, recalling not only an alliance, but also the silent and protective role that olive trees provided during the war.



### *A bridge between the human and the mysterious*

After travelling through centuries of myths, rituals, miracles, unexplained lights, unsettling entities, witches, soldiers, and pilgrims, the olive tree emerges as something more than just a tree. It is a symbol that has accompanied mankind since the beginning: a guardian, a protector, a silent witness.

Perhaps that is why it continues to fascinate us; because within it coexist life and immortality, reason and magic, peace and enigma.

The olive tree does not only bear fruit: it keeps stories. And many of them still pulse within its branches today •





# The true Ingredients



Since the 1980s, **AGRUMATO® brand**, owned by the Ricci family of Lanciano (Abruzzo, Italy), has redefined the concept of EVOO — crafting condiments made with EVOO and citrus fruits unlike any before — and in 2009 carried that same spirit into a “panettone” of singular character.



There is a difference between following a recipe and **designing one**.

In **AGRUMATO®**'s “panettone”, the **Pan' AGRUMATO®**, research reaches beyond shape or filling — it lives in the very heart of the dough. Every choice matters: it shapes **structure, texture**, and the way the flavors unfold. Extra Virgin Olive Oil is no mere seasoning; it becomes part of the architecture, guiding consistency, development, and depth.

Rethinking a classic without betraying its essence is rare. **Since 2009, AGRUMATO® brand** has pursued a “**panettone**” **recipe** that takes a different path: Olive Oil replaces butter, incorporated directly into the dough — not as a substitute, but as a foundation. The crumb emerges elastic, readable, light, while aromas slowly reveal themselves with each bite.

## Identity-driven, Layered and Restrained

The result of the recipe is a **Identity-driven, Layered, and Restrained** “panettone”. **Extra Virgin Olive oil** — chosen for its finesse and character — is woven integrated into the dough, alongside a **discreet yet decisive ingredient**, the trehalose, that enhances shapes structure, texture, and aromatic complexity.

A slow, deliberate construction, precise and measured recipe, far from excess, designed to reveal its nuances gradually on the palate.



This kind of “panettone” honors the hallmarks of tradition while reinterpreting them through years of experimentation — at a time when an olive oil “panettone” remained a rare and unconventional choice. Today, our **research has become a language**: coherent, distinctive, and unmistakably its own.



# Gaggan Anand

*The art of never feeling full  
and his infinite cuisine \* \* \**



**By** Pandora Peñamil Peñafiel

From his childhood, Gaggan Anand knew that cooking was not just a talent, but his destiny. Inspired by his mother and motivated by an insatiable curiosity, he began experimenting in the kitchen at the age of six. Today, he is considered one of the most influential chefs on the international scene -Gaggan is the best restaurant in Asia and the sixth best in the world according to *The World's 50 Best Restaurants*- and he has revolutionised Asian gastronomy with creativity, audacity, and a philosophy that blends tradition, innovation, and spectacle. From El Bulli to collaborations with Louis Vuitton, his vision pushes the boundaries of haute cuisine by taking the culinary experience beyond the plate and transforming every bite into a work of art.





**»» At what moment in your life -and with which dish- did you decide you would become a chef? Who was your inspiration?**

It happened when I was very young, in my early teens. I knew that cooking was my destiny, and I already had a sense of how it could change my life. I would always watch my mother while she was cooking, and it soon became a daily routine. She was the one who inspired me and encouraged me to pursue a career as a chef.

I think my first dish was instant noodles. I was six. I was very young and don't remember it well, but my mother always tells me that I got very upset because my noodles looked nothing like the picture on the packaging. I think that moment was the beginning of everything.

**»» “El Bulli is Nirvana,” you've gone so far as to say. What did your time there mean to you?**

El Bulli changed my life as a chef. Not only did it change me, but it changed the gastronomic world. In my view, the world we live in is constantly



**“El Bulli changed my life as a chef. Not only did it change me, but it changed the gastronomic world... Many restaurants are still living the dream of El Bulli”**

changing, and I am sure that this type of gastronomy is an art form on the verge of extinction. However, at the time, El Bulli went far beyond anything else. I think we, as chefs, looked at El Bulli the way we now look at other temples such as Alchemist. Many restaurants are still living the dream of El Bulli and, although we are going through a period of changes in terms of culinary skills and preferences, the same message remains: trying to understand the philosophy they created and implementing it in our own kitchens. In Asia, for example, the versatility of our ingredients allows us to adapt to this concept one hundred percent.

**>> How has Spanish cuisine influenced the way you understand gastronomy?**

Spain, as a gastronomic concept, revolves around ingredients, seasonality, and simplicity. Sometimes a great ingredient has an extraordinary flavour with just a pinch of salt and pepper. I believe that embracing that idea is what has made my cooking more flavourful. Simple, yet complicated. I believe that Spanish cuisine is a collective movement, and that is where its greatness lies. Look at restaurants like Mugaritz or El Celler de Can Roca... they are the most inspiring in the world. These chefs are the ones who have broken all the boundaries of modern Spanish gastronomy, and I think that has inspired me to do the same in Asia.

**>> Do you use any Spanish ingredients in your daily cooking? For example, olive oil...**

We try to use fresh, high-quality products from all over the world. We definitely use Spanish tomatoes. You know that olive oil does not pair all that well with Asian flavours, but it certainly adds a punch and a unique final touch.



  
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» You have been very critical of the tendency to photograph everything and upload it immediately to social media. How do you get diners to put down their phones and focus on the culinary experience?

That's right, I've been very critical of photos in our restaurant, just like I feel at concerts. Are we going to a concert to record videos, or to enjoy live music? For us chefs today, hell is people coming to our restaurant just to take photos, and I absolutely refuse to accept that. In fact, I have made it almost impossible to take pictures in my restaurant. We create such an immersive experience that you either focus on us, or you miss the surprise. You either eat, or you take pictures. If you choose the latter, you certainly won't be using flash -that's strictly forbidden-, so you either have exceptional camera skills, or you relax and simply enjoy the show.

» Louis Vuitton has just stepped into haute cuisine with "Gaggan at Louis Vuitton." What is this gastronomic concept about?

When I conceived Gaggan, I wrote something that has guided us ever since: if food were fashion, then it should be called Gaggan. These words speak about our lifestyle. Today, where do you go wearing Louis Vuitton garments? Could you go to an ordinary bar, a small restaurant, or a daily event? Highly unlikely. But you would wear LV to a trendy restaurant. Haute cuisine had almost no connection, until now, with high-fashion houses. There was a certain gap in the fusion between gastronomy and fashion brands. That is why this collaboration emerged, from the premise of letting us be different, of showing our essence alongside LV. The idea was for fashion to meet food, and food to meet fashion. Louis Vuitton is an amazing brand that gives you space and support to protect your art, and I think that's exactly what we wanted. I think the result is an incredible fusion of two cultures, two identities, and two ways of creating art.

» The Neverfull is Louis Vuitton's best-selling handbag worldwide. What would you say is your Neverfull — your most iconic dish?

My signature dish is a spoonful of yoghurt that never fills you up. You put it in your mouth, you want more, and you never quite get it. You will never feel full of yoghurt, so enjoy that spoonful. That is my answer to the feeling of never being full, never satisfied. It is my most emblematic dish and, besides changing my life, it changed Asia. This concept will follow me wherever I write my name.

»» **Speaking of your cuisine, what does India really taste like? Beyond what the average diner knows: samosas, tikka masala...**

Indian cuisine has always focused on regional representation. In the last 15 years, we have seen the rise of Indian fine-dining restaurants, where a new generation of chefs has shown what can be achieved with Indian ingredients, techniques, and cultural heritage.

Today, India is also considered a haute cuisine gastronomy, and this is how we represent it. We are not talking about those curry houses that emerged as a tool for immigrants to open restaurants abroad, but a completely different platform where we, chefs and restaurants, have decided to expand the limits of our national heritage, promote Indian culture, and show the world how excellent it can be.



**“We create such an immersive experience that you either focus on us, or you miss the surprise. You either eat, or you take pictures”**

»» **You have predicted the end of fine dining... Has the gourmet customer grown tired of this type of restaurant? What is the future of haute cuisine?**

Yes, haute cuisine is disappearing because customers have changed. They no longer pay attention, they don't want to spend hours in the same place, they prefer a quick bite. The younger generation doesn't



# Vivencias y Recuerdos



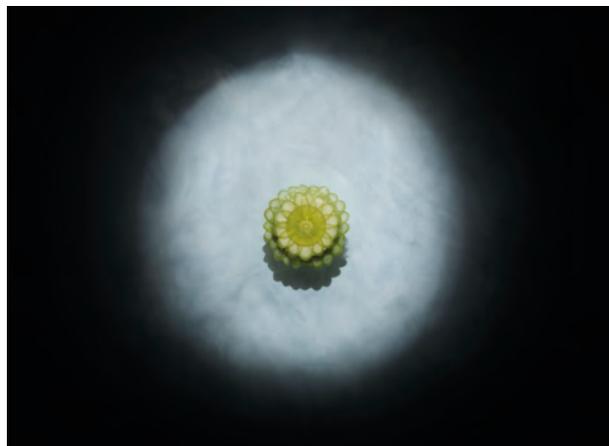
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care about the ingredients; they only care about the photo. Before, an elegant tan was linked to etiquette and good manners, and dressing well at a restaurant was part of the experience. Today, you can have half-naked diners in your restaurant ordering the most expensive bottle of wine.

I think haute cuisine is disappearing because of this generation: they don't care about food, but they care about being seen and the likes they get on social media. That's the problem: good dress and etiquette are no longer related to food, but to experience. That is why, at Gaggan, we have adapted to offer a very different kind of discovery: dining becomes an opera in which we try to meet the expectations of the new generation, with new habits, without wasting so much time serving a sauce or changing the cutlery. We let diners enjoy themselves using their hands, have fun, and leave feeling satisfied.

**» If cooking is an art, what inspires you when creating new dishes?**

Cooking has always been an art. It's about caring for the destiny of every ingredient: it takes months for a piece of fruit, a potato, a carrot, a hunted animal, or a farm-raised chicken to reach its perfect point. And in all that time, we as chefs have only a few hours to transform its potential into a bite that is a work of art. Cooking has always been an art, not a profession.



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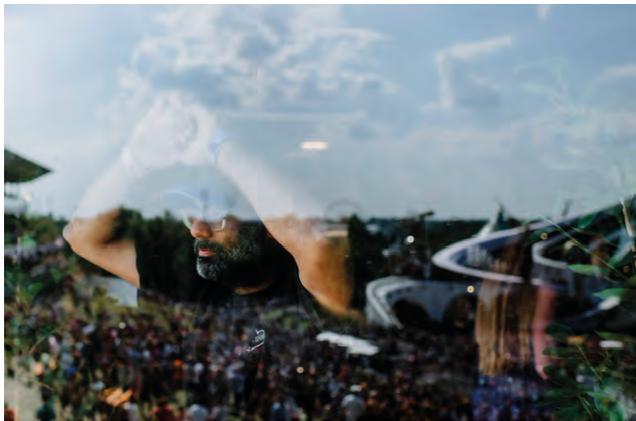
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**“You know that olive oil does not pair all that well with Asian flavours, but it certainly adds a punch and a unique final touch”**

Today, in a generation where chefs have become the new rock stars, showing the art we make and how we can share it with the world is essential. For me, the art of cooking is an incredible journey of peace: you enjoy the process, you enjoy creating, and, in the end, you are at peace with yourself.

**»» You have cooked at music festivals such as Coachella and Tomorrowland... Is this the best way to bring haute cuisine to younger audiences?**

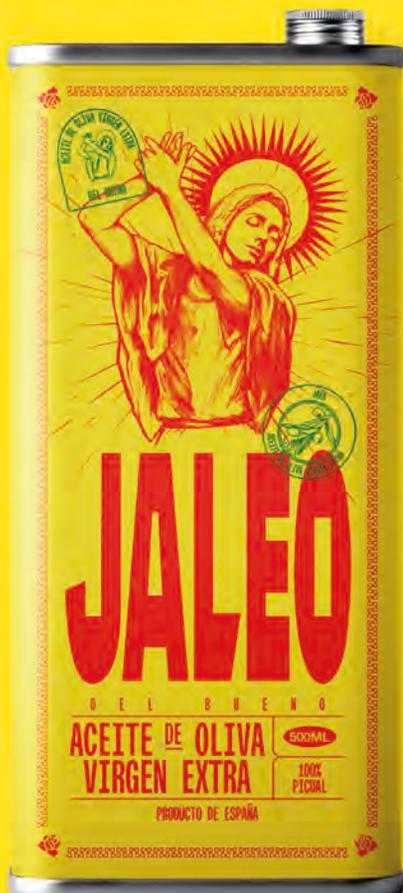
Yes, cooking at Coachella and Tomorrowland was not only a way to bring haute cuisine to younger generations, but also a way to enjoy music alongside food, one of my specialties. I love music, I love food, and bringing both together at these festivals, being the first chef to do so, was simply pushing all my boundaries. In fact, I believe that these experiments pursue a common goal: organisers and chefs share a vision, a vision in which two cultures -two art forms- meet and become fun.

»» **What music plays in the kitchen at Gaggan?**

At Gaggan, it's all 80s and 90s rock and roll. I'm a 90s kid, and I think rock and roll is dying; music in general is dying. I'm afraid we live in a generation where music isn't even written by the artists themselves. I love music in its purest form, and I always try to approach it and reflect it in my cooking.

»» **You have stated that you want to cook until the day you die. When that time comes, what menu would you choose for your last dinner? Where would you want to enjoy it?**

I still remember when a very famous Spanish chef, Santi Santamaría, died saying how much he loved *pan con tomate*, and that was his last bite. He died eating his favourite snack; I think that was incredible, inspiring, and at the same time, sad. I would like something similar: for my last meal to be lentils with rice, exactly like the ones my mother cooks for me, and to eat them with my hand, truly enjoying them •



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# From

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Agenda: January February March April May June July August

# January to

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September October November December

# December:

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*A sweet... and extra virgin calendar!*

*By Cristina Revenga Palacios*

Each month of the year has its own flavour, and there isn't a season that doesn't bring a typical sweet treat to our tables. And when they are made with extra virgin olive oil, the result is unbeatable: healthier, more aromatic pastries with real character. We invite you to take a look at this delicious calendar of traditional desserts and sweets -with a few hints about their history- that will awaken your senses and your cravings. We won't spoil which ones they are, but we can guarantee you'll find them hard to resist. Enjoy this sweet read!





# January

After celebrating New Year's Eve and the arrival of the New Year with family dinners and multiple festivities, it's finally time for Epiphany. It is a holiday that commemorates the journey of the Three Wise Men from the East -Melchior, Gaspar, and Balthasar- guided by a bright star to Bethlehem to visit the newborn Baby Jesus, to whom they offered three gifts: gold, frankincense, and myrrh.

For this reason, and as a tradition in many countries, when this day approaches -sometimes even weeks before, for the more impatient- children write a letter to Their Majesties telling them whether they've been good throughout the year and asking for presents, which these magical figures deliver on the night of 5 January. This is one of the most special and eagerly awaited dates of the year for children -and not just for them!-, which we celebrate with one of the most popular festive treats of the Christmas season: the *Roscón de Reyes*.

A dessert loved by many, the *Roscón de Reyes* has been reinvented with quality ingredients such as extra virgin olive oil, alongside other classics such as eggs, flour, milk, yeast, orange blossom water, sugar, and salt. Every year, this crown-shaped cake takes pride of place on our tables to celebrate the arrival of the Three Wise Men.

Over time, the recipe has evolved to include fillings such as whipped cream, truffle, or custard, or even creams or jams made with the olive tree's own elixir, making each *roscón* a unique creation. But what are its origins? This sweet has its roots in ancient Rome, where during the Saturnalia -a pagan festivity celebrated in honour of the god Saturn after the winter solstice-, round cakes were made with figs, dates, and honey.

Over time, the tradition of hiding a bean in this sweet was introduced as a symbol of prosperity and good omens for the lucky person who found it. In France, this custom was maintained by hiding a coin inside the cake to surprise King Louis XV. The coin was later replaced by the small ceramic figurine used today, while the bean became the unlucky surprise, since whoever finds it must pay for the *roscón*. Which of these two surprises would you rather find?





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# February

February is synonymous with Carnival, a month in which parades, costumes, music, and fun take over the streets in many corners of the world. The origins of Carnival date back thousands of years and, according to most historians, it has its origins in the pagan festivities of antiquity that celebrated the end of winter and the arrival of spring, as well as the harvest season. Later, it evolved into a celebration of indulgence before Lent, a period of fasting and reflection. The name is thought to come from the Latin *carnem levare*, meaning “to remove the meat.”

Over the years, Carnival has transformed into a global celebration with diverse traditions. And why do we wear costumes in Carnival? During the Middle Ages and the Renaissance, cities such as Venice popularised the use of elaborate masks to allow people to break down social barriers and have fun without being recognised.



This is one of the most awaited festivities of the year, and in many places, it also includes special dishes and, of course, sweet treats which, if you decide to make them at home, must include extra virgin olive oil among their ingredients. For example, in New Orleans (USA), the famous King Cake is made with a mixture of coffee sponge cake and cinnamon roll, which is often filled with fruit and creamy cheese. It is also decorated with yellow, green and purple icing, which are the traditional colours of the *Mardi Gras* (Shrove Tuesday), the great Carnival parade. Like the *Roscón de Reyes*, it also hides a small figure, and whoever finds it must pay for this colourful cake.

But if there's one Carnival the world knows best, it's the Rio de Janeiro Carnival in Brazil, where, to the rhythm of samba, people enjoy *brigadeiros*: truffle-like chocolate sweets traditionally made with condensed milk, cocoa powder, butter, and chocolate sprinkles. You can give them a twist by adding extra virgin olive oil to the recipe for a unique flavour and a healthier result.



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## March & April

In March and April come the long-awaited Easter eggs, a tradition with both pagan and Christian roots, symbolising prosperity and fertility. In some countries, eggs are painted in bright colours, while in others, they're made of chocolate or confectionery, filled with sweets and surprises. You can spend a rainy afternoon with the family preparing these delights at home — and, of course, use extra virgin olive oil to drizzle over the chocolate as it melts, an essential step in the Easter egg recipe. Once made, you can hide them around the house or garden for the little ones to find.

At this time of the year, we can also pay tribute to one of the best-selling biscuits in the world: the Oreo, which celebrates its International Day on 6 March. These biscuits were first created on that date in 1912 in New York City. Did you know that the building where the factory once stood is now called Oreo Way? They are fun to make at home, and you can use them in countless desserts with one key ingredient: extra virgin olive oil. It enhances the cocoa's natural

flavour, improves its texture and smoothness, and provides many health benefits.

But the Oreo isn't the only sweet with its own special day this month. On 20 March, we celebrate the International Macaron Day, an icon of French patisserie, made of two round almond meringue biscuits filled with a creamy centre (which you can make with extra virgin olive oil).

And just a day later comes another perfect excuse to honour a world-famous dessert: tiramisu. Each 21 March marks Tiramisu Day, dedicated to this Italian classic that has conquered palates everywhere. You can easily make it at home with chocolate and extra virgin olive oil. The name *tiramisu* comes from the Venetian dialect *tirame sù*, which means “lift me up” or “give me energy,” in reference to its stimulating ingredients such as coffee and cocoa. Curious, isn't it?

And do you also like chocolate mousse? We couldn't leave this season without mentioning its International Day on 3 April, a celebration that began in the United States, though the dessert itself originated in France. It is a very easy and spongy recipe to which the EVOO will add a refreshing note to balance the richness of the chocolate.

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# May

The Romans named May *maius* after Maia, the goddess of fertility. In the Northern Hemisphere, it is a month of transition in which temperatures begin to rise, days grow longer, and nature bursts into bloom with hydrangeas, jasmines, lilies, tulips, and above all, the queen of flowers: the rose.

In many countries, May brings pleasant weather that invites outdoor gatherings and events, always finished off with a delicious seasonal dessert. And since we've seen that many sweets have their own special day, this month we turn our attention to the world-famous apple pie. In the United States, National Apple Pie Day is celebrated on 13 May. It is one of the most representative desserts of the North American country, and that has become a national symbol. In fact, the phrase "as American as apple pie" reflects its deep roots in American culture. Flour, water, butter, and apples are its main ingredients, but according to the North American Olive Oil Association, the day isn't far off when it will be common to buy an apple pie made with a base of extra virgin olive oil. In the meantime, we can bake our own version at home using our beloved liquid gold, adding it to the crust to make it healthier and give it a unique, subtle flavour. Your family and friends will be impressed!



# June, July & August

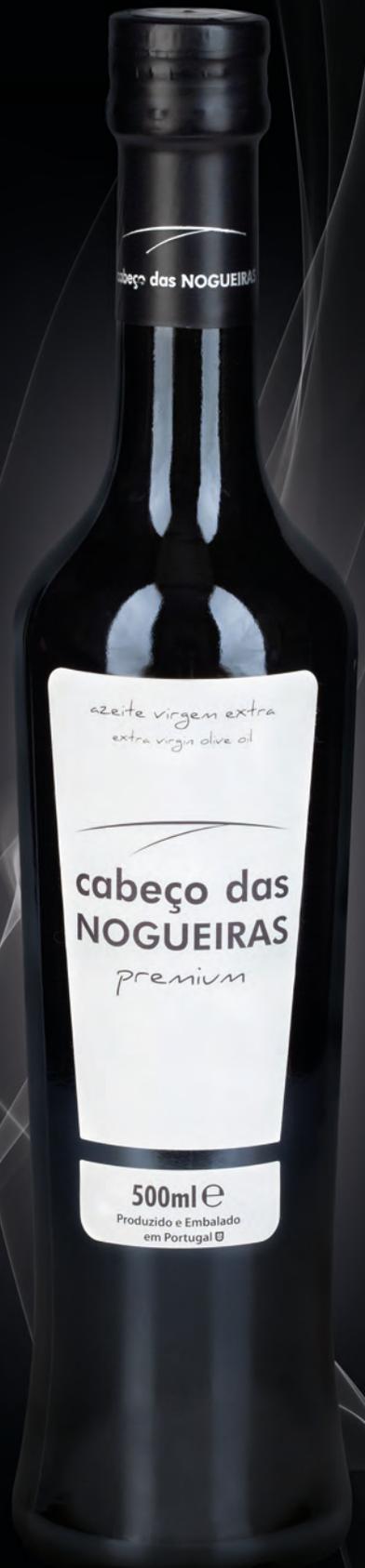
For many, summer begins, and it is one of the best times of the year. These months are of rest, well-being, disconnection, happiness... A season filled with trips and plans that allow us to spend more time with family and friends, something not always possible during the rest of the year, when daily routines and responsibilities take over. But temperatures also rise considerably, and the best way to cope is with refreshing swims in the pool or sea, and a balanced diet that makes the most of the Mediterranean lifestyle. Of course, extra virgin olive oil must never leave our daily diet, because it's so versatile that you can use it to prepare virtually anything you fancy.

In summer, extra virgin olive oil has many more uses than just gazpacho or a crisp, cool salad. And there is no doubt that the most tempting treats to beat the extreme heat -which we increasingly experience in Spain and other parts of the world- are cold desserts. Prepared, naturally, with extra virgin olive oil, they're as refreshing as they are healthy and easy to make.

Ice creams, sorbets and smoothies are some of the coolest and most delicious desserts you can make with any of the many varieties of EVOO available, each with its own aromas and distinctive flavours that open up a world of possibilities. Although the history of ice cream is uncertain, some believe it originated in China, where thousands of years ago snow was mixed with rice and milk to create a frozen paste. Through trade routes and explorers such as Marco Polo, the technique travelled westward, and it was in Italy that the recipe was perfected. Fascinating, isn't it?



POWERED BY NATURE



# September

In the previous issue of *Olivatessen*, we mentioned that September is the month with the highest number of births worldwide. And what better way to celebrate all those birthdays across the globe than by blowing out candles on some of the most famous cakes in the world, all of which can be made with our star ingredient: extra virgin olive oil. Liquid gold truly elevates every cake, enhancing its flavour and allowing us to enjoy it in a creative new way. Here are some of our suggestions: carrot cake, known for its fluffiness and sweetness; cheesecake, with a smooth and creamy filling with cheese, a biscuit base, and often topped with fruit jam; *Sachertorte*, originally from Vienna and consisting of a chocolate sponge cake layered with jam; or the Victoria sponge cake, a fluffy sponge cake, named after Queen Victoria of the United Kingdom, filled with cream and strawberry jam, and dusted with icing sugar. In addition to these cakes and sponges, September also brings many other occasions to celebrate such as anniversaries, special events, or simply a sweet craving. Why not make





something featuring chocolate? It's an irresistible indulgence for many, and on 13 September it celebrates its International Day. It is said that this celebration was first created in France in 1995 as a tribute to the British writer Roald Dahl, author of *Charlie and the Chocolate Factory*. Coincidentally, the same day marks the birth of Milton S. Hershey, founder of the American chocolate company The Hershey Chocolate Company. Chocolate pairs beautifully with extra virgin olive oil, not only in desserts, but also in exquisite chocolate bars made with EVOO, a truly delightful combination.

To finish this month, what better celebration than Biscotti Day, celebrated on 29 September? This Italian almond biscuit takes its name from the Latin *bis-coctus*, meaning "twice cooked," referring to its baking method -the dough can easily be made with extra virgin olive oil- which gives it its distinctive crunch and long shelf life. It is believed to have been a popular food among Roman soldiers, as these twice-baked loaves were ideal for long journeys and military campaigns due to their durability.



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# October & November

Autumn arrives and with it comes a sense of calm, though also less energy and with a touch of melancholy. The days are shorter, and the reduced sunlight can make us feel more tired and lethargic. Yet it's also a season associated with warmth, olive harvests, rich flavours, family gatherings, and that sense of change and renewal that comes with falling leaves and the unmistakable aroma of wood smoke in the air. With the seasonal change and the arrival of cold weather, we no longer crave smoothies or ice creams. Instead, it's time to make jams from seasonal fruits like figs, apples, and pomegranates. Did you know that there are also extra virgin olive oil jams? They can be combined with multiple desserts.

And then comes Halloween, an ancient festivity we can celebrate with spooky costumes and eerie treats. Why not bake a pumpkin pie or EVOO biscuits shaped in terrifying forms to mark the year's most mysterious night?



In November, we also pay tribute to one of the world's most beloved pastries: baklava, which celebrates its International Day on 17 November. This exotic dessert, very common in Turkey, is made with layers of filo pastry and nuts, bathed in a syrup made from lemon juice, water, cinnamon, and sugar or honey. Do you dare to prepare it at home? You can incorporate extra virgin olive oil into the dough, giving a Mediterranean twist to this exquisite treat with ancient roots in Middle Eastern cuisine. Its origin dates to ancient Mesopotamia, specifically to the Assyrian civilisation. Later, Greek merchants discovered this delicacy and took it with them to Athens, where the pastry layers were refined to the thin, delicate form we know today.

Also in November, the United States celebrates one of its most famous holidays: Thanksgiving Day. This tradition dates back to 1621, when English settlers from Plymouth (in present-day Massachusetts) and local Native Americans held a feast to celebrate their first successful harvest after a harsh winter. For three days, they shared turkey, pumpkins, and dried fruits in a spirit of gratitude and community.

In 1789, President George Washington declared Thanksgiving a national holiday. Today, it remains one of America's most cherished family celebrations. And what dessert takes centre stage on that day? The cranberry pie, an iconic dessert of American cuisine whose dough, of course, can be made with EVOO.



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# December

We finish our sweet calendar with December, a month for reflection on the year gone by, setting intentions for the new one, and enjoying cosy moments at home as winter settles in. And what better plan for a cold, rainy afternoon -film, blanket, and all- than baking a warm homemade dessert such as a chocolate brownie, which pairs perfectly with extra virgin olive oil. Chocolate, self-rising flour, salt, eggs, icing sugar, vanilla essence, and EVOO combine to create an irresistible treat that originated in Boston, USA, at the end of the 19th century... apparently by accident! And that's because a baker forgot to add baking powder to a chocolate cake mixture, resulting in a dense, moist texture that became the first brownie. If you want to enjoy an exquisite brownie with extra virgin olive oil, head to Brownie & Olive, a true paradise for brownie lovers, located in the heart of Málaga (Spain), where chef Daniel García Peinado reinvents the traditional brownie with EVOO in an innovative format for a perfectly rounded experience.

Interestingly, the brownie isn't the only dessert born by accident, nor the only one typical of this time of year, heralding the arrival of Christmas. We

are talking about the *panettone*. The origins of this Italian sweet bread are uncertain, but according to one legend, a Milanese duke was hosting a Christmas banquet when his chef accidentally burned the dessert in the oven. One of his assistants, named Toni, decided to bake a sweet bread with whatever ingredients he had on hand -butter, flour, eggs, citrus, and raisins- and suggested serving it anyway. The result was such a success that it quickly became popular throughout Milan, where people began asking for *pan di Toni* ("Toni's bread"), later known as *panettone*. The dough for this pastry is usually made with flour, yeast, eggs, butter and sugar, but you can substitute the butter for extra virgin olive oil, and it is delicious.

And now we bid farewell to the year with Christmas, a season rich in traditional Spanish sweets that are essential at every festive table: nougat (*turrón*), considered the star sweet of this season, made from honey, sugar, almonds, and egg whites; *polvorón*, made with toasted wheat flour, lard, ground almonds, and sugar; and marzipan (*mazapán*), a superb mixture of almonds and sugar, often shaped into festive figures. Of course, all of them can have a special touch thanks to EVOO, which offers endless possibilities and a unique sensory experience of aromas and flavours for the palate •



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# The naked olive grove

*By Spencer Tunick*



By Alfredo Briega Martín

Cervezas Alhambra has commemorated its centenary with *Retrato Alhambra 1925*, an art installation by American photographer Spencer Tunick - known for his large-scale nude compositions - created in an olive grove in Granada as a tribute to the art, culture, and Andalusian roots of this brewery.







At the end of April 2025, while travelling from Madrid to Granada in search of the perfect location for his latest project, Spencer Tunick asked to stop the car on the roadside so he could marvel at the vast sea of olive trees unfolding before his astonished eyes. It was the first time that the American artist, renowned for his photographic compositions featuring multiple nude figures in public spaces, had witnessed anything like this.

“The idea came when we were driving from Granada to Madrid the day after the blackout — it was my first time visiting Andalusia,” Tunick recalls. “As we drove through those fields full of olive trees, I began daydreaming. They looked to me like a procession of people waiting to enter a concert, or an army. The olive trees were human formations; for me, this landscape represents the spirit of the Spanish people.” Once he had chosen the setting, the artist visited the Alhambra and found in the monument’s tiles the shade of green he wanted to work with.

But let’s begin this story at the very start. Founded in Granada in 1925, Cervezas Alhambra has been brewing high quality beers for decades through meticulous, artisanal brewing processes. And who hasn’t heard of Spencer Tunick? Born in Middletown

(Orange County, New York) on the first day of 1967 into a Jewish family, Spencer Tunick’s speciality is photographing large groups of nude people arranged artistically, often in urban locations -works that are referred to as “installations”-, according to Wikipedia. His art explores and invites viewers to question concepts such as the public and the private, the moral and the immoral, the tolerated and the forbidden, or the individual and the collective. Tunick creates scenes that depict the battle between nature and culture across various settings, from civic centres to desert sandstorms. In them, men and women return to a pre-industrial state of existence. The resulting images transcend conventional categories and merge photography, sculpture, and performance into a new genre.

The American photographer has travelled the world to create his celebrated installations -a total of 75 to date- organising groups ranging from a handful of people to tens of thousands, a huge logistical challenge. In Mexico, for example, he set his personal record in May 2007 by bringing together nearly 19,000 uninhibited participants in Mexico City’s Plaza de la Constitución -the Zócalo- for a memorable event. His models are adult volunteers who, in exchange for their participation, receive a limited-edition print of the resulting photograph.

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On this occasion, to mark Cervezas Alhambra's centenary -the brewery has been part of Mahou San Miguel, Spain's leading family-owned brewing group, since 2007-, Tunick shifted his lens from the city to the countryside. He chose an olive grove in homage to the Andalusian origin of Cervezas Alhambra and the green of its unmistakable bottle. More precisely, he selected a young olive grove near the city of Granada -to make it easier for volunteers to travel there- in the municipality of Albolote, in the vicinity of the Cubillas reservoir. The artist never reveals the exact location of his installations until the very last moment to prevent unwanted onlookers.

The call for applications was launched on 3 July via a dedicated website -also announced on social media, in the press, and through other channels- and more than 2,000 people signed up. In the meantime, a company specialising in body paint was enlisted to achieve the exact tone of green. Dozens of tests were carried out until the perfect Pantone and texture were found. The olive trees had to be young specimens so that the bodies of the volunteers dipped in green paint would stand out among them.

### *A tribute to Andalusia*

The installation, titled *Retrato Alhambra 1925* -the first that Tunick has created in Andalusia, and the fourth in Spain after those in San Sebastián, Barcelona, and Valencia-, brought together more than 800 nude volunteers on 20 September, their bodies covered in green paint, coming from various parts of Spain and Europe; from a total of 25 countries, with ages ranging from 20 to 85. They formed an image conceived as a tribute to Andalusia, to the natural environment, and to the aesthetic of Cervezas Alhambra, which also presents its *Alhambra Reserva 1925* bottle "naked," without any label.

"*Retrato Alhambra 1925* is about connecting nature with the human body and the long history of olive groves," explains the New York artist. "Creating a green landscape made up of human forms has a symbiotic relationship with life, and, by being part of art, you can slow things down, focus more on stillness, and forget all the hustle and bustle." The installation reaffirms Cervezas Alhambra's commitment and connection to original creation,



which gives life to timeless, original works, made without haste and where the human hand behind it is always felt. Indeed, Alhambra beers follow a slow fermentation process that perfectly reflects the brand's essence: giving everything the time it deserves. These values are shared by the artist himself, who creates original and soulful images of great visual beauty.

We are talking about a large-scale artistic installation that represents a unique experience for the participants who, following the artist's instructions, blended into the landscape, integrating themselves with the natural surroundings to create an image of powerful visual and symbolic impact. A peaceful army of bottle-green painted bodies merged with the olive trees leading towards the city, aligned in perfect geometry.

*The work -the first that Tunick has carried out in Andalusia- brought together more than 800 naked volunteers from different parts of Spain and Europe covered in green paint on 20 September, 2025*



### *A dream fulfilled*

For the New York artist, this creative act with green as its central motif represented “the fulfilment of a dream,” as he acknowledged at the conclusion of his installation, a project that had been nine months in the making. “I have always wanted to use green body paint in my work,” he said. “I’ve had this idea for 15 years, trying to find a way to bring bodies visually closer to nature. Green has been used in the past by artists to create utopian landscapes that combine surrealism and fantasy.”

*A peaceful army of bottle-green painted bodies merged with the olive trees that spread across the fields leading to the city, aligned in perfect geometry*



On the other hand, Emmanuel Pouey, Marketing Director at Mahou San Miguel, described Spencer Tunick’s installation as “a celebration of Andalusian identity, where our roots lie, and the *Sin Prisa* (“No Haste”) philosophy that has inspired people to live more consciously for a century, guiding Cervezas Alhambra for 100 years to take the time needed to create works that, like *Retrato Alhambra 1925*, will remain in our memory.”

The final image of the installation, selected by the artist and Alhambra Beer as the most representative of the project’s spirit -and of which the more than 800 volunteers from 25 countries who posed nude received a limited-edition print, a unique piece in gratitude for their participation in this collective work- was released on December 4, 2025, as the brand’s tribute to Andalusia in its centenary year and with the aim of continuing to support Andalusian artists and culture, strengthening its connection to the region. A poetic fusion of nude bodies, nature, art, and Andalusian identity •



Granada, Spain (Retrato Alhambra 1925) 2025 ©Spencer Tunick



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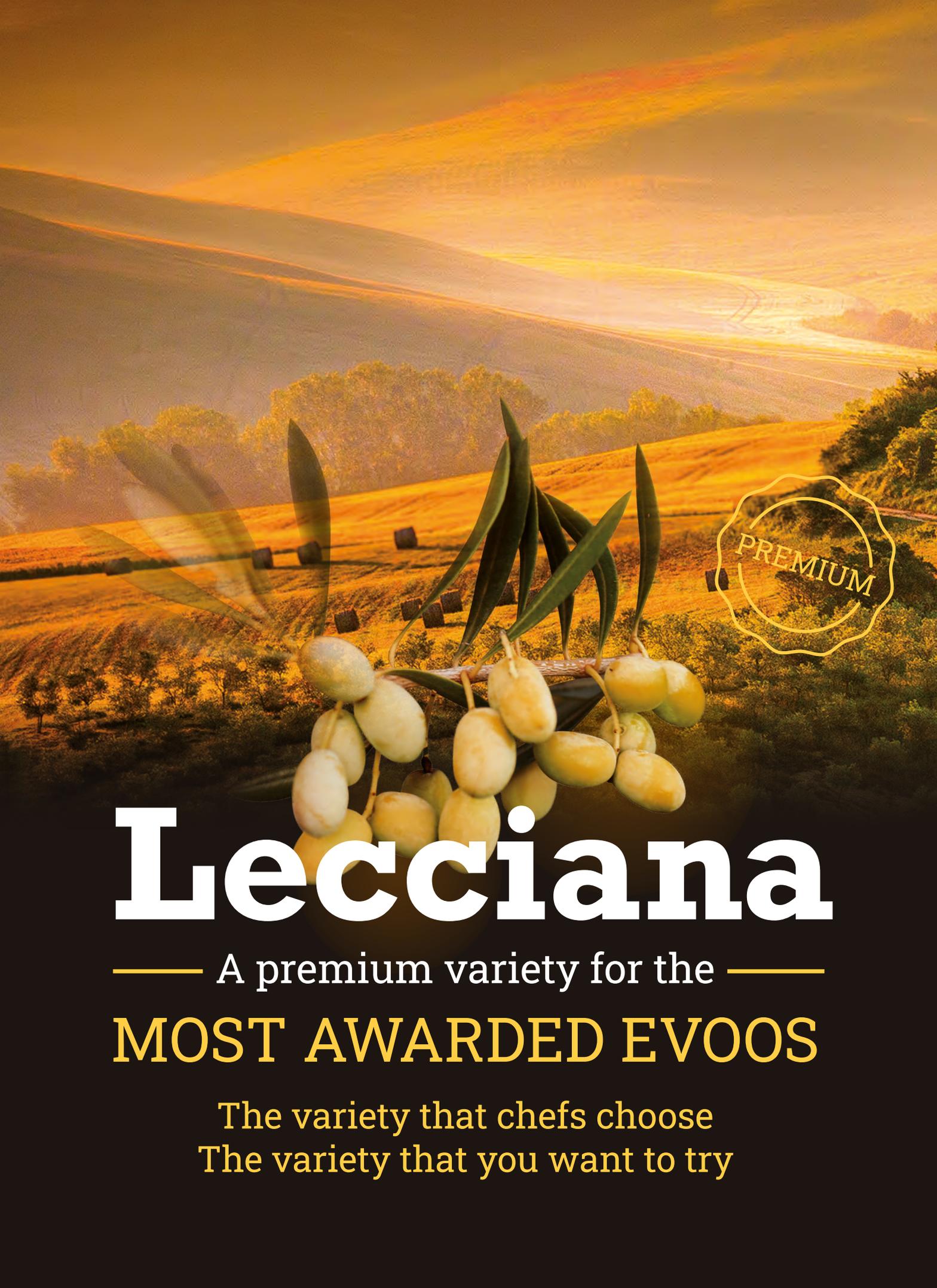
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# The *Liquid Gold* that Crossed the Ocean:

*The olive tree, sailors and the  
first culinary globalisation*

A little over 500 years ago, the odyssey that explorers such as Juan Sebastian Elcano and his predecessors embarked on ushered in an era of global interconnection, what we now call the first globalisation. While the great carracks ventured into the immensity of the Atlantic and Pacific Oceans in search of spices, the holds of these fragile floating cities treasured an ancient ingredient that would prove as valuable as pepper, cloves, or cinnamon: olive oil.

By Vicente Ruiz García

Doctor in History, expert in historical gastronomy, and Director of the UNED in Jaén. Author of *El mar, el aceite de oliva y la primera globalización* (Onada Edicions, 2024).

Illustrations by Carmen Bernáldez

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Olive oil was no newcomer to the history of the Iberian Peninsula. Its presence dates back to the earliest civilisations of the Mediterranean, being brought by the Phoenicians, and experiencing a colossal boost under the Roman Empire. From ancient Hispania, olive oil was not only consumed but also exported on a massive scale from regions such as Baetica and Tarraconensis, becoming a key element in the Romanisation process and an economic engine of the Empire. Later, it would be Spain -through the sea and its sailors- who exported the olive tree and its oil, turning this liquid gold into a reference point for what we call Iberian globalisation as it unfolded between the 16th and 18th centuries. This journey was not another mere transfer of a crop, but a fascinating story of survival at sea, the health of seafarers, and the enduring imprint of Hispanic gastronomy on distant continents.

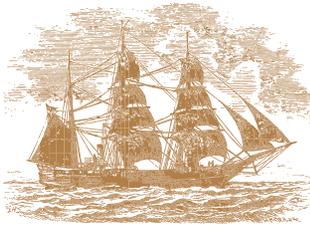
### *Olive oil and life on board: An ally for the health of seafarers*

One of the greatest challenges of early modern transoceanic ventures was food on board and the survival of crews. Voyages lasting months or even years required meticulous planning and precise knowledge of food preservation at sea. In this context, olive oil emerged as an indispensable product, and its value was measured both in terms of its nutritional value and its resistance to spoilage.

Unlike animal fats such as lard or bacon -which easily turned rancid or required heavy salting- olive oil had a high durability rate thanks to its low water content and to the presence of natural antioxidants such as polyphenols and vitamin E, both unknown to science at the time. This resistance to deterioration was not trivial; it was, in fact, one of its most prized properties in the eyes of the Spanish Navy and merchant marine authorities, placing its preserving power on a par with the spices so eagerly sought after in the Moluccas.



Even with such durability, it was so valuable that it was considered a restricted item and was therefore strictly rationed to ensure it lasted the entire journey. Across the Spanish fleets, from the 16th to the 18th century, consumption was limited to roughly one litre per person per month. This amount, which hardly changed over three centuries, was the slender thread of Mediterranean flavour and tradition in an otherwise monotonous diet dominated by ship's biscuit, salted meat, and salted fish. Olive oil did more than grease the pot; it softened hard biscuits, seasoned salted cod, and provided the essential fat for cooking legume stews - chickpeas, lentils, or broad beans- making the daily ration more tolerable, more nutritious and, by extension, safer from a dietary standpoint. For sailors, their olive oil ration was the only luxury that guaranteed a minimum level of quality in their meals.



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### *The preservative function: Beyond seasoning and nutrition*

The use of olive oil on board transcended its function as a simple dressing or cooking fat. One of its main applications, especially documented during the 18th century, was as a preservative for other essential foods. It was used to seal and preserve cured meats, or even to cover cheeses and vegetables, extending their shelf life in hostile environments, particularly in tropical areas where decay was accelerated.

But perhaps its most heroic role was in the fight against the most dreaded affliction of long voyages: scurvy, a devastating disease caused by vitamin C deficiency. Since the 16th century, Spanish sailors knew empirically of the healing power of *agrio de limón* (lemon juice, rich in vitamin C), long before medical science formally identified the vitamin itself. The challenge, though, was how to preserve this vital juice without refrigeration in the tropics for months, as it oxidised and lost its properties quickly. The solution was ingenious and distinctly Mediterranean: using the same preservation principle applied on land. To preserve lemon

juice, sailors bottled it carefully in glass jars or earthenware vessels and poured olive oil on top to form a protective layer. Dense and insoluble, this layer prevented air (and thus oxidation) from coming into contact with the lemon juice, keeping it “tart, fresh, and suitable” for consumption for a much longer period than its natural shelf life. Therefore, olive oil not only nourished but also saved lives and ensured the success of maritime missions; it was a fundamental component of the health and resilience of seafarers during a crucial age of global navigation and exploration.

### *The olive grove reaches the Americas*

If olive oil was the liquid heart of the floating larder, the olive tree was the seed of a new civilisation. The introduction of the olive tree in the Americas was deliberate and carefully planned, part of the effort to implant Hispanic culture, faith (olive oil also had liturgical uses), and gastronomy, giving rise to a culinary *mestizaje* that blended the Old and New Worlds.

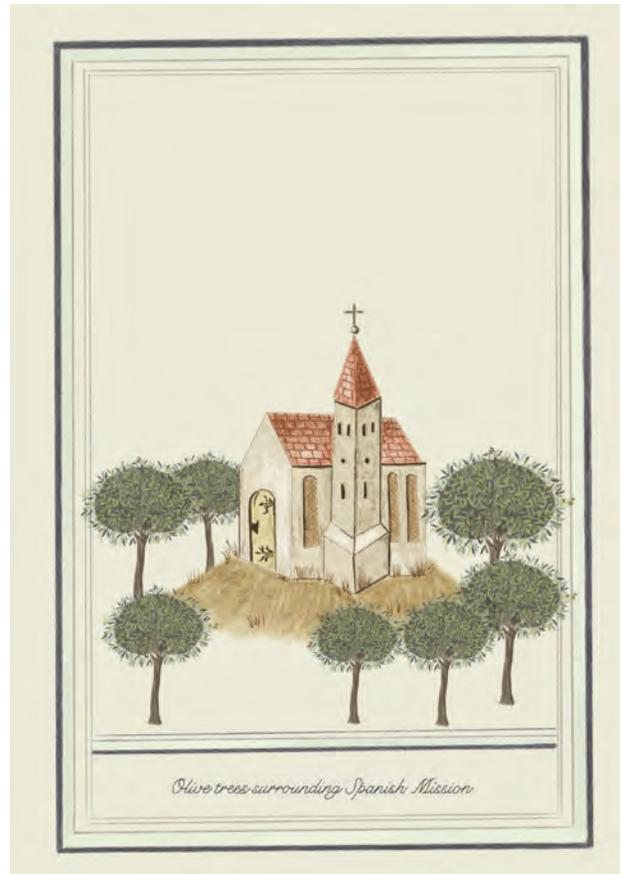
The earliest documented steps are remarkably early and reveal how crucial this acclimatisation was. The year 1520 marks a milestone. While the Magellan–Elcano expedition was wintering at Puerto San Julián, on the far side of the world, officials of the *Casa de Contratación* in Seville paid Juan de Baena, mayor of the town of Olivares, 20 maravedís each for 50 uprooted olive cuttings, and a total of 1,800 maravedís for an additional 1,200 cuttings. These were the first olive saplings destined for the New World –specifically the island of Hispaniola– alongside other tools, plants, and various seeds delivered to a group of settlers from Antequera who were embarking on a new life in those unknown lands. It is likely that the same Juan de Baena supplied further plants for Puerto Rico, shipped aboard the *Santiago* together with enslaved people and other goods between September 1520 and November 1521.

The initiative soon became official policy. In the following decade, a crucial order was issued in 1533 –one among many royal decrees– obliging shipmasters sailing to New Spain (Mexico) to carry “one or two tonnes of olive or vine plants” on each vessel. This measure was not a suggestion but an active and mandatory agricultural colonisation policy ensuring the provision of this essential

and liturgical product in the Indies. Over time, nurseries and plantations were established in areas reminiscent of the Mediterranean climate, testing their acclimatisation in the Mexican highlands and especially in the southern part of the continent.

From Mexico, the olive tree spread throughout the Americas, reaching the Viceroyalty of Peru and the southernmost regions of the New World. Francisco de Aguirre de Meneses, the first ordinary mayor of the Santiago de Chile council, played a crucial role. Born in Talavera de la Reina, he travelled to the Indies in 1536, taking part in the conquest of present-day Bolivia for three years, and accompanied Pedro de Valdivia during the conquest of Chile (1540). There, he ordered the planting of olive trees across large areas of Peru, Chile, and northern Argentina, particularly in Santiago del Estero, a city he founded.

The success was resounding and often even too categorical. The olive tree took root in its new land, ensuring a staple for settlers while adapting to local ecosystems and eventually giving rise to its own abundant production. Over time, the quality



# ORGANIC EXTRA VIRGIN OLIVE OIL

## ENVELOPING NATURAL WELL-BEING.

FROM THE LAND OF PUGLIA,  
WE TELL STORIES OF PASSION,  
TRADITION AND NATURE.  
DROP BY DROP. I.A.



and quantity of American production -especially Peruvian and Chilean- became so successful that it aroused the suspicion and concern of the metropolis, which feared for its monopoly on peninsular olive oil. As a result, the Crown occasionally attempted to limit American production with protectionist laws -measures fortunately ignored or sidestepped due to local needs- allowing the olive tree to thrive and become a naturalised crop of the New World.

### *Across the World's oceans: The olive's footprint in the Pacific*

The journey of the olive tree and its oil did not end in the Americas. Like the Manila Galleon, which connected Asia and America for centuries, olive oil -transported as a luxury and a necessity from Acapulco to Manila- completed the first culinary globalisation by reaching the Philippines and other overseas territories.

In Asia, olive oil found subtle yet lasting ways into local gastronomy, blending with local ingredients and techniques to create unique dishes. It was used to fry *lumpia* (spring rolls) or to add a touch of richness to stews, offering an alternative to coconut and pork fats. This transmission of culinary customs and knowledge -beyond the great names of exploration- would not have been possible without the invisible women, both in Spain and overseas, who incorporated olive oil into daily family cooking. They were the true disseminators, passing on -patiently and lovingly- a universe of flavours and traditions handed down from generation to generation.

Nevertheless, olive oil became an ingredient of prestige, distinguishing the creole table and blending with Malay, Chinese, and Indigenous traditions. The legacy of this journey can be traced today in the cuisines of the first globalisation. Renowned and distant culinary cultures such as Mexican, Peruvian, and Filipino all use olive oil in dishes with a distinctly Mediterranean character. Peru's *pulpo al olivo* -octopus dressed in an emulsion of olive oil and purple olives- or the Filipino pork and chicken *adobo* -a stew that often uses olive oil as a base to sear the meat and carry the flavours of vinegar and soy sauce- are living examples of this *mestizaje*.



### *The olive tree: Root of a shared history*

The journey of the olive tree and its oil is the perfect metaphor for the first globalisation. What began with the search for spices, the need for food preservation, and the ambition to circumnavigate the globe became a culinary and cultural revolution. Olive oil -a product treasured since Antiquity for its various uses and today considered the greatest culinary treasure of the Mediterranean Diet for its delicious taste and health-giving properties- became the unifying element of continents and oceans, the lubricant of a new historical era.

The olive tree, rooted in American and Asian lands, brought not only food but a way of life: a heritage of flavour and health that endures today. It reminds us that geographical borders are overcome by culture, and that the flavour of our shared history travels, unchanged, in every bottle of olive oil that has crossed -and continues to cross- the oceans of the world ●





# Mediterranean life is just one ingredient away

160 years bringing  
Mediterranean goodness to  
consumers around the world

*The good  
living recipe*

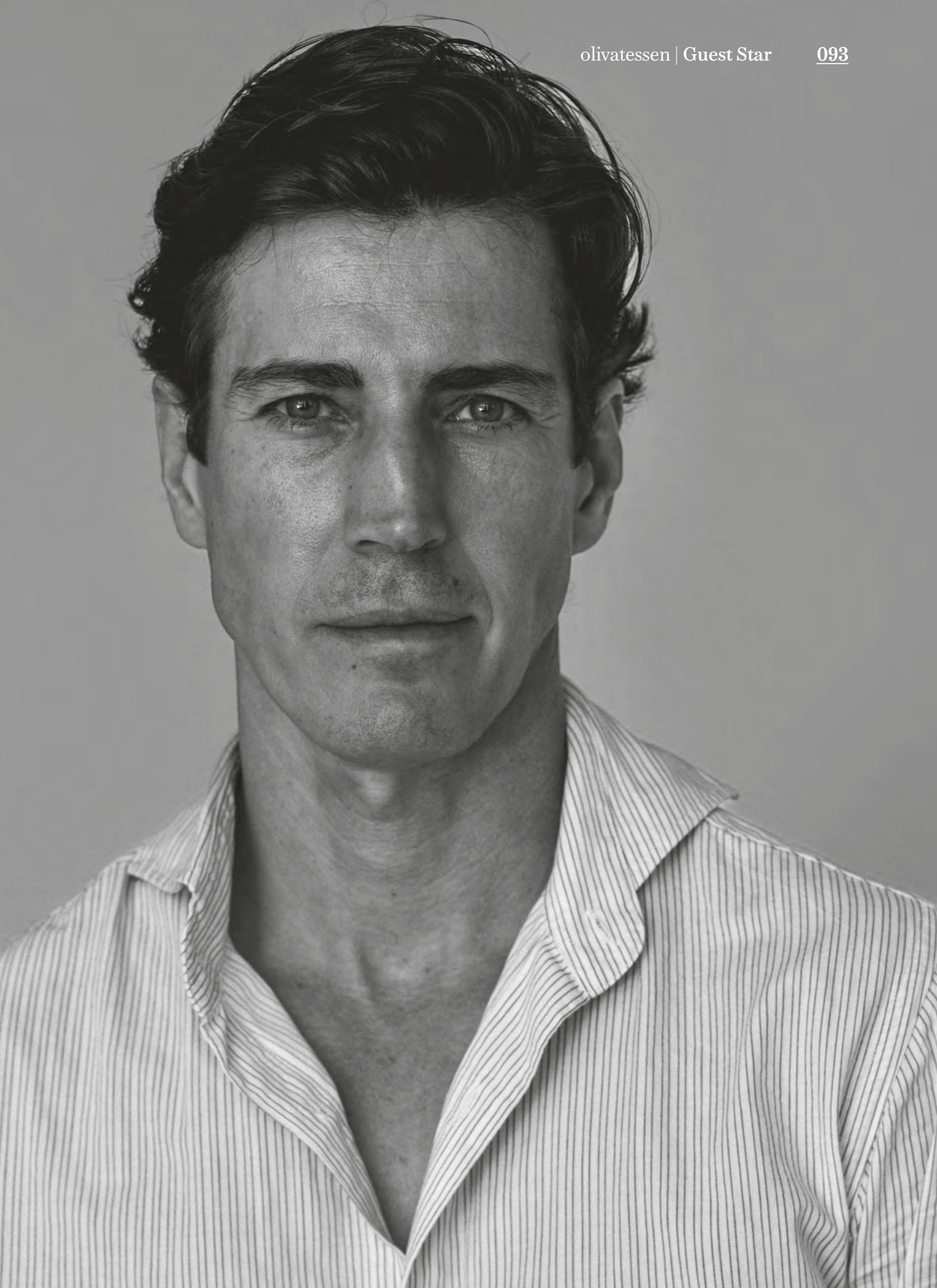


# Oriol Elcacho

Embracing the  
*Mediterranean*  
through fashion,  
*wine, and olive oil*

By Pandora Peñamil Peñafiel

Oriol Elcacho is much more than a Spanish fashion icon with international reach. He has worked with names such as Ralph Lauren, Tom Ford, and Giorgio Armani, and has made timeless elegance his signature style. But behind the catwalks and luxury campaigns, we discover the calm-spirited partner of an artisanal winery, someone who carries in his memory summers by the sea, afternoon snacks of bread, tomato, and olive oil, and mountain getaways with his family. Among vines, olive trees, and childhood memories, Oriol tells us about how patience and time shape both a good EVOO and true sophistication: the kind that appears effortless. In this interview, he invites us to savour life slowly, to enjoy simple things, and to discover the essence of the Mediterranean in every bottle, every dish, and every gesture.





**>> Oriol, if you had to explain what the Mediterranean tastes like, what would you say?**

The Mediterranean tastes of the sea, of those aromas of fruits such as oranges and summer peaches... My memories take me back to the smell of salt water, the taste of bread with tomato and olive oil, the summers we spent at our grandmothers' houses, surrounded by our cousins and having a slice of bread with tomato, olive oil, and cured meats as a snack. That, for me, is the essence of the Mediterranean.

**>> You grew up between the sea and the mountains, in a land where wine and olive oil are part of everyday life. What memories do those flavours evoke for you?**

I grew up between the sea in Barcelona, where I spent summers with my family, and the Pyrenees, where I remember my grandfather with a glass of wine in his hand while my grandmother poured a drizzle of extra virgin olive oil into the pot. That smell flooded the house, the scent of the local olive oil that my grandmother used to buy from local shops or from friends who produced it in the area. In fact, it is now my in-laws who produce olive oil, and this past harvest we went to beat the branches as a family. Seeing the whole process, from its origin, is something very much of our own, of Mediterranean culture. Those are the memories I treasure most, those of the older generations passing down that legacy to their children and grandchildren.

**>> You are part of the *TRACA IMOCADOR* project, a winery with soul and roots. What led you to get involved in the world of wine, and what does this adventure mean to you?**

It is a project that links me to my childhood friend, Josep Borràs, and it all began with a phone call from him saying, "Fancy making some wine together?" For me it was an opportunity to unleash my creativity and condense everything I had learnt over so many years in the world of fashion and design. It was a way of doing storytelling through graphic design and organising events that highlighted his family history. Josep takes care of the winery, and I promote and dignify all that work, telling its story and serving as a spokesperson for a small winery.

**>> Each bottle holds a story, an emotion, a land. What would you like people to feel when tasting your wines?**

Every bottle and every vintage has its own story -forged throughout the year, with its droughts or frosts- and small producers try to convey this to the consumer. After all, these are signature wines made to the best of our ability with what the land and the sky offer us that year, without the possibility of applying an exact formula to replicate the same wine. Therefore, we try to ensure that each bottle carries the character of its vintage and that this message reaches people when they taste it.



**>> Wine and extra virgin olive oil share something essential: time, patience, and a connection with the land. What have you learnt from them?**

Wine and EVOO share a lot. Not only because they are both Mediterranean products, but also because they are very similar crops governed by the same principles: they need water stress, mild winters, rain at a certain time, neither too hot nor too cold... On the estate we have vineyards, but also fruit and olive trees, and watching them grow and bear fruit at the same time has taught me a lot about their nature and strength!

**>> You have travelled all over the world and experienced many different cultures. If you had to choose one place to return to again and again, which one would it be?**

Despite having travelled and worked extensively in the United States, the place I find myself returning to is Italy. In the end, we are like cousins: we are distant enough to be different, but we agree on many aspects — food, gastronomy, the way we value the simplicity of life, the way we enjoy a glass of wine and some bread with olive oil while contemplating the sunset. In other countries, people seek happiness elsewhere, but in Italy and Spain we share this admiration for the beauty of the ephemeral. I have great friends there and it's a place I always go back to.



PROPIOS  
DEL GUADIANA  
*extra virgin olive oil*



*Tradition*  
*Nobility*  
*Dedication*





**>> If you were a wine, what would you be like? Smooth and elegant, with character and depth, or a mixture of both? And if you were an EVOO? Bitter, peppery, mild?**

I would be a mature wine! One where the fruit is settling and the colour is fading, but there is still a great deal of flavour extraction and essence. The colours of a young wine have given way to the extraction of all the flavours and memories that I carry within me. Personality is forged with time, over time, you develop skills that build your path. I would be a mature wine, still with hints of youth, but with the fruit already well extracted and full of character.

And if I were an EVOO, I would undoubtedly be an early harvest, very intense one. As time goes by, life intensifies and that must be reflected somewhere.

**>> Tell us more about yourself. Are you a good cook? What is your signature dish?**

Yes, the truth is that I enjoy cooking and lately I've been getting very into baking. I have been making cupcakes or cheesecakes for dessert, which, along with a few glasses of wine, are the perfect finishing touch to a meal with friends. I am also very good at making rice dishes, and I remember that chef Quique Dacosta once gave me a foolproof trick: add a drizzle of EVOO on top to enhance the flavour!

**>> Do you have a favourite dish where olive oil is the star?**

Well, there is a very simple dish that I discovered in Marbella a couple of years ago that showed me how something truly simple can be done incredibly well, and that's tomato with garlic and parsley. A fresh tomato from the garden, garlic full of flavour, parsley bursting with aroma, all drizzled with spectacular extra virgin olive oil... An absolute explosion of Mediterranean flavours in a dish where EVOO shines through.

**>> In the world of fashion, everything seems fast and ever-changing, whereas the vine needs calm and patience. Do you find a balance between these two worlds?**

I think so, because the worlds of fashion and wine have a fundamental meeting point: the creator. Every creator -whether a designer or a producer- has their own way of working, and what they create bears their personal stamp. No two collections are the same, just as no two bottles of wine are the same.

Of course, vine needs time and patience, but speed is no good companion in fashion either. In the end, it is becoming clear that quality, along with sustainability, should come first. Disposable materials are a thing of the past, and the craftsmanship of a bespoke suit

cannot be achieved in four hours; it requires many hours of hand-stitching. The suits once made in old tailor shops lasted a lifetime. A wine made slowly and calmly is like one of those bespoke suits crafted by an artisan.



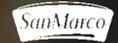
*“If I were an EVOO, I would undoubtedly be an early harvest, very intense one”*

»» They say that wine is conversation, pause, and reflection. If you could share a glass with someone you admire, who would it be and what would you talk about?

To name someone close to me, from here, and whom I have admired for a long time for his way of seeing life, writing -I have read all his books!- and making films: David Trueba. He’s a great, friendly guy who would gladly share a glass of wine with a stranger just for the pleasure of chatting. I’m sure the conversation would be great fun and, above all, enriching. We would talk about life, as he does in his novels and films, in an everyday but sensitive and tangible way that strikes many chords. So, from here I extend an invitation to him, just in case he’s ever in Madrid and fancies a glass of wine with me (*laughs*)!

»» Is there a dish that takes you directly back to your childhood or your home?

A dish that takes me back to childhood is one of those recipes passed down from grandmothers to mothers, a very simple stew my grandmother used to make with potatoes and peas. You could taste the time it took to cook it so that the meat was almost falling apart. My mother has continued to cook it, and every time I eat it, memories flood back. It’s a very simple stew, but full of flavour, and you can also sense the touch of olive oil.

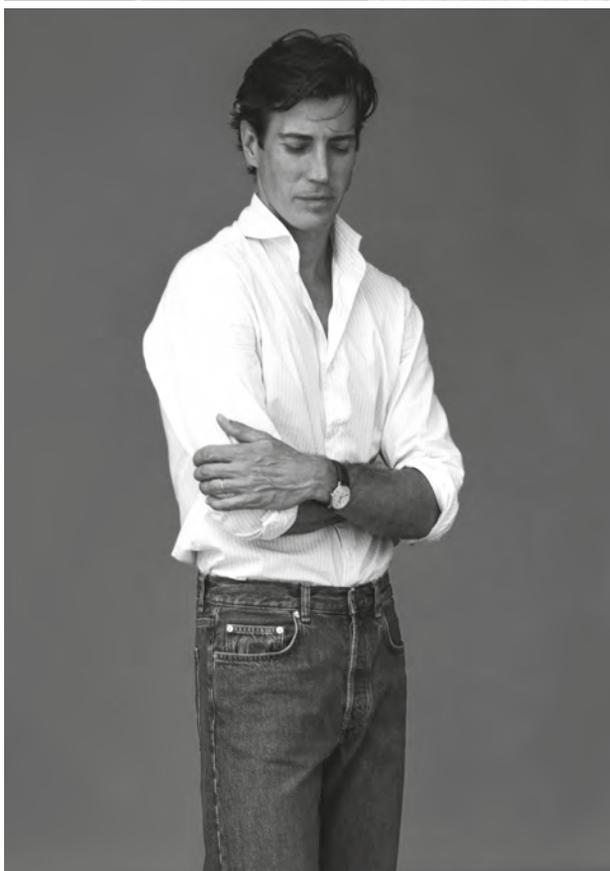


**ÉCHALE**  
una pechá de sabor

échale  
**PEPE**

ACEITE DE OLIVA VIRGEN EXTRA

@aceitespepe



»» **At TRACA I MOCADOR, there's a very Mediterranean philosophy: enjoy without haste, share with your own, and cherish the simple things. Is that also your way of understanding life?**

In the end, the philosophy we want to convey is that of two friends coming together to make something different, something that tells a story and connects with people. It is, indeed, a project that reflects my way of understanding life: without rushing and with time to be happy, to enjoy the small things, which are the ones that truly fulfil us in the end... Without big aspirations, because daily aspirations are motivating enough. I am talking about a philosophy that does not really fit in with today's pace, where it seems that the good things are further away, hours away by plane, when the truth is that paradise is just around the corner and we miss it amid all that FOMO.

*“The Mediterranean tastes like bread with tomato and olive oil, like the summers we spent at our grandmothers”*



*“A wine made slowly and calmly is like one of those bespoke suits crafted by an artisan”*

»» **You have been the face of iconic brands and a symbol of elegance. What does true sophistication mean to you?**

Doing things effortlessly, as the British would say. Elegance and sophistication are born when someone exudes something without looking for it. Throughout my career, I have met many people like this, and they all share one thing: it takes them no effort to be elegant because it comes from within. I could name Ralph Lauren, Tom Ford, Giorgio Armani... all of them have been highly sensitive people, with an innate eye for detail, aware of the world around them, and naturally elegant.

»» **And if we're talking about a last supper, one to savour slowly, what would you put on the table and with whom would you share it?**

If we're talking about a last supper, it would undoubtedly be with my family, with our favourite dishes and wines •

## RECUÉRDAME

(REMEMBER ME), a sensory journey to the 19th century, a pure olive green juice born amidst light and shadow, where in the calm the fruit preserves its soul.



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## The “Jaén Selección 2026” awards of the Provincial Council of Jaén, to 6 conventional and 2 organic EVOOs

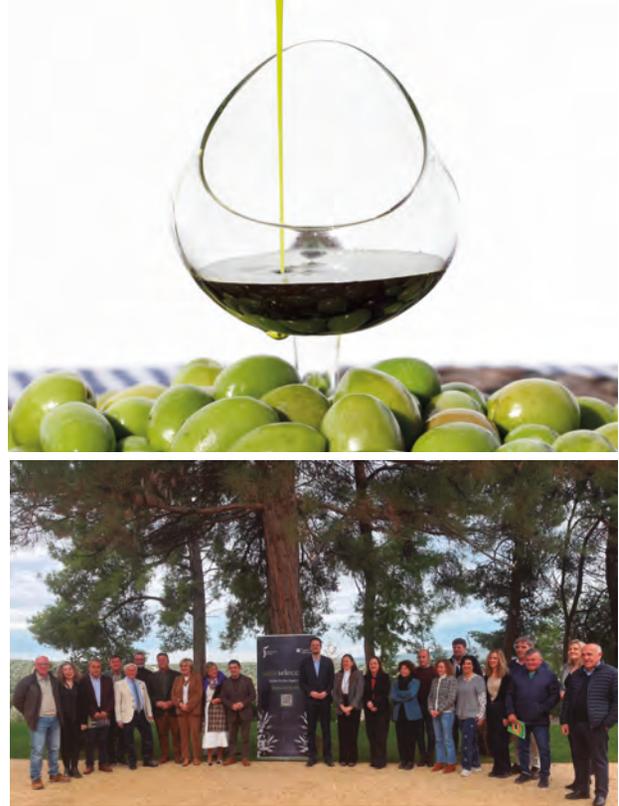
*Campos de Biatia, Jabalcuz Gran Selección, Oro de Cánava, Oro Bailén Picual, Tierras de Canena and Aceites Sierra Santo Tomé; as well as the organic EVOOs Balcón del Guadalquivir and Puerta de Las Villas are the chosen extra virgin olive oils*

The following extra virgin olive oils comprise the “Jaén Selección 2026” quality seal, promoted by the Provincial Council of Jaén: *Campos de Biatia*, from SCA Oleícola Baeza, in Baeza; *Jabalcuz Gran Selección*, from SCA Sierra de la Pandera, in Los Villares; *Oro de Cánava*, from SCA Nuestra Señora de los Remedios, in Jimena; *Oro Bailén Picual*, from Aceites Oro Bailén Galgón 99 S.L., in Villanueva de la Reina; *Tierras de Canena*, from SCA San Marcos, in Canena; *Aceites Sierra Santo Tomé*, from SCA Santo Tomás Apóstol, in Santo Tomé; as well as the organic EVOOs *Balcón del Guadalquivir*, from SCA San Felipe Apóstol, in Baeza; and *Puerta de Las Villas*, from SCA San Vicente, in Mogón (Villacarrillo).

The president of the Provincial Council, Paco Reyes, accompanied by the Deputy for Promotion and Tourism, Francisco Javier Lozano, announced the names of the eight extra virgin olive oils (EVOOs) selected at the end of December 2025, following the tasting competition held at the Cortijo Gil de Olid, located in the town of Puente del Obispo, in the municipality of Baeza.

This tasting is “one of the most important actions undertaken by the Provincial Council” to promote olive oil and encourage quality, according to Reyes, who noted that this competition will celebrate its 20th anniversary in 2026, “and with it, we have done our part to convince our farmers and, especially, the cooperatives of the importance of committing to quality.”

Reyes explained that the eight “Jaén Selección 2026” EVOOs were selected from among the 62 submitted to



this tasting competition, 45 of which were conventionally produced and the remaining 17 organically produced. Furthermore, the majority of these olive oils (58) are of the Picual variety, and a total of 53 companies, from 35 municipalities across the province of Jaén, submitted extra virgin olive oils (EVOOs) to this tasting. “This figure indicates that the commitment to quality is not limited to a specific region or municipality in Jaén, but has spread like wildfire throughout the entire province,” stated the President of the Provincial Council, while emphasizing that “this is an unequivocal demonstration of the sector’s commitment to quality, which is guaranteed thanks to the dedication of our producers.”

The selection of these EVOOs was carried out through a blind tasting by a panel led by Brígida Jiménez, director of the IFAPA (Andalusian Institute for Agricultural and Fisheries Research and Training) in Cabra, and comprised of nearly ten professionals from various parts of Spain and Portugal. Reyes thanked these experts for their work, noting that “they had a difficult task selecting these eight oils from the 62 submitted to this competition, a number that exceeds last year’s total by seven, but is in line with the average of recent years.”

The eight “Jaén Selección 2026” extra virgin olive oils are the Provincial Council partners in promotional activities and gastronomic events throughout the year, such as Fitur 2026, Madrid Fusión, the Salón de Gourmets, Alimentaria, the World Olive Oil Exhibition (WOOE), the Michelin Gala, The World’s 50 Best Restaurants, and the Annual Festival of Jaén’s First Olive Oil, among others.

# Jaén selección | 2026

Extra virgin olive oils  
Provincial Council of Jaén

*The excellence of a province,  
an exceptional EVOO*





## **SIQEV-certified EVOOs: benchmarks of quality, health, sustainability, and transparency for consumers**

In the demanding world of extra virgin olive oil, excellence goes beyond just a goal: it is a daily commitment based on quality, health, sustainability, traceability, internal quality control, and courage. In line with this philosophy, the SIQEV seal has established itself as a standard of credibility and an example to follow within the sector, making a difference and providing added value to both producers and consumers.



The SIQEV seal has become synonymous with trust among consumers, who recognise it as a guarantee of a healthy, sustainable and high-quality product. In addition, the commitment to internal quality control and transparency strengthens the bond of trust between producers and end consumers, thus highlighting the importance of honesty and responsibility in the Spanish agri-food sector.

True to its innovative spirit, QvExtra! International has revamped the image of its distinctive quality seal to continue conveying trust and transparency to consumers. At the same time, the new image highlights traceability and origin or provenance, which are increasingly valued by domestic and international consumers alike. “These standards certify the excellence, health benefits, and authenticity of the product,” says Herminia Millán, manager of QvExtra! International. “Our project embraces producers and packagers committed to excellence. We invite all those who meet the SIQEV specifications to join the clearest form of internal quality control in the sector, which is growing in recognition every day both within and beyond our borders.”



### *New look, same values*

Since 2014, QvExtra! has proved that it is possible to continuously produce EVOO of a higher quality than the standards set by the International Olive Council (IOC), having obtained levels of fruitiness above 4 and polyphenol content above 250 mg/kg. These standards not only certify the excellence of the product, but also guarantee its health benefits and authenticity, thus preserving maximum quality until the best-before date.

The SIQEV certification seal is therefore considered a benchmark of quality, health, sustainability, and transparency for consumers in the extra virgin olive oil sector. With this revamped look, SIQEV aims to clearly highlight the source of the oils, featuring Spanish and European labels prominently.



This change marks another step forward in SIQEV’s successful journey and incorporates a new look with the same values of commitment and excellence that have defined the seal since its creation. The project welcomes producers and bottlers who are committed to transparency and who provide the SIQEV certification system with the best internal quality control systems to ensure the quality of their extra virgin olive oils at all times.

In short, SIQEV’s revamped look not only brings an aesthetic change, but also emphasises the values that have made this quality seal both a national and international benchmark. Commitment, quality, health, sustainability, traceability, internal quality control, and courage are the pillars that uphold the excellence of Spanish and European EVOO and continue to lead the way towards a healthier and more transparent future for all.

*At QvExtra!, we are delighted to welcome more partners who want to be part of the great adventure of quality-certified EVOOs. For more information, please contact [qvextra@qvextra.es](mailto:qvextra@qvextra.es)*





# QVEXTRA! INTERNATIONAL

*Extra virgin olive oils with their own soul*  
*Who's behind your EVOO? Who makes it possible?*



1— Every project begins with a story. How did yours start, and what inspired you to dedicate yourselves to the world of extra virgin olive oil?



2— People are the heart of every brand. Who makes up the team, and what role does each person play on a daily basis?



3— Behind every great olive oil lies passion, knowledge, and effort. What values do you share as a team, and how are they reflected in your EVOO?



4— The field, the mill, the table... Each stage has its own heroes. Which part of the process excites or resonates with you the most?



5— To conclude... If you could toast with your EVOO to someone who has been key to your journey, who would you toast to, and why?



## Almazara la Alquería

**1 — It all started with my father, Juan Martínez Arjona.** He had been a member of a cooperative for more than 40 years and, at every meeting or assembly, he fought for the recognition of a fair price for those who, like him, delivered olives in perfect sanitary conditions and at an early stage of ripeness. He insisted year after year that the mill should open earlier to allow the harvest of higher-quality olives. In July 2008, he decided that he could wait no longer and persuaded the whole family to embark on the construction of an olive mill which, besides allowing us to produce our own oils, would provide a service to those who, like us, wanted to obtain quality oils and were less concerned about fat yield. In July 2009, Almazara la Alquería was formally established as a company, and that same year we started to produce oils -only organic and extra virgin ones- using the local varieties Blanqueta, Alfafrenca, and Manzanilla Villalonga.

**2 — I, Juan Martínez, am responsible for the work** in the fields: pruning, duties, treatments, and so on; as well as being the olive-oil miller during the season and coordinating everything related to renting the olive groves. My brother-in-law Toni is in charge of oil packaging, sales, and our relationship with Crowdfarming, a company that helps us market our oils through an olive-tree adoption model; and during the season he oversees the reception yard and coordinates the arrival of olives from our clients. My nephew Carlos is another key pillar, since both of us oversee the field workers, and he also manages the packing machine, the reception of the olives, the filtering, and control of the cellar. In addition, he helps us with social media. Finally, there is the rest of the family -my wife and sisters- and, above all, my mother, who has always been and still is the soul of everything we do. At 90 years old, she continues to run our bar, which my father founded more than 50 years ago.



**3 — Honesty is our core value: for us, it is very** important to keep our word and to be faithful to what my father always stood for -never deceiving anyone and being sincere with the people who trust us and our product. This is why we work every day to offer a quality EVOO, based on local varieties, with the aim of supporting our community and the producers who, like us, believe in the legacy of our ancestors; always with the utmost respect for the environment and the land we inhabit. All of this represents and defines our extra virgin olive oil: its origin, quality, and sustainability.

**4 — I couldn't say which part I love the most, because** we put our heart and soul into every step of what we do while enjoying the work ourselves and making sure those who join us enjoy it too. The fields are special: we fight to ensure that not a single metre of land is forgotten, and every year we expand our estates, whether by buying or renting plots whose owners -often due to age or lack of successors- entrust their care to our team. Working the mill is like giving birth: after months of gestation, we extract the fruit as oil, and the satisfaction of experiencing the first aromas and flavours of each season is indescribable. And of course, seeing our clients and friends enjoy these delights with us is equally rewarding.

**5 — To my father; for his initiative, and for being a** man of honour, honesty, and unwavering perseverance in everything he did. And, of course, to my mother, who always stood by him in every shared project. In all of them they managed to get ahead with sacrifice and constant work. I have been blessed with exemplary, wonderful parents who passed on the finest of values.

[www.almazaralalqueria.com](http://www.almazaralalqueria.com)



## Almazaras de la Subbética

**1 — Almazaras de la Subbética was founded in 2007,** but our history goes back much further: it is rooted in two cooperatives with over 60 years of experience and thousands of families who have devoted their lives to the olive groves for generations. What inspired us was simple yet profound: preserving a way of life, honouring the work of our farms, and turning the fruit of their labour into an EVOO that truly represents the excellence of our region. Our mission has always been clear -we wanted to prove that traditional mountain olive groves can also lead the world in terms of quality.

**2 — Behind each bottle there are more than 7,800 families,** a specialised technical team, a winery and a mill team who take care of every detail, quality control personnel, a laboratory, and administration, marketing, exports, and sales teams who bring our brand to the world. We are a big family in which every contribution matters. From those who harvest to those who bottle, we are all part of the same team, united by a single goal: producing the best EVOO possible.

**3 — Our foundations are excellence, sustainability,** quality, and respect for tradition. We work in a very demanding mountain olive grove that rewards us with extraordinary fruit. This combination of hardship and pride can be tasted in every drop, resulting in aromatic and carefully crafted oils. At the same time, we are committed to innovation, with cutting-edge technology, temperature control, immediate milling, and more -everything needed to ensure that the dedication in the fields is reflected in an EVOO that evokes emotion.

**4 — Every stage has its magic, but the beginning of** the season is perhaps the most thrilling, when the olives arrive and the first oils emerge. It is the culmination of a year's effort -and proof that, once again, Almazaras de la Subbética is producing oils like no other. Seeing our bottles in kitchens, restaurants, and homes around the world fills us with pride, because that is where work comes to life.

**5 — But above all, we raise a toast for our farmers, who** rise before dawn, work on steep, almost impossible slopes, and tend to the olive trees as though they were part of their family. Thanks to them, we can proudly offer some of the finest EVOOs in the world, such as *Rincón de la Subbética* and *Parqueoliva Serie Oro*. Without them, none of this would exist. They are the origin, the strength, and the future of Almazaras de la Subbética.

[www.almazarasdelasubbetica.com/en/](http://www.almazarasdelasubbetica.com/en/)



# ¿Sabes por qué es tan **valorado** nuestro **AOVE**?



**Almazaras de Subbética**  
EL VALOR DE UN PATRIMONIO

*Descubre cómo se elabora  
el mejor aceite de oliva  
virgen extra del mundo.*





## Aceites García de la Cruz

**1 — This project began in the 19th century with our great-great-grandparents.** In a particularly difficult era - even more so for women - it was our great-great-grandmother Adelaida who took the reins of the company, promoting a completely artisanal production based on the traditional methods of the time. Her vision and determination marked the beginning of a story that remains very much alive today.

**2 — The García de la Cruz team is made up of around 60 people with diverse profiles that adapt to the needs of the entire value chain.** Every area is essential: from those who work in the fields and the millers, to the filtering and bottling teams, the bulk-oil managers, and the quality, marketing, sales and back-office departments.

**3 — Behind our extra virgin olive oil there is much more than processes: there is passion, effort, and a deep love for the land that has seen us grow.** As a team, we share values that define us: respect for tradition, a commitment to sustainability, and a constant pursuit of excellence. The result is an EVOO that not only stands out for its flavour and aroma but also carries our history and the dedication of an entire team who work as if each bottle were their own.

**4 — Without a doubt, the first milling of each year is the most exciting moment.** When we obtain the first oil drops of the harvest, we feel that all the effort of planting, nurturing and harvesting each tree is embodied in that first EVOO - unquestionably the most special. It is a moment full of pride and emotion that reminds us why we love what we do.

**5 — I would raise a toast to my father. From him we inherited our passion for this product, and he taught us everything we know about olive oil.** By his side, we learnt the value of hard work and the pride of keeping alive a tradition that has been passed down from generation to generation. To toast to him is to toast to our roots, to who we are, and to the path we continue to build thanks to his lessons.

[www.garciadelacruz.com](http://www.garciadelacruz.com)



## Deortegas

**1 — Our project may be young, but its roots lie in a long family history.** We are a family of farmers who began planting organic olive trees in 1994, and in 2008 decided to take the next step and create our own mill. Since then, we have been working to keep an ancestral tradition alive through organic farming that is consistent and respectful of all life.

**2 — We are a small company, but our team is big in commitment, diversity, and heart.** Our structure rests on two indivisible pillars: the field team and the mill team. Between them flows a constant connection, a guiding thread that brings the spirit of Deortegas to life. Each member of this family contributes their perspective, strength, and dedication. It is this combination of diversity and consistency that keeps the project alive and evolving, without ever losing its essence.

**3 — Our values are clear: authenticity, honesty, quality, distinction, artistry, family tradition, organic farming, and respect for the life that inhabits the land we work.** We seek coherence between who we are, what we do, and what we offer — a coherence that can be perceived in every bottle. Our EVOO wants to tell our story and transmit the truth of our work.

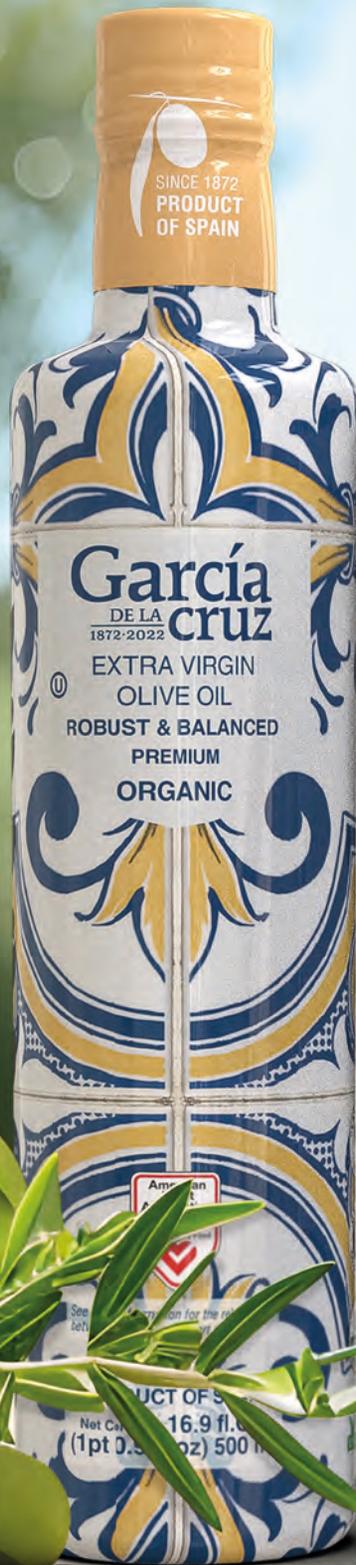
**4 — The beauty of this craft lies in its cyclical nature.** The agricultural year is full of distinct phases, each with its own rhythm, timing, demands, and beauty. This keeps the project alive throughout the year. The most intense phase is the harvest and production period, a decisive time that defines the quality of the EVOO that will accompany us for the rest of the year. When the season gifts us with an outstanding oil, the satisfaction is immense. Then comes the most rewarding part: sharing it with the world, seeing it travel, and being enjoyed at so many tables.

**5 — I would raise a toast to Encarna, our export manager from the very beginning, who now enters a new stage in her life.** She has been fundamental in the growth and international projection of Deortegas, a key figure in this story. I toast to her dedication, her perseverance, and the mark she has left on the mill and on all of us.

[www.deortegas.com](http://www.deortegas.com)

García DE LA cruz 150 years

Growers & Producers  
EVOO





## Finca Duernas

**1 — We were born with the inspiration passed down from our great-grandparents.** We have records dating back to the late 1800s, when Alberto Méndez Sánchez and Soledad Córdoba González de Aguilar began working the land known as Duernas -which was then owned by Medinaceli- although it was not until my grandfather's time that it became family property. Even then, they were very clear about respecting their people and the land.

**2 — Today, Josémaría and Soledad -the fourth generation of the family- take care of the Duernas estate.** Josémaría oversees the agricultural work and is assisted in the oil mill by Rafael Ruiz, a brilliant engineer. In the fields, his right-hand man is Francisco Blanco, the fifth generation of his family to have ties to the Duernas estate. I manage the company alongside a wonderful team consisting of three women: Victoria, Sabrina, and Ana. We work together beautifully as a team, and our relationship goes beyond the purely professional.

**3 — We try to uphold the values of Christian humanism passed down from our great-grandparents and masterfully carried out by our grandparents in difficult times such as the post-war period.** I despise the term human "resources," and if we are to respect the estate through organic farming, that respect should always begin with our people. *We put people first!*

**4 — The unification of the entire production process is what best represents us now,** although the path has been forged as we have moved forward. Our great-grandfather Alberto was the first to set his sights on the Duernas estate, and our grandfather Bernardo made it flourish at a very challenging time in society. Our mother invested in the modernisation and irrigation of the olive grove while we developed the brand, which is now sold in more than twenty countries. We would not be here today without the sacrifice and dedication of each and every member of our team.

**5 — Josémaría and I have relied on our family and, above all, on our mother's trust.** The team we have built has been crucial in allowing us to change the business model and emerging from anonymity to develop the commercial side of the business. We have also relied on the support of many producers who had been in the extra virgin olive oil business for longer and with whom we later founded QvExtra!. Manuel Heredia has been one of the most significant producers due to his generosity and closeness to the family, so we raise a toast to him.

[www.fincaduernas.com](http://www.fincaduernas.com)

## Luque

**1 — For us, it was already implicit in the project of becoming our entire olive grove to organic farming in the late 1980s.** "We don't want to be the first generation of our family to apply chemical products to the olive grove," stated our founder, José A. Luque. We cannot conceive of caring for an olive grove -and its entire ecosystem- any other way, without ultimately obtaining a product of the highest quality, like our extra virgin olive oil.

**2 — In the management model we developed, our guiding principle is Sustainability–Society–Environment–People–Ethical Governance.** As a family business, roles are clearly defined, enabling us to carry out such a demanding professional activity, especially in international markets.

**3 — Our mission is clear: share our tradition and passion for organic olive growing with our customers and society, transmit our values and involve them, through our organic extra virgin olive oil, in the benefits it provides for both health and the environment.** We are committed to respect the environment in all our activities and minimize any negative impacts. We also contribute to conservation of natural resources and areas of ecological, scenic, scientific, or cultural interest.

To date, we have defined five product lines: *Selección de Familia* (the first olive grove converted to organic), *Edición Limitada* (from the native Pajarera variety), *Take a Walk on the Organic Side (low inputs)*, *Elanio* (biodiversity and sustainable soil management), and *PALAEO* (century-old olive trees in the process of identification).

**4 — We understand it as a whole: our vision is holistic,** from the field to the packaged product in the consumer's hands. Isolated processes are fruitless;; maximum care and commitment are required at every stage to obtain a product that is excellent, respectful, and sustainable. The human team behind LUQUE ECOLÓGICO is the true key.

**5 — Without a doubt, our founder and father of the current owners, José Antonio Luque, to whom we owe the lesson that a different way of producing is possible: organic farming.**

[www.luque.bio](http://www.luque.bio)





## Jacoliva

**1 — Jacoliva is, above all, our founder's -Jacinto Corchero-** passion and dream come true. Although the family had been producing olive oil for four generations in the northern regions of Extremadura, it was my father who had the crucial vision: being oil producers was not enough — we had to become master producers of extra virgin olive oil (EVOO). His inspiration was to commit to innovation and excellence as non-negotiable principles. He was the driving force behind the investment in cutting-edge technology to guarantee the highest quality from harvest to bottling. In essence, Jacoliva was born from the courage of a man who decided to elevate olive oil from the mill to a gourmet standard, driven by the deep conviction that the purity and flavour of our land deserved to be recognised worldwide.

**2 — At Jacoliva, quality is the result of family passion** and the unwavering legacy of our founder. Although he is no longer with us, his philosophy of excellence is the cornerstone of every process. His presence as our *alma mater* guides the entire team on a daily basis, maintaining the standards he established. My role is to ensure continuity by leading management, innovation, and market expansion, all while respecting the wisdom we have inherited. As for our team, we rely on master millers and technical specialists who carry out our vision with rigour and commitment, guaranteeing quality from the olive grove to the bottle. At Jacoliva, tradition is our compass, and excellence is our daily tribute.

**3 — Our team values are inseparable from our** exceptional raw material: the Manzanilla Cacereña olive, which produces truly unique EVOOs. We speak of an unbreakable tradition that values inherited knowledge; of constant innovation with a continuous effort to improve processes supported by state-of-the-art extraction technology that maximises sensory features and preserves the oil's health-giving properties intact; and of an unwavering commitment to excellence,

the driving force behind our daily work, allowing our customers to fully trust that Jacoliva's EVOO will always be superior.

**4 — Although every stage of the process -watching the** olive trees grow, the formation of the fruit, working the land, and creating the oil- is a real pleasure, the emotional pinnacle is undoubtedly the moment of tasting the freshly produced EVOO. This is where truth resides and the memory of what we have lived is distilled. When we savour the fresh EVOO, the aromas and nuances return to us in concentrated form, reflecting all the effort and life invested during a year of cultivation. It is a moment of deep family pride that allows us to confidently say that 'this is the fruit of our passion; this is our EVOO'.

**5 — The toast would undoubtedly be to our *alma mater*** and founder, my father Jacinto Corchero. We would raise a glass of our finest Manzanilla Cacereña extra virgin olive oil -the very one he dreamed of- to thank him for the indomitable passion he passed on to us and the standard of excellence he set. He taught us that the best EVOO is not only obtained solely through the land, but also through the heart. Every achievement, every recognition Jacoliva receives, is an echo of his vision. The key to our journey has always been his legacy, and we continue to work to make him proud of the quality we keep alive.

[www.jacoliva.com](http://www.jacoliva.com)





## OleoQuirós

**1 — Our story began in 2000, inspired by my father's** vision, his passion for the countryside, and his dedication for producing Premium EVOO. This calling was deeply rooted in his childhood summers spent at his uncle's estate in Jaén.

**2 — OleoQuirós is a family business, and although** day-to-day management rests with me and the team that makes up the company, the family has been involved in one way or another since the very beginning. My mother, sister, and wife are closely involved in packaging design, branding, and decoration; while my brothers act as advisors and consultants, whose support and confidence in my leadership have been essential in helping us get to where we are today.

**3 — The OleoQuirós team is more than a just that; we are** a family. We have worked together for many years, sharing the dream of producing a premium EVOO among the finest in the world. This dream has been partly realised, as demonstrated by the more than 70 national and international awards we have received. Every member of the team -consultants, technicians, mill masters, packers, machine operators, and others- has dedicated an enormous effort to this product, evolving and improving year after year to obtain organic extra virgin olive oils of the highest quality. This year we obtained EVOOs with more than 1,000 total polyphenols!

**4 — In my view, although the different stages of** production are clearly defined, they cannot be separated. The final stage -at the table- begins in the field, and therefore all stages must be perfectly aligned and share a common goal. If I had to highlight one phase, it would be the first -the field and the olive groves. Without a strong foundation, producing a premium EVOO is simply impossible.

**5 — There are many people I could mention, but, above** all, I would highlight my father for his entrepreneurial spirit and vision behind this project; and my wife and children, for their unwavering support and understanding over more than 20 years. The journey has not always been easy, yet they have never stopped encouraging me to move forward, placing their complete trust in my decisions.

[www.oleoquiros.com](http://www.oleoquiros.com)

## Olis Solé

**1 — It all began with 7 duros (equivalent to 0,21€) in 1825,** when our ancestors -Francisco and María- leased the communal presses of Mont-roig del Camp to produce the village's olive oil. Since then, we have remained steadfast in our passion for EVOO for generations -now in our seventh.

**2 — Family. Our father, Antonio, is the heart and soul of** the company on the "ground floor," where he takes care of the land, and he is also the oil miller. Our mother, Ester, runs the "first floor" office, and she makes sure everyone stays on track. My sister Sara is in charge of logistics and quality, and I, Judit, handle the Sales and Marketing Department. Although, in the end, we all manage everything, and every day we hold a "board meeting" during our coffee break. And let's not forget our 93-year-old grandmother, *iaia* María, who comes to the shop every single day to make sure everything is running smoothly. Last but not least, we're grateful for our loyal colleagues Carles, Lúdia, and David.

**3 — Love for our land and traditions, combined with a** commitment to innovation and modernisation. All of this is deeply rooted in Catalan and Spanish culture, reflected, for example, in our *Ester Solé* line, and in the new design by renowned Catalan illustrator Pilarín Bayés, which brings colour and joy to every kitchen that welcomes a bottle of our PDO Siurana EVOO.

**4 — Each of us is passionate about our own part of the** work, yet there are moments that bring us all together, like watching the olive trees blossom or seeing the first oil of the season being pressed. It's also exciting when you realise that people know and appreciate our oil. That happened to us, for example, at a trade fair in Germany, when a gentleman stopped at our stand and told us that the week before he had seen our *Mas Tarrés* EVOO in Mexico City.

**5 — To our parents, Antonio and Ester, whose hard work** and perseverance inspired our love for extra virgin olive oil.

[www.olissole.com](http://www.olissole.com)



## Molino del Genil / Lagar do Sobrado

**1 — We have been farmers for several generations,** always innovating and adapting to change. My father, who is our role model, has always been a visionary and ahead of his time. When other crops ceased to be profitable, we decided to plant olive trees, and now our land has become a large olive grove. My father realised that in order to succeed in this business, we needed to have our own oil mill. This is how Molino del Genil was born -smaller at first but growing as the business expanded. We then made the leap into Portugal and acquired Lagar do Sobrado, an existing estate and oil mill, which we have also expanded.

**2 — The success of our oil mill lies in the great team we** have built, from management to the newest employee. Everyone treats the business as their own, and this is reflected in the results. General management is handled by my brother, Juan Manuel Martínez Sagrera, together with Miguel Gómez Maestre. The day-to-day operations and marketing of the oil are overseen by Eduardo Rosa, who works with great dedication and commitment. Miguel Ángel Miquel is the mill master and head of the laboratory, and his work is key to obtaining the highest-quality oils. María del Mar Dobao manages the winery with great skill and extensive knowledge of olive oil tasting. And I could go on, because every member of the team plays an important role.

**3 — Our company is like a family, where people work** with a positive attitude, team spirit, and, above all, enthusiasm. Everyone gives their best to achieve optimal results.

**4 — That is certainly true. For us, the field is fundamental;** it is the origin of everything. We care for our olive trees with love and dedication. From the moment we receive the olives until we produce the liquid gold, every step is handled with the utmost care. Cleanliness is essential throughout the process, the selection, and so on. And, of course, an attractive visual presentation that identifies our brand is key.

**5 — There is no doubt about that. I would like to raise a** toast to my father, Martín Martínez Sagrera. He has been the driving force behind this project. Without him, Molino del Genil and Lagar do Sobrado would not exist.

[www.molinelgenil.com](http://www.molinelgenil.com) / [www.lagardosobrado.com](http://www.lagardosobrado.com)





## Oro del Desierto

**1 — It all started many generations ago. Our ancestors** were always devoted to agriculture in the Tabernas countryside, the only desert in Europe. In 1995, Rafael Alonso Aguilera began planting organic olive groves on the estate and set up a mill to produce extra virgin olive oil. From day one and given that productivity in this region is low due to the scarce rainfall, the aim has always been quality. That is how *Oro del Desierto* was born.

**2 — Our team is small and family-run, but deeply united.** Besides our family, it includes 13 other people who live in Tabernas and feel *Oro del Desierto* as something of their own.

**3 — What stands out most is the passion and** commitment behind what we do, especially considering the risks involved in producing under such extreme climatic conditions. If people truly knew how many hours, how much work and effort lie behind a single bottle of EVOO, the product would be valued far more... We put all our dedication and care into ensuring it reaches the consumer — from the field to the table.

**4 — It is difficult to choose just one moment, because all** of them matter. The field is the mother of everything: where the fruit is born, where the soil, the sun, the water and the olive trees bring the olives to life... But the mill is where that fruit becomes the final product; if the work is not properly done there, nothing else counts. And then comes its commercialization, which gives meaning to every previous step. There is no use producing the best EVOO in the world if we cannot sell it with dignity and ensure that every link in the chain benefits from it.

**5 — There are so many people to thank... Our first** master miller, Jesús. The first machinery mechanic who helped us so much, Manolo. Paco, who guided us at the start of our organic journey. Our beloved tasting experts, Brígida and Anuncia. All the customers who supported us when no one knew us, and those who still believe in us today across the 34 countries where we sell. Our family and our workers. We raise a toast to all of them, with a glass of EVOO in hand and immense affection in our hearts.

[www.rodeldesierto.com](http://www.rodeldesierto.com)



## Venta del Barón

**1 — In 1942, Mateo Muela decided that the future of** olive oil lay not in quantity, but in quality. Since then, three generations have kept the same promise: to honour the land and turn it into passion. Because when something is done well, it is made to last. Today, every bottle is a bridge between cultures and an invitation to discover the richness of our origins and the people behind them.

**2 — Rafael, Mateo and José Manuel are the guardians** of this story - those who hold tradition in one hand and transformation in the other. They face the challenge of breaking with convention without losing the taste of authenticity, without betraying the land. Behind them are the invisible heroes: those who tend each olive tree with their hands, who care for the milling, and who check each bottle as if it were unique. Because here there are no orotund titles - only hands that know and love what they do.

**3 — Respect for the land, because without it we are** nothing. An obsession with quality, because if it is not the best, it does not leave the mill. And truth, because every bottle is a reflection of who we are. For us, excellence is not an option, but a way of life. Every drop tells our story. That is why, when someone tastes our oil, they discover our way of living. Because each bottle holds a living landscape.

**4 — The early harvesting is one of our defining** moments. The silence, the rustle of leaves, the scent of fresh grass. And the table. Because that is where the oil stops being just oil and becomes an experience. There is nothing more powerful than creating moments to share and celebrate - moments where generations come together. That is where truth is born, because sharing is the real experience.

**5 — We would raise a toast to all of us who form part of** this small, great family. To the land that sustains us and to those who care for it. To our people, who turned the olive grove into a promise, and that promise into a legacy. To those who taught us that excellence is not a destination, but a path. Because *Venta del Barón* belongs to you — because you are our roots.

[www.muelloliva.es](http://www.muelloliva.es)



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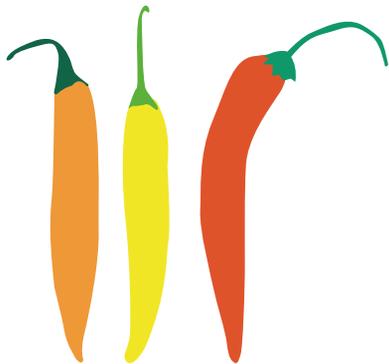


WWW.OLEOESTEPA.COM



# EVOO & Pasta

*Harmony in taste*



**By** Maria Katsouli

Wine sommelier and olive oil taster, director of the *ATHENA International Olive Oil Competition (ATHENA IOOC)*

Join us on a delicious culinary journey in which extra virgin olive oil serves as the connecting thread between the ingredients of different pastas and risottos. Welcome to a demanding tasting-and-pairing session aimed at discovering flavour harmony in the world's most popular pasta dishes, matched with their most celebrated varieties of extra virgin olive oil.





In the culinary world, the terms pasta, risotto, and pizza inevitably evoke Italy. The simple ingredients and taste philosophy of these dishes have made Italian cuisine the most familiar, viral and recognizable on the planet. Does it seem exaggerated to you? Imagine Google Maps' taste compass directing you towards a delicious place with familiar flavours and ingredients - an Italian restaurant- no matter where in the world you are. This is because all Italians, even when far from home, always carry their regional flavours with them.

But what is the secret behind the huge appeal and worldwide spread of Italian cuisine? Its success lies mainly in the heartfelt simplicity of its dishes, mainly grounded in balance; in the clean and authentic flavour of its ingredients - simple flavours that are easy to appreciate; and in the culinary perception of its people, which allows them to harmoniously combine nuances that might otherwise seem unexpected.

This is further strengthened by the ability of Italian chefs to bring to the wider public, and to restaurant

diners, the very food they eat at home, in an appealing way or, as an Italian chef once told me, "Italian cuisine has been loved ever since mum's bakery rolling pin arrived at the tables."

Of course, all of this is accompanied by an excellent marketing and promotional strategy, elevating Italian cuisine to another level; because, for Italians, taste carries the same charm and passion as fashion, football, and automotive design.

Setting aside its great popularity, we must not forget that Italian cuisine -and Greek cuisine too- is one of the pillars of the Mediterranean Diet, as all the health benefits it promotes are rooted in the abundant use of olive oil. And that is why I believe that, regardless of whatever trends emerge in the food world, Italian cuisine -with its pastas and risottos- will continue to be present in kitchens. After all, pasta and olive oil are essential foods with their own established global days: 18 October for pasta and 26 November for olives and olive oil.

### The most beautiful journey of my life

On a personal level, Italian cuisine reflects the most beautiful journey of my life: closely connected with pasta, the richness of its flavours, the choice of sauce -for Italians, every pasta shape has its own sauce- to achieve the perfect pairing and flavour harmony and, of course, its relationship with wine and olive oil!

My career began when I started working as a sommelier at the first Italian gastronomic restaurant in Athens, Casa di Pasta, which opened its doors in 1990 in the city centre, with chef Domenico Elezaj revolutionizing the gastronomic scene of the time.

There, thanks to its pioneering, imaginative and visionary owner, Yiannis Papakostas, I discovered Italian cuisine, which opened new possibilities for me. With him, I discovered the importance of culinary simplicity and an obsession with the quality of raw ingredients. I learned to distinguish between pastas, how they integrate with other foods, and their many risottos, and I began to delve deeper into their culture, focusing on the small details that make up the essence of any success.



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So what could be more natural and emotionally meaningful than asking George Papakostas —graduate of the Culinary Education Institute of New York, chef and owner of Vittoria Gatti restaurant (a modern Italian *brasserie* in the heart of the Athenian Riviera), and son of my first employer and mentor- to host a demanding tasting session aimed at discovering the flavour harmony of the world's most popular pasta dishes matched with their most celebrated varieties of olive oil?

By addressing a member of the family I had come to love, I felt that I was paying tribute to the memory of the man who put faith in me, guided me, introduced me to the secrets of hospitality, and pioneered the sommelier profession in the Greek restaurant industry as my country's first sommelier.

George himself had never tasted a range of olive oils with his dishes before, so this tasting session and its pairing variations were equally decisive for him. Deeply moved, he told me that the outcome of these tests changed his perspective on each one of his dishes.

I hope, dear reader, that the same thing happens to you. I encourage you to experiment by combining classic and non-Italian recipes with different olive oils in your own kitchen. However, you should keep in mind the following aspects:

a) The key to achieving harmony between olive oil and food lies in a deep understanding of the three concepts of similarity, complementarity, and neutralisation or reduction of flavours and intensities, as well as the flavour dynamics (mouth aroma) of each ingredient on the palate and in the aftertaste;

b) Using olive oil as a seasoning helps to balance an intense, heavy or oily flavour, giving it a softer, more charming, and even hedonistic character — for example, in a strong and buttery risotto;

c) Extra virgin olive oil becomes a seasoning that binds sauces or helps to bind a *risotto mantecato* — the *mantecatura* technique. This technique is often used for risotto, but also for pasta or gnocchi, when a creamier texture is desired. It consists of creating a smooth and homogeneous mixture by adding olive oil or butter at the end of cooking, off the heat, stirring from the bottom of the pot upwards with a wooden spatula.

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## Exclusive pairings with popular dishes: Pasta, risotto, and olive oil



### **Spaghetti aglio e olio & Picual:** Deep deliciousness

The star of the dish, as the name suggests, is the olive oil itself. Its fruity flavour is the base on which the other ingredients unite: the sweetness of the pasta, the spiciness of the *peperoncino*, and the wild, penetrating, pungent aroma of garlic. When all these elements are combined with the dynamic personality of Picual extra virgin olive oil, they transform, homogenise, and fuse into one. The combination of freshness and aromatic richness, together with its vigorous flavour -intensely pungent and pleasantly bitter- softens the *peperoncino*, calms the spiciness of garlic, and offers flavour balance, aromatic complexity and deep deliciousness. Equally delightful is the pairing with Tuscan blends and the Itrana variety.

**The key to achieving harmony between olive oil and food lies in a deep understanding of the concepts of similarity, complementarity, and neutralization or reduction of flavours and intensities**

### **Linguine alle vongole (Bianco) & Coratina:** Sea breeze

The perfection of *linguini alle vongole* is based on the delicate balance of sea and land: the salinity of the sea against earthy sweetness, resulting in an explosive combination of flavours, with the fresh aroma of parsley in the long aftertaste. Following the basic pairing rule of “like attracts like,” the olive oil that manages to tame these tensions should be based on a flavour triptych: intense fruitiness, sweetness, and a hint of spiciness — qualities abundantly present in the Coratina variety. Its exuberant and seductive flavour, coated with the freshness of green almond, green fruit and herbaceous aromas, coats the pasta, softens the tensions, and leaves on the palate a marine, iodine-like breeze that flirts with the garlic. For a gentler, more delicate combination, drizzle with a Brazilian blend of Koroneiki, Coratina, and Grappolo, or a monovarietal Frantoio.





**Gnocchi with pesto alla genovese & Hojiblanca:** Herbaceous crispness

*Pesto alla Genovese* (with toasted pine nuts and Parmesan cheese) is a thick, intensely flavoured sauce with botanical notes, freshness and a rich, velvety texture. Soft, almost creamy potato gnocchi act as the ideal canvas for the intensity of basil, which in turn tames the garlic and the salty, subtly spicy zest of emulsified cheese. However, the cornerstone of concentration and balance is the olive oil itself, which unites the pesto's flavour intensities. The presence of the Hojiblanca variety in the hand

blender almost monopolized the pairing, as if the velvety yet crisp pesto were persistently seeking the olive oil's elegance alongside basil's aromatic power. Its intense herbaceous notes and exotic character, combined with delicate flavour harmony, added an intense spiciness, pleasant bitterness, and youthful freshness to the creamy gnocchi al pesto, delivering abundant umami and a long aromatic finish.

Also delicious with early-harvest Koroneiki and the local Taggiasca variety, which adds a more robust finish to the aftertaste.



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### ***Bucatini alla puttanesca & Tuscan blend:* Mediterranean sassiness**

This provocatively named dish of six ingredients -united by olive oil- expresses the dynamism of Mediterranean products and the idiosyncrasy of its people through rustic, robust, bold, and unexpectedly thrilling flavours!

First, we have the *discreet* anchovies, with their intense salty, oily, and rough flavour, and their strong fishy aroma. Next comes the garlic, with its sweetness and spicy aroma, and finally the olives and capers, which bring Mediterranean warmth, botanical notes, brininess and a touch of bitterness. All of this is incorporated into a tomato sauce that, thanks to its acidity and slight sweetness, connects all the bold ingredients.

The result? A creamy, rich, robust sauce that sensually coats the *bucatini* -thick, hollow pasta, like spaghetti, but with a hole in the centre-, which brings the essence of Mediterranean culinary culture with every bite. The wild taste of *puttanesca* demands a strong olive oil with intense freshness, abundant fruitiness, and flavours balanced by spiciness and slight bitterness. These qualities are embodied in a robust Tuscan blend of intensely aromatic varieties. The result is that it chisels the rich, raw flavour of the sauce, providing pleasant freshness and balancing the intense flavour of the *puttanesca* -salty, fishy, bitter, earthy and acidic notes- with the *bucatini*'s sweetness. As an alternative, it is worth considering olive oils of the Nocellara Siciliana or Itrana varieties, or even a rich Picual.



**The Arbequina variety is the  
star of flavour harmony**

### ***Mushroom risotto with truffle oil & Arbequina: Earthy flavour***

There is no doubt that mushroom risotto with truffle oil is a favourite among both restaurants and diners. Its intense, aromatic, deeply delicious flavour is linked to the richness of its ingredients, the presence of truffle, and impeccable cooking technique. Its main characteristic is a dense, buttery sensation with the grainy textures of risotto, harmoniously complemented by the earthy aroma of mushrooms and the persistent, penetrating aroma of truffle on the palate and in the aftertaste.

However, if you are a flavour lover, experiment and add a few drops of extra virgin olive oil when serving! You will immediately notice a pleasant difference in both nose and mouth, with delicious freshness and elegance.

The Arbequina variety is the star of flavour harmony. Its strong fruitiness, moderate bitterness and pungency, and rich aromatic potential (fresh herbs, tree foliage, nuts and spices) soften the lively, creamy, buttery, starchy flavour, adding new aromas and complexity while absorbing the intense truffle aroma and enriching it with elegance and delicacy. Don't forget to enjoy a Brazilian blend with Koroneiki, Coratina, and Grappolo as an alternative, as well as a Hojiblanca-Picuda blend.



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### **Spaghetti al limone e olio d'oliva & Koroneiki: Unpretentious delight**

*Spaghetti al limone e olio*, a quintessentially Mediterranean dish from Sicily, reflects the human need to create nourishing meals with whatever is at hand, echoing the old Greek saying: “Poverty forces you to invent.”

Lemon zest and juice, pepper, butter or olive oil, a single spoonful of starchy pasta water for binding, pecorino cheese and basil leaves for decoration form a simple, unpretentious dish with no sophisticated techniques, but with pure flavour, freshness and balance: the best expression of Italian delicacy. Its delightful balance relies on acidity, the powerful aroma of lemon zest, al dente pasta and the rustic sauce created by emulsifying starchy water. The dish is topped with pecorino cheese, which, with its strong, buttery saltiness, complements the acidic flavour of the lemon: a dish of deep, authentic flavour, with an Italian character that is an ode to simplicity.

Let us not forget, however, that olive oil acts as the regulator of pleasure -without pleasure there is no joy- alongside the lemon's exuberant acidity. The DNA of the Koroneiki variety perfectly reflects the sweet viscosity of lively fruitiness and its strong freshness (with moderate bitterness and pungency). With citrus leaves, apple, and a lingering aftertaste, this olive oil has a strong yet sweet flavour akin to a *bouquet garni* (oregano, thyme and lavender). Equally excellent is the result with an Arbequina, either for sautéing or finishing the dish.



### **Busiate pesto alla Trapanese con polpo & Spanish blend: Unanticipated Umami**

*Busiate* is an Italian spiral-shaped pasta, originally from Trapani (Sicily). It is named after the *buso*, the thin cane around which housewives wrapped the dough to create a shape that perfectly holds thick sauces and enhances mouthfeel. The soul of the dish is the *pesto alla Trapanese* sauce, a variation of *pesto alla Genovese*. The Sicilians combined this special pasta with tender, slightly sweet octopus. The dish's popularity across Italy stems from the combination of three elements: octopus boiled in salted water; *pesto alla Trapanese* (roasted red peppers, tomatoes and garlic, lightly blended with almonds, pecorino and plenty of olive oil); and excellent binding with *busiate*.

The result is a rich, hearty, umami-packed dish with crunchy textures, dominated by the sweetness of roasted vegetables and garlic, and the sea flavour of octopus.

The intense sweetness of *busiate* with *pesto alla Trapanese* and octopus calls for a generous olive oil with a strong yet balanced personality to harmonise with the rich umami. And it has found it in this blend of Spanish varieties: Picual, Hojiblanca, and Arbequina. Other extremely delicious combinations pair it with Coratina or a classic Tuscan blend •

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# Olive Oils from Spain

*puts extra virgin olive oil and younger consumers at the centre of its promotional strategy*



The year 2025 marks a turning point for the Spanish Olive Oil Interprofessional Organisation's promotional campaigns in the domestic market. The initiative known as "*El complemento perfecto*" ("*The Perfect Accessory*") has revolutionised the way Spanish consumers are approached.



OLIVE OILS  
FROM SPAIN

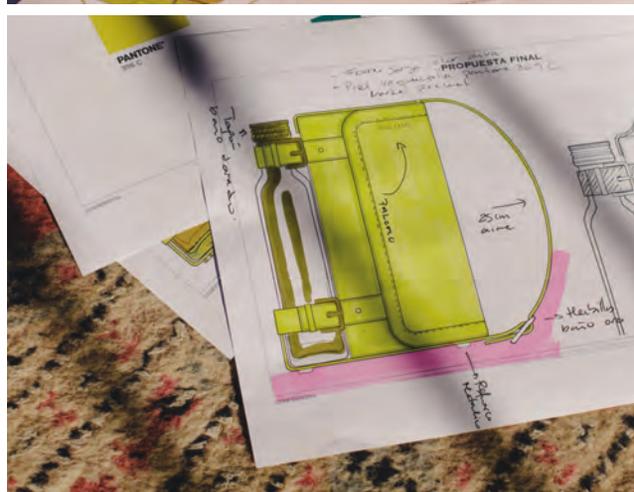


The “*El complemento perfecto*” campaign represents a break with the codes traditionally used when advertising this product. It intends to move away from an image that many consumers consider outdated and ruled by references to tradition, family meals, olive trees, and “our way of life”, all of which, in many cases, fail to resonate with younger audiences whose priorities lie elsewhere.

In fact, in the initiative launched in 2025 by *Olive Oils from Spain*, the product’s identity is linked to fashion and music. Extra virgin olive oil takes centre stage in the form of a bottle of EVOO nestled in a spectacular yellow-green capsule bag designed by Palomo Spain. This accessory reflects the latest international fashion trends and seamlessly blends in with the real star of the show: our perfect accessory.

To create the bag, the Interprofessional Organisation teamed up with Palomo Spain, one of Spain’s most promising designers. Based in Cordoba, he produced the bag in Ubrique (Cádiz), a world leader in luxury leather goods. Only 40 units were manufactured, making this bag a collector’s item. A manifesto that combines sustainability, heritage, and original design. The campaign, whose approach was also highly innovative, arose from the merging of fashion -represented by the bag- and product -the bottle of extra virgin olive oil. Catalan singer Aitana took part in the launch by appearing in photos walking the streets of Madrid with the designer bag, which instantly became viral. These photos generated huge buzz for the campaign before the first TV advert had even aired.





## An ageing consumer

This shift in form and message is not without reason. It is the olive oil sector's answer to a problem that the European Commission has been voicing for years. According to its estimates, olive oil consumption in Spain, Italy, and Greece will decline by 2-3% annually until 2035. This phenomenon can be attributed to the emergence of new consumption patterns among the younger generations. In fact, according to analyses carried out by the Spanish Olive Oil Interprofessional Organisation, domestic consumers are ageing, and attracting new buyers from the younger age ranges is proving difficult -an issue affecting all the major producing countries in Europe.

Looking at the figures for the Spanish market confirms a shift in purchases towards the older segments of the population. The Household Panel survey conducted by the Ministry of Agriculture, Fisheries and Food in 2024 found that 77.8% of buyers purchasing extra virgin olive oil were over 50 years old, when in fact they only account for 60% of the

Spanish population. Perhaps most surprising of all is that those over 65 are the biggest consumers of extra virgin olive oil, with a per capita consumption of four litres per year. At the other end of the spectrum are those under 35, with a meagre consumption of 0.8 litres per year. This group accounts for almost 9% of the population and yet purchased less than 3% of the extra virgin olive oil consumed in households. This phenomenon is not exclusive to extra virgin olive oil; it affects the entire category. In the case of regular olive oil, those over 50 were responsible for 79.4% of purchases, while those under 35 accounted for less than 2.5%.

There is a clear link between consumption and home cooking, which is an everyday activity for older people but is becoming rare among younger generations. This became evident during the pandemic. Looking at the data from 2020, we can see that shoppers under the age of 35 purchased just double the amount they did in 2024: 1.8 litres. The pandemic showed us that olive oil is very well regarded among Spaniards. When it comes to a



OLIVE OILS  
FROM SPAIN

healthy diet, there is no doubt that this product is crucial to a healthy eating pattern. In fact, when having a healthy diet was considered essential during lockdown, many people returned to olive oil. Yet, at the same time, young people think it is an outdated product with unattractive advertising featuring one too many references to the past and not enough promoting the values that interest them, the potential buyers.

This campaign's other major innovation has been its focus on the extra virgin category. This makes sense, as the top of the category is clearly aspirational, and consumers are expected to want the best of the best: extra virgin olive oil made from 100% olive juice of the highest quality and bursting with aroma and flavour.

*Young people think it is an outdated product with unattractive advertising featuring one too many references to the past and not enough promoting the values that interest them*

The growing demand for extra virgin olive oil is a trend that can be observed in the market. A few decades ago, the virgin and extra virgin categories accounted for a very small share of consumer preferences in Spain. Today, they easily surpass the regular olive oil category. According to the latest data provided by the Spanish Ministry of Agriculture, Fisheries and Food for summer 2025, 35.4% of all vegetable oils consumed in Spanish households were virgin and extra virgin. The extra virgin category alone accounted for 28% of all vegetable oil consumed by Spanish households -44.2% more than in the same period in 2024.

Ultimately, the Olive Oil Interprofessional Organisation's 2025 promotional campaign in Spain has attracted a great deal of attention -even beyond the country's borders- and has set a new standard for promotional campaigns in the domestic market •

[www.oliveoilsfromspain.org](http://www.oliveoilsfromspain.org)





# Olive Roads

*Abandoned Grove:  
a story of rebirth, a celebration  
of quality and sustainability*



By Alfredo Briega Martín

Abandoned Grove is an alliance of premium producers, master millers, tasters, chefs, artisans, and experts around extra virgin olive oil. But, above all, it is a rediscovery of meaning. A pioneering project conceived by dreamers, idealists and EVOO lovers that celebrates quality, practices sustainability, and transforms olive juice into an art form and a cultural force capable of uniting the world around a table.



The Abandoned Grove (abandonedgrove.com) project has a lot to do with transformation and rebellion. It all started with a transformative tasting. Its founder, professional musician Fil Bucchino (Florence, 1973) visited his family in Tuscany during a career break in the early 2000s. Fil landed at harvest time and tasted an EVOO “that wiped out everything I thought I knew about it. That moment completely changed my relationship with food, people, and the environment,” he says. But what began as a sensory experience eventually became a rescue mission combining quality, origin, and impact.

From then on, Bucchino completely immersed himself in the world of extra virgin olive oil. After completing the ONAOC tasting course, he joined the Italian national register of virgin and extra virgin olive oil experts and ANAPOO -Associazione Nazionale Assaggiatori Professionisti Olio di Oliva-, a Tuscan association dedicated to spreading the culture of quality EVOO. A juror in competitions on four continents, he has presented the documentary *Obsessed with Olive Oil* and, most recently, co-hosted the PBS series *The World of Olive Oil*.



The vision and experience of Andrea Pagliai, a producer deeply committed to social agriculture and ecological restoration, and Gionni Pruneti, a renowned producer and master miller -representing the fourth generation of one of the most important Tuscan oil mills, Frantoio Pruneti- were fundamental in the beginnings of Abandoned Grove, a project that was not conceived as a business idea, but as a response. “Abandoned Grove was born as a way to amplify that moment, that emotion, and to build something based on restoration, not extraction. We refuse to make trade-offs that harm our planet, our communities, and our health, or deprive us of meaningful taste and experiences at the table.”

“At Abandoned Grove,” Bucchino continues, “we reclaim olive groves that have been abandoned because they cannot meet the production requirements of modern olive growing. We are restoring trees that fed families and sustained local economies to their former glory.” Among the more than 5,000 olive trees (26 hectares) rescued in the hills surrounding Florence -in direct collaboration with local communities- are olive groves that are part of the European LIFE Olivares Vivos project, an innovative model that increases the profitability of olive groves by restoring their biodiversity.

*Trees, people, and quality*

But the Abandoned Grove project is not just about trees, it's about people. Through seasonal jobs and partnerships, opportunities for social reintegration and employment have been created, especially for those who have been marginalised by the system. The other key element concerns the quality of the oils produced by regenerative agriculture. "We know that if the oil is not exceptional, it is difficult to get people interested in the olive grove. That is why we do our utmost to control quality and establish a well-defined sensory profile. Each small batch exudes complexity and elegance and tells the story of an olive grove reborn; each bottle is crafted with the intention of recreating that same transformative experience in the hope that it will awaken consciences."

A quest for the highest quality -"excellence is not a whim, but a refusal to settle for less, and is never the same as mass production"- which, for Fil Bucchino and his team, is clearly at odds with speed and overproduction. "Our philosophy is based on



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patience. Here everything requires time, patience and effort, there is no other way: two bottles per tree, one harvest per year and expert hands guiding each step. But the reward is worth it. Speed always comes at a cost, and that cost usually falls on the small producer, the land or the consumer, through a loss of quality,” explains the founder of Abandoned Grove. “Standardisation may work in certain markets, but in our project it does not make sense. We believe that each olive oil should reflect the olive grove it comes from, its harvest and the people who made it possible. If you are here, it is because you believe in art, nature, and the power of the human hand to work in harmony with both,” he adds.

Production is directly related -and limited- to the number of trees they care for. Although each harvest is different, records show an average of one litre of olive oil per tree per year since 2013. “We don’t force the trees to produce more than they can,” says Fil. We are talking about traditional Tuscan varieties, mainly Leccino, Frantoio and Moraiolo, although single varietals of Pendolino or Bianco olives are also produced, depending on the year, available exclusively to Abandoned Grove members.



*At Abandoned Grove, they restore olive groves that have been abandoned because they cannot meet the production demands of modern olive growing, bringing back to their former glory trees that fed families and sustained local economies*



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### Three types of subscriptions and EVOOs

Abandoned Grove does not retail or work with external platforms. Its EVOOs are available only through a subscription model that offers three modalities. The most basic one serves to recover and maintain an olive tree -without assigning it individually- and allows access to the benefits of the community. The most popular is to link a specific tree from a specific olive grove to each partner, who receives two bottles from each rescued tree. Finally, corporate or larger scale subscriptions -including the Grove Custodian programme- allow companies or individuals to sponsor anything from 20 trees to the majority of an olive grove. Once all the trees in an olive grove have been allocated, the grove is “closed”, and the

next grove is restored to promote real sustainability without ever compromising quality control. It is worth noting that 38% of every euro received goes to furthering the mission and donations to pre-vetted environmental non-profit organisations.

Each harvest is tested for pesticides and residual contamination, with consistently zero results. The result is extra virgin olive oils of great purity, stability and sensory balance which, although not certified organic, are 100% free of chemical residues. Currently, the range of EVOOs is composed of *One Tree One Bottle* -linked to the production of a specific tree from each olive grove-; *Founder's Reserve* -Fil Bucchino's personal selection of cultivars and sub-plots, produced in micro-lots with a limited annual production of between 1,500 and 2,500 bottles, and created as a tribute to the first members who made the project



possible-; and *Community Reserve*, a planned reserve to which approximately 20% of the restored trees are destined and available for all subscription modalities.

With bioactive polyphenol levels averaging 475 mg/kg -and oleic acid constantly exceeding 75%- in Abandoned Grove they do not use phenolic compounds as a marketing tool, but as an added value in an extra virgin of excellent quality. This is why they work to balance their presence with the sensory profile of the olive oil to guarantee a healthy and pleasurable experience, the quality of which is guaranteed by expert tasters and official panels. In 15 harvests, its EVOOs have obtained 450% more fruitiness, almost 90% less acidity and two thirds less peroxides than the international limits.

*Each harvest is tested for pesticides and residual contamination, with consistently zero results. The result is extra virgin olive oils of great purity, stability and sensory balance*



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### *Beyond Tuscany*

“In essence -concludes Fil Bucchino-, our EVOO is a tool to protect traditional varieties, revitalise local communities and achieve a direct connection between the consumer and the land -from tree to table. Our project runs at the intersection of quality, community and environment, and every decision we make serves this balance. The members of Abandoned Grove are not mere customers, but active participants who, through extra virgin olive oil, help us build a different future, based on patience, craftsmanship and connection with the land.”

An initiative that is not limited to Tuscany, but that grows year after year and crosses borders. “We are actively working to support other producers who are restoring olive groves and recovering traditional varieties and practices. It’s about protecting not just biodiversity, but a whole way of life.” Welcome to the proud community of zealous guardians of abandoned olive groves. A celebration of quality and sustainability. Of life, in short. ●

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# Oswaldo & Bruno González

*Fire, freshness, and  
fusion in Madrid's  
culinary hot spots*



By Alfredo Briega Martín

On one side, there's Oswaldo González Herce (Girona, 1992), Head Chef at Los 33, a trendy restaurant -with a months-long waiting list- where embers take centre stage.

South American fire and Spanish tradition come together in a warm and relaxed atmosphere where bold flavours are served with finesse. On the other, Bruno González

Herce (A Coruña, 1995), Executive Chef at Llama Inn, a Peruvian-New York fusion restaurant that celebrates the authenticity of Peruvian cuisine and the vibrant energy of New York with an explosion of flavour. After landing in the kitchen by pure chance, the González brothers are currently leading two of Madrid's hottest restaurants, both in the Salesas neighbourhood. They claim to be each other's biggest fans and the first to try each other's new dishes, exchanging ideas and ingredients. Competition, yes... but a healthy kind. As well as blood, profession, and self-discipline, they share friends and hobbies such as boxing. The -fraternal- duel is served.



*“Olive oil plays a crucial role in my cooking; not only does it integrate into any dish, but it also elevates it to another level”*

**OSWALDO GONZÁLEZ**



*“Olive oil is one of the wonders of the culinary world, one of the few ingredients that always adds something. There isn't a single dish that it does not go well with”*

**BRUNO GONZÁLEZ**



**OSWALDO GONZÁLEZ**  
*Head Chef at Los 33*

**Michelin Guide recommended restaurant  
No. 28 in The World's 101 Best Steak  
Restaurants 2025**

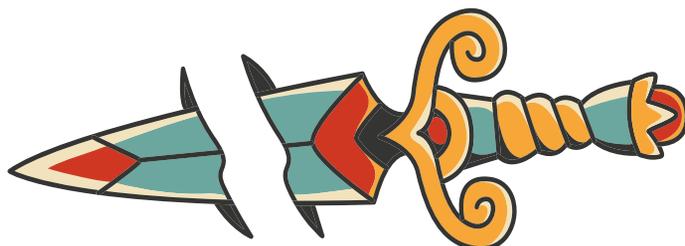
Los 33 is much more than grilled meat and vegetables: it is a refined celebration of Iberian and Latin American influences, created with precision and attention to detail. Oswaldo González's technique shines both over the flames of the open grill and in more delicate preparations. Along with his excellent onion soup, the standout dishes include the veal sweetbreads -crisp on the outside, meltingly tender within- considered among the best in the world; and the *bikini*, a delicious grilled ham-and-cheese sandwich made with fine *prosciutto*, Havarti cheese and butter, is applauded by legions of devoted fans.



**BRUNO GONZÁLEZ**  
*Executive Chef at Llama Inn*

**Michelin Guide recommended restaurant**

Llama Inn, a local take on the restaurant of the same name in Brooklyn (NY), this Lima-inspired corner in Madrid is a relaxed and informal spot that welcomes everyone with open arms. The menu includes snacks, *ceviches* -among the best in the capital-, pork skewers, *tiraditos*, *lomo saltado*, jerk duck rice, Creole brunches, and desserts such as *licuma* with olive oil. Everything comes with a touch of spice, top-quality ingredients, and plenty of nostalgia in a kitchen full of playful twists and new Peruvian flavours with a New York soul.



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## *Let the battle begin!*

**1 — At what point in your life -and thanks to which dish- did you decide you would become a chef? Who was your inspiration?**

**Oswaldo:** I started by chance after spending a few months washing dishes in a restaurant in London. It wasn't so much a particular dish as the kitchen lifestyle itself that captivated me.

**Bruno:** To be honest, it wasn't something as clear-cut as a specific moment or dish. I ended up in this profession by chance and fell in love with it over time. It's a profession that sparks your desire to travel and discover other cultures, and it also instils discipline.

**2 — If we talk about olive oil, do you remember the first time you tried it? How important is it in your cooking?**

**Oswaldo:** Olive oil plays a crucial role in my cooking; not only does it integrate into any dish, but it also elevates it to another level.

**Bruno:** The first time? I'm sure it was when I was

very little, in any salad at home. Olive oil is one of the wonders of the culinary world, one of the few ingredients that always adds something. There isn't a single dish that it does not go well with.

**3 — Which of your dishes defines you best? Why?**

**Oswaldo:** Onion soup, because although it's a 'simple' recipe, it requires many flavour adjustments to get it just right: reducing the broth, caramelising the onions properly, adding the right amount of herbs based on the ratio to the broth, and so on.

**Bruno:** I currently work in Peruvian cuisine — I'm passionate about *ceviches*, and any *ceviche* on the menu could represent me. The balance of flavours in Peruvian cuisine is sublime.

**4 — A favourite dish made with olive oil?**

**Oswaldo:** Chocolate and vanilla ice cream.

**Bruno:** All of them, really, although I must say that *kokotxas* with a *pil-pil* made with good olive oil is incredible.

**5 — What three foods would you take with you to a deserted island?**

**Oswaldo:** Garlic, oil, and parsley.

**Bruno:** You don't take your favourite foods to a deserted island, but rather the smartest ones in order to survive. And those would be rice, garlic, and olive oil to give everything a bit of flavour.

**6 — Which foodie trend do you hate the most?**

**Oswaldo:** I don't hate anything, but I don't like trends that try to make everything luxurious just by adding an expensive ingredient with no sense or balance, like truffle or caviar.

**Bruno:** Lotus in desserts bores me to death, it's far too overpowering (*laughs*).

 Bruno's restaurant Llama Inn



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### 7 — What do you like to talk about when you're having dinner with your friends?

**Oswaldo:** What we talk about depends a lot on the moment, the situation, and the company... I like conversation to be varied, without sticking to a single theme.

**Bruno:** Post-meal conversation depends entirely on the moment and the company. We don't have a preferred or fixed topic, you just go with what you feel at that moment. The only thing I never talk about is politics. It's a topic of conversation that I do not enjoy because I don't like the politics in this country.

### 8 — What's a city you would go to over and over again to eat?

**Oswaldo:** Tokyo. I was there a few months ago and I think it's a city that offers infinite possibilities in terms of flavour.

 Oswaldo's restaurant Los 33



**Bruno:** There are several. Lima, in Peru; Japan, in general; Madrid, in Spain; and Mexico City.

### 9 — A song / film / book that makes you hungry...

**Oswaldo:** Anthony Bourdain's *No Reservations* documentaries.

**Bruno:** *Chef* (the film). It's super fun, and it always makes me crave a Cuban sandwich.

### 10 — What would you order for your last meal?

**Oswaldo:** Bread, cheese, and olive oil.

**Bruno:** For my last meal, I would go absolutely crazy. It would be a historic feast. But if it were just for me, it would be a classic sole *ceviche* with extra fried baby squid. For the main course, *kokotxas* with *pil-pil*, and some good sourdough bread. And for dessert, coconut flan and a fruit granita •

 Bruno's dish at his restaurant Llama Inn



Oswaldo's dish at his restaurant Los 33 



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# Christmas Markets

*The most magical and enchanting Christmas markets with the scent of cinnamon, ginger... and EVOO*



Golden lights brightening the night, chattering being interrupted by the cold, Christmas carols that intertwine with the gentle hum of wooden stalls... Christmas markets have become warm, sensory havens where tradition and gastronomy stir the excitement of millions of visitors every year. In them, the most iconic winter recipes -spiced mulled wine, gingerbread, sausages, cheeses, and artisan sweets- share the spotlight with universal ingredients such as extra virgin olive oil, which is also making its way into these magical settings. Join us as we explore some of the most charming Christmas markets in the world, perfect for enjoying this special time of year.

By Cristina Revenga Palacios





## • SPAIN •

### *Plaza Mayor Christmas Market, Madrid*

When December lights up the Spanish capital, Madrid revives one of its most beloved events: the Plaza Mayor Christmas Market. Its 104 brightly coloured stalls form a small festive universe where locals and visitors alike can find everything from nativity figurines and Christmas instruments to classic toys and a myriad of gag gifts designed to spark laughter in the depths of winter. Strolling through this market is an irresistible Madrid custom, and nothing completes the visit better than stopping at the bars in and around Plaza Mayor to enjoy the iconic *bocadillo de calamares* (calamari sandwich). Some establishments pride themselves on making it with genuine, ultra-fresh squid perfectly fried in olive oil, a simple yet delicious bite that has become part of the city's gastronomic DNA.

But Madrid's Christmas spirit doesn't stop there. Along the Paseo de la Castellana, El Corte Inglés' Christmas Market has become a meeting point for food lovers. Here, traditional flavours sit alongside innovative proposals designed to share with family or friends, including freshly baked Portuguese pastries, *gildas* to whet the appetite, handmade focaccia, pizzas made with quality ingredients -including the ever-present EVOO-, and many other tempting treats that fill the air with warm aromas. The venue is crowned with a light and music show that envelops visitors and food trucks where renowned chefs such as Dabiz Muñoz create dishes capable of turning an ordinary evening into a festive feast.



## • GERMANY •

### *Christkindlesmarkt, Nuremberg*

Nuremberg's world-famous Christmas Market is one of the oldest and most iconic on the planet. Its numerous wooden stalls, crowned with red-and-white fabric roofs and lovingly decorated by vendors, fill both the main square and the town hall square, making this Christkindlesmarkt earn the nickname 'City of Wood and Cloth'.

Each stall offers a journey to the heart of tradition: Nuremberg gingerbread, fruit bread, typical pastries, candles, toys, and crafts that captivate visitors of



Photo: © Steffen Oliver Riese



all ages. The aroma of Lößel's famous handmade bratwursts drifts through the market, inviting everyone to savour the local cuisine. Each stallholder brings their own story: from family businesses with decades of heritage to emerging artists who reinterpret their craft to turn each product into a small work of art.

The market comes alive with regional music groups, creating a festive atmosphere brimming with joy. One of the most emblematic traditions is the election of the Nuremberg Christkind, a golden angel who opens the market and symbolises the magic and generosity of Christmas. Played by a local girl, the Christkind recites a traditional poem from the church balcony and participates in events throughout Advent, reminding us that, in this part of Europe, gifts are brought not by Father Christmas but by a celestial messenger just as enchanting.



Photo: © Uwe Niklas

## ORODEAL PICUDO





## • BELGIUM •

### *Winter Wonders, Brussels*

Every winter, Brussels casts its spell once again. The city lights up for Christmas with a blend of tradition, contemporary creativity, and the warm atmosphere that sets it apart. Its major festive event, Winter Wonders, unfolds over five weeks and offers visitors a magical journey through the heritage and culture of Brussels, with charming wooden chalets, iconic attractions, and an ever-evolving entertainment programme that surprises even the most frequent visitors.

Among the scents and the twinkling lights, 238 artisans and traders offer delights for all the senses. Unmissable treats include *smoutebollen* -tender fried pastries reminiscent of Dutch *oliebollen*- and a steaming cup of *jenever* or *glühwein*, perfect for keeping warm while enjoying a freshly cooked waffle. The gastronomic experience goes further still, with international cuisine -sometimes with a touch of EVOO, if the guest region is Mediterranean- and unique specialities that make ideal gifts or memorable discoveries.

But Winter Wonders is much more than a market, it is also a celebration where visitors can skate on the large ice rink, ride the carousel, or admire Brussels from the top of the spectacular Lotto Ferris Wheel, from where the city and its festive centre unfold like an almost unreal landscape. And for those seeking new thrills, the Virtual Reality Dome offers extraordinary adventures: encounters with mummies or dragons, haunted house visits, space travels, or festive sleigh rides that awaken everyone's inner child. Could there be a more unforgettable experience?



## • PORTUGAL •

### *Wonderland Lisboa*

Wonderland Lisboa is the most eagerly awaited Christmas event in the Portuguese capital, transforming Eduardo VII Park into a mesmerizing winter wonderland. This fair combines entertainment, gastronomy, and a magical atmosphere that captivates locals and visitors alike. Highlights include a giant Ferris wheel with stunning panoramic views of Lisbon and the Tagus River; an 800-square-metre sustainable ice rink; Santa's House, where children can deliver their letters; and a towering Christmas tree, the park's brightest meeting point.



Wonderland Lisboa's Christmas market surprises visitors with a carefully selected range of artisan products such as festive decorations, clothing, accessories, and gourmet foods including wines, extra virgin olive oils, and traditional Portuguese sweets. The event is filled with music, stories, and fun, with a special programme featuring diverse artists that creates a setting where the magic of Christmas becomes palpable. Wonderland Lisboa thus becomes a truly magical Christmas town, a place where dreams and wishes seem to come true.



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## • AUSTRIA •

### *Christkindlmarkt, Vienna*

As Christmas approaches, Vienna transforms into a stage of light and tradition, with the Christkindlmarkt at Rathausplatz shining especially brightly as one of Europe's largest and most beautiful markets. Year after year, thousands of visitors marvel at its stalls, where toys delight children, festive decorations spark joy, and stylish winter accessories invite visitors to explore through the market in warmth. Sweet treats, snacks, and hot drinks fill the air with irresistible aromas, making the experience a truly sensory journey through the magic of Christmas.

Vienna's Christmas tree is one of the market's main attractions. Decorated with thousands of hearts, it becomes the glowing centrepiece of this beloved tradition. Every year since 1959, a splendid conifer -grown in rural Austria or in South Tyrol in northern Italy- has been donated to illuminate the square, symbolising unity and celebration.

Equally captivating are the smaller flea markets scattered across Innsbruck, where urban culture meets alpine adventure. The Tyrolean capital is home to seven markets with over 200 stalls and a 17.5-metre-high crystal tree. In the Old Town, medieval houses frame the stalls beneath a stunning Christmas tree, accompanied by trumpets sounding from the Golden Roof. Other highlights include the St. Nikolaus Advent Market along the River Inn and the Hungerburg Market, 300 metres above the city offering breathtaking views, hot punch, and local specialities. Vienna and Innsbruck offer a magical journey of light, scents, heritage, and festive charm.



Photo: © Stadt Wien Marketing - Teresa-Wagenhofer



Photo: © Stadt Wien Marketing - Flo Mitteregger

## • FRANCE •

### *Christmas Markets of Colmar*

The picturesque and romantic Colmar -one of the most charming towns in Alsace and birthplace of Auguste Bartholdi, creator of the Statue of Liberty- becomes even more magical at Christmas with its six festive markets. Warmly lit squares host stalls brimming with decorations, Christmas tableware, unique gifts, and culinary specialities that fill the air with cinnamon and spice. Colmar's gastronomy is a true reflection of its charm, with traditional sweets, goods from speciality shops, themed oils such as EVOOs bottled with festive designs, and cosmetics made from olive-based elixirs, all part of the experience!



Photo: © Stadt Wien Marketing - Teresa-Wagenhofer



The market at Place des Dominicains stands out for the illuminated stained-glass windows of the 14th-century Dominican church, which create a spiritual, contemplative atmosphere. Meanwhile, the market at Place de l'Ancienne Douane and its historic Koifhus building -a symbol of the town's economic importance in the Middle Ages- offer a varied selection of regional products. Inside the Koifhus, prestigious rooms such as the Décapole Hall showcase traditional and contemporary crafts in a unique medieval setting.

At Place Jeanne d'Arc, visitors can enjoy local products on the spot or take them home, alongside a curated selection of artisanal gifts. Finally, the charming Little Venice district becomes a paradise for children, with sweets, entertainment, and delightful presents that complete an unforgettable Christmas journey. Colmar, amidst its lights, scents, and tradition, offers an experience that combines history, culture, and pure festive magic.



Photo: Tourisme Colmar

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## • UNITED KINGDOM •

### *Borough Market & Winter Wonderland, London*

During the Christmas season, London is transformed into a landscape of lights, scents, and joy that invites everyone to immerse themselves in the seasonal magic. London's Borough Market, adorned with stunning decorations and brimming with energy, offers an exquisite selection of foods from across Britain and around the world. Among its stalls are high-quality Spanish products, including premium extra virgin olive oils and olives, adding a Mediterranean touch to the offerings.

However, the crown jewel of London's Christmas celebrations is Winter Wonderland in Hyde Park, the UK's largest and most spectacular winter fair, boasting over 150 attractions for all ages. Among them is the Jingle Bell Bistro, the world's first street-food market created exclusively for children, with menus designed especially for young foodies. The experience continues along Luminarie Lane, an impressive large-scale light installation crafted in Italy for Winter Wonderland, ideal for capturing unforgettable memories.

Beneath this glowing canopy, visitors discover handmade gifts from across the world, seasonal dishes, and cosy themed bars that create a fully immersive experience. For the more adventurous, Bar Ice offers a unique sensory experience where everything -from the walls to the tables and even the glasses- is carved from crystal-clear ice, transporting visitors into a frozen dreamscape where Christmas can be felt with every sense.



## • USA •

### *Christkindlmarket, Chicago*

Since its opening in 1995, Christkindlmarket Chicago has become one of the most cherished winter attractions for both locals and tourists. Inspired by Nuremberg's traditional Christkindlesmarkt, this market blends German and European heritage with an international flair and the city's own charm. Known for the quality of its vendors and its joyful holiday atmosphere, it has become a perfect setting for families to create lasting memories.



The festival takes place across three locations - Daley Plaza, RiverEdge Park in Aurora, and Gallagher Way in Wrigleyville- offering cosy festive experiences with collectible mugs, seasonal items, and handmade crafts, including decorative bottles designed to store olive oil at home. Gastronomy takes centre stage with international and local delicacies including *Bratwurst*, *Schnitzel*, *Kartoffelpuffer*, gingerbread, sweet fruit bread, strudels, and spiced mulled wine.

Christkindlmarket also hosts activities for all ages, including children’s lantern parades, glass ornament workshops, German and Austrian wine tastings, and imaginative pairings featuring chocolates and sausages. Every corner of the market radiates holiday spirit, creating a place where tradition, gastronomy, and Christmas magic come alive with warmth and joy.

Photos: Eric James Walsh (E-JW) www.ericjameswalsh.com



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## • ESTONIA •

### *Tallinn Christmas Market*

In the heart of Tallinn's medieval Old Town, the Town Hall Square turns into a fairytale scene every Christmas. Its traditional Christmas market becomes a magical meeting point for families and friends, surrounding a magnificent Christmas tree that lights the square and guides visitors among cosy, glowing stalls.

Stands offer heartwarming gifts and flavours; from uniquely shaped candles and contemporary Christmas decorations, to warm socks, classic jumpers, and woollen hats. The Sweet House entices with freshly baked cinnamon and cardamom buns, beautifully decorated gingerbread, and even biscuits whose designs come to life, immersing visitors in a world of festive flavours.

Tallinn is also renowned for its extraordinary variety of mulled wine - considered the richest in Europe - with options ranging from the classic blueberry and cherry to the unique Setomaa raspberry-blackcurrant flavoured mulled wine, and even pumpkin flavoured ones. The Christmas aromas mingle with traditional Estonian dishes cooked on the spot, such as sauerkraut, hot blood sausages, and hearty roasts. More adventurous palates can enjoy reindeer sausages, lamb chops, duck confit, or slow-cooked pork belly. In Tallinn, Christmas is not only seen and smelled but it can be tasted in every corner.



Photo: © Sergei Zjuganov



Photo: © Tristan Taal - @TallinnChristmasMarket



## • LITHUANIA •

### *Christmas Market & Tree, Vilnius*

Christmas in Vilnius begins with the lighting of one of the world's most spectacular Christmas trees. Standing in Cathedral Square, this impressive display adopts a new theme each year, such as fairy tales, birthday cakes, or enchanted clocks that whisk visitors into a realm of fantasy. Its 205-square-metre structure has been recognised multiple times in a row as Europe's most beautiful Christmas tree.



In 2025, Vilnius became the European Capital of Christmas, filling the city with traditional events and delightful surprises that brought joy to all visitors. Vilnius' Christmas Market features 48 wooden stalls arranged in a promenade, offering a sensory feast with brightly coloured sweets, gingerbread, cheeses, chocolate, and mulled wine, as well as unique gifts crafted by local artisans, such as scented candles, amber jewellery, and handmade wooden toys.

The charm continues with a two-storey, 10-metre-high carousel built in traditional Italian style, while the Town Hall Square ice rink and the Christmas train, which meanders through the illuminated UNESCO-listed old town for 20 minutes, complete a magical itinerary. Vilnius, amidst its lights, aromas, and traditions, becomes a setting where Christmas is experienced through all senses, and leaves indelible memories for those who visit.



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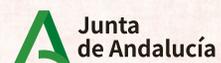
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## • ITALY •

### *Bolzano Christmas Market*

Bolzano's Christmas market -the largest and oldest in the Dolomites- is a true festival of lights, aromas, and tradition. Its bright wooden stalls are filled with the scent of cinnamon, mulled wine, and sweets, while offering local South Tyrolean handicrafts and gastronomic specialities that celebrate the richness of the region. The food stands allow visitors to enjoy delicacies in the square itself, while numerous restaurants prepare seasonal menus based on traditional recipes that feature extra virgin olive oil, a key ingredient in Italian cuisine.

The whole city is dressed up in festive attire, with Christmas carols echoing through the streets along with the joyful voices of citizens and visitors alike. Piazza Walther, the heart of the market, displays a large Christmas tree and around 70 carefully selected exhibitors, offering everything from traditional wooden ornaments, molten glass jewellery, *Tschurtschelkobolde* elves -gnomes made from pinecones and fabric- to knitted slippers and more. The gastronomic offer includes *Rösti* with eggs, bacon, typical local cheeses, sauerkraut, sausages, stuffed pretzels, desserts such as *Schneemilch* and, of course, mulled wine.

The little ones can enjoy skating at the town hall rink, and in Walther Square they can ride a carousel or an electric train. One of the most awaited events is the Krampus parade, which combines Alpine folklore tradition with the magical spirit of Christmas in a thrilling spectacle where mischievous creatures perform surprising routines. This makes Bolzano a unique theatrical and cultural experience that will leave you speechless.



## • GREECE •

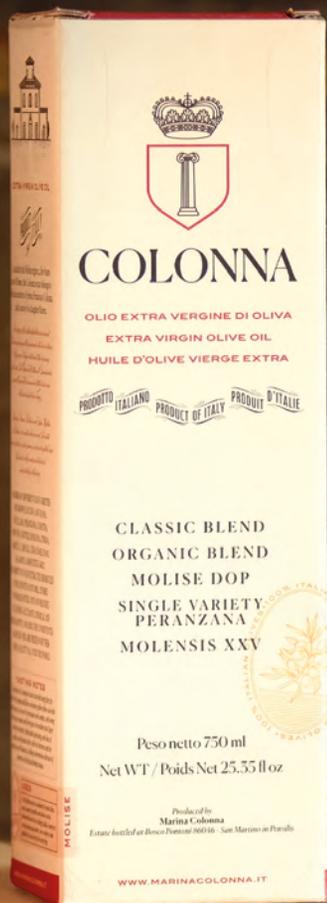
### *Thessaloniki Christmas Market*

In the heart of Thessaloniki -Greece's second largest city- Christmas transforms Aristotle Square into a dazzling show of lights and joy. Its Christmas Market resembles a village straight out of a fairy tale, with wooden houses, sparkling decorations, and a festive atmosphere that delights both young and old. Around 39 little houses offer Christmas treats and items including handmade ornaments, imaginative presents, toys, candles, cosmetics, hot sweets, and cinnamon-scented delights.



A highlight of the market is Santa's House, where children can meet Father Christmas himself, take photos, and post their letters filled with wishes for the new year. The market also features a funfair with a carousel, a roller coaster, and an ice rink, while the main stage hosts concerts, shows, and performances for the whole family.

The Thessaloniki City Council also organises a Christmas food market where local producers showcase exquisite goods such as extra virgin olive oil, jams, artisan chocolates, nuts, fresh vegetables, and cheeses. The city's new chef ambassadors host live cooking demonstrations, showcasing the richness of local, seasonal ingredients and reimagining traditional recipes with a modern twist, all while promoting the Mediterranean Diet. Thessaloniki thus becomes a destination where tradition, gastronomy, and fun merge into an unforgettable Christmas.



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## • CROATIA •

### *Zagreb Christmas Market*

Zagreb's Christmas market -known as Advent Zagreb- has repeatedly been voted Europe's best several times, for filling the city with magic through festive food stalls, crafts, and dazzling festive decorations. The main square, Ban Jelačić, becomes the bustling heart of the celebration with a giant Christmas tree, live music, and a wonderful variety of local dishes including traditional sausages, *fritule* (Croatian sweet mini fritters), and mulled wine. Among local products, visitors can even find bottles of Croatian extra virgin olive oil, perfect for enjoying with bread and cheese.

King Tomislav Square features a huge outdoor skating rink surrounded by lights, music, and cheerful stalls, while Zrinjevac Park offers a more romantic atmosphere with illuminated trees and charming chalets selling local crafts and snacks. Other iconic spaces include the Grič Tunnel -originally a Second World War air-raid shelter, now transformed into a striking Christmas installation, ideal for memorable photos- and the Tin Express Christmas train, which offers children a magical tour of the city's lit-up streets.

Among giant nutcrackers, street performers, and a varied gastronomic offer, Advent Zagreb creates a dreamlike setting where Christmas is celebrated passionately and every corner radiates with festive spirit. This Croatian city is transformed into an enchanting enclave that combines tradition, culture, and pure Christmas magic ●





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# Western Anatolia:

## *Reflections on a country of olives*

By Hasan Açınal

Food writer, researcher on food history and culture

A getaway into the depths of history to discover a secluded land full of mystic scents and flavors. This is what the Aegean Region of Türkiye offers to people of many wishes... Losing oneself in the middle of millions of olive trees.







**H**ow old is the olive tree? Where is its homeland? When was the first olive oil made? Curious minds will be happy to find the answers, right here, right now.

The Eastern Mediterranean is known to host the first olive trees. And the Aegean is part of it. The dates are for the least stunning: Wild olive trees exist in the area for more than sixty thousand years and we also know that the first olive oil was extracted here some ten thousand years ago. Almost at the same time as the beginning of Agriculture.

### *The Western Anatolia, a table of cultures*

This article focuses on the Western lands of the country, representing the most important cuisines based on olive oil. Olives and olive oil are also present in the Eastern geography near the Syrian border where we still find a rich culinary culture but this one alternates olive oil and butter. There, cereals take over the greens and red meat takes over fish. Mersin, Tarsus, Adana, Antakya, Antep, Urfa and Mardin are provinces offering this cuisine of the other kind, worth another article and another trip.

The Aegean, is home to two-thirds of the two hundred million olive trees in the country without counting the wild tree population, also there in millions. Legendary natural beauty places covered by this land are not less amazing. Take my hand to scroll down from North to South to mention some. Troy the famous with Helen

and Paris; Assos where ancient Greek philosophers loved to meet, Gulf of Edremit, facing and embracing the island of Lesbos; Mount Ida where olive trees and pine trees live together in harmony; Pergamon the one; Kozak, a plateau of pine nut trees planted on Agamemnon's order; Ayvalık, today a center of gastronomy; Alaçatı, another eating place famous for its Festival of Herbs; Urla with Klazomenae, its ancient olive mill and now with Michelin starred restaurants; Ephesus, the major city back in time; and finally İzmir, the largest city of the region today with an important international airport!

This may save you the trouble of transiting via Istanbul in your journey. Another airport, Edremit, serves the Northern part of the Aegean as well but the flights are less frequent in winter. If you like cute restaurants and romantic boutique hotels away from the mass tourism, you have come to the right place.

### *The Scent of winter, an entire life around the olive*

Here comes the harvesting season. Some five hundred thousand families growing olives and making olive oil live on an excitement and enthusiasm difficult to express in words. With November approaching, olives are harvested, transported, pressed and the air is filled with this magic scent. The one of fresh olive oil, of wood fire and cabbage leaf rolls as well as the scent of this cheerful hustle and sweet rush.



### *From endeavor to resilience: “Agroecology”*

This is how the local people live and feel this fantastic harvesting moment. But the need for endeavor is also there. More than ever. Climate change, drought, flood, economic crisis, wild fires, greedy intensive agriculture polluting soil, water and air and devastating mining, all work together to make life difficult for the local people trying to survive. The good news is, they are not alone.

The native farmers of the region, whether they grow olives or tomatos, fruit or wheat, are encouraged by a new generation of farmers that I like to call “white collars”, because they are well educated and concerned about the environment. These new farmers have been coming for the last twenty to thirty years from all over the country to settle down in the region doing their agroecology and helping the native ones in their struggle for better quality products and better respect of nature. As the *Slow Food motto* says, they work for “Good, Clean and Fair Food”.

The *motto* gains its full meaning in the hands of some hard working, dedicated and creative ones like Mustafa Alper Ülgen (Süleymanköy Taşdeğirmen Farm, Ayvacık, Çanakkale), growing heirloom seeds and making incredible bread and pulses; Güven Eken (Sevilma Ercan Baba Farm, Orhanlı, Seferihisar, İzmir), growing olives, fruit, vegetables and making excellent olive oil; or the couple Gudrun and Ferit (Idamera Farm, Edremit, Balıkesir), again growing

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olives, vegetables, greens, fresh spices and original cheese varieties. Their cows graze on open meadows and keep their calves with them as long as necessary.

It goes without saying that this increasing number of good farmers not only serve as role models for the native in securing biodiversity but also attract potential consumers and future young farmers by organizing tours, trips, meetings and applied courses to increase awareness. This excellent way of creating a new type of eco and agro tourism destinations is particularly concentrated in the countryside of Çanakkale, Balıkesir and İzmir provinces. Not too remote from the cities but secluded enough to enjoy a non captured nature where surviving forests, wild olive trees and maquis make room for all kinds of non domestic animals like birds, squirrels, hares, goats and boars. The area of Mount Ida and the South Western countryside of İzmir give perfect examples of this wild life that still exists and waiting to be discovered. Good for biking, trekking, hiking or just walking and taking amazing photos.

### *People, products, ingredients: The floor is theirs*

The Aegean is a vast “terroir” putting together people, knowledge, wisdom, experience and what people produce but also the climate, the landscape and the soil and all the living creatures sharing the same geography. Just like any “terroir” should be. Here olives and olive oil play the starring role.

But they should not feel lonely. Right behind them are the cereals and pulses, mainly chickpea, lentil and fava bean. Cereals are for the bread, bulghur, home made pasta and “tarhana”, a mixture of flour and yogurt, with whatever vegetable or leftover meal you may find. Dried, ground and grated, Tarhana is the ancestor of the instant soup. The dairy includes cheese but also yogurt. Then come the grapes -either to eat fresh or to make wine,- vinegar or molasses. The wines produced with local grape varieties offer a totally different perspective to eager palates. Worth trying.

This was the “all season floor”. Then come the seasons. In summer, tomato, aubergine, okra, zucchini and pepper, -red or green,- take the vegetable pride while plums, apricots, almonds, figs, blueberries, grapes and peaches play the fruit side.





In winter, the scene is not poorer: The vegetable page is written by cabbage, spinach, celery, beetroot, carrot and leek. Winter fruit roles are played by walnut, apple, pear and pomegranate. The citrus fruits are also there, in smaller amounts, only in areas protected from the North wind. One must not forget mushrooms, herbs, greens and fresh spices, some cultivated, others, in a greater volume, wild, collected as they grow. Wild asparagus, nettle, arugula, mustard leaves are the ones with the highest ratings.

Are the people in the region all vegan? No but we may say “flexitarian”. Animals, traditionally limited to sheep and goat, are mainly raised for the dairy. The seafood is also abundantly consumed in this land. Blue fish, seabass and sardine for the fish, squid, shrimp and octopus for the non fish grasp the first rows. The traditional cooking techniques vary from stir frying to hotpot simmering and cooking in oven, mostly in earthenware. Once the fresh ingredients are called, now it’s time to talk about those to make and to keep for later: Waiting for the other season or just for later if not very patient...



## Are all EVOOs the same?

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### *Stone, paper, scissors: Olive oil always wins!*

Is it necessary to remind that all the above mentioned products and ingredients are cooked or served with olive oil? When not cooked, olive oil is consumed fresh just by pouring over, drizzling on or bathing in.

Talking about biodiversity, ninety different olive varieties overall are grown in the country. Some kept as table olives, others pressed to give amazing oils. The table olives in the region are widely consumed at breakfast. The olive varieties good for extra virgin olive oil - “yağlık” meaning “good for oil” in Turkish- are namely Edremit, Ayvalık, Domat, Memecik and Erkence. They offer us a mild, smooth but still strong olive oil with almond, green apple, apricot and grass as primary aromas.

The Premium quality extra virgin olive oils are again made by family size boutique producers and offered to consumers, aware and concerned for their healthy and natural nutrition needs. Some brands to mention are those who put quality before quantity: *Dizem* (Ayvacık); *Çanakale*, *Adatepe* and *Mavras* -all of them from Küçükkuşu (Çanakale);- *Sabit Ertür* (Midas); *Edremit* (Balıkesir); *Dr.Tan* (Dereli); *Edremit*, (Balıkesir); *Laleli Burhaniye* (Balıkesir); *Kürşat* (Ayvalık, Balıkesir); and *Sevilim* (Seferihisar, İzmir). They need to be encouraged and stick together without any premonition.

### *Cooking with olive oil: Challenge accepted*

This heading may seem a bit odd but it is real and needs to be dealt with utmost care. The reason is both historical and geographical. The Turkish cuisine is divided into three different cultures. The West, namely the Aegean, where the culture sits on olive oil, the Center, the North and the East, where the culture lives mainly on butter and Istanbul, a culture by itself, playing in between. Just like France where the North talks butter while the South lives olive oil and Paris in between. Although considered as a Mediterranean country, the annual consumption of olive oil per capita in Türkiye is slightly higher than two liters. For information, this per capita consumption of olive oil is around fifteen to twenty liters in most Mediterranean countries, including the Aegean lands of Türkiye.

People used to eat butter or alike find olive oil too strong, too bitter and too perfumed for cooking purposes whereas all three particularities are positive attributes of a good olive oil. Hence their efforts to advise cooking “olive oil dishes” with sugar (to mitigate bitterness), eat them cold as they come right out of the fridge (to hide the scent) and avoid olive oil completely when cooking meat, fish, rice or pasta... Nothing but vegetables.

Even the designation of “olive oil dishes” we encounter in cookbooks published by Istanbul makes



the Aegean people laugh. Because here, everything is cooked in olive oil and eaten at room temperature when not warm... Funny enough, this is not the case for the olives, black or green, frenetically consumed at the breakfast table all around the country, just like cheese is.

Fortunately, the invasion of Istanbul by Italian restaurants over the past decades tend to reverse this fate and even Istanbul finally starts rediscovering the Aegean Culinary Culture and considering extra virgin olive oil as “sexy” and “in” enough. We must also thank and recognize all the efforts put together by food writers, nutritionists, journalists, gastronomy schools, chefs -especially the young,- for helping olive oil gain or regain the importance it merits, both culturally and gastronomically. Here we should not forget to thank Dr. Mustafa Tan, olive oil producer from father to son for several generations and President of the National Olive and Olive Oil Council for his hard work and dedication.



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### *The plates and the venues*

This article will not be complete if some speciality dishes of the Aegean are not mentioned. Places where these dishes are served are also important for those eager to discover, but my advice is to make time and seek opportunities to eat at people's homes as well. Not all are served in restaurants.

### *First the plates...*

My special prizes go to the most traditional and local ones: Tarhana Soup with goat cheese, served with sour dough bread, pickles and grapes on the side. Cabbage Leaf Rolls cooked with rice and mint, served with sour pomegranate syrup on top. Okra stuffed with onion and garlic. Bulgurlu Manti, phyllo dough rolled with bulghur, onion and mint, cooked in oven, served with a yogurt and garlic topping with drizzles of olive oil and paprika. Artichoke cooked with fresh fava beans and dill. Lamb Stew with green chickpeas. Roasted Aubergine Puree, mixed with yogurt, topped with tahini sauce (puree of sesame). Seabass Pilaki, a fish stew, the side ingredients of which vary according to the season: Green plums and spring onions in spring, citrus fruit in winter, tomato in summer...

### *... then the venues*

Here my awards go to a few in the region, owned mostly by talented young or young minded chefs enjoying already or waiting for their Michelin stars to come; or confident enough not to bother for any stars. Women chefs are also making their way in professional kitchens, traditionally known as a "men's place". Many are more successful and creative for the least. I hereby join the eminent chef, a great food historian and a dear friend Vedat Başaran in his advice to young chefs: "You don't need to envy elders or create miracles. The miracle is already there, in the ingredients you use. Just be you."

It goes without saying that in all these places, chefs share the right concerns and care about the ecological quality of the ingredients they use in their respective kitchens. Ayna Cunda (Cunda island, Ayvalık/Balıkesir); Vasbos (Ayvacık, Çanakkale); Nadas (Küçükkuşu); Çanakkale (Simurg); Ahmetçe (Ayvacık, Çanakkale); Gordo (Güre); Edremit (Balıkesir, Bahar), for lunch only; and Vino Locale (Urla, İzmir) are just some of them •

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# Lefance

*Waste is beautiful*



Lefance, an Andalusian brand of sustainable accessories that revalues waste through design and innovation, has presented *Oliva*, an ecological bag made by 3D printing with a biodegradable material developed from olive pits. A forward-looking proposal that combines circularity, technology, and local production.

By Alfredo Briega Martín



In Andalusia, the olive tree is one of the great economic, social, and cultural driving forces of the region. The same holds for its agricultural landscape, from which tonnes of waste are collected each season. Among them, olive pits are one of the most abundant. Usually destined for industrial uses such as biomass, this by-product has historically been little explored as a resource in sectors such as fashion.

Founded in 2024, Lefance ([leface.com](https://leface.com)) is an accessories brand based in Espartinas (Seville) that focuses on the intersection between conscious design, technology, and sustainability. Its philosophy combines the use of innovative materials and respect for local production. At Lefance, every accessory is more than just an accessory. Behind each of them - all handmade creations- there is a creative process that prioritises eco-design and circularity.

The company has already worked with materials derived from apple or coconut, as well as with fabrics recovered from the stock of other brands, and continues to explore new ways of integrating design and sustainability through the use of new generation materials as an alternative to traditional leather.

*Oliva*, its new ecological bag model, is made of an olive pit-based filament. Produced by 3D printing in Andalusia, it represents a further step in the development of circular solutions applied to fashion and accessories. Previously, they created cruelty-free and vegan bags with leftover apples (*Nimbo*) from the juice and cider production of small European producers.





*Lefance turns olive pits  
into 3D printed bags that  
walk with a sustainable  
soul and elegant look*



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### *Conscious fashion with timeless designs*

“At Lefance we revalue what we consider waste, we transform them into pieces, giving them a new life and a new purpose,” explains its founder, journalist, designer, and entrepreneur Andrea Benítez. “Our philosophy is to transform waste into a valuable resource, redefining luxury and sustainability. We wanted to work with materials that had a real connection to our environment, to a more conscious future. Not just for aesthetic or symbolic reasons, but as a way of rethinking the value chain at source”.

“We believe in fashion that goes beyond trends,” she continues. “We design timeless accessories with a long lifespan. In each of our products we strive not only for aesthetic beauty, but also for a commitment to a more responsible world. Making waste beautiful is our mission.”

The material used for *Oliva* is Smartfil Olive, a filament manufactured by the Andalusian company Smart Materials 3D, based in Alcalá la Real (Jaén). This material makes it possible to create resistant

objects with less environmental impact. Its texture and tonality vary slightly from piece to piece, making each bag unique, reflecting the organic character of the original material.

Their choice is in line with Lefance's philosophy: to produce with a conscience, integrating design, technology, and innovation without losing sight of traceability and context. The brand works exclusively on demand, avoiding overproduction, and develops each model in collaboration with local workshops and suppliers.



### *A technological reinterpretation of wicker baskets*

The *Oliva* model reinterprets the traditional Mediterranean wicker basket from a contemporary perspective. Designed for everyday use, it is part of the brand's most versatile line. "The design responds to a functional process. We wanted a part that could be printed without any added elements, optimising material usage and minimising waste," Andrea adds.

The use of 3D printing makes it possible to explore a form of digital craftsmanship in which each object is made individually, but without losing its uniqueness. Each bag has subtle differences derived from the process itself and the material, reinforcing the idea of a more human and less industrial production.

For the founder of Lefance, "Andalusia has the resources, knowledge, and talent to become a benchmark in circular design. Our intention is to

contribute to this ecosystem with a realistic, scalable proposal that is connected to the local economy."

With *Oliva*, Lefance wants to remind us that there is also an opportunity in waste, and that fashion can be a tool to transform both the material and the production models that surround us. Welcome to the ethical and conscious fashion revolution •



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# Dining among olive trees

*Restaurants that turn  
gastronomy into a  
unique experience*



By Pandora Peñamil Peñafiel

Bathed in the golden light that caresses centuries-old olive groves and the whisper of the Mediterranean breeze, extra virgin olive oil reveals itself as a silent yet powerful protagonist. It is not merely an ingredient, but a thread connecting landscape, history and gastronomy, transforming each bite into an instant of contemplation. From Andalusian *cortijos* (farmhouses) to the Tuscan olive groves, the gardens of Provence, or the valleys of California and Mendoza, this journey through the finest restaurants surrounded by olive trees invites us to discover how tradition and innovation blend into flavours that tell stories. Eating becomes a sensory ritual; a journey where the light, aroma, and texture of extra virgin olive oil awaken the senses and connect diners with the land.



## La Torre - Como Castello del Nero

Florence, Italy



At Castello Del Nero, among olive groves that seem to stop time, gastronomy becomes a declaration of territorial identity. The restaurant La Torre (with one Michelin star), centres its culinary proposal around the estate's extra virgin olive oil - a fragrant, balanced blend from centuries-old trees, produced in limited quantities and treasured by chefs and visitors alike. The menus, evolving almost daily, combine contemporary techniques, respect for seasonality, and local Chianti sourcing. Chef Giovanni Luca Di Pirro leads the kitchen, rediscovering Tuscan tradition through creative, technically skilled cuisine that remains faithful to local flavours.

Between April and October, the most singular experience is the Olive Grove Dining: ephemeral dinners served among the olive trees, with gentle lighting, biodynamic pairings, and dishes designed to showcase EVOO as the true protagonist. Meanwhile, La Taverna offers a more rustic vision, with artisanal breads, Chianti cured meats, and reinterpreted traditional recipes, where landscape and olive oil tell a profound and elegant culinary story.

From the olive groves of Tuscany, the journey continues across the Mediterranean, where the olive tree remains a shared symbol of culture, hospitality, and flavour — leading naturally to the aromas and traditions of Morocco.



At The Moroccan Restaurant -located within the exclusive Amanjena resort- the hotel's ancient olive trees impregnate each space with serenity and authenticity. Tables set among trees, courtyards with fountains, and soft lighting create an ambience that accompanies a culinary proposal based on traditional Moroccan dishes with Berber, Andalusian and Mediterranean influences: aromatic tajines, spiced couscous, lamb *mechoui*, crispy pastillas (filled with chicken, seafood, or meat), and *briouates*, served in an intimate courtyard setting -with caramel-coloured walls, candles, a central fountain, and live local music- that evokes the magic of a Moroccan *medina*.

The chef in charge is Francesco Balloo, who oversees the culinary experience and integrates tradition, refined technique, and local ingredients. Dining here is an act that connects aromas, history, and flavours, celebrating Moroccan hospitality while the shade and history of the olive tree accompany every bite.

## The Moroccan Restaurant

Marrakech, Morocco



## Oliva Monemvasia

—  
Peloponnese, Greece



In the valley of Monemvasia, twisted historical olive trees embrace the ancient mansion that now houses Oliva Monemvasia, a haven where gastronomy becomes a journey into the past. Stone walls and gardens scented with Mediterranean herbs evoke the life of bygone days, and the estate's extra virgin olive oil is the star of each dish. Wood-fired roasted vegetables, fresh Peloponnesian fish, artisan breads and delicately scented desserts form a menu where tradition, creativity and nature dialogue with subtlety. Typical dishes include traditional preparations such as *dolmadakia* -vine leaves stuffed with rice and spices, served with yoghurt sauce- alongside regional poultry stews and local accompaniments, as well as homemade desserts that sweeten the experience. Dining at Oliva Monemvasia means letting the olive groves murmur in the wind, watching the golden light of sunset transform a simple dish into a poetic act, and feeling time momentarily stand still.

Now, across the Atlantic, the olive groves of Sonoma offer us a Californian vision of the Mediterranean spirit.



In Sonoma, the olive trees of the SingleThread estate produce an extra virgin olive oil that becomes the star of the dining experience, enriching dressings, vegetables, fish, and sourdough breads. SingleThread not only provides ingredients: it redefines the tangible connection between land and table, reminding us that every flavour is born from patience and care for nature. Dining among its olive trees offers a sensory journey through the landscape: the light on the branches, the aroma of its leaves and freshly extracted juice, and the freshness of the fruit are reflected in each dish, transforming the meal into a moment of profoundly Mediterranean contemplation... in Californian lands.

The gastronomic proposal combines products grown on its own farm -vegetables, herbs, fruit, honey, eggs, and olive oil- with techniques inspired by Japanese cuisine, particularly *kaiseki*. Tasting menus feature sashimi, delicate vegetables, black cod in *donabe*, or Duclair duck, always with clean flavours, a refined presentation and a seasonal approach. Chef Kyle Connaughton, co-founder of the restaurant with his wife Katina (head of the farm), creates an experience that unites sustainable agriculture, estate-grown ingredients, and Japanese hospitality. SingleThread has become an international benchmark of the farm-to-table philosophy and holds three Michelin stars.

## Single Thread Restaurant

California, USA



## Stella Croatica

Klis, Croatia



Among centuries-old olive trees, fig trees, and vineyards, Stella Croatica blends family tradition with a passion for the land. Its extra virgin olive oil inspires the reinterpretation of Dalmatian recipes, while the gardens and olive groves prepare visitors for a gastronomic experience in dialogue with the landscape. Each dish reflects centuries of history and deep respect for nature, making dining here an immersion in the harmony of the olive grove and the cultural richness of the Mediterranean. At Stella Croatica, the gastronomic experience revolves around Dalmatian tradition: signature dishes are made with ingredients grown in its own garden and olive groves, featuring regional recipes such as stews, homemade pasta, *pašticada* with gnocchi, olive-oil *torrijas*, or desserts with figs, nuts, and citrus fruits from the local area.

From Croatia, the current journey takes us to Provence, where the light and aromas of the south are integrated with the local gastronomy.



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## L'Oliveraie

—  
Vence, France



Beneath the shade of centuries-old olive trees and surrounded by scented gardens, L'Oliveraie offers a tranquil refuge on the French Riviera. Every lunch is transformed into a contemplative pause: the Mediterranean breeze, the chirping of cicadas, and the soft southern brightness accompany light, fresh, Mediterranean dishes, where every bite seems inspired by the scenery. The experience invites slow enjoyment: breathing, savouring, and allowing the olive tree and the landscape to guide the meal in a silent dialogue between product, flavour, and territory.

At L'Oliveraie, summer dishes made with seasonal Mediterranean products are a hit: grilled meats and fish with Provençal herbs, wood-fired pizzas, grilled seafood, fresh salads and vegetables from the hotel garden... Always served with fresh and seasonal flavours and aromas. The restaurant is headed by chef Jean-Luc Lefrançois -together with pastry chef Tanya Colella- who creates a simple yet refined Mediterranean cuisine, perfect for savouring at leisure under the shade of ancient olive trees.

From the Riviera we sail back to the Adriatic Sea, to the island of Pag, where Boškinac fuses nature and haute cuisine.



Surrounded by olive groves, pine forests, and vineyards, Boškinac is a Mediterranean oasis where local products meet modern technique. The stone farmhouse restaurant, hotel, and winery transform island ingredients -Pag lamb, Adriatic seafood, cheeses, herbs, honey, and olive oil- into creative tasting menus that balance tradition and innovation. Chef Boris Šuljić, awarded a Michelin star in 2020, follows a philosophy of “simplicity that respects the perfection of the ingredient,” crafting dishes that celebrate the soul of the island.

From the Adriatic islands, the journey continues to Portugal’s Alentejo, where local produce shapes a cuisine of deep tradition.

## Boškinac

—  
Novalja, Croatia



## Herdade do Esporão

Alentejo, Portugal



At Herdade do Esporão, olive groves, vineyards, and gardens coexist with nature to offer an all-encompassing gastronomic experience. The estate's extra virgin olive oil reflects the character of the territory and is the basis of a cuisine that respects the products of the farm and the rhythm of the seasons. The cuisine of this establishment combines ingredients from the estate itself -vegetables from organic gardens, meats, and local Alentejo products- with a contemporary sensibility that respects flavours and textures, often in the form of a tasting menu paired with wines from the estate's own winery. Chef Carlos Teixeira, committed to sustainability and terroir-driven cuisine, has earned a Michelin Star and a Michelin Green Star, consolidating the restaurant as a benchmark for responsible haute cuisine in Portugal.

Dining at Herdade do Esporão is as much about place as it is about cuisine. The restaurant's minimalist architecture opens onto the surrounding landscape, allowing guests to experience the rhythms of the Alentejo while each



course unfolds. Sustainability extends beyond the plate, guiding everything from agricultural practices to kitchen philosophy, creating a quiet dialogue between land, producer, and diner. The result is a meal that feels deeply rooted, thoughtful, and expressive of Portugal's rural heritage through a contemporary lens.

The restaurant's commitment to sustainability goes far beyond seasonal menus. Set within the estate's natural landscape of vineyards, olive groves, and even a protected forest, the kitchen rigorously follows zero-waste practices, composting organic matter, reducing plastics and non-recyclables, and sourcing the majority of ingredients from its own organic gardens or trusted local producers. This approach not only champions environmental responsibility but also deepens the connection between the cuisine and the terroir of the Alentejo, offering diners a truly authentic and conscientious gastronomic experience.

From Portugal, the journey continues south to Andalusia, where olive groves shape both landscape and cuisine.



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## La Finca - Finca la Bobadilla

Málaga, Spain



Set among centuries-old olive groves and almond trees in the mountains of Granada, La Finca -at Finca La Bobadilla- is a refined retreat between Granada and Málaga where gastronomy and nature meet in quiet harmony. The estate's own extra virgin olive oil anchors the experience, weaving through seasonal dishes made with local, sustainably sourced ingredients. Dining unfolds across patios and terraces bathed in mountain light, where the cortijo's architecture enhances a deeply sensory experience.

The menu highlights outstanding regional products such as Riofrío caviar, Guijuelo PDO Iberian ham, Huétor Tájar asparagus, Motril prawns, and traditional Andalusian stews, alongside contemporary reinterpretations. Led by chef Fernando Arjona -Michelin-starred in 2022 and awarded a Repsol Sun in 2024 -the kitchen blends technical precision with a profound respect for Andalusian culinary heritage.



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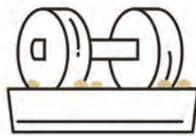
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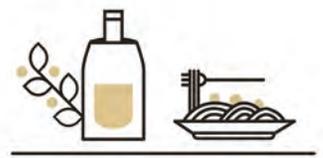
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## Olivera - Castell Son Claret

Majorca, Spain



At Olivera, the centuries-old olive groves of Castell Son Claret are bathed in the light that brushes the slopes of the Tramuntana mountains, and the gastronomic experience becomes a tribute to the land and the sea that bathes the island. The extra virgin olive oil -pressed from olives grown on the surrounding estate- permeates every preparation, from freshly baked breads to fish and the most delicate desserts. The menu transforms with the seasons, integrating fresh vegetables, artisan cheeses, and carefully selected seafood, so that every bite tells the story of Majorca.

Chef Pep Forteza leads the kitchen with a philosophy that pays homage to island tradition and local products, offering a refined, honest Mediterranean approach with precise technique and respect for ingredient origins. Star dishes showcase seasonal Mediterranean ingredients: homemade burrata from Menorcan cows, Mediterranean Sea bass with prawn *suquet*, Majorcan-style roast suckling lamb, and the famed lemon tart with blueberries. To share a meal at Olivera is to feel the breeze among the olive trees,





listen to the silence of the valley, and let the light, scents and colours of the landscape turn lunch into a near-ritual act where tradition, innovation and nature converge. Sunny terraces and patios with endless views reinforce the feeling of experiencing the island from the inside, making each visit an intimate journey to the heart of Mallorcan oleotourism.

From the softness of the Balearic Mediterranean, the journey crosses the Atlantic to Mendoza, where olive groves reinterpret the Mediterranean spirit in the landscapes of Argentina.



## Pan & Oliva

Mendoza, Argentina



Nestled among the olive groves of Maipú, Pan & Oliva celebrates the Mediterranean transplanted to Argentina. Extra virgin olive oil, from the estate's own mill, enriches every dish, from tapas and fresh salads to homemade pasta and risottos. Visitors can explore the groves, join tastings, or enjoy outdoor lunches. Since 2008, Chef Matías Aldasoro has led the kitchen with a philosophy of honest, flavourful cooking that honours local produce, creating meals that connect history, landscape, and Mendoza's olive heritage.

Finally, in Oceania, Montalto reminds us that oleotourism can become a celebration of the land in any corner of the planet.



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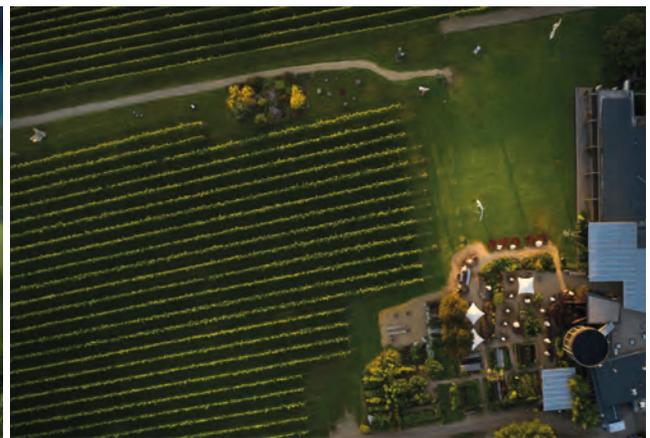
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## Montalto

—  
Canterbury, New Zealand



At Montalto, the Mornington Peninsula brings together vineyards, olive groves, gardens, and orchards in a setting where nature frames every gastronomic experience. Chef Adam Johnston's estate-to-plate cuisine makes the most of the farm's products -olive oil, vegetables, fruits and wines- while respecting seasonal rhythms and the identity of the place. Eating here is much more than a culinary experience: it is an act of contemplating the landscape while enjoying dishes crafted from the estate's own produce, celebrating the connection between nature, art, and gastronomy, and turning every meal into a true celebration of the land.



At the end of this journey, what lingers is not only the flavours, but the memory of each place: the light passing through the olive trees, the aroma of freshly pressed olive oil, the murmur of the gardens, and the calm enveloping every table. Dining in these destinations is a celebration of authenticity and a tribute to those who care for the land and to the stories that each tree holds in its roots. Each experience leaves the certainty that EVOO, in addition to enriching dishes, transforms gastronomy into an act of connection with the landscape, tradition, and beauty that surrounds us •



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# Son Brull,

*a rural sanctuary  
in the heart of the  
Mediterranean*

By Alfredo Briega Martín

Nestled in Serra de Tramuntana and surrounded by centuries-old olive trees, Son Brull offers an extraordinary connection with nature and the quintessence of authentic Majorca. Just two kilometres from the town of Pollença and six kilometres from the sea, the estate carries with it the spirituality of the Jesuits who built this monastery in the 18th century, today transformed into a luxury boutique hotel & spa. An oasis of serenity, it is a sanctuary of relaxed luxury where avant-garde architecture blends with the natural beauty of the surroundings.







*Reminiscent of its monastic past, the agricultural estate of Son Brull follows the principles of organic farming, with everything produced being consumed on the property itself*

**T**he Majorcan town of Pollença, at the northern end -and gateway- of the Serra de Tramuntana, declared a World Heritage Site by UNESCO, is the municipality with the longest stretch of coastline on the island, with beautiful coves and beaches with crystal-clear water. Founded in 1229 after King James I of Aragon's Christian conquest of the island, Pollença's streets and squares reflect the character of its intense history, which dates back to prehistoric times, when the area was inhabited by Talayotic tribes. Today, its people -the population exceeds 16,000- proudly maintain their traditions.

Occupied by the Romans and Arabs -who named the town after its elevated position- Pollença saw most of its historic buildings constructed during the 14th and 15th centuries. The town experienced a period of great economic and cultural growth during the 17th and 18th centuries, thanks to its port and olive oil production. Its rich historical

and cultural heritage is matched by the beauty of its natural surroundings -dotted with olive groves- and its irresistible Mediterranean charm, offering countless opportunities for lovers of nature and outdoor activities. These qualities have made Pollença a popular tourist destination -a favourite of renowned painters, writers and musicians- with a well-deserved reputation in the art world, thanks to its numerous art galleries and cultural events such as its international music festival.

### *Tradition and organic cultivation*

Just a few minutes from the charming old town of Pollença, the Son Brull estate occupies 32 hectares in the heart of the Majorcan Serra de Tramuntana, at the foot of the mystical Puig de Maria and its emblematic terraces of centuries-old olive trees. This fertile valley is home to citrus groves, fig and fruit trees, organic vegetable gardens, and vineyards.



The olive trees surrounding the hotel -a living testimony to Majorca's history- date back to the late 17th century, though their significant expansion began in the early 18th. In fact, it is believed that the first olive trees arrived in Majorca during the Phoenician period, further underlining the deep historical and cultural value of these centuries-old trees.

Every morning, guests are invited to join Son Brull's gardeners on a guided walk through the estate to learn first-hand about olive cultivation, the varieties used, and how care for the environment translates into top quality products.

Honouring its monastic origins, Son Brull embraces the principles of organic farming, with everything produced on the estate consumed there. Thus, the oranges ripened on the trees are transformed into freshly squeezed juice for breakfast and into marmalade, while the lemons are used to make Son Brull's delicious homemade

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lemonade. The citrus peels, meanwhile, are infused into the property's own gin and elixir.

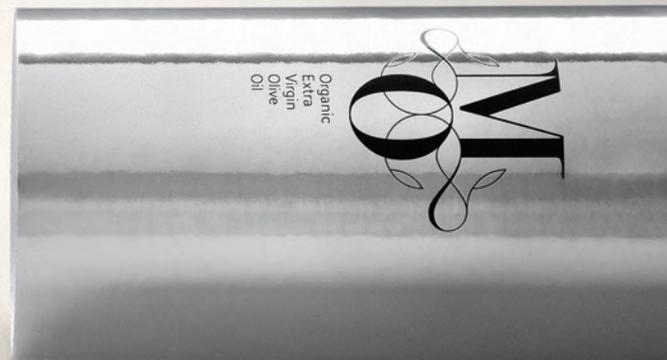
The garden grows local varieties of fruit and vegetables, actively collaborating with the Associació de Varietats Locals de Majorca (the Association of Local Varieties of Majorca) to help preserve the island's biocultural heritage. Three hectares of vineyards are home to the local grape varieties -Callet, Gorgollassa, Giró Ros, Prensal Blanc, Escursach, and Ull de Llebre- which are used to produce *Son Brull* wines.

The centenary olive trees, living sculptures of the predominant Majorcan variety -one of the oldest and most prized varieties in the world, though known for its irregular yield- coexist with young specimens of Arbequina and Picual, chosen for their quality and stability, from which *Son Brull* extra virgin olive oil is obtained. The Majorcan variety is grafted onto wild olive trees (*acebuches*), a traditional practice that strengthens the tree and improves its productivity. The hotel has its own brand of EVOO with PDO Oli de Majorca, a special edition produced by the firm Oli Solivellas, which is not sold commercially but reserved exclusively for guests. Annual production averages around 1.5 tonnes, with a small part of the harvest also used as table olives.

Beehives and laying hens also have their place on the estate. In return for their delicious honey -harvested twice a year in spring and autumn- Son Brull ensures the wellbeing of its bees while underlining their vital role in biodiversity. The hens, lovingly raised, provide the freshest eggs for breakfast. And let's not forget Son Brull's two donkeys, Siona and Masiana, who keep the fields free of weeds.



THE LUXURY  
OF NATURE



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### *A haven of peace and tranquility...*

Located in the main building, the 23 rooms of this 5-star Relais & Châteaux hotel -combining classic and contemporary style- are spread over three floors. Some feature private terraces with views of the Puig de Maria or Pollença Bay. With clean, minimalist décor highlighting white tones and wood, the interiors reflect a serene Mediterranean character. Each room offers a lounge area, king-size or twin beds, Nespresso coffee machine, Smart TV and B&O Bluetooth speaker, digital touch panels for lighting and climate control, Egyptian cotton bed linen, pillow menu, sheets, and toppers.

The Villa Suites designed by Carme Pinós, winner of the National Architecture Award 2021, are the ideal option for families who want to enjoy maximum privacy. With two en-suite bedrooms, a spacious living room with a fireplace, whirlpool bath, private heated pool, terrace with private sitting area and garden, they are a haven of peace and tranquility, harmony and serenity.



*... and a unique gastronomic experience*

With such a wide variety of organic produce grown on the property, it is no surprise that gastronomy plays a starring role at Son Brull. The Bistró offers breakfast, lunch, dinner, and cocktail bar services with Mediterranean flavour based on fresh, local ingredients, many of which come directly from the estate. The perfect place to choose from an extensive buffet with a menu of hot dishes, taste delicious tapas or enjoy specialities cooked on the grill, all served in a relaxed and informal atmosphere.

The extra virgin olive oil produced at Son Brull forms an essential part of its gastronomic proposal and is present at different moments of the service. Thus, the breakfast buffet is available for guests to enjoy as they wish, either in personalised preparations or in Majorca's emblematic *pa amb oli* or *pa amb tomàquet*: freshly baked bread rubbed with tomato, drizzled with olive oil, and topped with local cheese or ham. At both lunch and dinner, olive oil is served at the table alongside the bread, inviting each diner to enjoy it in their own way.





The 3\65 Restaurant delivers a true gastronomic journey into traditional Majorcan cuisine, prepared with the finest local products. Ever since the Jesuits built Son Brull in the 18th century as a monastery and farm, the inhabitants of Pollença have known it as “the estate with as many windows as there are days in the year.” Open Tuesday to Saturday evenings, the restaurant offers three tasting menus, including a vegetarian option, each with six courses.

With a strong commitment to showcasing the estate’s exceptional produce alongside the finest products and craftsmanship from Majorca, 3\65 Restaurant remains deeply rooted in this land and its traditions, celebrating the best of each season. The kitchen is run by chef Pedro Martín, who has been part of the Son Brull team for more than 15 years. Having trained within the hotel itself, he has developed an intimate knowledge of the estate’s seasonal and local ingredients. Its cuisine reflects a deep respect

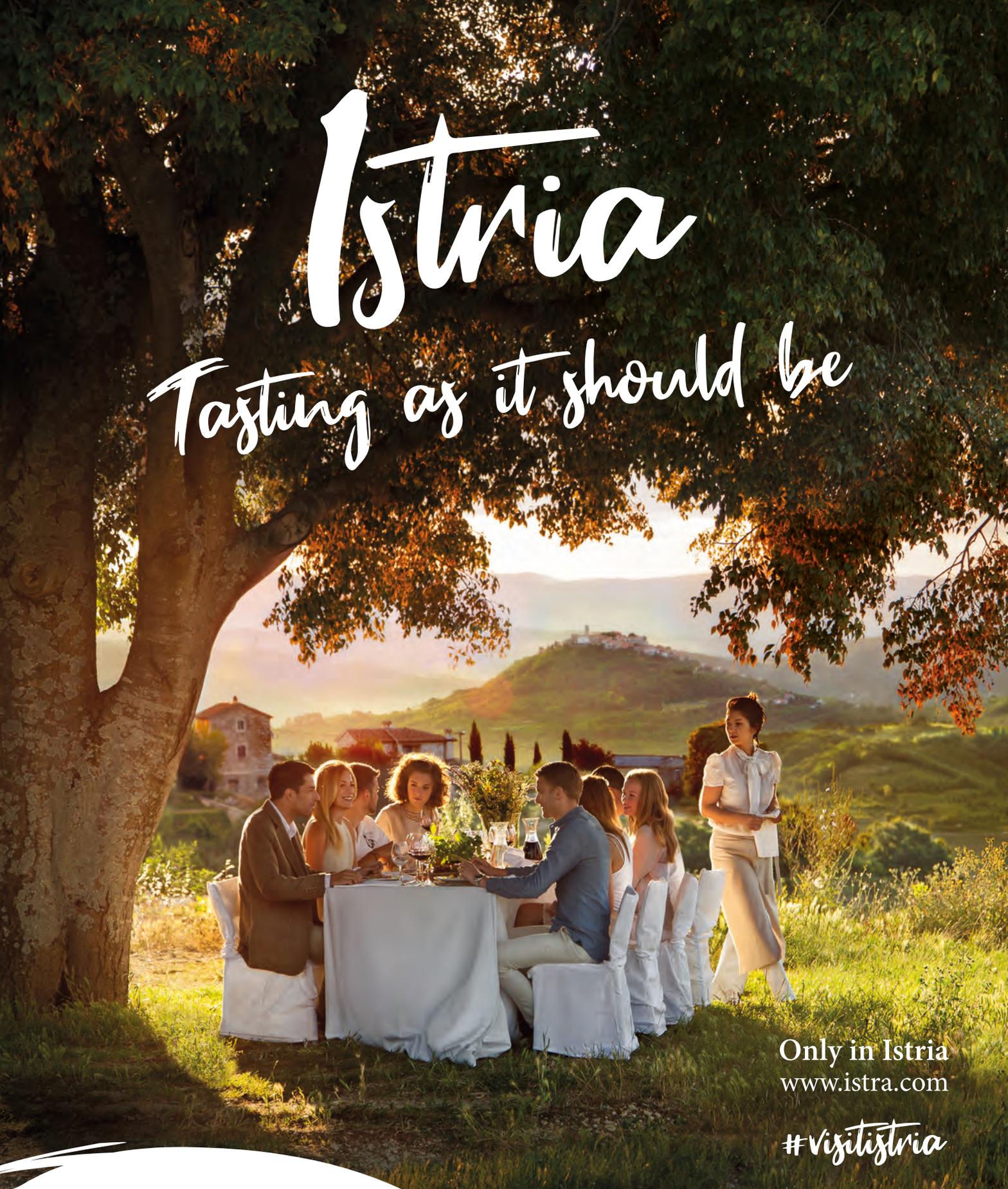
for Majorcan culture, reinterpreting traditional flavours with a contemporary and creative approach. Pedro designs each dish in harmony with what the land has to offer in each season, ensuring freshness, authenticity and a direct connection with the environment of Son Brull.

The six-course tasting menu is carefully designed to provide a balanced, seasonal gastronomic experience, with one course dedicated entirely to bread and extra virgin olive oil, presented in detail to highlight its origins, characteristics, and relationship to the surrounding landscape.

The wine list, meanwhile, offers a selection of more than 200 labels from all over the world, with a wide selection of outstanding Majorcan wines. The pairing option of the menus allows you to enjoy the selection made by Joan Amengual, head waiter and sommelier, to accompany each dish.

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*Spa & rituals in harmony with nature, sensory experiences, luxury cycling and more*

Nature also provides all the active ingredients for the various wellness treatments that Son Brull offers. More than treatments, these are transformative experiences: each ritual is a personalised sensory journey, inviting guests to immerse themselves in the restorative peace of this sanctuary of wellness in the heart of the Mediterranean. Spa facilities include treatment rooms with views of the vineyard, relaxation areas, a thermal circuit -with a sensation pool, steam bath, sauna, and cold-water pool-, a yoga studio offering complimentary daily group sessions for in-house guests, and a fully equipped gym overlooking the orange groves.

At the Son Brull spa, the connection with nature and the environment is essential. Hence, many of the treatments are directly inspired by the products grown on the estate, most notably its extra virgin olive oil. The body and facial treatments are

associated with each season of the year: in spring, the almond tree provides energy and vitality; in summer, the olive tree offers freshness and hydration; in autumn, the carob tree enriches with nourishment and regeneration. Natural oils and balms are used in the massages, accompanied by the exceptional aromas of Mediterranean plants.

During the warmer months, the Summer Ritual, featuring the olive and its fruits, includes a body exfoliation with a natural mixture of olive stone powder, ground almonds, and *Son Brull* EVOO, which deeply cleanses and softens the skin. This is followed by a body mask made with black olive pulp, rich in antioxidants and nutrients, which naturally moisturises and revitalises the skin.

As a complement to the experience, guests are invited to an introduction to extra virgin olive oil tasting, where they learn to identify the key qualities and intensities of EVOO. This activity is usually combined with a wine tasting, creating a complete sensory journey through the flavours of the land.



Daypass packages -*My Time, My Morning, My Day,* and *My Romantic Sunset* (the latter designed for couples)- are the perfect choice for enjoying the resort's outstanding facilities to the fullest. The *Moments* experience catalogue brings together all of Son Brull's offerings -accommodation, bar, Bistró, 3\65 Restaurant, and Wellness Sanctuary- making it the ideal present.

Finally, for those who love exercise and the outdoors, Son Brull is the perfect starting point for multiple activities: hiking in the Serra de Tramuntana -with the option of hiring a four-hour excursion with a private guide-, caving, or setting off on iconic cycling routes beginning and ending at the hotel. These rides along Majorca's north coast reveal spectacular landscapes and some of the island's most magical spots, such as Cap de Formentor, with the chance to recover your energy in the charming villages of the interior •



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# BIBLIOTHÈQUE

Recipes for die-hard carnivores and barbecue fanatics. The convenience of one-pot cooking through 100 recipes that are as simple as they are delicious.

A celebration of Italy's rich culinary diversity in a fascinating journey through its regions. And an evocative collection of over 150 local recipes that honour the unique gastronomy and culture of the Balearic Islands.

Everything has its place on the appetising menu of our Library.

By Alfredo Briega Martín

## The Spanish Mediterranean Islands Cookbook

The *Spanish Mediterranean Islands Cookbook* is a journey through the distinctive gastronomy and culture of the Balearic Islands -Majorca, Minorca, Ibiza, and Formentera- an increasingly popular global travel destination known for its natural beauty, but also home to a unique and often overlooked gastronomy, shaped by its challenging topography, access to the sea, and historical isolation. James Beard Award-winning author Jeff Koehler moved to Spain 25 years ago and now splits his time between Barcelona and Minorca, where he and his family have a home in the heart of the island. His introductory essays in the book provide further insight into Balearic cuisine, tracing the fundamental differences between each of the four islands while weaving in personal anecdotes from his island life. He also includes detailed notes on popular local ingredients such as *sobrasada* (a Majorcan spreadable sausage), capers, paprika, and pickled samphire. Seafood from the high seas plays a central role, alongside other Mediterranean staples such as olive oil, rice, and legumes, as well as a wide variety of fresh and cured pork products.

Organised into 12 chapters, the book covers a broad range of dishes, including breads and savoury pastries, soups and stews, vegetables, rice and pasta, seafood, meats, sweets, and drinks. Each recipe includes a comprehensive introduction that contextualises its significance and offers practical cooking tips. From Majorca's popular summer salad of tomato, onion and pepper (*trempe*) to Minorca's legendary lobster stew, each dish offers a unique insight into the fascinating flavours of the Balearic Islands.

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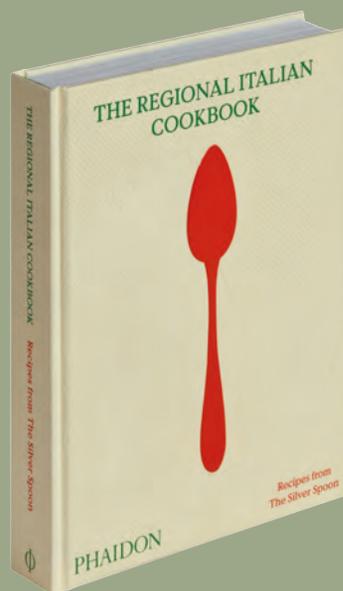
### The Spanish Mediterranean Islands Cookbook

By: Jeff Koehler

Publisher: Phaidon Press

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## The Regional Italian Cookbook

The latest addition to Phaidon's successful *The Silver Spoon* series, *The Regional Italian Cookbook*, is a comprehensive collection of over 160 recipes for home cooks that explores the rich diversity and uniqueness of Italy's culinary heritage in a delicious journey through its 20 regions.

Organised by geographical location, the book -which includes one hundred specially commissioned photographs- covers Italy from Trentino-Alto Adige in the north to Calabria in the south, showcasing the recipes that embody the unique gastronomic identity of each region. Each chapter opens with a short essay that captures the essence of its specific region, offering insight into how local ingredients, climate, history, and culture shape its culinary expression. The recipes in the book are as varied as the regions themselves. Dishes range from classics such as spaghetti alla carbonara, pizza margherita, and tiramisù to lesser-known -and sometimes surprising- delights, such as cheese-stuffed veal chops, horseradish omelette, and venison in cranberry sauce. Each dish includes an explanatory note highlighting its regional significance, along with detailed step-by-step instructions to ensure success in the kitchen for chefs of all levels.

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**The Regional Italian Cookbook:**

**Recipes from The Silver Spoon**

**By:** The Silver Spoon Kitchen

**Publisher:** Phaidon Press

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# Green Heritage

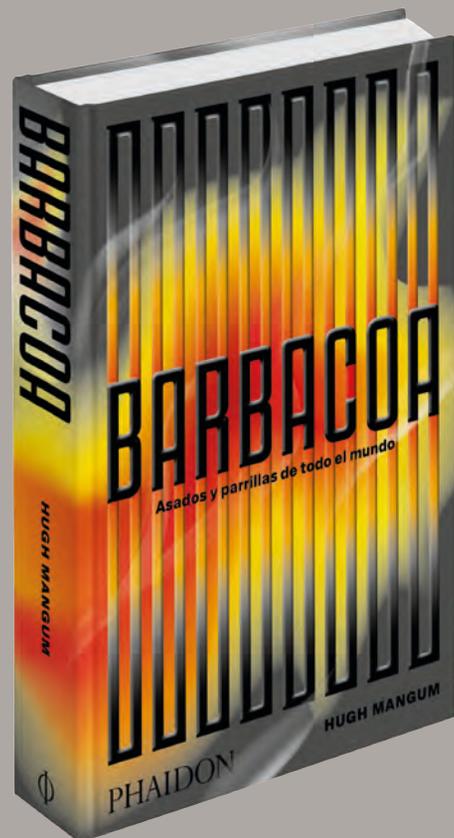




## Barbecue: Smoked & Grilled Recipes From Across the Globe

With more than 270 home-made recipes from around the world, *Barbecue* explores the world of barbecue and grilling with American chef Hugh Mangum, pitmaster, co-founder of Mighty Quinn's, and an ardent devotee of this global culinary tradition. A complete and mouth-watering journey over open flames through traditions, gastronomic culture, and cooking techniques of more than 80 countries; the book is organised in five chapters, each dedicated to a specific category of food. The book opens with *Skewers & Sausages*, exploring their status as popular street foods, followed by the *Mains*, which focuses on recipes that celebrates rich and nuanced flavours, with a wide range of preparation methods. Following on from the *Sides* and *Sauces & Rubs* chapters, which cover a wide range of flavours and ingredients, *Desserts* celebrates sweets cooked over fire, such as smoked skyr cheesecake or fire-roasted peaches with labneh.

A special section at the end of the book, *Guest Chefs*, brings together recipes from 16 renowned international culinary figures known for their creativity with fire-led cooking. Designed to suit home cooks of all levels, the book -which includes stunning photographs specially commissioned from New York-based photographer Nico Shinco- offers essential introductions on fire, tools, basic utensils, and the fundamentals of barbecue. As Mangum writes in his introduction, "barbecue transcends fork and knife. It's about connecting, nurturing, even nourishing the soul."



**Barbecue: Smoked & Grilled Recipes From Across the Globe**

**By:** Hugh Mangum

**Publisher:** Phaidon Press

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PAPARELLA

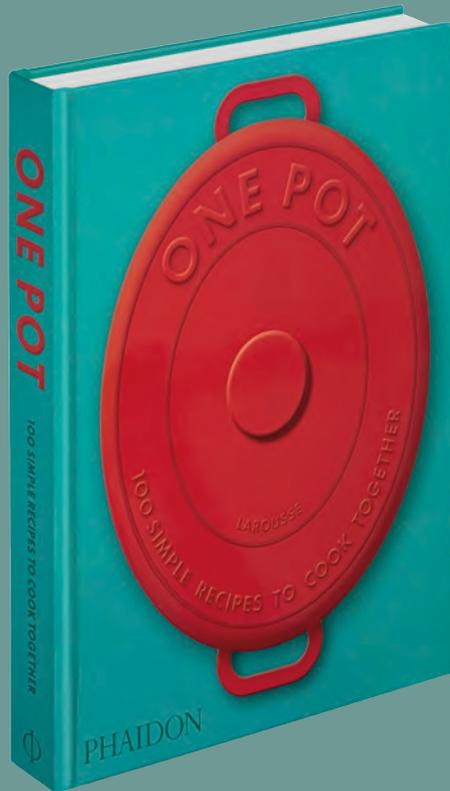
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## One Pot: 100 Simple Recipes to Cook Together

*One Pot*, the ultimate guide to flavour-packed home cooking in a single pot, presents 100 contemporary recipes that make mealtimes wonderfully simple. French recipe author and food stylist Amandine Bernardi draws on the versatility of the Dutch oven - along with the growing interest in simple meals - to present a vibrant collection of dishes perfectly adapted to modern life. Blending everyday cooking with French tradition and global flavours, *One Pot* offers a delicious and varied culinary journey. The recipes are categorised by main ingredient - vegetables, fish and seafood, poultry, pork, beef, lamb, sweets, and snacks - making it easy to find the perfect dish for any occasion. The dishes include slow-cooked stews, bubbling baked pastas, hearty vegetarian dishes, and comforting curries. Recipes such as cauliflower and lentil mujadara bring the warmth of the Middle East to your kitchen, while a beef stew with beer offers a comforting classic; a North African-inspired vegetable tajine is paired with a vibrant split pea and coconut curry.



The book also includes a helpful guide to equipment, useful serving suggestions, and clear dietary symbols identifying vegan, gluten-free, dairy-free, and nut-free options. Perfect for both beginners and experienced cooks, with stunning photography and thoughtful design, *One Pot* is an invitation to cook smart, eat well, and enjoy the convenience of one-pot cooking to create meals that are as delicious as they are easy to prepare.

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### **One Pot: 100 Simple Recipes to Cook Together**

**By:** Amandine Bernardi

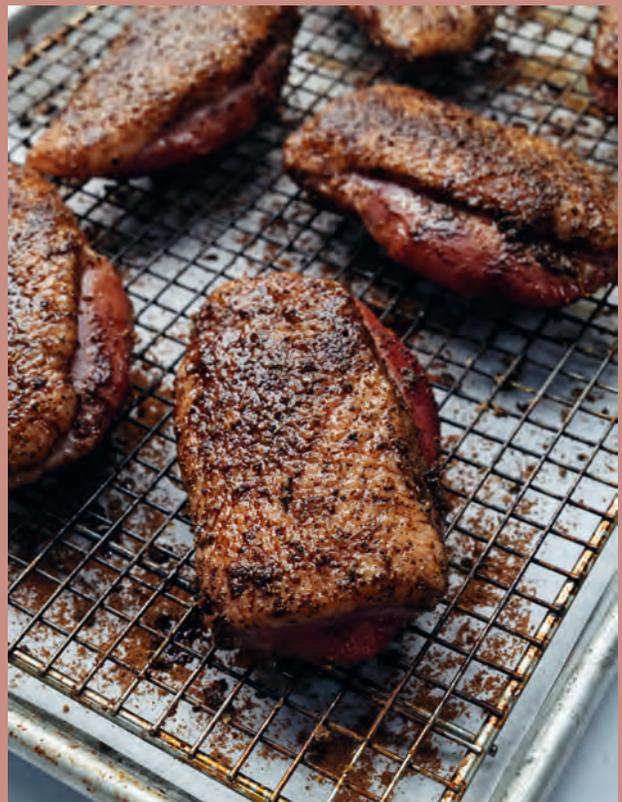
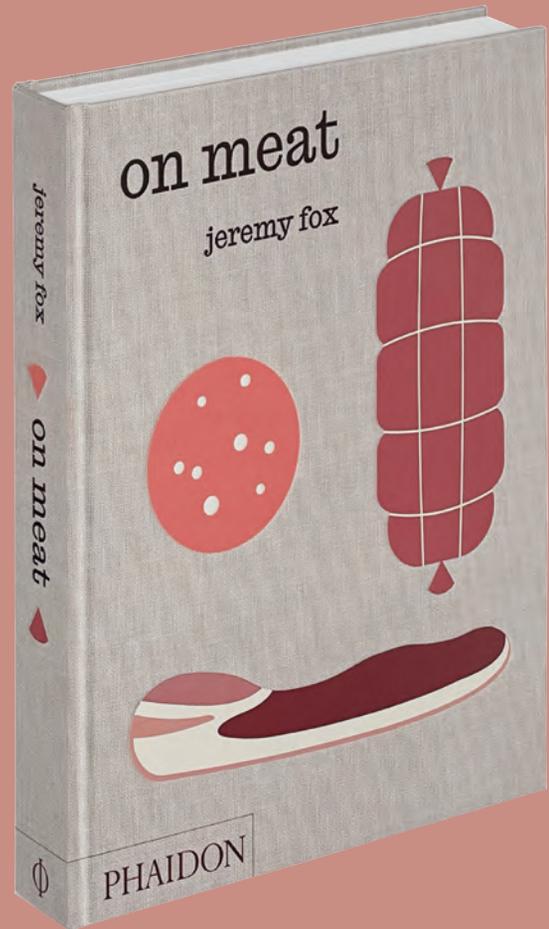
**Publisher:** Phaidon Press

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## On Meat: Modern Recipes for the Home Kitchen

*On Meat*, the highly anticipated follow-up to the worldwide success *On Vegetables* by acclaimed American chef Jeremy Fox, highlights his unique culinary philosophy -this time with a focus on meat- that propelled his meteoric rise in the restaurant world. Renowned for the inventive cuisine showcased at his Californian restaurants, Rustic Canyon and Birdie G's, Fox's cooking is guided by principles of care, honesty and warmth. These shine through each of the more than 160 recipes for the home cook and creative carnivore, making this book an eye-opening exploration of meat-based cooking at its finest: creative, sustainable, and utterly delicious.

The book begins with a practical guide to a range of essential culinary techniques, from roasting a whole chicken and making sausages to searing steaks, chops, and breasts, to preparing a *pan sauce*. The following chapters are organised into sections on *Deli* -focusing on a wide variety of ways to preserve and prepare meats, from pâtés and terrines to sausages, cured meats, emulsions and smoked specialities-, *Pork, Poultry & Rabbit*, and *Beef & Lamb*, rounded off with handy pantry recipes. Each recipe includes a note from Fox, detailing the creative process behind each dish, whether through an anecdote or an explanation of the technique involved. The evocative photography by Jim Sullivan is another highlight, along with a textured cover design that evokes the award-winning look of *On Vegetables* •




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**On Meat: Modern Recipes for the Home Kitchen**

**By:** Jeremy Fox

**Publisher:** Phaidon Press

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# Casa Relvas:

*A celebration of life  
and Alentejo's essence*

By Alfredo Briega Martín

With a philosophy grounded in triple sustainability -social, environmental, and economic-, Casa Relvas is a family-owned business deeply connected to the land, dedicated to the production of Premium-quality wines and EVOOs that pay homage to the culture, knowledge, and traditions of the people of Alentejo.



*Environmental sustainability and harmony with nature are its core principles*



Founded in 1997 by Alexandre Relvas in São Miguel de Machede (Redondo, Évora) and dedicated to the production of quality wines and EVOOs, Casa Relvas is a Portuguese family business that reflects the ancestral bond the Relvas family has with the land. Its history spans two continents -Europe and Africa, Portugal and Angola- and five generations who found their true vocation in cultivating and caring for their vineyards and olive groves as a genuine expression of their passion for the Alentejo region -where all the agricultural assets lie between São Miguel de Machede and Vidigueira- and of their respect for its unique *terroir* and nature.

Their olive-growing project -they have also developed livestock, forestry and almond-growing ventures- is led by António Relvas. It combines native and new varieties in search for a balance between tradition and modernity, with the aim of producing a premium-quality extra virgin olive oil. The business's growth and a successful diversification strategy led to the planting of the first olive groves in 2017 and the construction of the company's own mill in 2022.

With sustainability as the foundation of its operations -social, environmental, and economic-, Casa Relvas currently manages around 2,500 hectares, of which 750 are cork oak groves, 550 are olive groves, 350 are vineyards, and another 300 are almond trees -95% under the Integrated Production system and 5% under organic production-, and has a team of 120 professionals. The company promotes local employment by offering good working conditions to its employees, creating opportunities for professional development and investing regularly in training programmes.

Its commitment to the environment, biodiversity protection, and a deep respect for nature is reflected in the planting of more than 100,000 cork oak and pine trees in its estates, prioritising native species within the reforestation programme launched in 1997; as well as in the introduction of sheep in the vineyards to reduce the use of herbicides and chemical fertilisers through winter grazing, with 50% of fertilisation coming from animal compost and organic waste from the winery. The mill also produces its own compost made from olive pomace and leaves.

In recent years, Casa Relvas has achieved a 30% reduction in water consumption per bottle produced, and 100% of the water used in the winery is recycled for vineyard irrigation. Additionally, 40% of the energy consumed in the mill comes from solar panels.

### *From the field to the bottle*

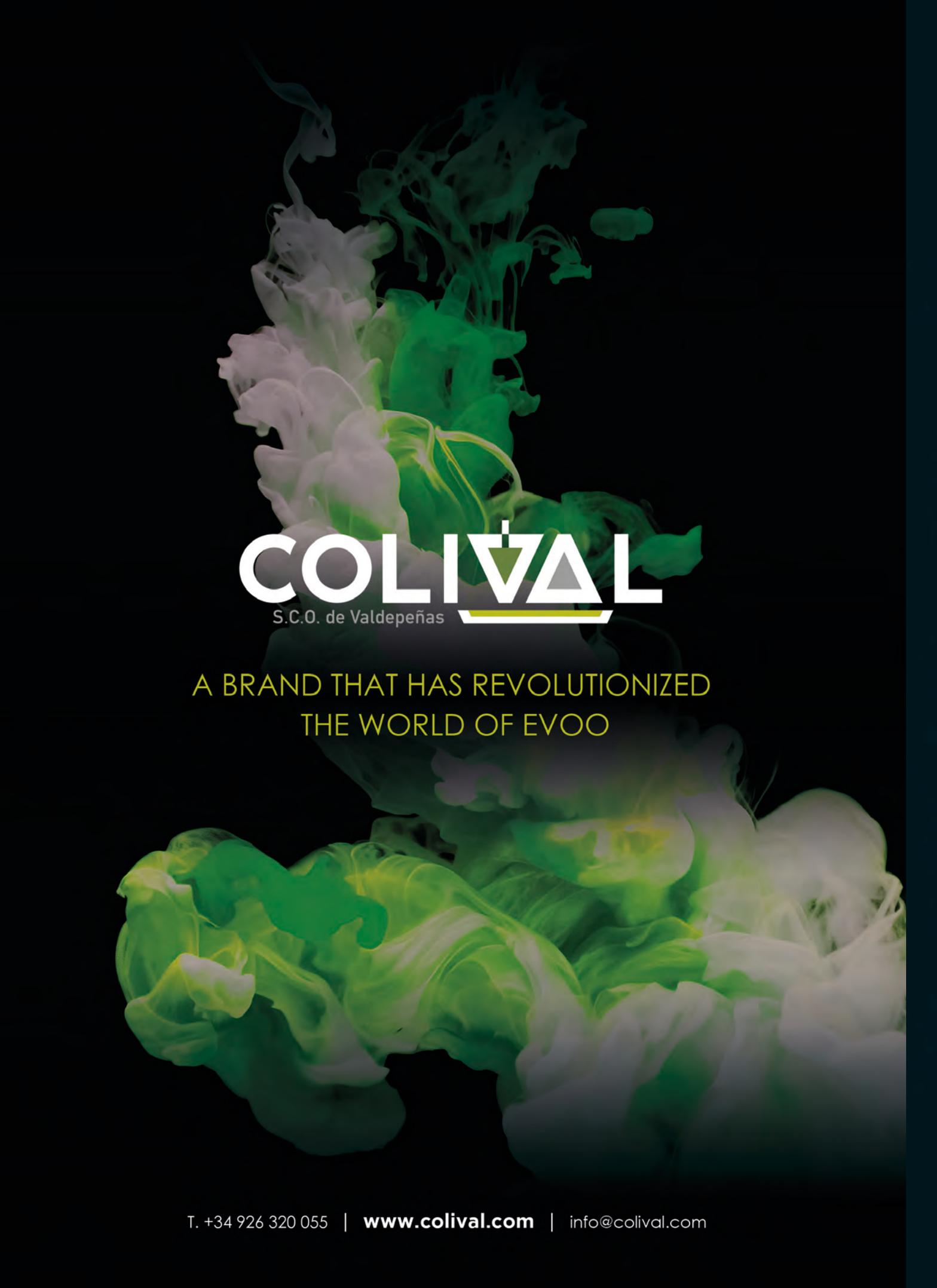
Its 550 hectares of olive groves (90% hedgerow) in Herdade de São Miguel, Redondo, Vidigueira, and Arraiolos are home to traditional and new varieties such as Arbequina, Frantoio, Koroneiki, Galega, Cobrançosa, Arbosana, Sikitita, Oliana, and Coriana, all benefitting from irrigation from the Alqueva dam. Harvested between October and February from olives at their optimum state of ripeness, Casa Relvas' extra virgin olive oils -three *coupages* marketed under the brands *Segredos de São Miguel*, *Art.Terra*, and *Casa Relvas*, the latter launched last harvest- are aromatic, smooth and balanced. The company manages the entire production process -from the field to the bottle- to ensure maximum quality and full traceability.

The modern mill, which currently has seven extraction lines, is equipped with state-of-the-art Pieralisi technology, including six 60 HP rotary, self-cleaning crushers with cooling capability; four groups of mixers with a capacity of 33 tonnes each; two *SPI 76.2 s* decanters and two *Scorpion 76.3 s* decanters, which are energy efficient and capable of processing up to 500 tonnes per day; and three *Mercurio* vertical centrifuges, with a capacity of 5,000 l/hour and low water consumption. Together they form the core of an industrial capacity that allows the processing of 1,200 tonnes per day.

With only four harvests behind it, the development of Casa Relvas' olive oil business includes plans to introduce oleotourism activities, tastings, and gastronomy in the near future. Likewise, corporate social responsibility is already firmly established within the company, which supports the work of dozens of charities, both regional and national. These include Suão ([www.suao.pt](http://www.suao.pt)) in São Miguel de Machede, and CADIn ([www.cadin.net](http://www.cadin.net)) or the *Cozinha com Alma* project in Cascais ([www.cozinhacomalma.pt](http://www.cozinhacomalma.pt)) •

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*Va desde  
vero*

# SIERRA PRIETA

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