

# oliva tessen

BY MERCACEI

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



**guest star**

*Francis Ford Coppola,  
“Il Capo” of the  
Film Industry Sits at  
the Table*

**chefs**

*Massimo Bottura,  
Cubism and Jazz in  
the Kitchen of the Best  
Restaurant in the World*

**crazy about EVOO**

*Elsa Pataky, No Excuses:  
Staying Fit in Hollywood*

**organic and biodynamic**

*Taking Care of the  
Earth is Cool!*

**tapas**

*Pleasure is Best  
Served in Small Plates*

**OLIVAR  
DE SEGURA**

GRUPO  
COOPERATIVO

GOOD  
FOR YOU

FOR YOU

GOOD  
FOR ALL

FOR ALL

PREMIUM  
QUALITY

ORGANIC  
FARMING

PIONEERS

SOCIAL  
VALUE

HEALTH

NATURAL  
PARK

FAMILY  
FARMING

TRADITION

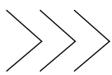
MOUNTAIN  
OLIVE GROVES

SOCIAL  
VALUE

EARLY  
HARVEST

ORIGIN  
CERTIFICATION

*Enjoy much more than  
Extra Virgin Olive Oil*





**ORGANIC**  
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*Selección*



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With this new presentation, *Oro de Génave Selección*, we bottle a specially selected product, to celebrate these 30 years protecting the environment and health of consumers.

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*The pure essence  
of mountain olive groves*



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It is presented in a tall bottle symbolizing mountain olive groves. Simple shapes reflective of a farmer's life who cares for the groves that have managed to keep alive the Spain's largest Natural Park.

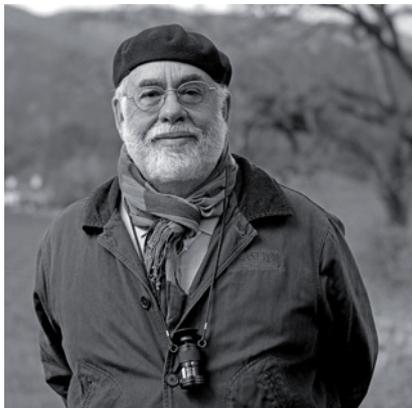
Dressed in gold, it conveys the excellence of the produce it carries, result of an early harvest which guarantees its origin from green olives or envero, with a fruity, fresh and intense flavor.

CERTIFICATE OF ORIGIN  
SIERRA DE SEGURA



Designed by Maria Pitoronte

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# oliva tessen

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To Lola

isabel abello 2012

# Editorial



*Pandora Peñamil Peñafiel*  
*Editor in Chief*

## EVOO, a healthy addiction

One winter afternoon, on the outskirts of Saint Petersburg, two men arranged to meet in the woods. They greeted each other stoically; each took ten paces to create a distance between them, and then fired. Only one fell to the ground, the Russian poet Alexander Pushkin. In a matter of seconds his body was lifted from the white snow and was taken to his home on a stretcher. After agonizing for 48 hours, the poet closed his eyes for the last time on January 29th, 1837. He had departed forever, for the sake of love, for defending his wife's honor. Some addictions kill, and, yet, others can save your life.

Half a century earlier, another addiction had taken a Spanish priest to the bay of San Diego, in California, to found his first mission. This time it was his faith that made him embark on a journey from Spain to the New World. Some time later he planted the first olive tree to be planted far away from the Mediterranean, and for the next 54 years, the Franciscan fathers and the converse Indians who were with them planted olive trees at the 21 missions they established all along the Californian coastline.

In present days -nearly two centuries later- we have let ourselves be swept up by a kind of banal addictions: cell phones, social networks, selfies... However, in our memory rests the legacy of those who came before us. From Moscow to San Francisco, and passing by Madrid or Tokyo, we have always been, are and will become, avid consumers of new experiences. It is no longer the Italian *nonna* or Spanish grandma who is cooking with olive oil. It is we ourselves who now ask for an Extra Virgin at the fashionable restaurants of the planet's greater cities. It's the Michelin star chefs who put the finishing touch on the latest creations by using a fantastic Pico de Gallo or Arbecuño.

This is the addiction we have chosen to acquire, one that suits us well, that takes care of us and differentiates us. These are good times for EVOO addicts. We don't have to fight a duel for it; we don't need to travel for months on a caravan to be able to enjoy it. Being a vegetable at this moment in time is preferable enough.

The daughter of the playwright Dostoyevsky tells us that only one poem would make her father weep, *The Poor Gentleman*, by Pushkin, the story of a dreamer, a Quixote who, humiliated by his faith, takes on combats all over the world.

*"He had a vision, a marvelous vision that left a deep imprint on his heart.  
 Ever since then, his heart burned."*

This is what tasting an Extra Virgin for the first time is all about, the awakening of a silent addiction that will change your life. If you are not yet an addict, encourage yourself to succumb. But if you are already one, keep up the good habit and drink a toast to EVOO, probably the world's only healthy addiction.



# Guest Star

By Pandora Peñamil Peñafiel

## Francis Ford Coppola, “Il Capo” of the Film Industry Sits at the Table

The Five-time Academy Award-winning director Francis Ford Coppola is a man of few words. He doesn't need them. All of what he had to say is now a part of Hollywood's most important film heritage. Now, from the serenity of his days away from the lights and cameras, he ponders about his Italian-American origins, about the influence the Mediterranean region had on his work and about the current state of the world. The bottom line? One needs to cherish the beautiful things in life: food, wine, the trees and children. In Coppola's own words. Exclusively for *Olivatessen*.

*“The Mediterranean is a symbol of human race’s first cultures, it represents our collective memory, the origin of everything, the bond that unites humanity”*



**At one point you said that film and magic are closely linked. This could be applied to gastronomy, where it all begins with a few isolated and empty ingredients, that when joined, can culminate in true works of art. What are your thoughts on this? What importance does gastronomy have in the life and works of Francis Ford Coppola?**

British writer and scientist Arthur C. Clarke once stated, “Any sufficiently advanced technology is indistinguishable from magic.” So I can only conclude that what I do is really part instinct and part magic.

**You grew up in an Italian-American household and have always been proud of your origins, the music, the food... Moreover, you recently opened the Palazzo Margherita hotel, in the South of Italy, where you have rediscovered your roots. What influence have these had in your movies?**

The influence of being an American citizen at the same time as I was an Italian descendant has marked both my life and my art tremendously. Absolutely everything I have created contains some reference to that mixture.

**What place does olive oil occupy among the aromas and flavors of your childhood? Do you have any memories of how certain dishes were cooked in your home, or a favorite dish of yours, especially if olive oil was an ingredient?**

While my origins are Italian, the truth is that I was raised in the Long Island (NY) suburbs and I didn’t get the chance to absorb that Mediterranean essence. I would have loved to have some sort of recollection of olive oil or olives, but the reality of it is that they didn’t bear a specific influence on me, due to these circumstances.



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**Vines and olive trees are a symbol of the Mediterranean landscape. Whether if they are planted in California, Uruguay or New Zealand, they emit aromas of the Spanish or Italian coasts. Do you feel your vineyards are a Mediterranean haven of sorts? Are they important symbols in your life?**

Absolutely. For me, Napa Valley is a true Mediterranean sanctuary. My house is place of great beauty, abundance and quietude.

**In fact, a few years ago you decided to take refuge from the movies in the wine world, claiming you had never seen a dinner table without a wine bottle being present. What pleasures has this life provided you compared to the life of the big screen?**

Mmm... I feel I could answer each of your questions with small novels! The truth is I never took refuge from movies themselves, but from the corporate side of the movie industry. What's more, movies, along with other life's pleasures such as food, wine, the trees and children are all equally important to me.

**In one of your classic movies, *The Godfather II*, a young Vito Corelone opens up an olive oil store in New York and tries to import his *Genco Olive Oil* brand to take control of the demand in the United States. It is an almost touching vision of how Europeans disembarked and put down roots in this country. Why do American audiences find the Mediterranean so appealing?**

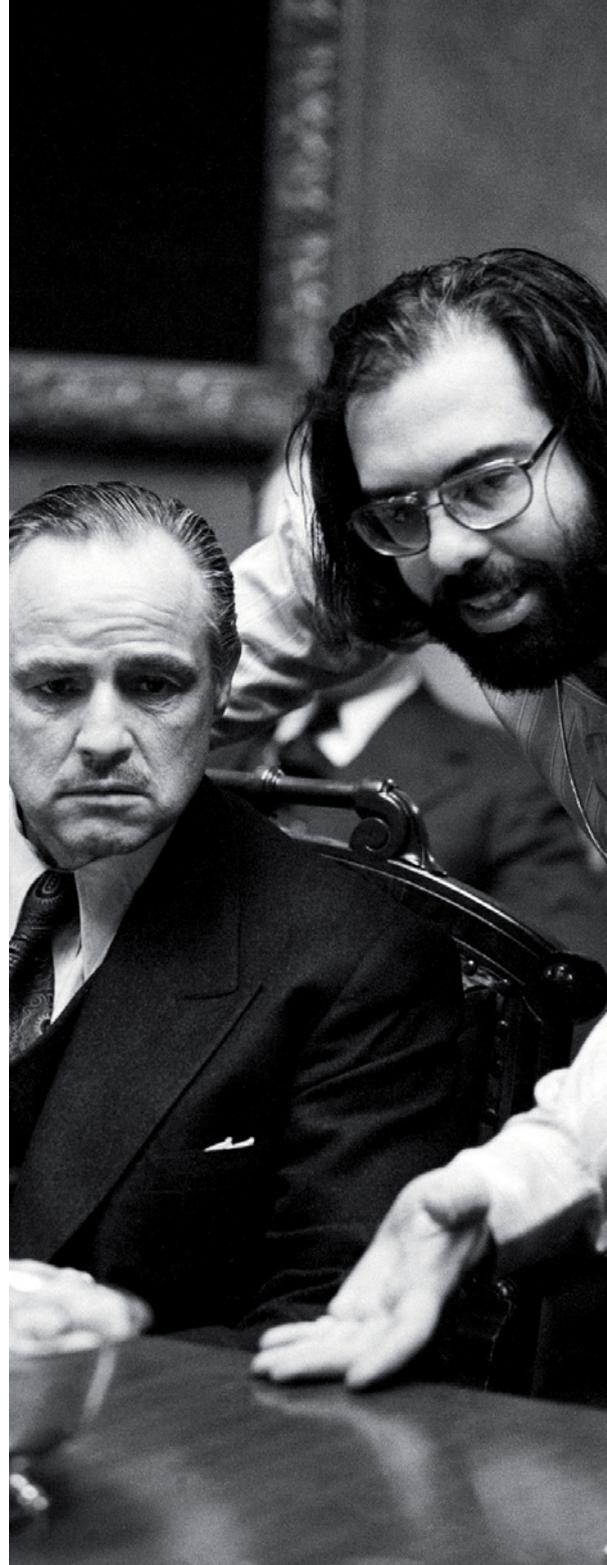
Evidently because the Mediterranean is a symbol of human race's first cultures as it represents our collective memory, the origin of everything, the bond that unites humanity.

**Eleanor, Sofia, Gia... All your wines bear the names of the women in your house. Just as it is portrayed in *The Godfather*, in the end all that truly matters is family. What legacy would you like to leave your grandchildren?**

That's simple, probably the attributes I value most in life: intelligence, creativity and friendliness.

**It has always been polite to arrive with a bottle of wine when you are invited to someone's house for dinner, however at least in Europe it is now trendy to bring a bottle of olive oil. What are your thoughts on this? Would you follow it?**

Of course! In Napa Valley it is something completely normal, which is quite significant, given the wine-growing tradition of this region. Plus, Californian EVOO producers feel very proud of the legislation they've obtained which certifies the authenticity of their product.





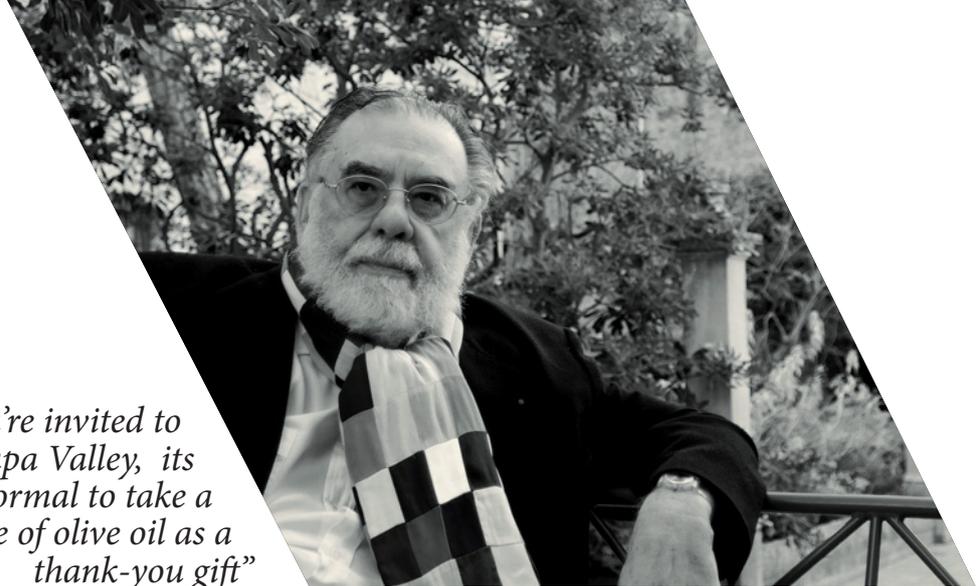
MA  
HONE  
SA CON AOVE



*Claramunt*  
DELICATESSEN

new flavours,  
new sensations...

*“When you’re invited to dinner in Napa Valley, its completely normal to take a bottle of olive oil as a thank-you gift”*



**If you had one minute, like in an ad, to sell a product as healthy, Mediterranean and authentic as olive oil, what slogan would you come up with?**

“Wine and olive oil are ancient food and that is good!”

**“I want you to believe... to believe in things you cannot,” are the words Count Dracula said to Mina. What does Coppola believe in? What does he fear?**

My father taught me never to fear the dead, but the living... I think that pretty much sums up my life’s philosophy.

**If you could sum up your life in a dish, which would it be?**

Pasta Fazool (*paste e fagioli* or pasta and beans in English). A traditional Italian dish that began as a peasant dish due to its inexpensive ingredients but today it can be widely found in Italy. It is made with beans, a small variety of pasta, olive oil, garlic, onion, spices and chopped tomato or the left overs of a weekend stew. It is interesting, but it’s a dish that appears in movies and songs like Dean Martin’s “That’s amore”: “When the stars make you drool just like pasta fazool...”

**These are weird times we are living, with a strange and fragile stability. What is your view about the world today? Do you smell Napalm in the mornings?**

To be fair, I think we are probably living in the most benign period that human race has ever lived through yet we don’t have that feeling. I think it’s got more to do with the necessity of immediately reporting everything bad that happens in the world.

# THANK YOU ALL



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WHEN THE DREAM  
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# FRANCIS FORD COPPOLA WINERY

016

## Francis Ford Coppola Winery, a Wine Wonderland to Celebrate the Love of Life

In 2006, Francis and Eleanor Coppola began their wine-producing adventure buying a winery in Sonoma County (California) that would later become the Francis Ford Coppola Winery. Eleven years later this “wine wonderland” -as defined by Eleanor- includes tasting workshops, two restaurants, a cocktail bar, a pool, a movie museum and a gallery: a leisure resort in which to enjoy a sensory experience irrigated with the wines of the ten brands they bottle. *A votre santé! -in addition to being one of the best-known French phrases, gives name to one of the Coppola wines, dedicated to his maternal grandmother, María Zasa.-*



Legend has it that during the Prohibition years in United States, Agostino Coppola, would receive grapes from California and make homemade wine in the basement of his New York apartment. Thus began a family tradition of a love for the land and wine that his grandson would carry on, one century later, by buying vineyards in Sonoma County and turning them into a wine resort with a Mediterranean feel, in honor of his Italian roots.

Inspired by the Tivoli Gardens in Copenhagen, Francis and Eleanor renovated the estates and created a leisure center for families to enjoy the big pleasures in life: food, wine and music. Designed by set designer Dean Tavoularis -responsible for some of the most spectacular sets of North-American cinema, such as *The Godfather*, *Apocalypse Now* or *One from the Heart*- the Francis Ford Coppola Winery includes Rustic, a restaurant serving international food with Neapolitan touches. Every Tuesday evening the A Tavola soiree is held, an informal culinary experience inspired by Coppola's favorite way of enjoying traditional southern Italian food, with no menus, rules and in the company of family.



Decorating the restaurant's walls is a unique display of vintage olive oil cans from the Tiziana Riva Guatelli Collection, a dear friend of Francis and Eleanor's, who agreed to lend them part of her collection of Italian art that includes more than 4,000 original lithographed olive oil cans.

Patrons of this earthly paradise can engage in a variety of activities, including playing bocce, pleasant evenings with live music and cocktails by the pool, or tasting workshops sampling some of the wines bottled at this winery that is run by veteran oenologist Corey Beck. The spotlight falls on *Francis Coppola Reserve*, of limited production and elegant palate; *Archimedes*, a Cabernet Sauvignon that pays homage to the creativity and innovation of the human spirit; *Eleanor*, a delicate production of Syrah that shows the love that Francis' wife has for the land which she has called home for the last three decades; *Gia by Gia Coppola*, created by their granddaughter, that reflects her curious and untamable personality in the shape of a Frizzante Chardonnay; or *Director's Family*, a line of d'auteur wines that pays tribute to the Californian double tradition of producing good wine and making great movies. And Francis Ford Coppola is the "capo" in both.

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# Private Collection

By Alfredo Briega Martín

## The Most Stunning Private Collection of Unique Olive Trees In The World

Considered the world's most important private collection, Banco Santander's unique olive trees are true natural works of art that the passage of time has shaped capriciously, turning them into unique pieces, living monuments -some specimens are over 1,600 years old and 14 meters tall- and silent witnesses of history.







024

*Olive trees from Calabria (Italy).*

Emilio Botin's greatest passion was not the world of finance. It was olive trees. His private collection -the largest in the world- of unique olive trees hailing from different parts of the planet was his dream and most personal project. The olive tree has become the hallmark of Banco Santander's corporate headquarters located in Boadilla del Monte (Madrid), known as the Santander Group City, covering a total surface area of 214 ha. (529 ac.). There couldn't be a better symbol of Banco Santander's strength and resistance capacity.

Since the beginning of its construction in 2002, Santander Group City had a major landscaping project in mind, and

the olive tree was a key element. Over one thousand trees originating from cultivation fields in the province of Madrid were planted in all of the meadows surrounding the outer perimeter of the offices -thus providing a natural and pleasant view of the buildings both for employees and visitors-



*The Olive Tree  
has become the  
hallmark of  
the Santander  
Group City*

which delivers, overall, an extraordinary backdrop, where the intense and fresh green tonalities of the meadows sit in contrast with the greyish-green of the olive



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grove's leaves. It was during this last phase of the landscaping project, in 2005, when the decision of introducing unique and ancient olive trees was made, being as they are an example of strength and longevity.

Banco Santander's green heritage comprises more than 1,500 olive trees, of which 521 individuals are classified as "unique", either due to their shape or structure, origin, history, or antiquity. Their origins are varied and include different areas of the Iberian Peninsula and Morocco. Banco Santander's commitment to its care and maintenance is essential for its preservation and development,

as it constitutes an exceptional natural heritage that is paramount to safeguard.

### *Ancient Olive Trees*

Thanks to the work in dating these trees, carried out by a group of experts from the Universidad Politécnica of Madrid, it is now known that virtually all trees are over half a century old with 12 of them being over 1,000 years old, while another 115 of them date back 600 to 1,000 years -before the Arab occupation, when the Visigoths still dominated the Iberian Peninsula.- At the helm of them all is *Gerión* (over





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*Spanish olive trees from before Arabic occupation.*

1,600 years old, from Extremadura), the grandfather of this group of trees that create this unparalleled collection. These exceptional specimens include unknown varieties that had not yet been included in the World's Olive Germplasm Bank, or have served as a foundation for the first complete sequencing of the olive genome (DNA) in the world. In fact, an ancient 1,300-year-old tree, of the Farga variety -one of the most important in eastern Spain- which this research was carried out on, is considered the oldest living specimen that exists of its kind, and it could survive a further millennium.

The Santander Group collection includes unique specimens from the southern Italian region of Reggio Calabria (230 specimens), and the Granada section of the Alpujarra (72), with an average age of 500, and some being over 700 years old. A singularity not only marked by their structure, but by their history.

The former, with a vast majority of them being from the triangle drawn between Polistena, Taurinova and Cittanova, can grow over 25 meters (82 ft.) tall, presenting a singular





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- GRANADA -



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*Singularly shaped trees from all the world.*



scene that immediately captures the visitor's attention for their height, structure and leaf development. On this wonderful walk along the two small forests created for this purpose, one can enter some of these olive trees, in which the passage of time and the wise hand of nature have created domes of about three meters (10 ft.) high, allowing access to their interior.

As for the latter, those are singularly shaped trees, with old trunks whose height in some cases exceeds the eight-meter mark (26 ft.). Sheltered by the branches of these large olive trees, there are also other matching crops such as citrus trees.

*Banco Santander's green heritage comprises more than 1,500 olive trees, of which 521 are classified as "unique"*

### ***Individually Monitored and Limited Production of EVOO***

Maintaining these trees in the appropriate sanitary conditions is carried out through a careful, personalized monitoring and detailed planning aimed, on the one hand, to protect them from possible disease or external pathogenic attacks; and, on the other hand, to help with its proper development and vegetative evolution.



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COLOUR AND FLAVOUR





*The harvest of these trees is limited to 2,000 liters of unique EVOO.*

Since a decade ago, these venerable elders -receiving, as such, special care- have been yielding a limited extra virgin olive oil production of the highest quality -classified by varieties- which is used by Banco Santander for their different business purposes, distributing them among important clients and shareholders, at events and institutional acts, resulting in only harvesting the fruit necessary to meet such needs.

Thus, in 2015 the harvest was limited to 2,000 liters (528 gal.) of unique EVOO obtained from the thousand-year-old, hundred-year-old, Calabrian and Alpujarran trees, as well as from Frantoio olive trees native of the Italian Tuscany, that can be found in other garden areas of Santander Group City; as well as from other smaller specific productions yielded by the most unique specimens in the collection, unique for either their age (over 1,000 years) or for the rareness of their varieties.



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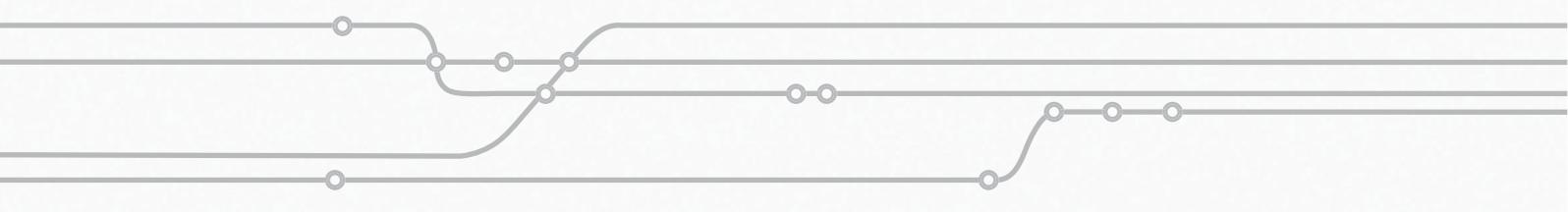


...que haremos realidad  
*...that we will make come true*

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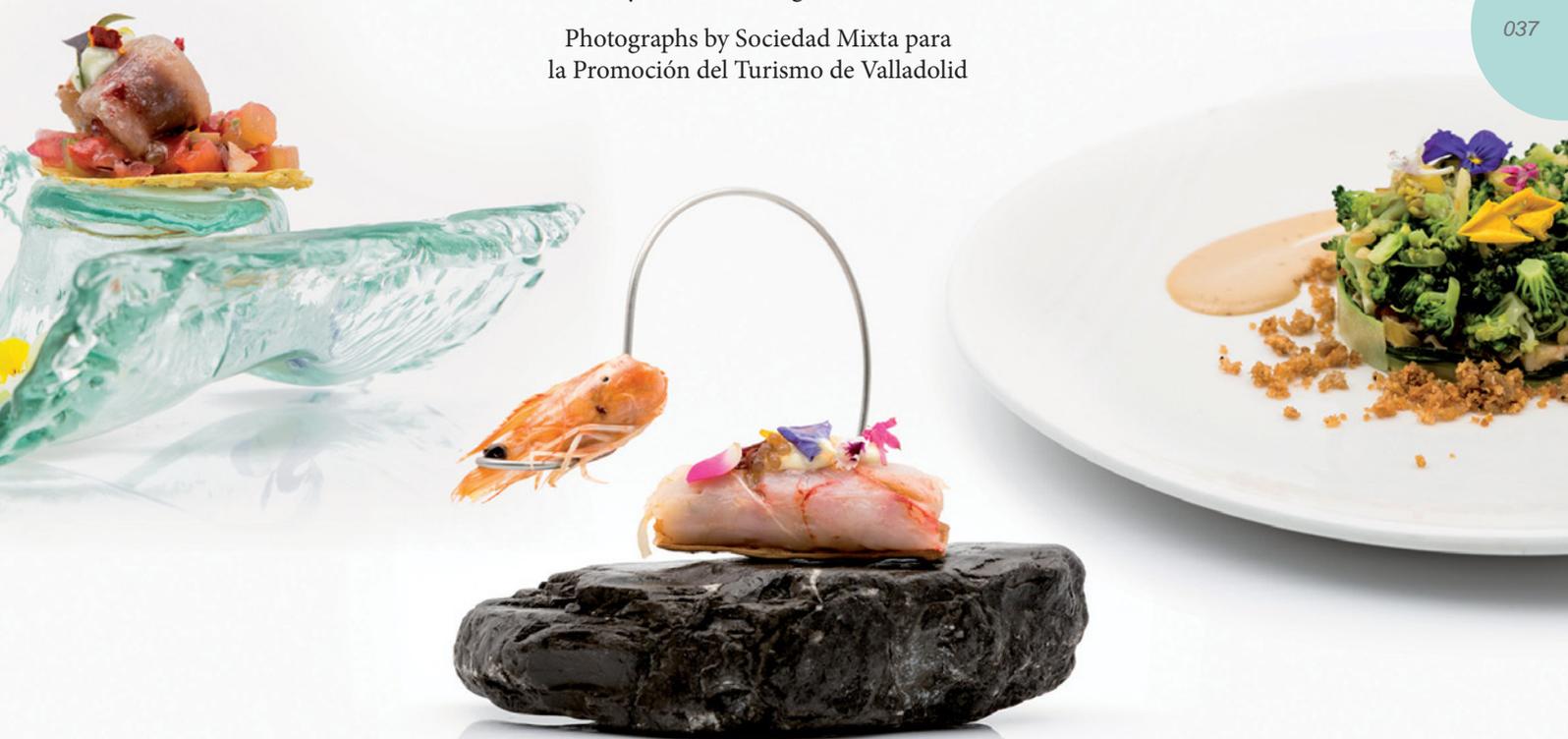


# Tapas

Pleasure is  
Best Served  
in Small Plates

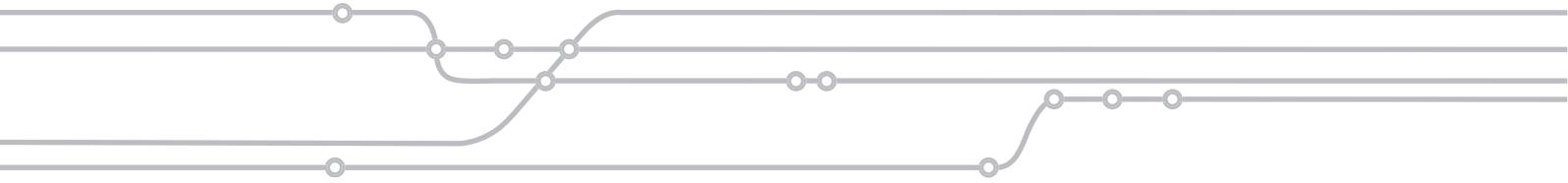
By Alfredo Briega Martín

Photographs by Sociedad Mixta para  
la Promoción del Turismo de Valladolid



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Authentic cuisine in miniature. That is the definition of tapas, one of the most successful 100% Made in Spain inventions, and most exported to the rest of the planet. It is part of Spain's gastronomic culture, backed by centuries of tradition and it is now experiencing its time of great splendor. Tapas, as with extra virgin olive oil, are considered cool and a current trend. Long live friend-sharing food! Tapas for everyone!



038



“A small portion of food that is served accompanying a drink.” This is the definition that the Academy of Spanish Language (RAE in its Spanish acronym) gives of a tapa, one of the most important hallmarks of Spanish cuisine. This genuinely Spanish snack is a true example of Spain’s high quality, rich and varied gastronomy. Tapas can be enjoyed in bars, cafes and restaurants, and will be found at the bar of each of these places, making it one of the emblems of the hospitality industry.

Tapas have experienced great diversification and innovation with the passage of time. In addition to the more usual olives in all their varieties, potato chips, nuts and bread with cold cuts, the concept has evolved towards mini-dishes and regional dishes served in smaller portions or even more sophisticated, where the quality of the raw material -generally locally produced- becomes important, and the technique used claims its share of the limelight. The universe of possibilities is infinite, as are the ingredients used -if anything, confectionery is the only element that has no place.- There is no canonical rule mentioning anything about the size of a tapa, but in most cases it’s as big as a few bites. Some even have been given their own name: pincho moruno (skewered meat), gambas en gabardina (battered prawns), banderillas or *gildas* (skewered olives, gherkins, onions and red peppers

in vinegar), *montadito* or *serranito* (a small baguette-styled bun usually with Serrano ham)... Many places have taken to naming their tapas in funny or ingenious ways, which helps capture the attention of clients. Thus, tapas are a fertile ground for the imagination, not only while creating them, but also when naming them.

Tapas combine the concept of eating with socializing, hence tapas being intrinsically linked to the act of “tapear” (to go out for tapas) and the “tapeo” (actual act of eating tapas), which has become a deeply rooted custom among Spaniards. Bars and restaurants, understood as meeting points, are the perfect space or habitat for tapas. Therefore various verbs have been born, such as the before mentioned *tapear* (to go “bar-hopping” for tapas), meaning there will be different places visited itinerantly in search of tapas.

The idea of the “verticality” -that is to say, eating tapas standing up and with a group of people- is due to their quick snack status and their informal character. Purists will argue that tapas are to be considered as such, something to be consumed as an appetizer between main meals. Currently, tapas are fully integrated into Spanish cuisine and are seen as a complement or even a substitute for the traditional sit-

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down-tablecloth-meal. Not to mention the huge proliferation of tapas bars or restaurants, successfully exported all over the world, whose culinary creations do not at all detract from other more traditional proposals. Tapas are even offered at reception galas to welcome the world's highest dignitaries (the so-called tapas meeting). This is where the tapas phenomenon connects clearly with miniature haute cuisine, one of whose main driving force has been the great Catalan chef Ferran Adrià, who includes them as starters on his menu.

### *A Little History*

Where does the term tapa come from? What are its origins? The use of this word has an uncertain provenance. The most widespread version says that it was born in the 13th century during the reign of King Alfonso X the Wise, who, due to an illness, was forced to eat small snacks between main meals accompanied by small sips of wine. Once recovered, the monarch decided that the inns of Castile were not to dispatch wine if it wasn't accompanied by a little food. This measure sought to avoid alcohol intake causing any physical ailments, especially for those who drank and didn't have enough money to pay for a full meal. When "liquor" bars and "taverns" sprouted all over Spain, the Wise King's tradition continued to be observed. For this reason, the glass or jug

of wine was served covered with a slice of cold-cut meat, ham or cheese, that served two purposes: preventing any impurities or insects from falling into the wine, and to help the customer soak their alcohol with solid food, as advised by the monarch. Hence, the origin of the name of this entrenched Spanish tradition, the tapa (cover), a solid piece of food that would cover the glass of wine.





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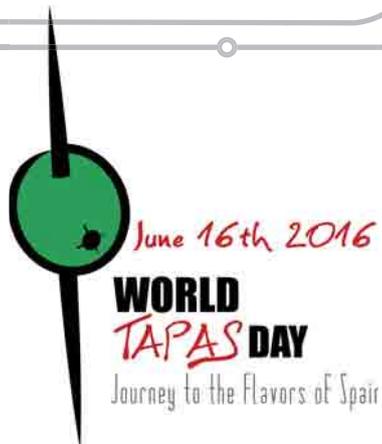
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## World Tapas Day

There are two types of tapas: cold and warm. Tapas tours. Tapas competitions. Guidebooks on bars that serve tapas. And, of course, World Tapas Day, with hundreds of activities -tapas tastings, culinary presentations, workshops, cooking demos by some of the best Spanish chefs, competitions, conferences, marketing actions at local markets- organized in honor of a symbol of Spanish cuisine. The main novelty in 2016 was that World Tapas Day was held in Spain plus in another 28 countries around the world on June 16. A date -the third Thursday in June of each year- which is now marked in the calendar of foodies and lovers of Spain's lifestyle and cuisine. The main aim is none other than having this celebration become an international annual event that will showcase the *Marca España*, in the same way as St.Patrick's Day represents Ireland.

## WORLDWIDE MARKETING ACTIONS FOR WORLD TAPAS DAY

**London, UK** – Instagram competition #Tapasday



**Berlin, Germany** – TaPass competition

**Frankfurt, Germany** – “Frankfurt (m)eats Tapas”

**Munich, Germany** – Tapas tasting event at the Kunstha e München museum.



**Rome, Italy** – Presentation of 12 Tapas d’Auteur at the Rea Academia de España plus the *Saborea Tapas en restaurantes de Roma (Savour Tapas in Restaurants in Rome)* in tate with the collaboration of 24 Spanish and Italian restaurants -three of them Michelin star restaurants.-



**Brussels, Belgium** – The restaurants participating in the Semana de a Tapa (Tapas Week) commemorated the IVth centenary of Miguel de Cervantes' death by preparing tapas inspired by the characters from the works of Don Quixote's immortal author.



**Warsaw, Poland** – Tapas contest with 17 Spanish and international competing restaurants that were judged by the audience and a professional jury; celebration of the *Slow Weekend Hiszpanski Tapas Festiwal*.



### U.S.A.

**Los Angeles** – VIP event in collaboration with the Seattle Art Museum at the opening night of an exhibition on Picasso and Goya engravings, combining gastronomy and art as a manifestation of Spain's creativity and culture.

**Miami** – An avant-garde tapas event for the 150 chief patrons of Dallas' Meadows Museum.

**New York** – “A Night From Spain”, a celebration of Spain's culture and cuisine in Instituto Cervantes' stunning patio; Spanish tapas menu in 8 Manhattan restaurants.



**Sao Paulo, Brazil** – Tapasweek culinary fair.



**Beijing, China** – Tapas, Spanish wine and Iberian ham tastings, flamenco and DJs at the Na Paton in the Sanjuntine neighborhood, the most sophisticated in Beijing.



**Tokyo, Japan** – First online tapas contest, open to participating for a Spanish restaurant in Japan, where customers voted for their favorite tapas.

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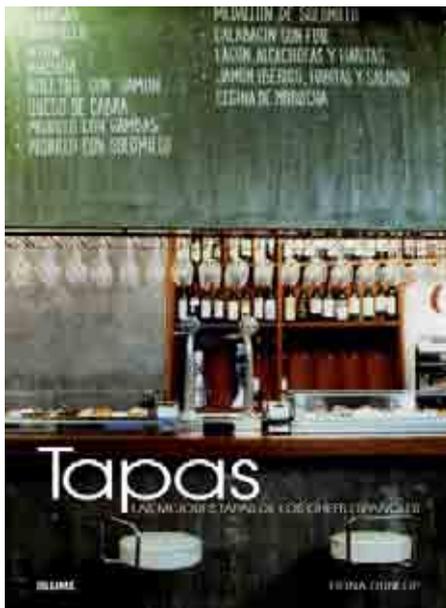
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## Books That Will Wet Your Appetite...

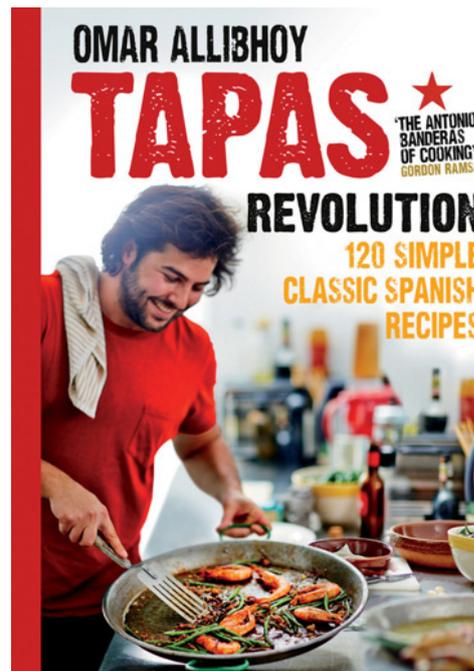
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### The Best Tapas by Spanish chefs

Tapas, one of the most important Spanish culinary traditions, are experiencing a full renewal process. In this book by Fiona Dunlop a new generation of chefs, who work both in ultra-sophisticated restaurants as well as in regular tapas bars, present some of the best creations, full of intense flavors and a wide variety of textures, as is the case with traditional tapas. From more traditional versions of tapas such as the tortilla de patatas (Spanish omelette) and popping candy calamari to contemporary creations such as honey chicken thighs or quail marinated in Módena brine. An irresistible celebration of such an essentially sociable cuisine. Some of these dishes are masterpieces that combine traditional Spanish ingredients with international influences, while others are unquestionably Spanish delicious creations.

Editorial Blume  
[www.blume.net](http://www.blume.net)



### Tapas Revolution

The tapas revolution is here by hand of the London via Madrid chef Omar Allibhoy, trained in the kitchens at Nhube, a merger between the NH hotel chain and Ferran Adrià. Cooking them has never been this easy. Allibhoy puts together 120 classic Spanish tapas from a simplified perspective, using simple ingredients and without having to invest too much time in their preparation. Fast food for foodies: authentic Spanish omelette, pinchos morunos (skwered meat), and classic paella. A compilation of original recipes that include salads, vegetables, rice, meat, fish and desserts, assembling some of the country's best dishes, perfect for falling in love with traditional Spanish cuisine.

Editorial Grijalbo  
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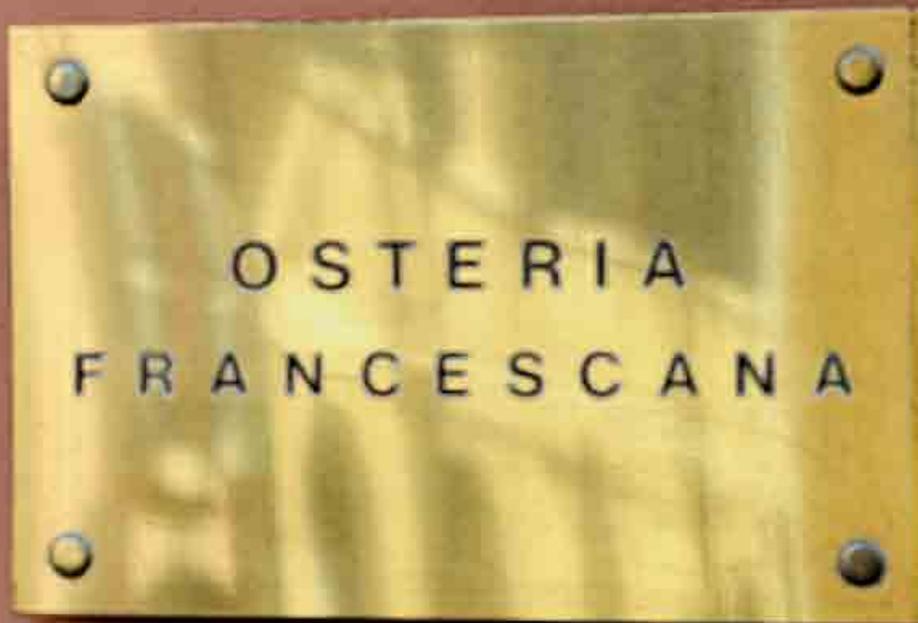
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# Chefs

By Pandora Peñamil Peñafiel  
Photographs by Paolo Terzi

## Massimo Bottura, Cubism and Jazz in the Kitchen of the Best Restaurant in the World

If Massimo Bottura and Andy Warhol had met, they would have liked each other. The American artist would often say that if you wanted to learn all about him, all you had to do was look at his paintings and watch his films. “I’m there, there is nothing more,” he would repeat. The same applies to the Italian and his dishes. Chocolate, hare and herbs that recreate Picasso paintings, a team of chefs warming the bench and Billy Holiday’s rugged voice singing in the background at the Osteria Francescana. This is how the world’s best restaurant is run and how its maestro, Massimo Bottura, the Michelangelo of the stoves, heads it.



**With three Michelin Stars, Osteria Francescana is considered the best restaurant in the world. At this rate they'll have to name you honorary citizen of Modena, you're going to become as famous as the other icon of the city, the great Luciano Pavarotti... How would you describe your cuisine?**

I am an Italian chef born and raised in Modena. Among all different ideas and inspirations that return to my mind are my childhood memories, where the Italian traditions, family meals and women cooking are most predominant. I remember vividly when I was a kid, playing with my brothers, I used to hide under the kitchen table where my grandmother folded tortellini -not simple tortellini, but the traditional Modenese tortellini.- Whenever she wasn't looking, I would steal the tortellini from the surface, and eat them raw, chewing them for a very long time, until the flavor was drawn out.

Italian cuisine is a part of me: it is in my blood, in my bones, in my DNA. I would be nothing without it. What we do in Osteria Francescana is capture our childhood memories and turn them into edible bites; our dishes aim to make these ideas, feelings and memories accessible to our guests from all over the world.

Modena is where I was born and raised. I have always said that the greatest award of all aren't the stars or the rankings but having people from all over the world come to Modena. There is so much to discover here, from food to design to automobiles. And in this way Osteria Francescana's success is shared with everyone.

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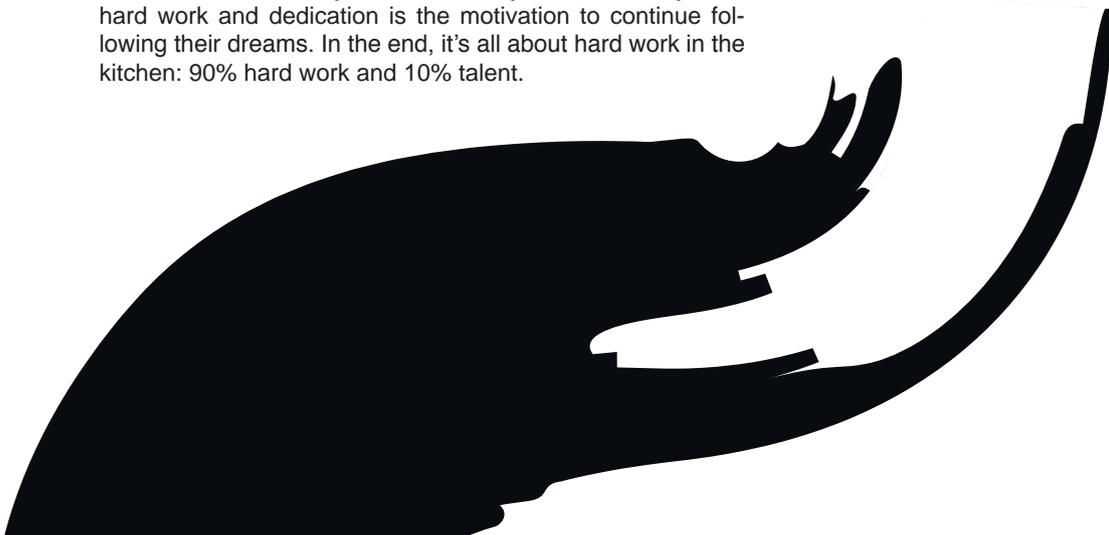
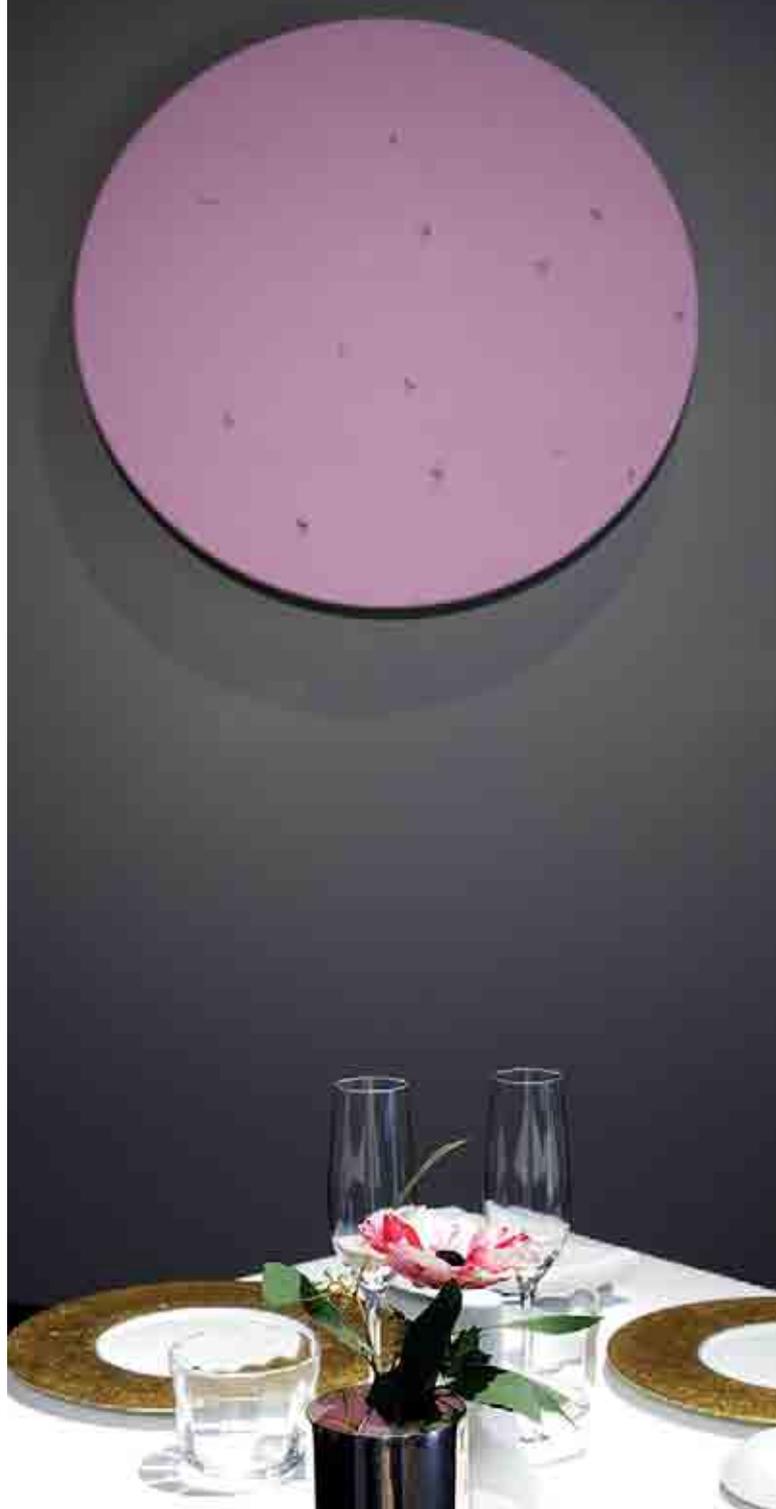
To taste with or without cooking, they are the ideal to prepare confectionary and baked products, like our **PAN DI OLIO (the evolution of Panettone)**, and incredibly perfects also in the most well-known and vogue cocktails.

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**As a football-lover you might know that FC Barcelona's slogan is "More than a Club" and, definitely, Osteria Francescana is much more than a restaurant. What exactly is Osteria Francescana and what can we find there if we go to your restaurant?**

What makes a soccer team great or a restaurant number one? The team. It is never about one player. Osteria Francescana, is no exception. Osteria Francescana is the sum of many people. The restaurant would be nothing without my team and my family. I'd go as far as saying that my team *IS* my family. Many people grew up in the restaurant, with the restaurant: Beppe Palmieri, our maitre, has been at Osteria Francescana for 16 years; Davide di Fabio and Takahiko Kondo, the two sous chefs, have been working in the kitchen for the past 12 years.

At Osteria Francescana, you'll find a team of passionate hard-workers, all committed to the same dream. Being awarded no. 1 restaurant in the world makes all of the sacrifices we have made collectively and individually worth it. Everyone's hard work and dedication is the motivation to continue following their dreams. In the end, it's all about hard work in the kitchen: 90% hard work and 10% talent.



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**In the concept and cooking vision of a chef that cooks while listening to Billie Holiday and is inspired by the works of art of Damien Hirst, are the ideas as important as the ingredients? And speaking of ingredients... How important is extra virgin olive oil in your cuisine and how do you use it?**

I often say that cooking is not only about the quality of the ingredients, but also the quality of ideas. What's the point in having such high quality products without knowing how to handle them or even understanding them? Buying the best Piennolo tomatoes won't help if you don't know how to use them. On the other hand, I am so lucky to have such incredible ingredients close at hand to work with, such as Parmigiano Reggiano and balsamic vinegar from Modena or capers from Pantelleria, semolina pasta from Gragnano, tomatoes from Vesuvio, lemons from Capri... And speaking of ingredients, extra virgin olive oil is the key for Italian cuisine and also for our kitchen at Osteria Francescana. It is not only a medium for cooking but it is an ingredient that adds specific flavor and, at the same time, enhances the flavors in other products. It brings out the aromas of the place where it comes from, might them be light or full-bodied, bright or peppery. Even a piece of stale bread, slightly toasted and seasoned with high quality extra virgin olive oil and a pinch of salt, becomes a delicacy.



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**Which is the perfect dish and who is the perfect diner or consumer?**

I don't believe in perfection. I believe in the obsession for quality, in the constant research of ideas, in the improvement of technique. It is the moment of imperfection that stays forever in our memories. This reminds me about our lemon tart. Taka Kondo, our Japanese pastry chef, dropped a lemon tart during service one evening. The broken plate and tart was so beautiful that we decided to re-create it in the same way from that day on. Not only does this gesture talk about the importance of leaving a window open for poetry in our busy lives, but also the emotional value of imperfection.



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# Taking Care of the Earth is Cool!

By Cristina Revenga Palacios / José Luis García Melgarejo

Green is in and there is an increase in environmental awareness based on respect for the planet and the protection and conservation of nature. Healthy and sustainable living is a current trend and thus organic products, although faced with significant challenges in terms of commercialization, have increasingly positive growth expectations. Organic farming is a flourishing and luminous agriculture.



056

Enhancing food quality, food safety, rural development, environmental integrity or strengthening the productive capacities of rural areas are all main objectives of organic farming. Backed by official regulation in nearly 100 countries, the world today can enjoy a full range of organic products, free of synthetic chemicals and genetically modified organisms.

Yet, which philosophy underpins biodynamic agriculture? Based on principles established by Rudolf Steiner in 1924, biodynamic agriculture, on the basis of anthroposophy, adds spiritual concepts to the principles of organic production. It broadly encompasses different environmental, economic and social aspects of agriculture, focusing on a main idea: earth, plants, animals and human beings coexist on a farm as one single living organism.



### ***Health and Flavor***

EVOOs and organic products offer consumers greater confidence because they lack the toxic chemical traces that are normally used in traditional agriculture to fight against pests and crop diseases. Organic farming avoids the use of fertilizers, pesticides, veterinary products on animals and additives in fodder that could cause negative effects on people's health. Furthermore, biodynamic and organic farmers respect the plant's natural cycle, so that they can grow delivering nutrients, vitamin and antioxidant in higher densities to their fruits.



### ***Environmental Balance and Animal Welfare***

With these production methods, the risk prevention for nature and biodiversity conservation ensures a natural symbiosis between animals and plants, reducing greenhouse gas emissions and providing equilibrium in organic farming systems. On the other hand, organic livestock farming plays an important role in forest management, in the conservation of native breeds and animal living conditions.

Both organic and biodynamic farming of olive groves pay special attention to soil management, promoting its organic richness and moisture by using vegetation cover, composting waste from the mills and chopping pruning refuse. The stamina of the soil favors both adequate nutrition of olive trees and effective protection against pests and diseases.

In addition, biodynamic farming uses the so-called biodynamic preparations and, for agricultural work, they take into account the cosmic rhythms, seasons, atmospheric phenomena and lunar cycles, seeing as biodynamic farming is a type of agriculture that works with life forces.



### ***Social Value***

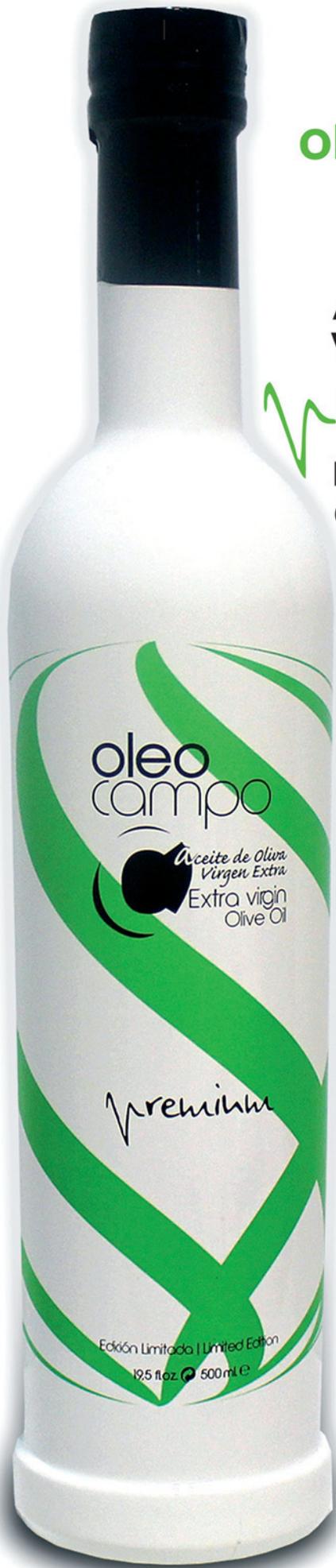
Agriculture is one of humanity's most basic activities. But food should be healthy for all links of the food chain. Ensuring adequate diets for the population, but also fair and decent remuneration for those who produce it. With this approach, biodynamic and organic agriculture also provide new values in order to promote equal opportunities for men and women in the rural environment; contributing to maintaining rural populations in these areas; and helping to highlight the important role of farmers and stockbreeders in today's society.



### ***A Question of Numbers***

The evolution of organic production is a global movement with more than 43 million hectares (106 million ac.), 2,3 million producers, almost 62,000 artisans with an economic volume that already exceeds 60,000 million euros. Currently, over 170 countries adhere to this type of agriculture, a number that has doubled since the year 2000. Regarding organic olive groves, there are over 627,000 hectares (1,550,000 ac.) registered worldwide. Spain, with almost 200,000 hectares (500,000 ac.), spearheads an industry on the rise, followed by Italy, Tunisia and Turkey.

The organic foods market grows every year, even during this current period of economic crisis, with North America being the main motor with 50% of worldwide sales. There is great potential for all types of businesses, but also for small producers whose target are local markets. Organic or biodynamic farming allows for innovation in the agricultural realm from the productive and business perspective, strengthening the economic fabric of the agri-food industry at the same time as it responds to the demands for a healthy diet, as well as being environmental and socially responsible.



  
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# Elsa Pataky, No Excuses: Staying Fit in Hollywood

By Pandora Peñamil Peñafiel  
Photographed by Valero Rioja

“Like any true Spaniard, I always have a bottle of good extra virgin olive oil at home”

Elsa Pataky can tackle it all. The actress from Madrid, now based in Australia, wakes up to make some toast with olive oil for her three children, she plays around with them, using them as weights to lift when she can't go to the gym, at noon she flies out to her native city to promote a project she is working on, attends the premiere of her latest movie *Fast and Furious 8* in Hollywood and still finds the time with have dinner with Thor, -or in other words, her husband- the Australian actor, Chris Hemsworth. A day in the life of this ultimate multi-tasking actress is an adventure in which two flavors are never missing: the sweetness of a tarte Tatin and the spiciness of an extra virgin olive oil.





066

*It's Monday night; Elsa has been out and about all day, working in Madrid. She has just presented her new collaboration with Women's Secret for the 2016 Holiday collection, inspired by the world of cabaret and she, finally, finds a minute to sit and eat something. We are at one of her favorite restaurants, La Habanera, where she seizes the opportunity to meet up with some of her long-time friends in the city where she was born four decades ago (although no one could say she's accumulated more than two of them, upon meeting her). Her face lights up when she sees us walk in, and still has enough energy for a photo session and another interview. "Shall we order something?" No need, some conversations are like savoring good paella.*

**Elsa, on occasion you've mentioned you're happy with just having some toast with a drizzle of extra virgin olive oil for breakfast, if you're pressed for time. What does this product mean to you? Do you have any memories of it, of how it was used in your home in Spain?**

Like any true Spaniard, there is always a good extra virgin olive oil bottle in my home. We use it for salads, stews, and everything, really. There is no other type of oil in my house.

I like to have a couple of pieces of toast in the morning, one of them I'll alternate between using honey and jam, or tomato and ham. On the second piece I will, invariably, dribble plenty of good extra virgin olive oil on it and a dash of salt... a delicacy!

**Your profession requires you to maintain a healthy diet... Does extra virgin olive oil have a prominent place in your lifestyle? Do you use it regularly to cook with?**

Absolutely! I really like salads, I eat them every day, and seasoning them with a good extra virgin olive oil is a must. Moreover, as it has such an intense flavor, you don't need

to use too much of it, which allows you to keep your figure. And best of all is that you can combine different varieties depending on the dish.

**Do you have a favorite? Origin, variety, intensity...**

Yes, totally. One of the varieties I like best is Arbequina, with its delicate and fruity flavor that it's so well known for.

**Chef Sergio Perera teaches you many of the recipes you publish on your blog. Is there any one of them that you never tire of making? If it includes olive oil, so much the better!**

Sergio is an amazing chef, apart from a friend. I love his cooking, because it's simple yet sophisticated. I have learnt a lot from him.

I never get tired of salads, as they allow for an array of vegetables, fruits and legumes. Though, they must always be seasoned with EVOO. I am lucky in that all the places I travel to, I can always find good olive oil... and always Spanish!

**You Pataky-Hemsworth's take care of yourselves, not only by exercising, but also by eating healthy. When did you begin paying attention to nutrition? Is it easy to follow a Mediterranean Diet living in Australia, or do you miss any Spanish products?**

I would say I have always been interested in nutrition, since I was little, because we have always eaten healthily at home. Although it is true I became more aware of taking my own conscience approach to healthy eating around age fifteen, when I started exercising regularly.

Then, my interest in eating healthily and learning more about nutrients and such grew. But I must admit I don't obsess over it. I also like to enjoy a hamburger or a large portion

of pizza from time to time! *(She says, laughing carefree.)* The secret is to do it only occasionally. Obsessing over healthy food isn't good either.

The Mediterranean Diet is wonderful and, certainly, very easy to follow anywhere you might be, because you'll always find fruit, vegetables, legumes, olive oil...

**In your book, *Intesidad Max (Maximum Intensity)*, you say that "miracle diets" don't exist. What is the perfect formula to staying fit when you have little free time?**

Healthy eating is easy because many ingredients can be eaten raw or cooked in a simple way, such as grilled or baked.

With regard to exercise, I do it at anytime, anywhere, using anything I might have at hand. For example, I was in Formentera a short while ago and, seeing as I couldn't go to the gym, or had any equipment at hand, I started lifting my son Tristan... one and two and one and two! *(She laughs, gesticulating as if she were in boot camp.)* Then I moved on to lifting Sasha... we had so much fun! Then, I grabbed a small wooden coffee table to do some more lifting and finally I piled some heavy books on top of my abdomen to work on my glutes. You know what they say, if there is will, there is a way!

**On occasion, we've seen Chris cooking or baking a cake for the children... who's the boss in your kitchen?**

We actually complement each other, rather than any one of us being the boss, and in the end, whoever feels like it, or has more time, will do the cooking. He likes my cooking and I like his.



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**Many celebrities, such as Alejandro Sanz or Francis Ford Coppola, have launched their own brands of wine or olive oil. What do you think of those initiatives? Do you believe they represent a boost for international awareness of products such as olive oil?**

I find it fantastic, firstly in regards to them, for channeling their efforts and money into such interesting businesses. And, certainly, any recommendation from people with such worldwide appeal helps towards raising awareness about a product as noble as olive oil.

**We know you travel to many different countries and cities for work. Where have you enjoyed the local cuisine the most?**

In terms of variety, New York knows no rival, but of course it isn't typical American food, but you can easily find food from around the world there.

In Paris there are also many places I love, but I think I would grow tired of French food.

Honestly, after traveling to many countries, I can say that there's no place like Spain in terms of quality, creativity, variety... and it's not a case of Spanish pride! *(She adds quietly).*

**Up until recently, it was considered cool to be a wine connoisseur. However, for some time now, the new trend is to be knowledgeable about extra virgin olive oil and even gifting it, as one would wine before. In fact, Javier Bardem confessed to us that many times, he takes it as a gift when invited to an actor's dinner party in the US. Among actors, is this trend catching? What do you usually take to a dinner?**

Well, I'm a little rebellious when it comes to being a guest and, it will depend on what I feel like at the time, but I can take anything from a scented candle to a tarte Tatin, which I'm very good at making. But I think it's an excellent idea to give the host a good olive oil, so I'll start doing it, with Bardem's permission.

**Do you have any (edible) guilty pleasures?**

Yes! Sweets!

*Finally, she sits down to dinner, but not before drinking a detox juice with one of her favorite photographers, Valero Rioja, who has become a good friend of hers. We leave her there, in the shadows of the Madrid night, not without observing that she cannot pass unnoticed in the restaurant. All eyes are on her. Elsa may have left Madrid a long time ago, but Madrid has not forgotten her.*

## personal matters

**A hobby:** Being a mother

**A virtue:** Being positive

**Favorite movie:** The Godfather

**Favorite dish:** Tarte Tatin

**What food would you take to a desert island?:** Spanish omelet (tortilla) and bread with tomato and ham. *Well, I might take the whole leg of the ham!*

**What do you like most about your job:** The possibility of transforming into different characters

**What do you like the least:** Fame

**A dream yet to be accomplished:** That we might respect nature and take better care of the planet.

**A last meal? Whom would you like to share it with?:**

I would eat a paella surrounded by my family.





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# EVOO

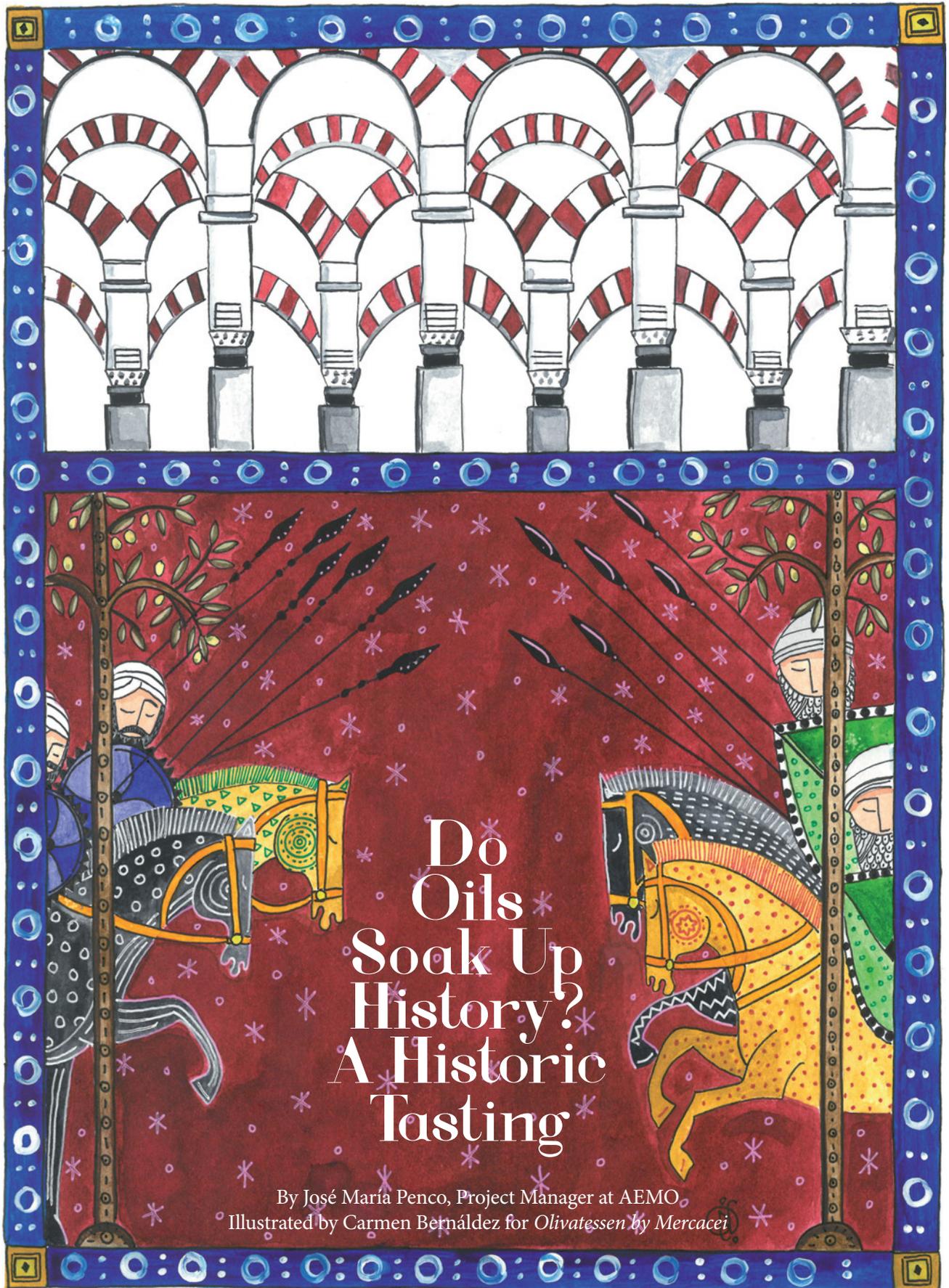
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# Do Oils Soak Up History? A Historic Tasting

By José María Penco, Project Manager at AEMO  
Illustrated by Carmen Bernáldez for Olivatessen by Mercatelli



*The rise of the Roman Empire.*

The organoleptic characteristics of great extra virgin olive oils are conditioned and influenced by the plant's nature, the environment where it grows and the farming methods, understanding as such their genetic origin, agrological habitat and the cultivation techniques employed, respectively. Yet, let's go one step beyond and boldly ask: will the anthropic environment that surrounds a plantation also influence the oils that are obtained in each area? Will the region's human history leave an imprint on the nuances of one or another olive juice? Will the olive tree itself have been influenced by historical events that elapsed through the centuries? And, if so, could these nuances become apparent while conducting an olive oil tasting?

The exercise proposed consists on tasting and analyzing four olive oils to then deliver a description of four places existing in the past, populated by different civilizations. The idea being to try and figure out to which place does each of the olive groves producing the oils belong, in order to see if these olive trees could have been imbued with history, and if history therefore becomes palpable in the nuances of each oil.

The first oil exhibited a ripe fruitiness reminiscent of fruits such as apples, grapes or pears, with hints of cinnamon and vanilla. A harmonious oil, soft and delicate with an extremely sweet entrance in mouth, subsequently delivering mild and balanced bitterness and pungency. This oil displays sweetness and harmony.

The second juice presented an intense green fruitiness with overtones of grass and the forest, delivering notes of artichoke and green almond, with thyme, rosemary and mint also being present in nose. A universe taken from the world of wild plants. It feels intense on the palate, with persistent and sharp retronasal notes of green almond and fennel, with medium pungency and bitterness that gain strength in mouth. A defiant oil with a strong personality.

Subsequently, we now describe two landscapes, two historical moments, pointing out that each oil has been extracted from olive groves located in those places.

The first olive grove grows in a quiet and peaceful place where Roman patricians rest calmly in their villas, surrounded with crops of vineyards, olive groves and fruit trees. A stunning valley overlooking the Mediterranean, exuding peace while its inhabitants enjoy the rise of the Roman Empire. It is the Roman province of Istria (currently, Croatia), during the 1st century.

The second olive grove is located on a mountain range, wild and having witnessed thousands of battles that dragged on for more than 200 years, the Arab and Christian wars, both fighting for their land, known as the Reconquest of Spain. The olive grove was located on the border, between two kingdoms, the Nasrid and the Castillian, subjected to continuous disputes and armed skirmishes. Those were the Sierras Subbéticas, a mountain range between Cordoba and Granada, during the troubled times of 15th century Al-Andalus.



*Gethsemane olive trees in Jerusalem.*



*The Greek Academy.*

### *The Longest Night*

Continuing with the exercise, we discovered that the olive oil made with Nabali olives, said to be descendants of Gethsemane olive trees in Jerusalem, exhibited a certain bitterness in mouth, with medium and persistent intensity... and one cannot help but remember that it was the very same place where Jesus of Nazareth spent his longest night... those where the olive trees over which the Prophet wept and those bitter tears irrigated the Holy Land at the dawn of our era...

We also tasted the Greek Koroneiki varietal, which came across as a robust oil with a strong personality, as robust and singular as were the ideas created within the Parthenon columns. This juice is complex in nose while extremely balanced in mouth, and weren't Socrates, Plato or Aristotle indeed founders of balanced thought, whose writings paved the road for rational thinking and universal philosophy?

Let's dream it could be so, and that oils are also paired with history, or perhaps it is history that is paired with the olive tree. Could it be that *olea europaea* has the innate ability to soak up the history that surrounds it? Could it be because olive trees are the only trees with souls? If olive trees have influenced their people's history, couldn't those people have influenced the nuances of those treasures with which it provides us every campaign, extra virgin olive oil, the most expressive sensory manifestation of all?



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*“Olive oil is like a  
grandma’s caress, or a  
mother’s call, at teatime”  
(José Luis Marginet)*



# Roots, a Planet Connected by Extra Virgin

By Alfredo Briega Martín

This is an invitation to embark on a singular emotional journey to some of the main areas where extra virgin olive oil is cultivated and consumed around the world, during which our EVOO-lovers share the feelings, memories, emotions and reflections that come into play over this magic elixir of olives. Yes, this is what real globalization is all about...



*“Generations come and go,  
but the old tree found them  
all” (Alberto Serralha)*



## Carmen Sánchez Taster and EVOO Pilgrim *Germany*

*"Gentle glass curves, of a profound indigo color... this is the continent where the fragrance and silkiness of a brand new extra virgin unfold. This is my tasting glass, my master key to open and capture the most diverse forms of creativity, sensitivity... From List to Munich, going through Berlin, Essen, Hamburg, Bremen and, last but not least, Stommeln, small in extension and grand in it's passion for the olive tree and it's fruits..."*

*I am an expert extra virgin olive oil taster. And, above all, I am an "olive oil pilgrim", as Philipp Kaufman -a friend, and the founder of Original Beans, extra virgin cocoa (that is if this category can be applied to other treasures that Nature gives us)- calls me. And I am so here, in Germany, where olive oil has never been a part of its roots, nor has it ever been a traditional ingredient, but yet, as in beautiful compensation, here it is received, valued and celebrated... Blessed humility in that "can you explain to me..?" that I am so often asked..."*

*There are few such special moments that can compare to the smile and gesture of astonishment of someone who inhales and savors an olive juice that is delicate, and yet impetuous, complex and fully harmonious. This is the confirmation that a new project, a new adventure, has just been born, one that will acclaim the best of juices that can be extracted from the olive..."*



## Judy Ridgway, FoodWriter and International Expert on Olive Oil *U.K.*

*"In Great Britain people are enthusiastic about the idea of extra virgin olive oil and that can be seen by the many minutes that television food and cooking programs dedicate to it, yet when it's about using it at home, the statistics are not so exciting. In reality, there are a whole lot of people who never use olive oil at all, and others only use it for salads and pasta dishes. The selection available in supermarkets has diminished in recent years, making it more difficult for those consumers, who are interested in extra virgin olive oil, to buy best quality EVOO's. However, the awareness of the great variety of aromas and tastes available, and a better knowledge of the health benefits in extra virgin olive oil, are promoting this foodstuff to a more dominant position on the market."*





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## Alberto Serralha, International Consulter and Olive Oil Producer

*Portugal*

*"Autumn changes the color of the fruit, and over and over again that is the moment when people are attracted to the olive tree. This has always been so, for as long as people can remember. Generations came and went, but this ancient tree found them all. The fact is that some things never change, such as this ancestral culture that stays alive throughout time, in an almost obstinate way. Olive oil is part of us and the Portuguese people are a part of olive oil. Naturally there has been an evolution, the awareness of new aromas and flavors, new ways of going about the task. But what is really important has not changed and, as in previous generations, we also wait patiently for Autumn to come. This is our heritage and it will be our legacy."*



## Cécile Le Galliard, Expert Taster and Founder of Jus d'Olive

*France*

*"France is renowned for cooking with butter. It is an essential ingredient found in all traditional cookery books and in French gastronomy as a whole: in multiple sauces such as beurre blanc and everyday foodstuffs such as the croissant, in the cakes from Breton, on a slice of toast at breakfast... However, the style of cooking and the consumption of fats are changing in France. There is growing use of extra virgin olive oil in Haute Cuisine and Nouvelle Cuisine, as well as in recipes that can be found in the culinary media: influences from Italian, Spanish, Greek and Portuguese cuisine, a healthier consumption and the benefits of the Mediterranean Diet, the search for new tastes and aromas... a whole gastronomical universe."*

*"France is a small producer, but the sector is rapidly undergoing changes. There are new professionals working on the improvement and modernization of the production process and the image of the product. One could say that we are beginning to develop our own olive oil culture."*





**María Katsouli,**  
**Expert Taster and**  
**Manager of Athena IOOC**  
*Greece*

*"The sacred olive tree embodies much of our history and culture, enriching our lives with marvelous myths, mysteries and rituals. From the ancient Greek Goddess Athena, who planted the first olive tree on the Acropolis at Athens, thus giving the city its name, to the Minoan Crete and the noble Olympic ideals of peace, victory and glory.*

*As well as lighting up the dark, heating us and protecting us from the evil eye, olive oil has nurtured and cured body and soul, providing us with health, beauty and riches.*

*In Greece, the cultivation of olive trees throughout the centuries has made a mark on people's lives and has played an important role, becoming an integral part of the Orthodox. Olive oil has given shape to timeless values, becoming a lasting cultural symbol; a sacred symbol in the eternal cycle of Life, that is with us at the most important moments of our lives -births, baptisms, weddings and deaths.- By demonstrating the nutritional values of olive oil (based on extensive investigation of the Cretan diet), Greece set the bases to establishing the Mediterranean Diet as being the healthiest way of eating in the world. Besides, it is the only country in the world that names a special category of dishes based on olive oil, calling it ladera. To me olive oil means much more: it is a symbol of my roots, my family, my life and even my first salary! I grew up with olive oil, I studied thanks to it and I go on loving it while I enjoy a healthy life full of memories and new dreams."*



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*Il sapore  
della tradizione*



**Paolo Pasquali,**  
**Owner of Villa Campestri**  
**Olive Oil Resort**  
*Italy*

*"Throughout the history of philosophy many authors have asked themselves about the concept of Time. But the definition that I have always found most fascinating is that of Aristotle: "Time is a number of change." But what is Time in the context of the world of olive oil? On the contrary to what happens with wine, where aging is synonymous to value -a wine from the year 2000 is more valuable than one from 2015- freshness makes a decisive role in the sensorial values of an oil, and the objective of all the processes that it goes through during it's production is to reduce to the utmost the loss of it's organoleptic and sensorial characteristics caused by the passage of time, making the conservation of the life of the product a central concern. The question is: how to conserve our well-loved olive oil and what is the key -the number referred to by Aristotle- to the longevity of it's positive attributes? This is the essence of olive oil, it's desire to detain Time so as to preserve it's sensorial possibilities to a maximum degree. In the Oxford Dictionary of the English language, the word 'orchard' comes immediately before the word 'orchestra', evoking an ancient kinship that goes beyond the language... Because the olive tree and musical notes are intimately related, not only in a common acoustical/gustatory sense, but also because both embrace and are tied to a concept that we all belong to: the concept of Time. That is why il vino si fa l'olio è (wine is made, olive is)."*



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**Brenda and Nick  
Wilkinson,**  
Proprietors of Rio  
Largo Olive Estate  
*South Africa*

*"Here in South Africa we take our time to acknowledge and adopt any modern world tendencies, but when we do... we become fanatics! And that is what has happened with extra virgin olive oil. Our producers, although relatively small in scale and numbers, are growing in terms of quality, as can be seen by the number of prizes awarded to South African EVOOs worldwide. Not bad if one considers that we represent less than 1% of global olive oil production. Our national consumption grows by the year, at the same time the percentage in consumption of imported olive oil decreases little by little, thanks to an increase in local production. Our model of healthy outdoor living fits in perfectly with healthy eating habits that are promoted by extra virgin olive oil, as a way to combat modern illnesses such as hypertension and obesity. The difference between good and bad olive oils is defined by the prices, and the awareness of the fact that good olive oil is not cheap is growing, as well as of the challenge towards ending fraudulent imports -beware of opportunistic importers- and the distribution of low quality oils. Our Southern Hemisphere production fills the shelves in August, when olive oils from the rest of the world are already eight months old. This means an increase in exports destined for international markets. Long live olive oil and it's intense work opportunities for the people of South Africa!"*



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## José Luis Marginet, Agricultural Engineer and Director of Agroland *Argentina*

*"If we delve further into the significance of olive oil for a person from Rio de la Plata, possibly the most accurate description was given to me many years ago: 'olive oil is like a grandma's caress, or a mother's call, at teatime'. These words take us back to the image of boats full of Italian migrants, who had embarked at Genoa or Naples with their hearts full of melancholy and their pockets full of expectations, because, as very few know, more than 50% of our immigrants were Italian.*

*That is why when one thinks about olive oil one is thinking of tradition, it's the memory of long tables with their tablecloths dancing to the rhythm of the breeze; laughter and quiet conversations; the stains caused by tomatoes or red wine that, as in surrealist paintings, colored the white canvases.*

*Today, more than 80 years after the times of great immigrations, and after years of persistent oblivion, olive oil has again become an indispensable element on our tables. For those who were lucky enough to have lived the experience, it means bringing back memories of the penetrating aromas in the kitchens, the sounds of a chorus of voices coming from plump little ladies whose faces and hands were covered in flour, the smell of cigars that were being smoked in the outdoor patios, the sound of laughter from children playing, the unforgettable memories of family reunions. Because olive oil, for a person from Rio de la Plata, is precisely that: a bunch of memories and images contained inside a 500 cl. bottle, on whose label was a name that meant happiness."*



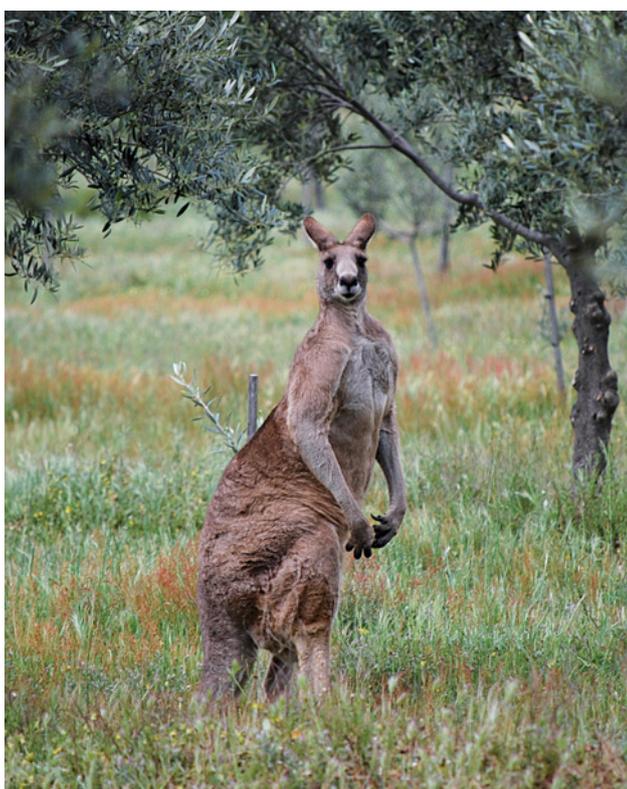
## Simon Field, Founder of Extra Virgin Olive Oil Savantes *Southern Africa and Australia*

*"The sub-species Olea Africana grows all over southern Africa, and for centuries provided the indigenous populations with medicines and wood for ceremonial and warlike activities. The arrival of Europeans introduced the Olea Europaea from the Mediterranean countries, that didn't prosper until it was grafted to the native olive, called Umnquma (in the native Xhosa language) or Umhlwathi (In Zulu). On the other side of the Indian Ocean, in Australia, European emigrants -mainly Greeks, Italians or Spaniards- established plantations of Olea Europaea in every state. After the passage of many generations, the richness of these olive groves diminished and the innate demand for extra virgin olive oil was satisfied*





by importations from the Motherlands. Recent revival of the olive oil industry has generated a renewed enthusiasm for the culinary and health properties to be found in EVOO. A passion for the most pure of vegetable fats has at the same time united and divided its defenders as they aim for a share of the market. The public dispute that has arisen over the merits of the local product and those of imported oils has been very destructive, and there is a need for a similar remedy to that found for the African wild olives. Producers and suppliers should respect the positive elements that each hold, join together in the task of promoting the excellencies of extra virgin olive oil, and try to calm these turbulent waters.”



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Tomiko Tanaka,  
Expert Taster and  
International Consulter for  
Olive Oil  
*Japan*

*"We have been cultivating olives for nearly 110 years in Japan. All this time we have produced and consumed EVOO -considered to be a healthy product by more and more people every day- although the actual consumption per capita is still scarce. One should point out that Spanish extra virgin olive oil is growing in presence, as it comes with a seal of quality thanks to numerous and important international prizes that have been awarded to Spanish EVOOs. However, in Japan, the Made in Japan myth holds strong, as it does with other products. Japanese consumers choose to buy national products rather than foreign ones. In the case of EVOOs, it is fundamental to have a knowledge of it's great diversity, which depends on the variety, the level of maturity of the olive at harvest time, or other factors related to the cultivation and elaboration process; all of which can produce juices of different organoleptic characteristics. The fact is that one should enjoy EVOO knowing that each one is unique and different."*



Toshiya Tada,  
President of The Olive Oil  
Sommelier Association  
of Japan (OSAJ) / Olive  
Japan International Olive Oil  
Competition  
*Japan*

*"Olive oil was introduced into Japan over 300 years ago. At present there are more than 5,000 Italian restaurants in our country and the value of the olive oil market has grown to over 300 million euros, reaching first place in the figures of edible oil consumption. In many sushi restaurants it is already possible to enjoy sashimi with olive oil."*





*The next chapter will be concerning the real quality of olive oil: authentic extra virgin olive oil, is becoming the latest subject of discussion in the Japanese food scene. And of course one should not forget the need to make sure that the taste of olive oil pairs well with the delicate flavors of Japanese cuisine. ”*



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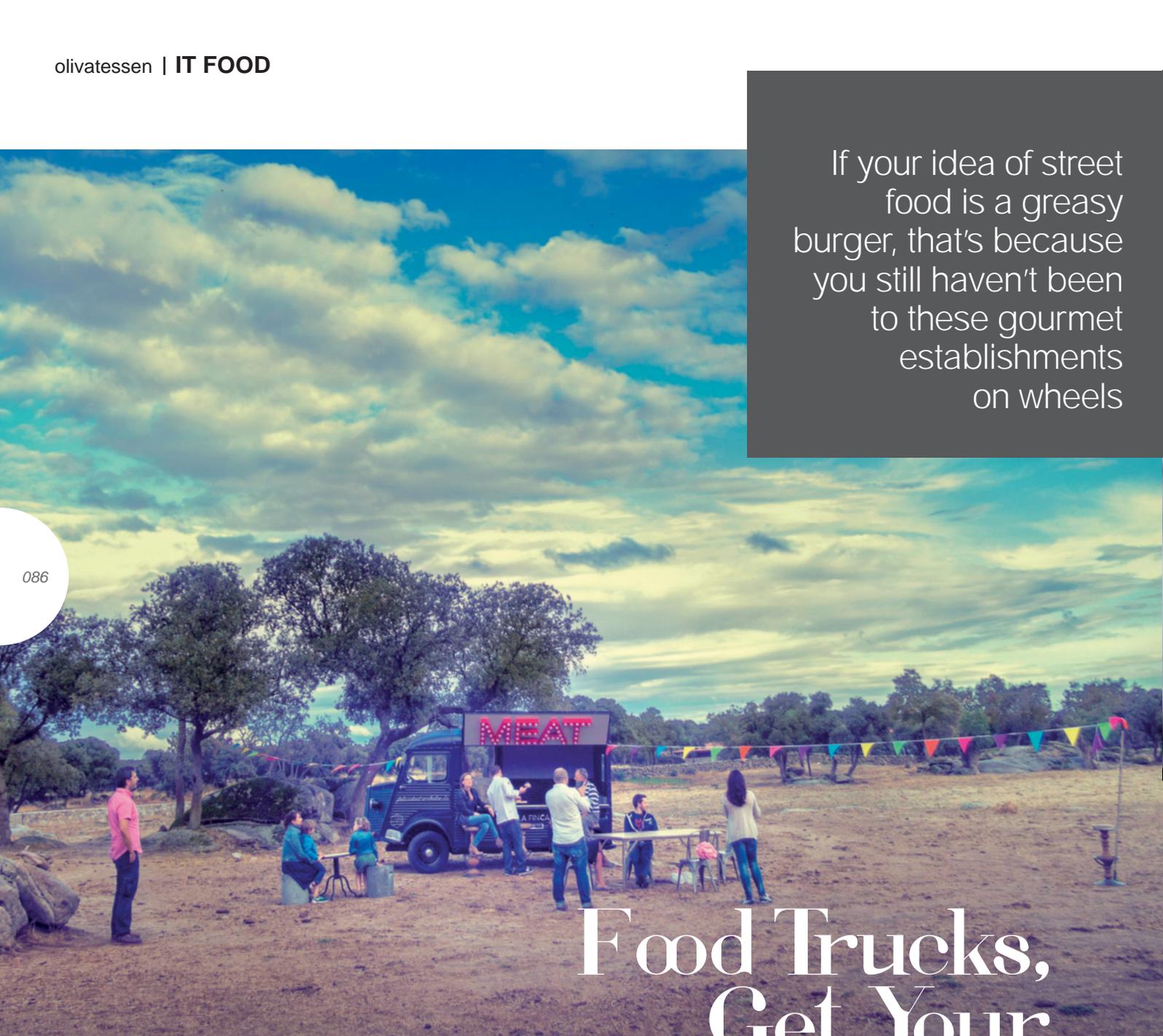
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086



# Food Trucks, Get Your Mediterranean Fix in the City

By Pandora Peñamil Peñafiel

Food trucks are popular in Europe. This old-school street food format was born in the U.S. towards the end of the 19th century, and now it has become a culinary trend on this side of the pond. Almost anything from burgers, buns, falafels to even paella can be wrapped in newspaper at these street food stalls, condensing cuisine, culture and traditions into small morsels of happiness. This street food phenomenon, consumed by 2,500 million people per day according to the Food and Agriculture Organization of the United Nations, is perfectly compatible with the Mediterranean Diet and there is an increase in food trucks serving dishes coated with extra virgin olive oil on the corners of the world's busiest streets. New York, San Francisco, London, Madrid... where shall we meet?



## PEPE

Washington DC, Maryland and Virginia (U.S.A.)

The “Outstanding Chef”, according to the James Beard Foundation, José Andrés, is proud to roll through the streets of American cities with PEPE, his food truck, full of ingredients from his native Spain.

With freshly baked bread, each sandwich served at PEPE’s is made on the spot, and includes tasty choices such as fresh pork, roasted peppers and aioli, or Serrano ham and Manchego cheese. The varied menus of this mobile restaurant also include seasonal soups such as gazpacho or salmorejo, croquettes, patatas bravas (spicy fries) and delicious non-alcoholic sangria for those patrons who need to return to work after eating. Though, they’ll also have to climb down from the sensory trip this chef takes you on with each dish served at PEPE.



## La Finca Meat Truck

Madrid (Spain)

Jiménez Barbero’s La Finca, benchmark for top quality meat products, joins this itinerant trend aboard La Finca Meat Truck, allowing customers to enjoy unique pieces of veal at specific locations of Spain’s capital city, as well as in private events. This retro-styled vehicle inspired by Cold War Berlin, has its own kitchen that prepares superior quality snacks: burgers, steak tartare or sweet-bread snacks, all conceptualized and made on the spot by chef Javi Estévez. From farm to table with no intermediaries, no additives and super, super tasty.





## The Souvlaki Truck

New York (U.S.A.)

This Greek food truck has been serving delicious, traditional Greek recipes in Yonkers, New York, since the summer of 2013. Its owner and chef, George Kringas, developed this concept from memories he had of his childhood in his native Greece.

Using a charcoal grill, they serve spicy chicken souvlakis or lamb and falafel pitas, with that unique smoky flavor of the bright streets of Athens, to the dozens of people who huddle queuing up daily to savor a piece of the Mediterranean.



088

## Caravan Made

Barcelona (Spain)

Caravan Made is the culinary dream of two young entrepreneurs -Javi Ruz, chef trained at El Celler de Can Roca and Silvia Cabra, with a degree in Advertising and Public Relations- who have decided to combine communication with gastronomy, stationed Barcelona's best markets and festivals in their 1970s caravan.

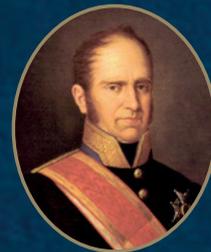
Organic bread sandwiches with braised beef and vegan pumpkin hamburgers with sides of fried yucca are some of the creative menu choices that can be found aboard this inventive food truck where every last detail is nurtured and embellished.



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*This spectacular EVOO is a tribute to all that fought in the Battle of Medina de Rioseco that took place at the beginning of the War of the Peninsular War, on the 14<sup>th</sup> of July 1808. The battle ended on the Valdecuevas ridge on facing Napoleon's troops, leading to the French occupation of Castile. Therefore, marking the defeat of the Spanish army, which was jointly commanded by Spanish generals, García de la Cuesta and Joaquín Blake, it is in this same settlement, where the oil mill and the Pago de Valdecuevas olive trees exist today.*



*Joaquín Blake*

General Blake is carefully blended by our master miller, made with the best olives from Picual, Manzanilla Cacereña and Arbequina. In the estate, the olives are collected and processed at their best organoleptic state, only through mechanic processes and cold extraction.

The result is an excellent and of the top-quality oil, which together, with the special and exclusive conditions of Grupo Valdecuevas, gives the oil a different and exclusive identity.

It is an ideal oil for dressings, to use on a slide of bread and other uses in raw. In order to keep its special quality it is only bottled upon request.

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





## Del Popolo Truck

San Francisco (U.S.A.)

Have you ever wondered if a wood oven would fit in a truck? The Del Popolo Truck people not only wondered about it, they made it a reality. This Italian-made oven travels the roads of the United States aboard a twenty-foot transatlantic container converted into a customized kitchen on wheels. If this story wasn't amazing enough, one of the walls of this gigantic container is covered in glass windows so that customers can watch Jon Darsky bake tasty Neapolitan-style pizzas. On his current menu, Darsky charges ten dollars for a Pizza Margherita. He could probably price it higher, but the chef ensures "a pizza must be available to all budgets." Hence its name Del Popolo, meaning "of the people" in Italian.



090



**Sua eccellenza l'olio extra vergine d'oliva. Siciliano Puro.**  
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We are based in Bronte, in Sicily, in the foothills of Mount Etna, but our prize winning oil is recognised throughout the world.



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



## The Bowler London (United Kingdom)

If your idea of English street food is fish and chips and döner kebabs then, that means you've never come across The Bowler.

The most delicious smells emanate from this artificial turf-covered food truck, which should be enough to prove that it is not just any street food stall either. Specializing in meatballs "made with love", inside, founder Jez prepares culinary concoctions for every taste. In addition to his famous meatballs, he also makes fishballs and even fresh vegetables seasoned with a smooth vinaigrette. There is only one rule in his kitchen: all meat with which he prepares his meatballs must come from free-range animals and vegetables must be fresh and in-season. Frozen food and microwaves are forbidden in this carnivorous paradise!

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CasaHierro® 



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Olive trees grow right in the heart of the La Mancha region, providing the fruit used by CasaHierro to make the best Virgin Extra oil.

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Discover CasaHierro Extra Virgin olive oil. It's unique, just like our land.

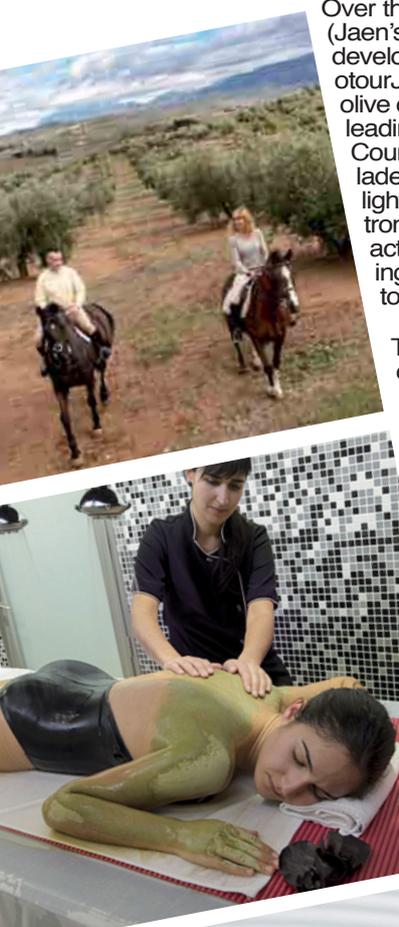


# OLEOTOURJAEN

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



Over the last three years, the Diputación de Jaén (Jaen's County Council), in Andalucía, has been developing a new tourist strategy, named OleotourJaén, focusing on this region's star product: olive oil. Keeping in mind that Jaen is the world's leading olive oil-producing province, the County Council has wanted to effectuate this olive-tree laden landscape's full potential, as well as highlighting the importance of olive oil in their gastronomy and the increasing olive-oil tourism activities offered by their oil mills, thus promoting olive oil and olive groves, both paramount tourist attractions of this province.



This supporting action for the tourism and the olive-growing industries has been accompanied by a greater professionalization of the olive-farming sector, an upgrade in the quality of their oils -ranked among the best in the world- and a cuisine of the highest quality which has grown at a pace dictated by the quality of Jaen's EVOOs. These circumstances, alongside the tourism industry's need for exploring new market niches, and since olive groves grant greater uniqueness to this area differentiating it from the rest of inland destinations, has given rise to a boom in olive oil oriented tourism, also known as oleo-tourism, a sector in which Jaen has no competition, as it is the perfect place to live a unique experience revolving around the olive grove and olive oil. In fact, and according to County Council data, the current number of people visiting Jaen every year in search of oleo-tourism activities amounts to 10,000, 80% of which are foreigners.



Since its launch in 2013, and with the intention of strengthening the OleotourJaén tourism brand, several awareness-raising actions have been carried out that aim at achieving a more active role from entrepreneurs. Some of these include training sessions with oil-mill owners and restaurants; drafting a protocol on providing customer care regarding olive oil tourism; creating

promotional brochures with information on olive oil and oleo-tourism; creating familiarization tours for olive oil enthusiasts and nation-wide promotional campaigns under the motto "*Ven a la aceituna y haz tu propio aceite*" (Come to the olive and make your own oil); an in-store event at San Anton market in Madrid introducing this campaign's early harvest oils; or a trip to Alava's La Rioja region to meet with winery owners on-site and learn about their experiences in dealing with wine-tourism.

At the same time, there have been several nationwide PR campaigns, off and on-line, revolving around OleotourJaen's web site.

In the province of Jaen, there are currently 107 active assets that fall into the following categories: restaurants (31), tourist adapted oil-mills (24), museums and event halls (14), tourist service enterprises (10), oleo-libraries (6), cosmetics companies (6), unique accommodations (5), tastings (4), farms (3), artisanal olive-tree wood-crafters (2) and spas (2).

In 2016, Jaen's oleo-tourism resources have been promoted at all the national and international tourism fairs that the County Council has attended, as well as organizing tours for Romanian and Chinese travel agents (farm trips) or blog trips for travel agents affiliated to the "Castillos y Batallas" (Castles and Battles) events, or the Guia Respsol (Repsol Travel Guide).

Furthermore, entrepreneurs who are members of OleotourJaén, and who are in the group of oil-mills that are open to visitors, have taken part in the second farm trip, this time traveling to Peñafiel (Valladolid) and Aranda del Duero (Burgos) -both a part of the "Ruta del vino Ribera del Duero" (Ribera del Duero Wine Tour)- to learn from their wine-tourism experience, having visited La Rioja (Alava) in 2014.

Lastly, within the latest actions that the OleotourJaén promotion plan contemplates is the proposal of several key strategies, including, advertising campaigns in the media; training courses for members of the Club de Producto (Product Club); wine-tourism trips; publishing a new guide on oleo-tourism and gastronomy; calls for grant applications for oil-mills; promotional actions such as the celebration of the *Fiesta del Primer Aceite* (Festival of the Harvest's First Oil) in Andújar and Vigo; a symposium on Architecture and Oleo-Tourism; or the launching of a gastronomic blog trip.

# jaén selección | 2017

Aceites de oliva virgen extra  
Diputación Provincial de Jaén

PRESENTACIÓN  
EN FITUR 2017

# The Ring

By Alfredo Briega Martín

## Chefs against the Ropes: Family Comes First

Our ring rolls out the red carpet to receive none other than the Adrià brothers. On one corner, Ferran, the oldest. Possibly the most influential chef in the world. Founder of elBulli. Maestro of maestros. A culinary deconstruction artiste. Spherification and molecular gastronomy originator. On the other corner, Albert, the youngest of the saga, he started working at elBulli when he was only 15, he would like to die in a vermoutherie (a place that serves vermouth). Ideologue behind the global project, elBarri (Tickets, Bodega 1900, Packta, Niño Viejo, Hoja Santa, Enigma), the culinary epicenter of Barcelona's Paralelo. "People lie, but dishes don't", he says. They both ooze talent and creativity, pure, innovative genius. Hard work, passion and love for cooking. Come in and enjoy. No, the dishes don't lie. Neither do they.



## we asked them...

1. When we mention the word EVOO, what is the first thing that comes to mind?
2. And your first experience related to it?
3. Complete the sentence: EVOO inspires...
4. What use do you give extra virgin olive oil? How important is it in your cuisine?
5. Your latest EVOO-related discovery in your cuisine?
6. What EVOOs will we find at your restaurants?
7. Your favorite food cooked with extra virgin olive oil?
8. If you had to choose one varietal (Arbequina, Picual, Hojiblanca...), which would you choose? And why?
9. Take the plunge: what extra virgin olive oil brand is your favorite?
10. In life, as with EVOOs, bitter or spicy?
11. Do you consider extra virgin olive oil to be cool and modern?
12. What would you say is the reason behind the consumer's lack of extra virgin olive oil knowledge?
13. In some restaurants there are EVOO tastings. What do you think of them? Do you applaud them?
14. Is EVOO paramount in a kitchen that claims to be healthy?
15. Caviar, creams, candies, ice creams... all of these can be made with EVOOs. Is there any other ingredient as versatile as this one?
16. EVOO tastings have become a trend. Do you organize these types of events?
17. Lastly, you've only got a minute to sell us on EVOO. Why should we consume it?

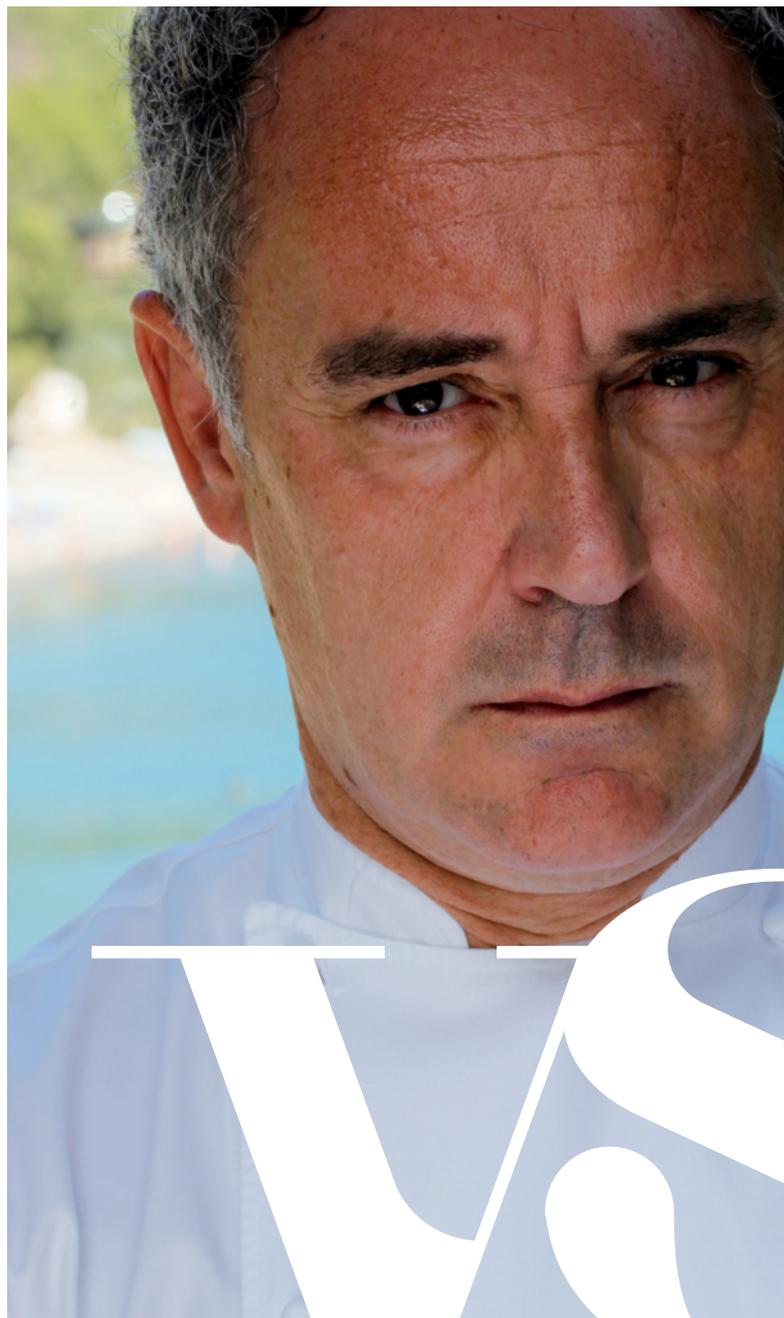
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## Ferran Adrià

*elBulli, elBullifoundation. Three Michelin stars*

1. When I first arrived at elBulli, in 1983, it really wasn't used in haute-cuisine much. It was rare, more like something special. I think the endorsement the culinary world gave it was very important, and from there it went on to being used in regular homes as well.
2. When I was little and my father would bring virgin olive oil from Tarragona. It was a different, delicious, wonderful oil.
3. The Mediterranean. It may sound like a cliché, but when you travel the world and return home, to the Mediterranean basin, you encounter that flavor again. No matter how much it has sprawled across the world, it still speaks to me of my land.
4. Extra virgin olive oil is part of elBulli's DNA, it is one of our fetish products. In terms of any particular dish, there are many, but perhaps I would mention the oil ice cream, or maybe the extra virgin olive oil caramel ring.

“No matter how widespread EVOOs are throughout the world at the moment, it still speaks to me of the Mediterranean, my country and my culture”  
(Ferran Adrià)





# M

## MASSIMO MOSCONI

# Emozione Olio

Extra virgin olive oils  
*our masterpieces*

## Passion and art

The farm Massimo Mosconi Azienda Agricola was established in 2012, with the aim of developing a project involving love for the land, respect for the territory, and above all the wish to uphold tradition.

We work in harmony with nature and its times, with determination and passion, aiming at transmitting feeling through a discovery of the senses smell, taste ...and sight, because, like art, oil too must stimulate all our senses.



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RESPIRO  
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**MORAILO**

ABBRACCIO  
**BLEND**

MÉNAGE À TROIS  
**BLEND**

OPUS  
**BLEND**

5. It's been four years now since we began focusing more on the theory side than the practical, when elBulli restaurant became elBullifoundation in July 2011. Since then, we have been doing research work on oil, and a number of other products, using the Sapiens methodology, which helps us organize and understand the culinary know-how and all the elements and processes that concur in gastronomy.

6. At elBulli we'd use several types, depending on what we wanted to make and the aspects we wished to enhance.

7. Something simple: a good tomato with extra virgin olive oil and salt. I let it stand for an hour and when I return to it, it's almost become a soup with a strong tomato and oil flavor.

8. Personally, I like my EVOOs light and fruity, but I may also use stronger oils, almost as if it were a spice.

9. Any extraordinary quality extra virgin olive oil. Its like with anything else, the good thing is that we can use one kind one day and another the next. Though, the variety is so vast we wouldn't be able to afford that luxury.

10. Neither bitter nor spicy, I prefer a balance, both in life and with extra virgin olive oils. That doesn't mean there won't be times for one or the other to be used.



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AND TERROIR**  
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**PORTUGAL**





11. Absolutely, and its been so for many years.
12. I actually believe that there is an ever-growing culture regarding extra virgin olive oil.
13. I think it's great. It's a way of contributing to raising awareness about olive oil.
14. Absolutely. I think it's already been thoroughly documented and proven that a diet with Mediterranean products is the healthiest, and in it, olive oil plays the main role.
15. It is undoubtedly one of the most versatile, with the advantage that, while indeed there is a growing amount of concoctions, there is still a long way to go.
16. At elBulli we would put together tastings of many products, including extra virgin olive oil, of course, where several chefs, sommeliers, waiting staff, etc... would participate.
17. Firstly, because it is a part of our identity, the Mediterranean, our culture, as I mentioned before. But also because it is an amazing product, it is healthy, extraordinary, of an incredible quality and reasonably priced.

099



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—

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100

## Albert Adrià

*Tickets, Bodega 1900, Pakta, Niño Viejo, Hoja Santa, Enigma... Three Michelin stars*

*“EVOOs are a part of my cooking in a natural way, I don’t need to go out of my way to use them”  
(Albert Adrià)*

1. Liquid gold.
2. I can’t remember. At home they would buy it in bulk, I guess it wasn’t the same quality as what is around today.
3. Cooking and eating.
4. Over the course of 30 years I have made everything from savory dishes to desserts with EVOOs. It is part of my cuisine in a natural way. I don’t need to go out of my way to use it.
5. Textured oil.
6. Three different ones: Picual, Arbequina and Hojiblanca; in fact, I have a machine that preserves them from oxidation.
7. A tomato salad generously dribbled with EVOO.
8. As with wine, I think in good and bad oils, not in grapes and olives.
9. The good kind.
10. Fruity and bitter, like life itself.
11. It is a contemporary product, with a strong present and future, I don’t believe it necessary to contextualize it within food categories.
12. I don’t know...I guess because in fact EVOOs boom is fairly recent and we don’t have as much know-how as we believe.
13. I personally don’t feel it is necessary, in those terms we’d have to have many different menus for the different products or creations.
14. Absolutely, and it’s been proved.
15. It is no doubt one of the most special products in the market.
16. Yes, we have put together tastings with the chefs.
17. As it is such a special and versatile product there is no need for me to sell it at all, you’ll buy it for sure.



# Caviaroli drops.

By Albert Adrià.

## Albert Adrià's spheric olive by Caviaroli.

More than a year of R&D work with Albert Adrià's team has brought us to replicate one of the signature dishes of the elBarri group in Barcelona (Albert Adrià's restaurants project which includes Tickets, Bodega 1900, Pakta, Hoja Santa, Niño Viejo and Enigma).

A year of work in order to match the flavour, texture and soft feeling of the olive in the mouth. All of this for bringing the essen-

ce of one of the most influential chefs of the decade.

These spheric olives can be a dish on their own, the main ingredient in an elaboration or become the best ally in a party or catering service.

All the taste, texture, magic and explosion of flavour now ready to be used thanks to the combined work of Caviaroli and Albert Adrià.

For further information please visit: [www.caviaroli-drops.com](http://www.caviaroli-drops.com) or email us at: [info@caviaroli.com](mailto:info@caviaroli.com).

# Olive Oil and Rafa Nadal: “Born in Spain, Admired all Over the World”

Linking Spanish extra virgin olive oil to the image and values of the most international and acknowledged Spanish sportsman of all times. This is the objective of the campaign “Born in Spain, Admired All Over the World” that was launched in 2016 by Aceites de Oliva de España, the name for the ‘Interprofesional del Aceite de Oliva Español’ (the Spanish Olive Oil Interprofessional), an organization that promotes Spanish EVOOs across the globe.





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NYC

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THIS IS  
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WICKED

IT'S EASY TO MAKE  
BETTER CHOICES

Visit Of  
HOTO  
JUELO

Nowadays, the main clients for Spanish Olive Oil are found beyond the frontiers of the first producer of olive oil worldwide: exportation is the destiny of nearly 7 out of every 10 liters of oil that are marketed by Spain. We have clients in over 160 countries. These spectacular figures are not there by chance. Towards the end of the 20th Century, the Spanish olive oil sector took note of the fact that the world demand for our oils needed stimulation, in order to find markets for the constant increase in harvests. This resulted in the founding of the 'Interprofesional del Aceite de Oliva' (the Spanish Olive Oil Interprofessional), an organization that has taken on this mission since 2009. From this date onwards, it has become the main tool for the promotion of our oils around the world. And the results show that the sector's bet has proved right. The average exports in the last three campaigns (2013/14, 2014/15 and 2015/16) registered more than a 73% increase over the figures registered halfway through the first decade of the 21st Century: 931.800 tons, compared to an average of 537.000 tons registered ten years ago. However, the mandate given to the Interprofessional by the sector wasn't limited to just selling more oils, it also included selling them better. This is the reason why the philosophy behind our promotions has changed over the years, until culminating in campaigns where the fundamental message is: Spain is the origin of our oils. This new 2016 focus has taken a

giant step forward with the "Born in Spain. Admired all over the world" initiative, which has been upheld by the image and values of our most international and admired sportsman: Rafael Nadal. The campaign has followed the tennis player throughout the international tennis circuit, from the first Grand Slam of the year, in Australia, on to Brazil, Mexico, Russia, Japan and the United States, until reaching the last tournament, where the man from Manacor played the China Master in Shanghai last October. An itinerary that has been hugely successful: obtaining 1.000 million impacts.

As well as linking our oils to a Spaniard who is well known worldwide, we have also managed to identify the practice of sport at the highest level with the consumption of Spanish extra virgin olive oil. A message that only goes to strengthen the image of our olive oils as being a healthy foodstuff, this being one of the main arguments for sales in many markets. Along these lines, the campaign has coincided with the celebration of tennis tournaments in Australia, Brazil, the United States and China, so as to gain maximum impact among consumers and the communications media. During the Rio Open (Rio de Janeiro, Brazil) and the China Open (Beijing, China), Spanish Olive Oils opened their own stand on the tournament premises. Visitors were able to participate in promotional activities such as games, contests or cookery workshops. The VIP visitors at the



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官方指定供应商

从10月7号至9号，来南京路步行街逛街的同时，别忘了也尝尝西班牙橄榄油。



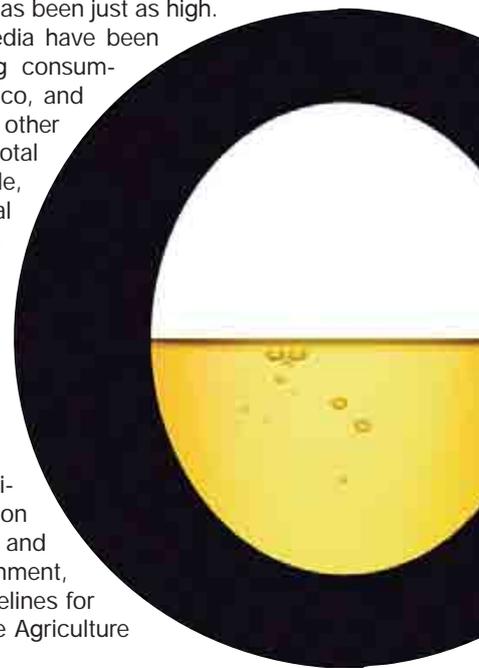
Rio Open were able to taste our oils at all the restaurants within the sport complex.

However, this campaign has been characterized by one particular thing: the use of some of the most spectacular open-air advertising formats, such as the gigantic video screens located on four emblematic buildings in Times Square, in New York (Nasdaq, Reuters, Express and American Eagle), during the US Open tournament. Or the screens covering the facades of two of the main buildings in Shanghai (Bund Aurora Plaza and the Citibank Tower), showing projections of images of Spanish Olive Oils, at the location of one of the most famous night views of the River Huangpu. One should not forget the three gigantic video screens set up in the center of Melbourne that showed audiovisuals focusing on our oils and Rafael Nadal, and the hundreds of advertisements spread over the city of Rio de Janeiro. It is estimated that, on the whole, these advertising efforts summed up more than 650 million impacts on our target public.

Albeit, should one have to choose the culminating point of this campaign, without a doubt that would be the event that Spanish Olive Oils shared with Rafael Nadal, the 'Taste of Tennis NYC', that took place on August 26th. A high ranking social occasion attended by the Spanish Minister of Agriculture, Fishery, Food and Environment, Ms. Isabel García Tejerina, and where Rafael Nadal and the prestigious chef, Marcus Samuelsson were the star attractions. Both of them enjoyed themselves making recipes in which Spanish extra virgin olive oil shone in its own light. Prestigious New York chefs also took part in this event by demonstrating their culinary abilities, making this an unforgettable experience for all attending. And all of this was covered by a considerable number of communications media, and the attendance of celebrities. It is estimated that the repercussion of these events that took place in New York reached an advertising value of 1.5million Euros in the media.

The bet for using digital media has been just as high. Social networks and online media have been the main channel for reaching consumers in Russia, Japan and Mexico, and have reinforced activities in all other countries. There has been a total of 500 million impacts worldwide, in which messages on digital media have had 120 million impacts, to which one should add more than 23 million visualizations of campaign videos. Finally, the campaign on the social networks has generated 350 million impacts, with nearly 150 million interactions.

This initiative has been possible thanks to the collaboration of the Ministry of Agriculture and Fisheries, Food and Environment, as part of the Strategic Guidelines for the Internationalization of the Agriculture and Foods Sector.





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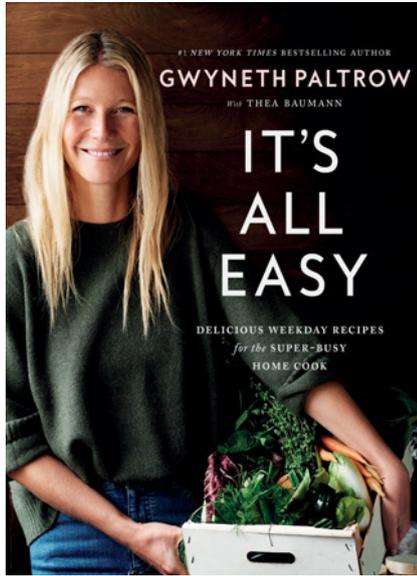
WWW.PROFUMIDICASTRO.IT



# Bibliothèque

By Alfredo Briega Martín

Quick and healthy recipes for the super-busy people, modernist cuisine, the art of the paella, plus the restaurants where the world's best chefs go to eat. Because variety is the spice of life, these are our tempting literary suggestions, as disparate as they are attractive.



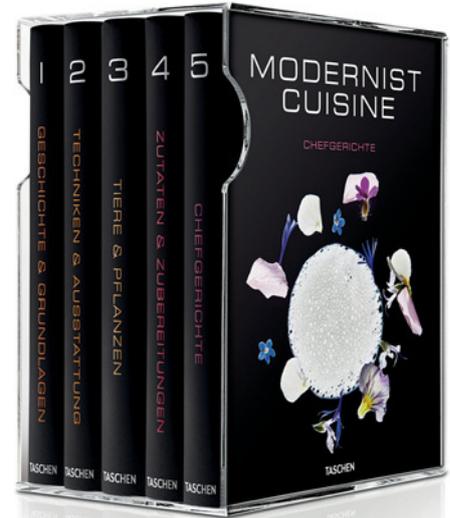
### IT'S ALL EASY

Oscar-winner Gwyneth Paltrow's new cookbook -who also penned The New York Times bestselling cookbooks, My Father's Daughter and It's All Good- aims to, in her own words, help anyone create delicious and healthy meals on the fly". In IT'S ALL EASY. Delicious Weekday Recipes for the Super-Busy Home Cook, the famous Californian actress shares 125 of her favorite recipes, from easy breakfasts to lazy dinners, all of which are simple and quick to make "in the time it takes to order take-away food" often containing high levels of fat, sugar and other processed ingredients. Instead, these are delicious, healthy meals, low in sugar, fat or gluten. Grouped into different chapters -First Thing, Pick-Me-Ups, On the Go, In a Pinch, Cozy Evenings, Summer Nights, Unexpected Guests, Something Sweet,- the one on On the Go recipes stands out for these can be taken to work or school for lunch, for picnics or while watching a game. Without a doubt, it is a valuable culinary map targeted towards those super-busy individuals, and serving as a guide towards enjoying easy and healthy meals in the company of family and friends.

**IT'S ALL EASY. Delicious Weekday Recipes for the Super-Busy Home Cook.** By: Gwyneth Paltrow. Publisher: Goop press / Grand Central Life & Style Hardcover



IT'S ALL EASY photographs by Ditte Isager



### Modernist Cuisine

A revolution is underway in the art of cooking. In the same way that French Impressionism broke away from centuries of artistic tradition, in recent years the modernist cuisine has crossed the boundaries of the culinary arts. Borrowing from laboratory techniques, the chefs at globally renowned culinary sanctuaries such as elBulli, The Fat Duck, Alinea and wd-50 have opened up their kitchens to science and technological innovation by incorporating these fields of knowledge to the creative genius behind making food. In Modernist Cuisine: The Art and Science of Cooking, Nathan Myhrvold, Chris Young and Maxime Bilet -scientists, artists and renowned chefs- across six volumes (History and Fundamentals, Techniques and Equipment, Animals and Plants, Ingredients and Preparations, Ready to Serve Recipes and Kitchen Manual) and a total of 2,438 pages, it reveals a set of culinary techniques inspired by science that range from the unexpected to the sublime. The 20 people that make up The Cooking Lab team have obtained new and surprising flavors and textures by using techniques such as bain-marie, homogenizers and centrifuging, and ingredients such as hydrocolloids, emulsifiers and enzymes. Imagine wrapping a mussel up in a jelly sphere made from its own juice, which is both sweet and savory at the same time. Or preparing a fine and homogenous butter using only pistachios. Gastronomic science and technology come to life in the thousands of photographs and original diagrams, from the microscopic fibers of a piece of meat, to the cross-section of a Weber barbecue. The experience of eating and cooking from a completely different perspective. A body of work destined to reinvent the kitchen.

**Modernist Cuisine: The Art and Science of Cooking.** By: Nathan Myhrvold, Chris Young and Maxime Bilet. Publisher: Taschen





# WE NEVER CHANGE

We have always been pursuing excellence.



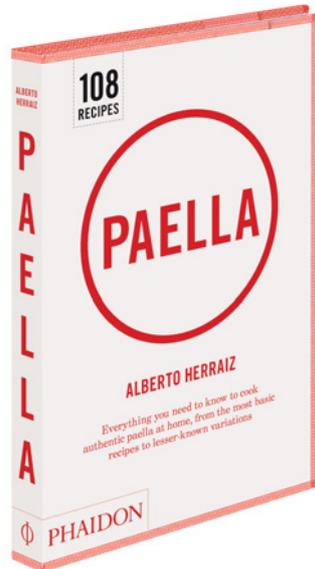
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### Paella

Ferran Adrià says that Alberto Herráiz, author of *Paella* and chef at El Fogón -the internationally famed Parisian restaurant known for its paella specialties- is the best paella-making maestro in the world. This definitive manual -avant-garde and not suitable for purists- regarding one of the most popular and beloved Spanish dishes, collects 108 unconventional proposals and explains all there is to know about how to make an authentic homemade paella, while revealing the origin and traditions behind this classic dish and why “paella” is often a synonym of celebration. Divided into several chapters -Paellas made in the oven, Cooked outdoors, Without Rice and Sweet,- the book provides a step by step explanation of the different techniques, ingredients and essential utensils to cook a paella, in addition to including recipes for broths, fumets (a concentrated broth used as a base for any soup) and classic sauces, such as the famous aioli; and it includes an array of paellas such as cod with garlic and cauliflower, mushrooms and cod skin, or goat’s milk and rhubarb. Born in Cuenca and fourth generation of restaurateurs, Alberto Herráiz ran several restaurants in Spain before opening El Fogón -with which he became the first Spaniard to receive a Michelin star in France- and has spent years perfecting the art of the paella.

**Paella. By:** Alberto Herráiz. **Publisher:** Phaidon Press

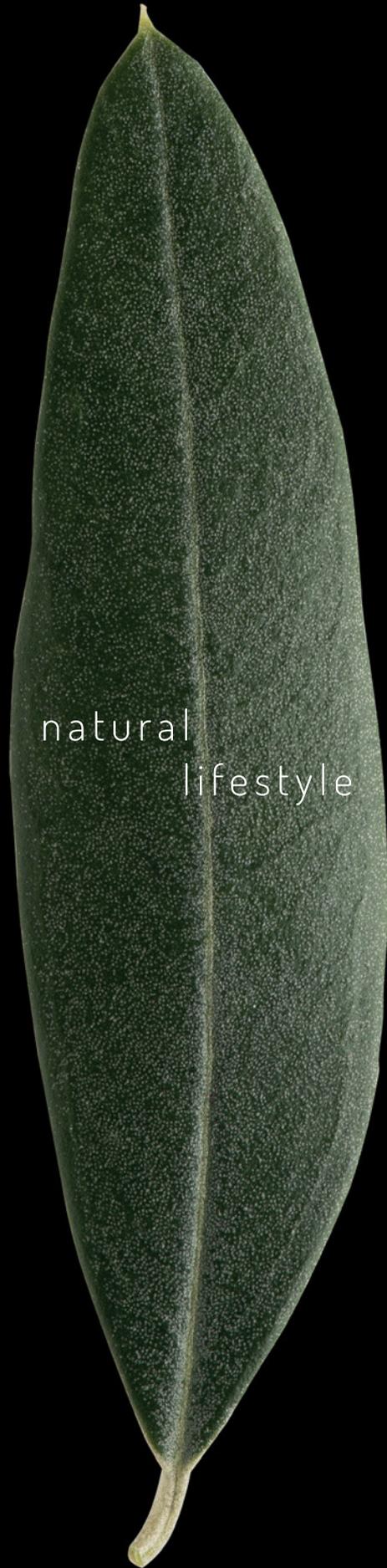


### Where Chefs Eat

Edited by food critic and travel journalist, Joe Warwick, this acclaimed bestseller is a guide of the restaurants where the world’s best chefs eat. *Where Chefs Eat* contains in its more than one thousand pages, over 3,000 places selected by 630 of the best chefs in the world, covering more than 70 countries and containing the most updated personal recommendations. René Redzepi, Ferran and Albert Adrià, Joan, Jordi & Josep Roca, Massimo Bottura, Corey Lee, David Chang, Jason Atherton, April Bloomfield, Helena Rizzo, Yotam Ottolenghi or Jeremy Lee are some of the renowned international chefs who reveal their culinary secrets and offer tips on lesser-known restaurants, eclectic and surprising neighborhood joints, the places they go to at the end of their late night shifts, touristic restaurants and their favorite breakfast destinations. Very useful when planning any trip, this guide -which in its updated 2015 edition offers more local and regional content and is available as an iOS app for iPhone and iPad- includes detailed city maps, reviews, reservation and other important information as well as the opinions of the chefs themselves.

**Where Chefs Eat. By:** Joe Warwick. **Publisher:** Phaidon Press





natural  
lifestyle



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Cortijo la Torre



# QvExtra! International – CEQ Italia

By Alfredo Briega Martín

## The QvExtra!-CEQ Italia Alliance or The Challenge to Raise Awareness About EVOO's Excellence and Diversity

Joining forces and a desire to create a plan of action for the internationalization of high-end extra virgin olive oil. Those were the intentions behind signing the landmark collaboration agreement in October 2015 between QvExtra! International and CEQ Italia (Consorzio di Garanzia dell'olio extravergine di qualità), the great Mediterranean alliance for quality in extra virgin olive oils. We sat down with Soledad Serrano, president of QvExtra!, and CEQ Italia's director, Mauro Meloni.

**How and why did the agreement between QvExtra! International and CEQ Italia come about?**

**Soledad Serrano, President of QvExtra! International:** *It was love at first sight! I was very excited to see that a group of such professional producers in Italy would share my same passion for excellence.*

**Mauro Meloni, Director of the Consorzio di Garanzia dell'olio extravergine di qualità (CEQ Italia):** *Because both associations share the same mission: to build value for high-end extra virgins, comply with the strict quality standards from field to table and guarantee the maintenance of a high quality from the producer to the consumer.*

**Given the long-standing rivalry between Spain and Italy, the two largest olive oil producers in the world, what meaning and outreach does this agreement have?**

**Soledad Serrano:** *Disregarding any possible rivalry is what gives this project credibility. High-end extra virgins are really what bring us together, beyond borders and brands. This adds tremendous solvency to any international promotional actions.*

**Mauro Meloni:** *Olive oil consumption in the world barely reaches 2% of all cooking fats, and EVOO's stats are even lower. This data has convinced us that there is no such rivalry, but that instead we need to cooperate with each other to provide the rest of the world with information about the differential value of the product. The enemies are elsewhere, not among us.*

**Within the scope of this plan of action for the internationalization of extra virgin olive oils, what will the shared promotional activities carried out by**



**both associations to promote quality EVOOs internationally consist of?**

**Soledad Serrano:** We will be working with cooking schools, housewives associations and sales distribution representatives to convey the benefits of this gift of nature that is olive juice.

**Mauro Meloni:** We have talked about organizing several events together. One of which will probably be a conference, similar to the one in 2015, but in a more collaborative manner between both associations. In addition, the quality seal will be unified so that it is the same, both in Italy as in Spain. This way we will have a single identity.

On the other hand, we will also hold a joint press conference to promote SIQEV and all the EVOOs that both associations have. Furthermore, we are planning to celebrate round-table discussions throughout the year to promote extra virgin olive oil. All these actions will be accompanied by the widest possible media coverage.

**On the other hand, QvExtra! And CEQ Italia met with the International Olive Council (IOC) in November 2016 to establish synergies and common strategies as from 2017 in the different fields related to the olive oil sector. What will that collaboration with the IOC entail?**

**Soledad Serrano:** It's all about combining efforts because the olive oil industry is still small and we have to talk with a single, loud and clear voice. Our collaboration works in two directions: CEQ and QvExtra! endorse the need for international standards and the IOC provides institutional support for the promotion of extra virgin olive oil as spearhead of the sector.

**Mauro Meloni:** The IOC have their own olive oil promotion plans and therefore it is paramount to have a coordinated message across the board so that the consumers can continue to increase their knowledge about the different qualities of the products within the olive oil family. In addition, the IOC can help producer organizations in the institutional consolidation of the educational messages we need to spread.

**The international seal of quality SIQEV, which certifies that the oil maintains all its organoleptic properties and characteristics throughout the preferential consumption period, has been recently redesigned incorporating graphic elements of both associations. What exactly is SIQEV and what objectives are sought to achieve with its use?**

**Soledad Serrano:** SIQEV is the Extra Virgin Olive Oil International Quality Seal and it represents a bold promise made by the producer to the consumer. We try to help consumers in the decision of which extra virgin to purchase, if indeed what they are looking for is a fresh olive juice, that possesses the variety's characteristic aromas and flavors in addition to its full nutritional benefits.

**Mauro Meloni:** The aim is for SIQEV to obtain consumer confidence in such a way that when they see it they will instantly recognize it as a seal of quality, because it is cer-

“There is no rivalry between Spain and Italy; the enemy is elsewhere, not within” (Mauro Meloni)





tified by a third-party body and because these producers will have voluntarily decided to comply with much more restrictive guidelines than those of the current laws and accept the monitoring controls from farm to shelf that the seal requires.

**Tell us about SIQEV's promotional plans in the U.S. and Japanese markets, considered priorities in this internationalization strategy...**

**Soledad Serrano:** 2017 will be a year in which we hope to be able to promote our product in those two countries. They are both potentially strong markets for us and we anticipate very interesting promotional actions aimed towards the final consumer. We will also have IOC's support and we will combine synergies so that it has as an international outreach as possible. We are especially interested in the trade fairs taking place that year both in Japan and the U.S., where we believe our presence would be important for the promotional campaign. Our main commitment is to inform consumers about the added value of extra virgin olive oil, being as it is, an absolutely incomparable product.

**Mauro Meloni:** These are two very interesting markets for us. Our goal is to inform about this outstanding product's nutritional value and to teach people to distinguish what is the standard of quality that this sector pursues. There are some very interesting food fairs in the U.S., and in Japan there are cooking school-related activities that are something we are looking into as well. We will also carry out a media plan in order to grant the product the status it already has and further improve it. Our wish is that the final consumer learns to consciously know what product they

are purchasing and where it comes from. Both the U.S. and Japan are countries where consumption is very high.

**In your opinion, what direction is the EVOO sector taking and what should the cornerstone of its promotion and outreach among consumers be?**

**Soledad Serrano:** I think that the future of EVOO necessarily lies in being able to raise awareness about its excellence and diversity. We have managed to reach quality levels in production that had never before been achieved, thanks to the improvement in harvesting and production methods. The challenge now exists in communicating that excellence, unknown until very recently, and the diversity of the oils depending on the variety to which they belong. The wonders of extra virgin olive oils are that they expand the flavor palette in the kitchen, enrich and enhance the rest of ingredients (simply tasting the difference between a salad made with a good extra virgin and one with another type of oil will suffice), and in turn, that they are a powerful natural medicine. The consumer must learn that they can eat healthier and tastier!

**Mauro Meloni:** Health and the love of food are the aspects that will interest consumers most in the future. An extra virgin olive oil, such as we have designed it, that complies with the characteristics that the SIQEV seal certifies, is a tasty product and highly beneficial as it is very rich in antioxidants.

“Ours was a love at first sight...I was very excited to see that a group of such professional producers in Italy shared my same passion for excellence” (Soledad Serrano)





# Truly Extraordinary



Oleoestepa was born from a cooperative commitment to excellence, among forests of olive groves located in the heart of Andalusia, in an extensive valley of olive trees that enjoys unparalleled conditions for their cultivation, and found in between the Becerro and Águila mountain ranges, inside the boundaries of the Estepa PDO, to become the leading producer of high-end extra virgin olive oils.

Besides having the Estepa PDO quality certification it has received other domestic and international awards, positioning Oleoestepa as the most recognized brand. Its environmental practices are manifest in their sustainable integrated production farming systems for their more than 7 million olive trees and partner oil mills.

**Estepa Virgen** rounds up the best of excellence in an expert selection of early harvest olive varietals.

**Egregio**, a premium organic showpiece, is made with Hojiblanca and Picual olives that deliver a fresh and modern blend, with a complex and highly fruity sensory profile.

By virtue of their excellence, olive growing tradition and their respect for the environment, we stand before truly extraordinary extra virgin olive oils.

Follow us



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



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# EVOO

# ROCK



# STAR

ACEITES GARCÍA DE LA CRUZ, AGRÍCOLA GUZMÁN, AGRÍCOLA LA MAJA, AGROLAND, ALCUBILLA 2000, ALMAZARA DE MUELA, ALMAZARA DE ORTEGAS, ALMAZARA LA ALQUERIA, ALMAZARAS DE LA SUBBETICA, BARDOMUS, BELOYANA, CORTIJO DE SUERTE ALTA, AZIENDA AGRICOLA SAN MAURO DI MINISCI EDMONDO, GRUPO VALDECUEVAS, HACIENDA QUEILES, HUILERIE MODERNE DE TUNISIE, JACOLIVA, LA PONTEZUELA, LA SOLANA2, MOLINO DE GENIL, OLEALSA, OLIVAIS DO SUL, OLIVAPALACIOS, OLIVAR DE SEGURA, OLIVAR DEL DESIERTO, PAGO DE QUIRÓS, RAFAEL ALONSO AGUILERA, SAT SANTA TERESA, RAVIDA AZIENDA AGRICOLA SRL

*Ladies and gentlemen, please put your hands together for the real rock stars, the EVOO producers. Young artists and music legends. Immersed in a global tour showcasing their repertoire, playing their greatest hits and their newest songs, they will be revealing their formula for success, their secret to a perfect communion with the audience, that which makes them unique. The show must go on...*

**COMPOSITION:** How do you compose your EVOO? What makes it unique?



**RECORDING:** What is your brand philosophy? What musical notes stand out?



**MISE-EN-SCÈNE:** What is your EVOO's mise-en-scène like? What elements would you highlight about your packaging and marketing?





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## Aceites García de la Cruz

### 5 Generaciones, A Fusion of Styles

★ Cornicabra, Picual,  
Arbequina, Hojiblanca



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



We strive to never disappoint our fans, who have grown to expect that our projects will deliver a consistent sound: quality. Our rhythm and harmony never leave anyone feeling indifferent, and they are instantly hooked!

The fusion of styles and the permanent search for a flavor that, if it were a sound, would mix the best Flamenco with international rock, thus, reaching a broader audience. Olive oil, as in music, requires continued creativity. We never stop creating. This way our fans feel as though our olive oils are like a melody written especially for them. We create oils with our customers in mind.



The mise-en-scène is truly a blowout for the senses, the junction where tradition and modernity merge: 145 years creating EVOOs that seek to convey the brand's desire to always be at the forefront of the sector. This is our essence.



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

## Agrícola La Maja

### La Maja, Naturally Beautiful

★ Arbequina, Arróniz



*La Maja* is a delicious limited edition blend obtained by meticulously selecting fresh and healthy Arbequina and Arróniz olives, taking the upmost care throughout the process of cold extraction in order to maintain their full nutritional benefits intact, as well as its aromatic and gustatory qualities. Of a green yellowy color, a clean and intense aroma that dazzles for its liveliness, reminiscent of green and fresh fruits, with highlighted notes of tomato plant, grass, artichokes, apples and, to a lesser degree, a delicate kiwi aroma. These are confirmed in mouth, exhibiting medium bitterness and a mildly pungent aftertaste.

Since its foundation in 1997, La Maja has been cultivating olive trees, and producing and selling exceptionally high quality extra virgin olive oils, thanks to the family's commitment, push and thorough work to obtain a great EVOO, not overlooking their location's incomparable natural environment, a fertile plain on the riverbanks of the Ebro in Mendavia (Navarra) where the rivers Odrón and Linares converge, benefiting the cultivation of olive trees, vineyards and other horticultural products.



Its elegant and stylish design -a bottle coated in black and screen-printed in white- remains as current as when it was created. A unique design, in a unique format, for a unique oil.

*"For in beauty no one equals her  
and in good name few approach her"*  
*Don Quijote de la Mancha*



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*The taste of Spanish tradition for the 21st century*

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Agroland

## Colinas de Garzón, A Passion for The Land

★ Coratina, Barnea, Picual



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



Of a deep golden color, intense fruitiness, with a bitter entrance in mouth and a rotund personality, *Colinas de Garzón* is an enveloping, balanced, persistent and full-bodied oil, a statement of commitment to the highest quality standards. The land's characteristics, the soil's drainage and its privileged location make Garzón the perfect place for a globally renowned olive grove. With the profound conviction that our land and surroundings are of vital importance, at Agroland we cover all stages of the production process using the latest technical and environmentally-friendly innovations in order to ensure the sustainability and preservation of everything that the environment rewards us with.



Our passion is to obtain a perfect juice from our land and deliver a unique experience to consumers. Our values could be the musical notes through which *Colinas de Garzón's* philosophy is expressed: quality, innovation, efficiency, integrity and sustainability. Our *Colinas de Garzón* EVOOs combine Italian inherited flavors with the essence of our land, representing the connection between present times and an age-old tradition through our love of olive trees, symbol of life, and the main characters of this story we build in the 21st century with the same passion as they did 3,000 years ago.



We pay close attention to detail with our oils, so the quality of our packaging is best appreciated in the materials used for the bottles and caps, the labels and designs, in which the differentiation of varieties indicate experience in handling them and is made manifest in the use of different colors for the capsules to better distinguish them from each other. Subtle details in a range of colors and illustrations that evoke olive branches and create a frame for the golden logo which lights up the center of the bottle, as a synthesis of a classic, elegant and attractive product. These qualities inspire the passion with which we hope that the fruit of our land transcends for generations to come.



# Santa Gadea

## Organic Goat Cheese

Santa Gadea Organic Farm is hidden by the Ebro River as it winds its way through the gorges of Burgos, a Northern province of Spain. Here, History meets legend, and it is this land's best-known tale, the Oath of Santa Gadea, to which the finest organic goat's cheese owes its name.

Santa Gadea is a small family company, where we strive to raise and care for 1200 alpine goats. No trace of GMOs can be found in Santa Gadea's organic farmlands, and our goats feed exclusively on rich fermented forage and crops, all organic!



[www.santa-gadea.com](http://www.santa-gadea.com)  
#fromgrasstocheese



Product from Spain

Alcubilla 2000

## Luque Ecológico, Responsible and Sustainable Quality

★ Picual, Pajarera



[www.alcubilla2000.com](http://www.alcubilla2000.com)

Our inspiration to create a connection between our *Luque Ecológico* EVOOs and audiences around the world comes from the passion we put into every detail that has to do with the olive grove. Our six-generation-long relationship with it and an exhaustive preparation and control over every steps from field to oil-mill, result in achieving true signature compositions that are worthy of the best stages.



An utmost respect for the product and the environment are vital when composing. We cannot conceive having a product that does not come from a responsible and sustainable activity so that it can reach the most demanding customers. Our most distinctive riff, by which our fans recognize us, is preserving the ecosystem's balance as a matter of principle when it comes to obtaining a product of the highest quality. Being in perfect harmony with nature is one chord that cannot be missing from our compositions.



When facing the crowds we do so with the elegance and balance of our compositions, both in nose as in mouth. An entry in mouth that tends to be melodic, soft and in slow tempo with a touch of freshly cut grass, green fruits and basil, hinting towards the riffs ahead: slightly bitter green almond notes accompanied by a final mild pungency. Our world tour's big-stage costumes are taken care of by famous fashion designer Angel Schlesler.

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Almazara Deortegas

## Deortegas, A Treat for the Senses

★ Arbequina, Picual,  
Cornicabra, Hojiblanca



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

We belong to that select group of composers who enjoy what they do, who are passionate about olive-growing, and who anxiously await the arrival of the harvest-time, choosing the best moment to start picking the organic olives from traditional plantations -none of those high, or super-high density orchards-on rain-fed estates. These olives are delicately cared for all year round, and dazzle with their nuances, aromas and complex sensations, making our EVOOs a treat for the senses.



Our brand, *Deortegas*, defines us as a family -we are so confident of the product's quality that we dared give it our own family name- and is in line with organic and healthy lifestyle, with a commitment to the environment. Our organic single-variety oils stand out for their freshness and green notes, and for the purest essence of each of the varieties.



For the mise-en-scène of our oils we rely on expert graphic designers who give us advice regarding the launching of our products. We are known and stand out for our black, elegantly dressed bottle and clean white label.

Our latest single is made with Hojiblanca olives, absolutely exquisite and stunning, a luxury oil in a new container with a floral and bucolic label, depicting little birds among hibiscus flowers, to which numerous health benefits have been attributed, as is the case with the bottle's precious content.

*Destellos de naturaleza*  
Envases que transmiten calidad



Escoja entre nuestras atractivas *botellas estándar* para aceites o aporte exclusividad a su producto con SELECTIVE LINE, nuestra *Gama Premium*, en color extrablanco



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by verallia

 **verallia**

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## Almazara La Alquería

### La Alquería Blanqueta Eco, Unique in the World

★ Blanqueta



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



We search for the most intimate moment, nighttime, and the colder the better. Very early -just as in its growth stage, at the start of the *envero*- and in silence, until the beginning of dawn. Only then do we get our truck shaker's motor running, like Angus Young, taking the olives unawares and making them dance til they drop, exhausted into the mesh, then guiding them to the composition room and having them whisper their aromas and flavors after extracting their better notes with tenderness, softly and at a low temperature. As if it were a *single*, the Blanqueta, an Alicante native olive, is the queen of the mountain and unique in the world, like the notes from Paco de Lucía or Eric Clapton's guitar.



Purity, respect for the environment, transparency...we undress before our audience showing them who we are, while we try to leave a better world behind for the generations to come... all our production is certified organic farming, covered by the Aceite de la Comunidad Valenciana PDO and by the *Parques Naturales de la Comunidad Valenciana* seal. We are full-on rock, not sweet but somewhat bitter and pungent, like any true rock'n'roller worthy of the name.



Daring, innovative, a pioneer: we were the first to lacquer our container in white and use different colors for each of the varieties we market, protected in an opaque container. Whoever buys this *single* will hear its author, the farmer who cares for it until it gets delivered to the final consumer. From olive to table, traceability without a hidden agenda.

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## Almazaras de la Subbética

### Parqueoliva Serie Oro, The Soul of The Subbética Mountains

★ Picuda, Hojiblanca



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



Our EVOO is a composition written in 5 P's:

**Product:** The best olives selected at the optimal time.

**Park:** Located within the Parque Natural de las Sierras Subbéticas and covered by the Priego de Córdoba PDO.

**People:** 4,000 farmer-families living off and for the olive grove.

**Prestige:** Our EVOO is recognized worldwide.

**Passion:** Do you believe any of this would be possible without PASSION?



Our philosophy is based on a way of life where environmental and social awareness are translated into our EVOOs. We are a society with a singular idiosyncrasy that is projected onto *Parqueoliva Serie Oro*.



Upon the stage, a single spotlight illuminates our new packaging, where the concept of GOLD is enhanced. We have modified the musical score, but we still have the same soul, the same swing.



# Di Molfetta frantoiani

The experience gained by our grandfather Girolamo and passed down for three generations leads us to live taste as the interwoven awareness of our biographical and cultural identity. Tradition and territory, quality and passion, innovation and creativity are the soul of the Frantoio Di Molfetta.

1950

Puglia, Italia



Bisceglie  
(Bari)

info@oliodipuglia.it  
oliodipuglia.it



Bardomus

*Bardomus, Inspiration and Flavor*

★ Borriolenca, Canetera, Arbequina



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

*Bardomus* creates compositions based on inspiration and its own methodology, providing it with rhythm and musicality, contributing unique notes that inspire creativity through its flavor thanks to the differences each native variety delivers with which we write our hits.



We are extra virgin *concertmasters*, and by recovering two native varieties, Borriolenca and Canetera, it has given us great added value and international recognition. Our goal is to continue providing quality. Our EVOOs stand out in their ability to express themselves and interact with each other as well as with the rest of ingredients in the kitchen. Oils that exhibit bitter, pungent tones in harmony with green or ripe notes that can perform a *solo* in any *concerto*, given their character and preparation.



The *mise-en-scène* is bold, strong and attractive. A visual design that identifies each variety in order to achieve harmony as a whole, and translates into an invitation for consumers to allow themselves to get carried away by impulse.

Cortijo de Suerte Alta

*Cortijo de Suerte Alta Coupage Natural, An Organic Experience*

★ Picuda, Picual, Hojiblanca



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

*Cortijo de Suerte Alta Coupage Natural* is made with olives picked from our oldest (100 years-old) traditional olive grove plantation, where the three native varieties are grown. The combination of aromas and nuances produces very balanced and complex oils with a soft entrance that then detonate in mouth and throat with a remarkable range of nuances.



Our passion is to obtain the perfect juice from our land to provide our customers with a unique experience. We have written this music using four instruments: a family production, the Marqueses de Prado, in order to oversee the whole process, from flower to bottle; organic farming (since 1996); the Baena PDO, ensuring the origin and quality of their traditional varieties; and the SIQEV seal, a worldwide guarantee of excellence, thanks to their rigorous quality standards and strict controls



Our customers often visit us at the mill. We love to show them where we live and work and introduce them to the people helping to create our olive oil. A unique and different EVOO, which applies to the bottle's design as well, and proves our passion for detail. In addition to health, we want to provide consumers with an emotional and aesthetic experience via all the senses.



# Imagine **your product** in **our shape**



These closures allow for a smooth drizzle pour and airtight seal while protecting your brand.

Bottles are easy to close and available in different sizes.

**Bruni Glass introduces the TOP range of non-refillable specialty bottles and closures.**

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MARASCA



GRANDOLIO





Davidyadrián, S.L  
*lasolana2, A Picual  
of Prominence*

★ Picual



[www.lasolana2.es](http://www.lasolana2.es)



*lasolana2* is made with organic Picual olives, picked at their optimum level of ripeness following instructions given by the manager and owner, Cristobal Sánchez Arán. The uniqueness of this single variety Picual, with its emerald green color, lies in that the plantation where it is grown, in Campo Cisnares, is on a plateau located in the north of the Almeria province at an altitude of 1,100 meters (3,609 ft.) above sea level, making it definable as a "Picual of prominence" with highly differentiating sensory nuances.



The *lasolana2* family business places quality and health above all else. Of outstanding freshness and fragrance, this extra virgin, unique in the market -perfect for those who enjoy full-bodied EVOOs- exhibits reminiscences of freshly cut grass, olive tree leaves, tomato plant and artichoke. All perfectly harmonized and balanced, both in mouth and nose.



Of careful presentation, in keeping with the requirements of the product, but without any fanfare or excesses, *lasolana2* is sold exclusively on the company's online store and at previously selected and visited specialized gourmet shops.

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Domaine Fendri  
*Domaine Fendri Organic,  
The Essence of Tunisia*

★ Chemlali



[www.artisanoliveoilcompany.com/producer/domaine-fendri/](http://www.artisanoliveoilcompany.com/producer/domaine-fendri/)



Produced in an especially dry and sunny region in the center of the country, made with Chemlali olives, a native variety that makes up approximately 70% of Tunisian olive groves, *Domaine Fendri Organic* is a well balanced organic EVOO rich in Vitamin E, in which artichoke, banana and almond nuances stand out, delivering a unique and harmonious sensorial profile, as well as being an attractive diversification within the Premium EVOO sector from Spanish and Italian extra virgins.



Our brand philosophy focuses on balance, harmony and delicateness, and is reminiscent of the subtle notes in Jazz.



Our packaging is inspired by our heritage, starting with the portrait of Domaine Fendri's founder and grandfather, with whom our story began, and never forgetting our Berber roots that date back more than 3,000 years in the production of olive oil in Tunisia. Our bottles, modern and elegant, reflect our inspiration and also our methods of production. At Domaine Fendri we use state-of-the-art technology to offer the most genuine and fresh taste of our *terroir*.

Olive oil and our adhesive labels,  
a perfect combination.



Specialists in adhesive labels for gourmet products.

**CORETi**

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

e-mail: [coreti@coreti.com](mailto:coreti@coreti.com) Telephone: +34 981 795 622  
Spain

Finca Duernas

## Duernas Envero, Glory Days

★ Arbequina, Picual



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



The *envero* is the olive grove's brief moment of greatest beauty and lavishness. An ephemeral instant of change, when the olive tree bursts into green, yellow, pink and even purplish tones to celebrate that it offers its best olive juice, delighting all senses. The special edition, *El Envero de Finca Duernas*, pays tribute to the olive tree, as the source of extra virgin olive oil, mosaic of ancient cultures, symbol of peace, a bounty for our people and backbone of the Mediterranean diet, Intangible Cultural Heritage of Humanity.



The packaging is the silent salesman and we intend to have him communicate the truth of what it contains. The white bottles represent the purity of an organic and clean olive oil, screen-printed with the silhouette of each varietal on which there are three olives, painted in the evolutionary chromatic tones of the *envero*. At Finca Duernas we strive to have all musical instruments marching to the same beat, within a cohesive orchestra where excellence is the baton that leads the musical piece's progression while respecting the time signature so that each instrument may have its moment of glory.



The *Envero de Arbequina* is an impressionistic evocation of fresh fruit and vegetables with clear notes of banana and tomato plant. The *Envero de Picual* is an emotional journey, an olfactory stroll through a field with freshly cut grass.

Azienda Agricola San Mauro di Minisci Edmondo

## Coriolanum, The King of Sibaritide

★ Dolce di Rossano, Tondina, Carolea



[www.coriolanum.it](http://www.coriolanum.it)



There are three fundamental ingredients needed when composing a harmonious blend: passion, innovation and taste. A passion for work and the search for quality. Constantly updating in line with the industry's technological innovations and adapting existing extraction methods to such innovations. And completely surrendering to taste, understood as not only the flavor of a good oil -one which has been obtained after achieving the correct blend, awakening the desire to taste it again and again,- but as the pleasure received by reaching each established objective. *Coriolanum* is a unique blend, because the olives from which it proceeds are only found here, in the hills of the Calabrian Presila, overlooking the Ionian Sea, and greeting the Mare Nostrum, the Mediterranean, every morning.



*Coriolanum* is a Greek ship, similar to the Argonaut's legendary ship, Argo. The company's philosophy is strongly tied to a desire to travel and disseminate its own olive oil tradition: three generations committed to writing the best symphony of a balanced EVOO with fresh and mild fruitiness.



Tasteful and elegant, *Coriolanum* is introduced in the scene as a soloist in a simple, dark bottle, with a label that bears the logo of the ship which led the Greeks to Magna Graecia, the current location of Sibaritide in Italy, where extra virgin olive oil is king. As an alternative to traditional oils, the line of flavored EVOOs, a rainbow of spices and condiments, stands out for its colorful and dynamic packaging, and by introducing new ingredients such as truffles.



## OLEOTECA VILLA CAMPESTRI

*Our resort starts with the olive*

*Be an Olive Oil Expert for a day*

*Follow a drizzle of Olive Oil  
from the Olive grove to the shop*

*[www.villacampestri.com](http://www.villacampestri.com)*



## Grupo Valdecuevas

### *Pago de Valdecuevas, An Outstanding Show*

★ Arbequina



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



When composing a good EVOO it is essential to have excellent instruments, such as our olive trees, and the fine-tuning, the work on the field, must represent extreme care and attention to detail. A mere 10 to 45 minutes is all it takes for the music to play after the olives are picked, thanks to the fact that our mill is right in the center of the olive grove, which is one of the best bands in the world. The grove, located on a Castilian plateau, with its unique environmental conditions produce an exceptional quality Arbequina olive that has a stronger rock'n'roll feel to it than other EVOOs of this variety. Due to its intensity, "Satisfaction" by the Rolling Stones is the song to play while tasting a *Pago de Valdecuevas*.



Our aim is to write a masterpiece year after year and, for this to happen, in each harvest there is a will to improve in order to transfer the music that plays in our olive grove into a bottle. *Pago de Valdecuevas*' melody has elements of tropical music from the hints of banana, classical music from the notes of green apple and freshly cut grass, traditional music from tomato and artichoke and jazz from the hint of walnut and almonds.



Our EVOO deserves a different mise-en-scène in each of the countries where it can be found. We accompany our juices with a packaging that meets the quality of its content and work hard to conquer the best auditoriums in the world. With the bottles, we strive to reveal the purity and freshness of our EVOOs, like playing an acoustic set. An outstanding show.

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## Hacienda Guzmán

### *Hacienda Guzmán, Limited Uniqueness*

★ Manzanilla, Hojiblanca, Arbequina



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



Each *HG* harvest is a unique composition, made with love, patience and creativity. Olive oil made with olives picked from our groves and produced in our oil-mill that include all the ingredients needed to be in the greatest hits list of the 2016/2017 campaign. *HG* is unique because it spreads out its selection process across three levels: olive tree, olives and oil, and thanks to its aroma and flavor, it earns a place on the list of essentials season after season.



Our philosophy is to always place quality above quantity, harvesting olives while green, and fine-tuning a limited edition that makes each bottle unique. With outstanding fruity and aromatic notes, an elegant spice (depending on the varietal), and a defined personality for each product.



The mise-en-scène of each *HG* is as firm and decided, as it is elegant and sober. With a chromatic range that perfectly identifies with each one of our varieties, *HG* writes melodies that are a success in 35 countries and have been recognized with the most prestigious awards on an international level.

**Vetroelite** is the Italian specialty glass company for the beverage, food and cosmetic industries.

We offer unique bottle ranges produced totally in Europe, for customised design and manufacturing services for glass.

**Vetroelite** can develop customised items and also creates your own design or adapt Vetroelite bottles to your graphic.

We also offer innovative decorations with distinctive closures for your designs.

# Natura<sup>2</sup>

## DESIGNED FOR OIL

*The NATURA 2 range is specifically thought for the bottling of fine oils and vinegars. Beyond the evident aesthetical qualities of this bottle, the range offers an anti-adulteration mouth finish. The choice to adapt it to a new closure that prevents re-filling, avoids all damages to the consumer in case of fraud.*



**CONTACT US  
TO KNOW MORE!**

## Hacienda Queiles

### Abbae de Queiles, The Price of Excellence

★ Arbequina



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

Our olives, are early-ripening olives -we were pioneers in Spain- and our farming, exemplary; the fruit, perfect and milling, immediate. Rigorous temperature controls using heat exchangers and meticulous preservation with an inert atmosphere in the cellar. The stony and calcareous soils and the Valle del Queiles' climate, with extreme temperatures ranging from -5°C (23°F) to +42°C (107°F), grant our self-produced oil unique qualities, combining elegance, complexity and perfect balance.



In order to be perceived as a brand of the highest quality, continued hard work over time is needed, ever-renewing excellence. Not to mention being sold exclusively at the best restaurants and gourmet stores, plus the yearly recognition received from specialized press, industry peers and the most prestigious competitions.



Abbae de Queiles is marketed in slender, dark glass bottles -yes, we were pioneers in that too.- Its elegant, sober and timeless presentation has helped consolidated our image of excellence that embellishes the shelves in the most prestigious gourmet stores, the tables at the most lauded restaurants and the kitchens of the most demanding Premium EVOO enthusiasts.

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## Jacoliva, S.L.

### El Lagar del Soto Premium DOP Gata-Hurdes, An Undiscovered Treasure

★ Manzanilla Cacereña



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

An olive grove, hidden in the mountains, on slate-covered slopes and ancient terraces. A difficult and heavily worked ancestral crop that produces an olive of extraordinary properties and sensations: the Manzanilla Cacereña.



The Lagar del Soto Premium DOP Gata-Hurdes is a deep and harmonious EVOO, with an intense manzanilla green fruitiness, and hints of green grass, fruit salad, tomato plant, nettle, green wood and banana. It exhibits persistency in mouth, almondy, with a balance between sweet, spicy and bitter. Complex... exquisite.



High quality glass to perfectly protect its excellent contents, dressed in a greaseproof label, with indications in Braille and a maximum quality un-refillable cap, inspired by early-harvest rainy autumn afternoons.



# Olive Japan®

INTERNATIONAL  
EXTRA VIRGIN OLIVE OIL  
COMPETITION

## 2017

April 19th to 21st



### Olive Oil Sommelier Association of Japan (OSAJ)

This association was founded as the first neutral, the third-party organization in the world. It is independent from any producers' association nor political organizations in the olive sector. OSAJ offers comprehensive courses in cultivation, oil-mill techniques, sensory analysis of olive oil, by inviting worldwide experts as for their faculty.

### OLIVE JAPAN



This is the world's largest Olive Oil competition in Asia. This contest stands out for being one of the most popular around the globe. In the last edition (2016), 600 EVOOs from 21 different countries were submitted and 420 of them were awarded. Those oils which won the First Prize were rewarded in the prize-giving ceremony and tasted during the Olive Marche in July.



<http://olivejapan.com/>

Registration period opened until **April 12th, 2017**

Olive Oil Sommelier Association of Japan (OSAJ)  
Chairman TOSHIYA TADA



La Pontezuela, S.L.

## 5 elementos, The Dancing Queen

★ Cornicabra, Picual, Redondilla



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



The careful composition of our self-produced, limited edition of EVOOs is marked by an early harvest and influenced by the best family traditions from the end of the 70s, the virtuosity of a great team of musicians and the latest and most sound innovations. All of which provides delicate *singles* led by the extra care taken during the creative process, from our studios at La Pontezuela to our listener's tables. An unmatched quality-price ratio that gives rise to hits that are recognized in festivals all over the world.



Our brand's name is taken from nature's *5 elementos* (five elements), traditionally associated to the Mediterranean culture: land, water, air, fire and wood (from our beloved guitars, that provide the best sounding olives). Our headliner is the PDO Cornicabra, a genuine star brimful of polyphenols and healthy essential fatty acids. Not in vain, it is already garnering success in the mainstream circuit, touring all over the country.



Our aesthetic is elegant and groomed, like a 21st century Sinatra. We can adapt to the needs of our audience, from small 250ml (8.5 fl. oz.) acoustic sets to large 500ml (16.9 fl. oz.) concerts or 1 liter (1 qt.) of pure musical art. We also offer three-bottle kits to give as gifts at benefit shows. At La Pontezuela we make even the shiest dance.

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Molino del Genil, S.L.

## Molino del Genil Premium, A True Culinary Gem

★ Picual, Arbequina



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



*Molino del Genil Premium -Arbequina, Picual and Blend-* is obtained from early harvest green olives that offer a set of olfactory and sensory profiles that make them unique. The Picual single-variety oil exhibits a fruity taste with an almond and green tomato aftertaste, and aromas of green grass alongside other fruits such as banana. On the other hand, *Molino del Genil Premium Arbequina* presents a green fruitiness with hints of tomato, apple and banana aromas, standing out for its balanced bitterness and pungency, very pleasant and fresh in mouth. Lastly, *Molino del Genil Premium Blend* provides a perfect balance between these two varieties, offering the consumer the possibility of using it on any dish in the Mediterranean Diet.



*Molino del Genil Premium* brand's goal is to stand out in the market for the qualities of its EVOOs, offering the consumer monovarietal olive oils with different organoleptic and sensory characteristics.



With the creation of the Premium line, *Molino del Genil* has given a twist to its brand image thanks to a modern and elegant design that conveys prestige and quality. In the end, it's all about offering the consumer a true culinary gem.



# manzanillaOlive

*The taste of Sevilla*

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

Muela-Olives, S.L.  
***Venta del Barón,  
 Passionate  
 About Extra  
 Virgin Olive Oil***

★ Hojiblanca (85%), Picuda (15%)



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



Our EVOO is born in the heart of the Sierra Subbéticas mountain range, and is exquisitely prepared as required by tradition, with patience and care and the passion that an extra virgin calls for.



The notes that stand out the most on our sheet music are intensity, complexity and harmony.



The setting is traditional, simple yet elegant, inspired by a design that carries more than 70 years of history. Our EVOO is aimed at those businesses that enjoy their passion for extra virgin olive oils, and strive to offer their clients unique products such as *Venta del Barón*.

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Olealsa, S.A.  
***La Quartera,  
 Character and Tradition***

★ Arbequina



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



The olive groves where *La Quartera* is born lie merely 10km (6.2 mi.) from the coast, the mostly calcareous land and maritime influenced Mediterranean climate grant these olives with a mild bitterness and delicate spiciness, and a fresh and fruity aroma.



Focused on the farmers' expertise, the supply of adequate and environmentally friendly products, Olealsa is a small-scale business where quality, improvement and the protection of activity in the rural sector are paramount. The result is an Arbequino single-variety oil born from a land of olive-growing tradition and with a personality influenced by its proximity to the sea and the dedication of every farmer. Its fresh almond, freshly-cut grass, fig tree leaves and tomato plant aromas pair perfectly with fish and meat, at the same time as they glorify any salad and enrich any good bread and tomato combo, as well as being delicate enough to be used in pastry making.



*La Quartera* is an oil that reflects the character and farming tradition of Tarragona's littoral. The mise-en-scène for a product that extends across generations of producers aims for a simple presentation, putting the spotlight on the olive juice. This is an olive oil that enjoys wide acceptance in restaurants and in the domestic market.

Olive tree of Fuentebuena (10 meters high) Arroyo del Ojanco, Jaén - SPAIN 📍 38.305641, -2.867412

Olive Oil  
**BRAND DESIGN**

Mendoza  
estudio

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

+34 616 530 603



Oleo Quirós, S.L.

## Oleo Quirós, The Art of Oil

★ Cornicabra, Picual



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

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At Oleo Quirós we oversee every aspect of the production process, from the very planting of the tree, the harvest and milling, to the final packaging in the different formats.



We strive to develop the best possible quality EVOOs, through early harvesting and a meticulous control of the olives' arrival at the factory, ensuring the best conditions for a unique product.



Each of the varieties we produce is packaged separately, in a label-less, screen-printed bottle, identifiable by its different colors, red (Picual) and white (Cornicabra).



Olivais do Sul

## Art & Soul, An Explosion of Color

★ Cobrançosa, Picual



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



Producing high quality extra virgin olive oil requires artistry, effort and commitment, and the same applies to artists and their work. Obtained from a selection of the best Cobrançosa and Picual olives, *Art & Soul* is a complex and very balanced oil, exhibiting intense fruitiness, mild bitterness and pungency, where green grass aromas prevail alongside notes of artichoke, green apple and almond shell, finishing with hints of walnut and green almond.

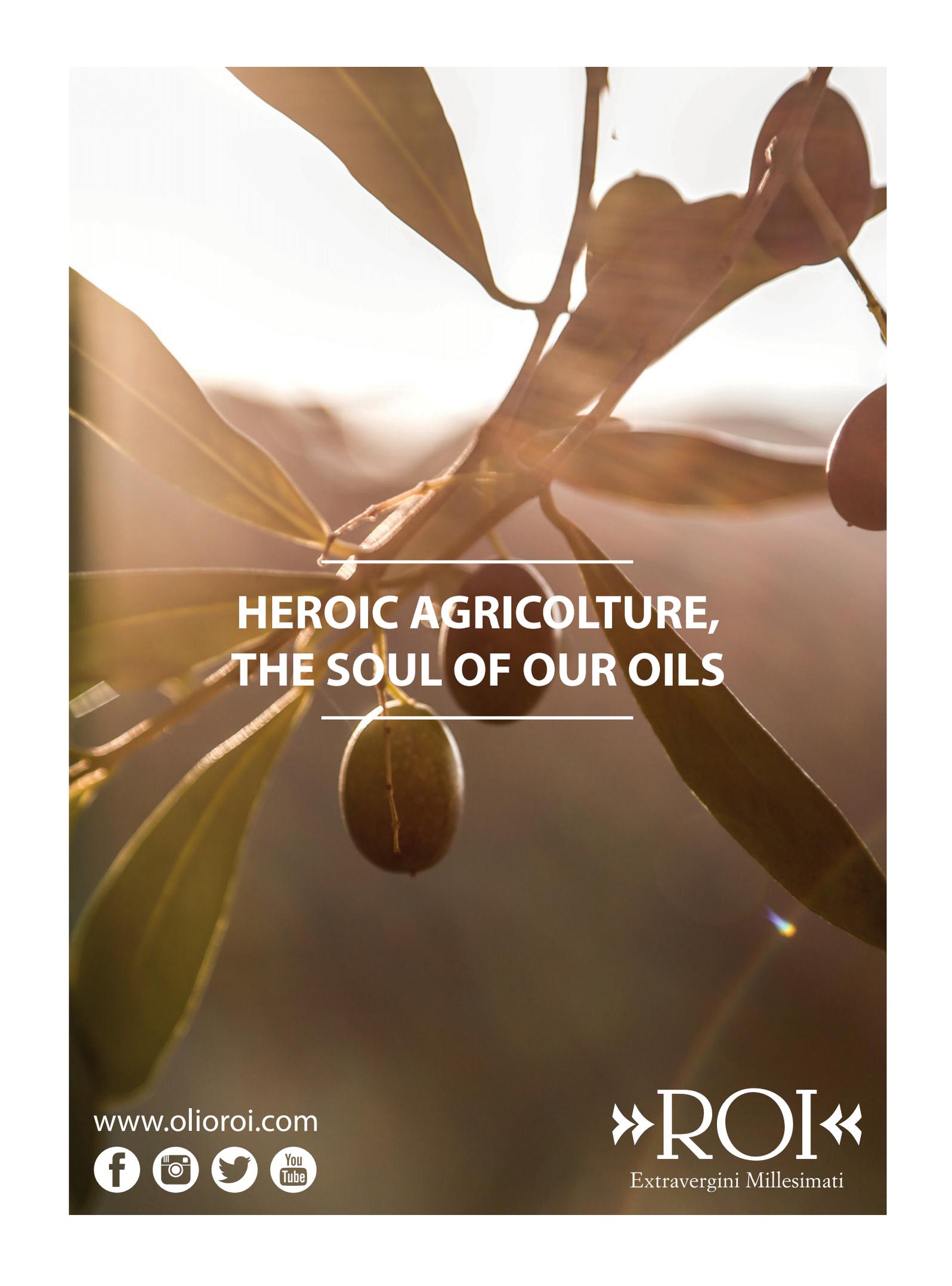


At Olivais do Sul every stage of the production process of its juices is handled with care, from the harvesting of the olives to the packaging of the final product. Furthermore, *Art & Soul* stands out due to its innovative image that represents an important differentiating factor, adding color to the world of olive oil and combining the art of producing this product with contemporary art to create a different, soulful EVOO.



The prize-winning image of the International Contemporary Art competition organized by Olivais do Sul - a mural painting of a large heart on the oil-mill by graffiti artist Pariz One - served as inspiration for the design of this innovative and irreverent brand that has already been introduced at some of the most important international fairs and venues like the Museum of the Orient in Lisbon.





**HEROIC AGRICULTURE,  
THE SOUL OF OUR OILS**

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



» **ROI** «

Extravergini Millesimati

Olivapalacios, S.L.  
*Palacio de los Olivos,  
 Unique Personality*

★ Picual



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



This unique 100% Picual EVOO is made with early harvest olives from an olive grove located less than 50 meters (164 ft.) from the oil-mill, in the Campo de Calatrava PDO territory, which is characterized by its volcanic and calcareous soil. It has the HEALTH & FOOD certification for being an EVOO rich in oleocanthal, a naturally occurring phenol in our oil, which is a non-steroidal anti-inflammatory compound with preventive health effects.



*Palacio de los Olivos* exhibits an intense fruitiness of a Picual olive at its aromatic peak -aromatic herbs and floral notes, kiwi and green banana, freshly cut grass, tomato and artichoke...- with a perfect in mouth balance of pungency and bitterness. Seasoning a dish with *Palacio de Olivos* is synonymous with playing upbeat music while cooking.



With a meticulous design that makes it stand out, its mise-en-scène represents the fusion between tradition and modernity: classic and elegant tones with a black backdrop and a gold label on a uniquely shaped container, a modern, rectangular bottle.

Olivar de Segura, S.C.A.  
*Saqlra, Simplicity and Excellence  
 in the Sierra de Segura*

★ Picual



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



Each year the best fresh, healthy olives are chosen for early harvest, to be hand-picked straight from the tree, usually during the month of October, by means of a careful process of preparation and extraction, always cold. This produces an excellent EVOO certified as Early Harvest oil by the Sierra de Segura PDO, recognized by the EU in this territory, located in Spain's largest natural park.



Made from green olives that give it its dramatic hue, *Saqlra* exhibits an intense fruitiness and freshly cut grass, tomato plant and green almonds aromas, with hints of green apple. Furthermore, it is high in natural antioxidants, Vitamin E and polyphenols, which give it great stability and optimum health benefits.



*Saqlra* -the name the Arabs gave the region of the Sierra de Segura Mountains at the height of its splendor- is presented in a tall bottle, symbolizing mountain olive groves, distinctive of the paradise from whence it comes. Simple shapes, reflective of a farmer's life, and dressed in a golden color, its mise-en-scène conveys the excellence of the product it contains.

# Lectus®

www.lectus.es



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DI SIMONE  
gusto mediterraneo



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EXTRA VIRGIN OLIVE OIL

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... www.loliva.it ... info@loliva.it ...



Olivar del Desierto, S.L.

### Castillo de Tabernas Green Olive, Quality Without Artifice

★ Picual, Hojiblanca,  
Arbequina del Desierto



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



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At Castillo de Tabernas we produce extra virgin olive oils with high amounts of naturally occurring antioxidants and an acidity of 0.1%, special features that are yielded by the Tabernas Desert and our cultivation and milling methods. We mill every variety separately and subsequently perform the compositions that adapt best to each of the markets we are targeting.



Our brand's philosophy is to produce gourmet Premium quality EVOOs, using only the fruits from our 500 hectare (1,235 ac.) olive grove. Our aim is to reach the largest possible number of consumers so that they can acquire, harvest after harvest, a product with the best quality-price ratio. Those classic music enthusiasts who taste our EVOOs will appreciate our cover of Vivaldi's *Four Seasons* that highlights the soft flavors and fruity tones, granting it a differentiating personality, and the balance it transfers onto any dish it accompanies.



We want our clients to purchase the product for its real value, without adding the extra costs of fancy packaging, for which our presentations are sober and elegant, at the same time as they provide consumers with the most information possible and tips on the different dishes it will pair well with, especially keeping our international consumers in mind, who may not be as used to tasting EVOOs. All our bottles have a QR code so that anyone can access our web to find further information they may wish to obtain.

ipack



design  
packaging  
branding

— evoo —



## Rafael Alonso Aguilera, S.L. Oro del Desierto Coupage, Tradition and Design

★ Picual, Hojiblanca, Arbequina



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

We select the olives from our own farm; each variety is harvested at the correct time according to ripeness. Once the single-variety oils have been cold extracted by centrifugation, they are filtered and mixed in different proportions to prepare this blend, each adding different nuances and complexities to the final result.

Our brand is connected to the desert where it comes from -Tabernas, Almeria,- hence its name. We produce organic olive oil since 1999 and the full process, both on the estate as in the mill, is carried out according to sustainability criterion, reusing the olive pits as fuel, the alpeorujo (moist olive paste) for composting and feeding all facilities with photovoltaic solar energy, closing the cycle of matter and energy.

We present our product in "frasca" bottles (old-fashioned cork top glass bottles) with meticulous tin labels, combining tradition (frasca bottles) and design (label). Moreover, the bottle is ergonomic, since it has a wide base and low center of gravity thus avoiding the possibilities of the content spilling over on the table or shelves, which makes it an extremely practical product that takes up less space; plus the tin cans are completely BPA-free, suitable for customers who consume larger amounts.



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## RAVIDA Azienda Agricola Srl RAVIDA, Signature Style

★ Biancolilla, Cerasuola, Nocellara



[www.ravida.it](http://www.ravida.it)

RAVIDA is a blend of three Sicilian varieties: Biancolilla, Cerasuola and Nocellara, produced and packaged on demand in Menfi (Sicily). A harmonious blend that is never identical and achieves a perfect balance between bitterness and pungency, with notes of freshly cut grass and lemon flower, and a dry finish on the lips which is a trademark of this oil. Dancing aromas and flavors that persist on the palate and are reminiscent of the Mediterranean Sea's waves. Made with olives picked from three hundred year old trees, harmonious, elegant and complex, RAVIDA has built its reputation over 25 years in which it has received numerous awards and has become a classic.

At RAVIDA they firmly believe in the principles of organic and sustainable farming. But above all, they are committed to a natural approach to Mother Nature, a habitat where time remains suspended by the sound of the wind through the branches of the olive trees. A RAVIDA tasting will transport the person to the sublime notes of great classics such as Peter Gabriel's *In your eyes*. An EVOO that can be tasted as if it were a glass of *Grand Cru*.

A reference among Sicilian high-end EVOOs since 1991, RAVIDA can be found on the shelves of the most important stores in the world: Harvey Nichols, Harrods, Selfridges, Fortnum & Masons, KaDeWe, Williams Sonoma, Isetan, City Super, Peter Jones... A star that is revered year after year by those who have had the opportunity of enjoying it.



O  
V  
A  
R



S.A.T. Santa Teresa

## 1881 Esencia, Pure Harmony

★ Manzanilla, Hojiblanca, Lechín



[www.1881.es](http://www.1881.es)

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1881 Esencia is a blend of the Manzanilla, Hojiblanca and Lechín varieties, picked during the first days of harvest, and so the usual and unique nuances of our oils can be perceived with greater intensity, transporting memories and notes to the palate that will forever make it a part of life.



In 1881 Esencia there are no off sounding notes, it is a sonata written for our olives, in pure harmony. Essence is excellence, and therefore this year we have received the Premio a la Excelencia Agroalimentaria (Award for Excellence in Agrifoods).



Its staging may be perceived as somewhat serious, and one wonders what is behind the number. Would you like to find out? It will bring you luck and will become your inseparable friend for life.

# 7th INTERNATIONAL EXTRA VIRGIN OLIVE OIL COMPETITION

## OVIBEJA AWARD April 27th - May 1st, 2017

### BEJA - PORTUGAL



### Awards Ceremony: April 29th, 2017

### Samples accepted until March 3rd, 2017:

[www.ovibeja.pt](http://www.ovibeja.pt)  
[www.creditoagricola.pt](http://www.creditoagricola.pt)

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Organized by:



# Trends

By Cristina Revenga Palacios

## How do celebrities use EVOO? Follow them!

It is a product that people from all over the world fall in love with and has played an important role in history, since it was not only a livelihood, but also an abundant product, widely used during Phoenician, Greek and Roman times. It was used in a variety of ways, including providing light, anointing the bodies of athletes or in preparing medicinal drugs. Nowadays, extra virgin olive oil is mainly used as food and it is popular not only for its flavor, but for its scientifically proven health benefits in the prevention of certain diseases. But, EVOOs have also historically been a key element in hygiene and personal care products, and currently, it is a prominent ingredient in cosmetics and celebrity beauty tricks...



**Miranda Kerr**

The Australian top model, best known for being one of Victoria's Secret angels, not only practices meditation on a daily basis to realign her body and mind, but she's also a supporter of a varied diet based on organic products whenever possible. Founder of her own organic cosmetics line, what would one of her greatest tricks to beautify and take care of her hair be?

*"If I'm feeling tired, I like to put cool fresh organic cucumber slices on my eyes to revive them. I also sleep with organic coconut oil or olive oil in my hair once a week as a treatment. It nourishes the scalp and leaves my hair super shiny!"*



**Sophia Loren**

The actress -winner of about 50 international awards, among them two Oscars (one of them honorary) and several Golden Globe nominations- enjoys cooking immensely and has even written two recipe cookbooks, *Recipes and Memories* and *In the kitchen with love*. The Italian muse, worldwide movie legend, is an early riser, is constantly active, takes great care of her body and never goes to bed late. Regarded as a global beauty icon, what is her secret for eternal youth?

*"Sophia's Mediterranean Diet ensured that she was able to include at least two tablespoons of extra virgin olive oil in her food every day, while routinely rubbing a small amount into her skin kept her complexion glossy and moisturized. She even added a few capfuls into a hot bath for a nourishing skin soak."*



**Gwyneth Paltrow**

In love with Spain and Mediterranean cuisine, a few years ago the Californian actress -winner of an Oscar for her work in *Shakespeare in Love*- shot *Spain... on the Road Again*, in which she aimed at showcasing Spain's traditional cuisine, and other charming tidbits, to a North American audience. Paltrow takes extra care of her diet and prefers to consume non-processed foods straight from the land. This is why she even has her own vegetable garden at her Los Angeles home and has already published three cookbooks full of healthy recipes. Founder of the lifestyle website, Goop, she has also launched a line of organic and healthy to-go food products.

*"When I am traveling a lot, I like to take extra care of my skin. I use a hot towel to wash my face with an 1 th: i apply organic oils. Even olive oil, if necessary."*



**Sting**

The British musician, both as a member of the band The Police as well as a solo artist, has received 17 Grammy Awards, 1 Golden Globe, 5 Emmys and 3 Oscar nominations, among many other honors. Since 1999, he and his wife own Il Palagio, a 350-hectare (864-ac.) estate located in the heart of Tuscany, near the city of Figline Valadarno (in the province of Florence). This 16th century palace operates as an organic farm where they make wine, honey and olive oil, among other products.

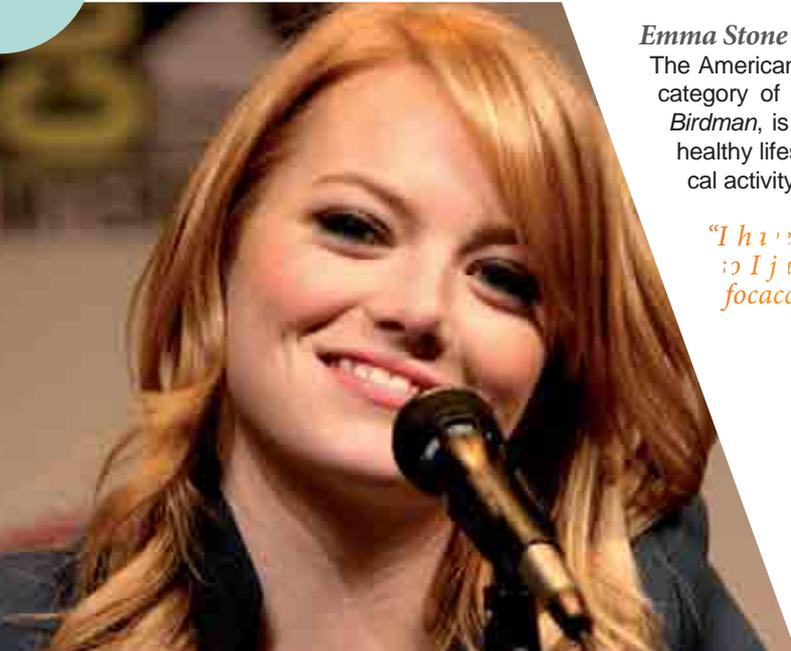
*"Picking olives is therapeutic."*



**Emma Stone**

The American actress, nominated for an Oscar in the category of Best Supporting Actress for her role in *Birdman*, is a very organized person, tries to lead a healthy lifestyle and includes some amount of physical activity into her daily routine.

*"I had a big bottle of olive oil on my sink, so I just put it on my face, and I smell like focaccia. And it's really easy."*



**Liv Tyler**

The North American actress -daughter of Aerosmith singer, Steven Tyler, and model Bebe Bull- admits that sleeping is one of her weaknesses. She also practices sports and transcendental meditation, and is an activist. Plus, she enjoys being at home, cooking and looking after her garden.

*Liv smears olive oil on dry lips to repair them overnight: "If your lips are really dry, you can just literally put olive oil on them at night."*



AMERICAN  
EXPRESS

**Julia Roberts**

Hollywood's smile and winner of an Oscar for Best Actress for her work in *Erin Brockovich*, Julia Roberts follows a life plan based on continuously being in touch with nature, respecting the environment and eating organic food. In fact, she has her own organic vegetable garden. America's sweetheart loves to cook and is passionate about extra virgin olive oil, which she also uses on her skin and hair.

*"Her secret? A few drops of olive oil emulsified with warm water then massaged in. She uses this method for her nails and hair, leaving the mask to sink in for about half an hour. For her feet, she rubs in neat extra-virgin olive oil and, after pulling on a pair of old bed socks, leaves it on all night."*



Frantoio  
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EXTRA VIRGIN  
OLIVE OIL



**Cameron Diaz**

The American actress and former model, and four-time Golden Globe nominee, has recently published *The Body Book*, in which she shares the key to having a beautiful and healthy body. The book is based on her personal experience and received help from health experts while putting it together. Diaz has often been photographed leaving a New York supermarket after acquiring extra virgin olive oil.

*“The Body Book author cooks most of the time, and when fans asked what her favorite thing to cook is, she said: Anything with garlic, extra virgin olive oil and lemon flavors. Simple Italian/Mediterranean flavors.”*



**Eva Longoria**

The *Desperate Housewives* actress is a talented cook and has published *Cooking With love for Family & Friends*, a book of her own recipes inspired by her Latino heritage and her travels around the world. Longoria practices sports, eats healthy food and... how does she look after her skin?

*“At least once a week I prepare a face mask made with crushed coffee beans, olive oil and lemon juice.”*



**Catherine Zeta-Jones**

British actress and Oscar Award winner for Best Actress in *Chicago*, maintains a healthy lifestyle, exercises regularly and takes good overall care of her body. Among the secrets to keeping her hair shiny and radiant, is the regular use of extra virgin olive oil.

*“I pour 5 tablespoons (or more, depending on hair-length) of EVOO into a container, warm it up for 10 seconds in the microwave and apply it on my hair, massaging it continuously for 10-15 minutes. Then I wash it as usual. The results are incredible!”*





Aceites Nobleza del Sur is, nowadays, symbol of love to land, passion, illusion, and constancy of this mythical Noble tree that makes up Jaén landscape, unique in the world. The family olive groves are the origins of our EVOO since 1640. "Homegrown" Oils coming from the best olives of our family farms located in a privileged environment. We use agricultural practices respectful with nature to offer a high quality **PREMIUM** Extra Virgin Olive Oil.



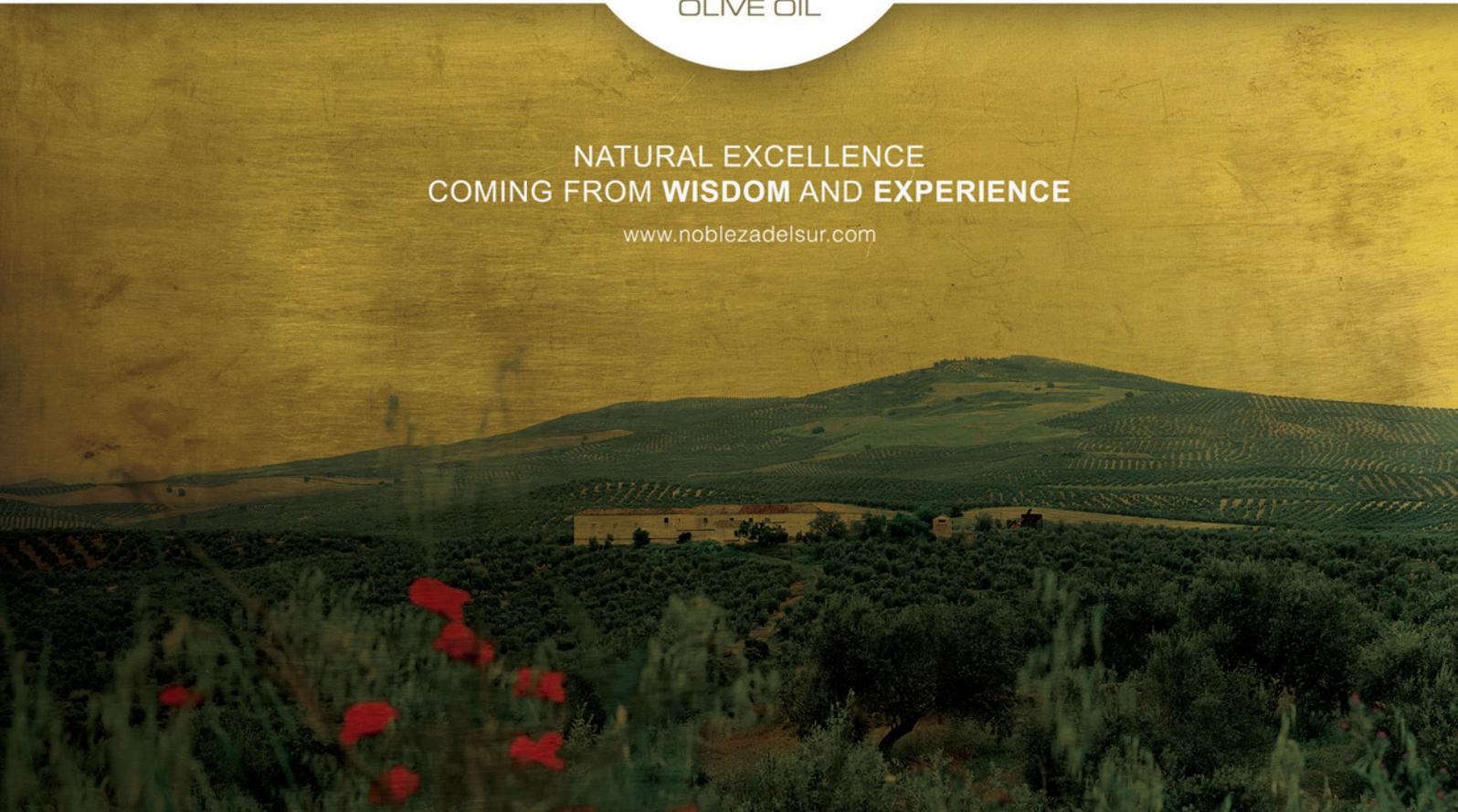
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# La Grande Bellezza: Heavenly Estates

By Alfredo Briega Martín

Take a break. Rediscover the essence of life and enjoy nature. Travel to our Heavenly Estates and behold their incredibly beautiful landscapes, shaped by olive trees. This is your moment. Live it with intensity and don't forget to savor the delicious golden nectar that flows from the fruits of the ancient tree.



## Casas de Hualdo (Toledo, Spain)

Since time immemorial, olive tree cultivation has been one of the major crops in the province of Toledo, in central Spain. Currently, Finca Hualdo is the region's most representative place, a beautifully unique setting, located on the banks of the Tagus River, which extends to the foothills of the mountains. Its name trails back to when, centuries ago, these extraordinary fields were royal hunting grounds called "Wualdo", which means "forest".

Today, this estate's main operation is the olive grove, yet it coexists with many other crops such as cereals, alfalfa, peas or pistachios, forming a mosaic of landscapes that leaves no one indifferent. But Casas de Hualdo's natural heritage is much more than all this: the estate treasures an enormous biodiversity for there are numerous species dwelling on the farmlands, which makes it priceless.

The olive trees blend perfectly into the landscape, both forming part of it as well as enriching it, as there are multiple differ-



ent plantations on the farm that masterfully adapt to each of the plots of land they inhabit. The oil mill within the grounds is where the magical transformation of the fruit into high quality olive oils takes place.



Photograph: José Latova

## Castillo de Batres (Madrid, Spain)

*“On the serene night,  
A wind blows sharp and pure  
That the flowing of the water restrains...”*

These and many other verses were born in the Castillo de Batres from Garcilaso de la Vega’s handwriting. The famous poet, main actor of the Golden Age in Spanish literature, was also a notable warrior who served under Emperor Charles I and shed his blood on the battlefields several times. To recover from his wounds, he retreated to his family’s fortress, where he walked along the ambushed riverbanks and wrote his verses, usually beside the fountain that bears his name and is still standing today. Castillo de Batres is also connected to other family members of the poet, such as Fernán Pérez de Guzmán, a gentleman of the court in the 14th century, who owned a large and significant library, or Pedro Lasso de la Vega, the first collector of El Greco, whose paintings adorned the walls of this fortress, but it is Garcilaso’s voice that still resonates powerful over time.

Five hundred years have passed since the death of the poet, but the Castillo de Batres continues to dominate proudly over a privileged protected enclave of the Parque Regional del río Guadarrama (Guadarrama River Regional Park).

The same mountain winds caress the walls along with the same olive trees that the poet gazed upon while he rumi-

nated on his verses. Now, five centuries later, these ancient olive trees bear fruit once again.

After a recovery process that has lasted many years, and after careful pruning, Álvaro Moreno de Cala, member of the family that owns Castillo de Batres, has managed to produce a miracle, through love and hard work, that translates into a first and limited harvest. Not a single bottle more than what his olive trees have yielded. An EVOO of the highest quality, made entirely in the Community of Madrid, with the full intensity and flavor that the Cornicabra variety, native to this area, provides.







Photograph: Olga Planas

## Finca La Gramanosa (Barcelona, Spain)

The Finca La Gramanosa project was born 30 years ago due to the love their owners, Mauricio Botton -grandson of Danone founder, Isaac Carasso- and his wife, Carlota, have for olive trees and their magical elixir, and it did so with a strong vocation for excellence and the differentiation of their products (oils, wines and cavas). A firm intent that forced the acquisition of different land types and altitudes -going from sea level to 500 meters (1,640 ft.)- that would enable them to achieve certain organoleptic qualities suitable for the creation of sophisticated blends of early harvest oils made with domestic and foreign varietals, some of which had never been grown in this country before. Thus, Mauricio Botton

selected the best 15 farms located between the hills of Avinyonet del Penedès and Mont-roig, in the Catalan regions of Alt Penedès and Baix Camp, respectively, to the south of Barcelona. A dozen different varieties of olives are cultivated on 310 hectares (766 ac.) in a high-density regime, being the only farm in Spain that has successfully introduced Sicilian varieties Nocellara del Belice, Biancolilla and Cerasuola, planted at the beginning of 2014. It currently yields excellent EVOOs recognized, in 2016 alone, with 27 international awards, including the prestigious Mario Solinas IOC. The architecture of its beautiful and avant-garde oil mill perfectly blends in with the landscape. It is one of the most modern and spectacular mills in Europe, and has been awarded at the prestigious international competition, Extrascapes, where Finca La Gramanosa also won the prize for Best Contemporary Olive-Tree Landscape in the World.





FINCA  
LA GRAMANOSA



# NUESTRO ACEITE, GANADOR DE 27 PREMIOS INTERNACIONALES EN 2016.

## ESPAÑA

### EVOOLEUM

Nº13 EN EL TOP100 MUNDIAL  
CON "ZUMO" PICUAL.

### EVOOLEUM

EN EL TOP100 MUNDIAL  
CON "FINCA LA GRAMANOSA"  
ARBEQUINA.

### EVOOLEUM

MEDALLA DE BRONCE  
EN MEJOR PACKAGING  
CON "ZUMO" PICUAL

## FRANCIA

AGENCE POUR  
LA VALORISATION DES  
PRODUITS AGRICOLES  
GOURMET D'ARGENT CON  
"ZUMO" PICUAL

AGENCE POUR  
LA VALORISATION DES  
PRODUITS AGRICOLES  
DIPLOMA PRODUCTO  
GOURMET CON "FINCA LA  
GRAMANOSA" ARBEQUINA

## ISRAEL

TERRAOLIVO  
GRAND PRESTIGE GOLD  
CON "ZUMO" PICUAL

TERRAOLIVO  
PRESTIGE GOLD CON "FINCA  
LA GRAMANOSA" ARBEQUINA

## SUIZA

OLIVE OIL AWARD  
ZURICH 2016  
MEDALLA DE BRONCE  
CON "ZUMO" PICUAL

## CONSEJO OLEÍCOLA INTERNACIONAL

3er PREMIO MARIO SOLINAS 2016  
EN FRUTADO LIGERO CON  
"FINCA LA GRAMANOSA" ARBEQUINA

ÚNICA FINCA PREMIADA  
EN EL ESTADO ESPAÑOL  
EN ESTA CATEGORÍA

ÚNICA ARBEQUINA  
PREMIADA



## FLOS OLEI 2017

MEJOR ACEITE DE OLIVA  
MONOVARIETAL FRUTADO LIGERO  
"FINCA LA GRAMANOSA" ARBEQUINA

FLOS  
OLEI  
2017



## ITALIA

IL MAGNIFICO 2016  
PREMIO ESPECIAL A LA  
MEJOR ALMAZARA DEL AÑO

GUIDA EXTRAVOGLIO 2016  
MÁXIMA PUNTUACIÓN CON  
FINCA LA GRAMANOSA 8/8  
Y ZUMO PICUAL 8/8.  
ÚNICA ALMAZARA  
ESPAÑOLA EN LA GUÍA.

EXTRASCAPE 2016  
MEJOR PAISAJE OLIVARERO  
CONTEMPORÁNEO

EXTRASCAPE 2016  
MEJOR ARQUITECTURA DE  
LA ALMAZARA

## JAPÓN

OLIVE JAPAN 2016  
MEDALLA DE ORO  
CON "FINCA LA GRAMANOSA"  
ARBEQUINA

OLIVE JAPAN 2016  
MEDALLA DE PLATA CON  
"ZUMO" PICUAL

## USA

LOS ANGELES  
INTERNATIONAL OLIVE OIL  
MEDALLA DE ORO EN  
FRUTADO MEDIO CON  
"FINCA LA GRAMANOSA".

LOS ANGELES  
INTERNATIONAL OLIVE OIL  
MEDALLA DE BRONCE EN  
FRUTADO ROBUSTO CON  
"ZUMO" PICUAL.

NEW YORK INTERNATIONAL  
OLIVE OIL COMPETITION  
MEDALLA DE PLATA  
CON "ZUMO" PICUAL

NEW YORK INTERNATIONAL  
OLIVE OIL COMPETITION  
MEDALLA DE PLATA CON  
"FINCA LA GRAMANOSA"  
ARBEQUINA

## GRECIA

ATHENA INTERNATIONAL  
OLIVE OIL COMPETITION  
MEDALLA DOBLE ORO CON  
"ZUMO" PICUAL

ATHENA INTERNATIONAL  
OLIVE OIL COMPETITION  
MEDALLA DE ORO CON  
"FINCA LA GRAMANOSA"  
ARBEQUINA

ATHENA INTERNATIONAL  
OLIVE OIL COMPETITION  
MEJOR ACEITE ESPAÑOL  
DEL AÑO.

ATHENA INTERNATIONAL  
OLIVE OIL COMPETITION  
MEJOR PICUAL DEL AÑO  
CON "ZUMO" PICUAL

ATHENA INTERNATIONAL  
OLIVE OIL COMPETITION  
MEJOR ARBEQUINA  
DEL AÑO CON "FINCA  
LA GRAMANOSA" ARBEQUINA

## CHINA

OIL CHINA 2016  
MEDALLA DE BRONCE CON  
"ZUMO" PICUAL

OIL CHINA 2016  
MEDALLA DE ORO CON "FINCA  
LA GRAMANOSA" ARBEQUINA

TIENDA ONLINE:  
[WWW.FINCALAGRAMANOSA.COM](http://WWW.FINCALAGRAMANOSA.COM)



## Marina Colonna (*San Martino in Pensilis, Italy*)

In the Italian region of Molise an intense golden light illuminates the olive groves and the wheat and sunflower fields. Olive trees are protagonists par excellence in the landscape and history of this land, abounding in Roman and early Christian remains. Molise invites you to travel back in time to discover archeological sites and immerse yourself in the charm of its medieval villages.

Masseria Bosco Pontoni, the historic estate of the noble family Colonna, is located on the rolling hills of San Martino in Pensilis (CB), at 120 meters (394 ft.) above the Adriatic Sea coastline. Of the 180 hectares (445 ac.) of cereals, olive trees and vegetables, the olive grove occupies approximately 55 hectares (136 ac.) with a varied selection of native cultivars and, as an experiment, some from the main producer regions: Leccino, Frantoio, Peranzana, Gentile di Larino, Coratina, Ascolana, Tenera, FS17, Cima di Melfi, Rosciola, Maiatica, Nocellara del Belice, Nociara, Itrana, Kalamata, Termite di Bitetto, Leccio del Corno... of which more than half have organic certification and from which the company's four EVOOs are made: the blend *Classico Colonna*, *Selección DOP Molise* (Leccino and Gentile di Larino), *Peranza* and *Biologico*.

The wide range of organic Marina Colonna products include citrus oils -lemon, orange, tangerine and bergamot- flavored oils -myrtle, ginger, cardamom and basil- and infused oils -white truffle, chile, mustard and RosaOliva,- olives, canned products, pates and condiments. The Azienda Agricola Ma-



rina Colonna offers the possibility of staying overnight at the historic villa -prior reservation- and their guests can enjoy private lunches and dinners, walking tours of the grounds, either by foot, horse or jeep, helping with the olive harvest -and other activities depending on the season,- guided visits to the frantoio (oil mill) with tastings of their EVOOs and citric oils guided by an expert taster, or take courses in drawing, painting, cooking, yoga...

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## Masserie Maresca (Puglia, Italy)

The agricultural complex Masserie Maresca in Puglia, is comprised of two farms, Masseria Caggiani, in Ottava Piccola, and Masseria Grottone, a few kilometers from Ostuni. A true environmentally friendly grid has developed on the slopes of the Murge that not only enhances the environmental importance of the area, but also contributes towards the evolution of organic farming practices carried out by the company, such as the fighting olive flies that allows for the repopulation of starlings. In the area managed by this agricultural holding, that has organic farming certification and produces their own EVOOs under the PDO Colline di Brindisi, and thanks to sustainable practices aimed at the protection of the environment and the maintenance of biotypes, the flora and fauna typical of the Mediterranean scrubland, that today covers a considerable part of the property, has increased over the years. With almost 2,000 trees, the olive grove is characterized by the presence of a large number of monumental ancient olive

trees of incomparable beauty, some of which are over 8 meters (26 ft.) in circumference and 2.5 meters (8 ft.) in diameter (“Gennaro system of measurement”).

Built between 1812 and 1860, Masseria Grottone is set in a natural landscape of extraordinary lushness, with 40 hectares (100 ac.) of ancient olive trees and Mediterranean shrubland. With views of the sea and Ostuni’s historic town-center, all buildings in the estate -a two-story main building, a hut with straw for the animals, a furnace, a barn and a rural chapel- are made of stone and have great historic value. Not far off, is a singular esplanade where in the past the grain (*jazzo*) was worked on plus a small auxiliary stone building, in addition to the ruins of a typical *trullo* (a cylindrical house with a conical roof) or *casedda* built with dry stone of which the lower part is still standing. Today, the estate houses a luxury farm-hotel with 10 rooms, a garden, a swimming pool, a patio and a solarium; keeping its original features and adding to the construction a new building with a minimalist design and furniture -not visible from the main entrance thanks to a high stone-wall- that incorporates discrete contemporary elements which have allowed to include bathrooms and kitchens in the rooms, built on the ground floor with local *trani* stone, without having to modify the existing structure. Although, Masserie Maresca’s real treasure is undoubtedly provided by nature with the majestic ancient olive trees that inhabit the surrounding area.



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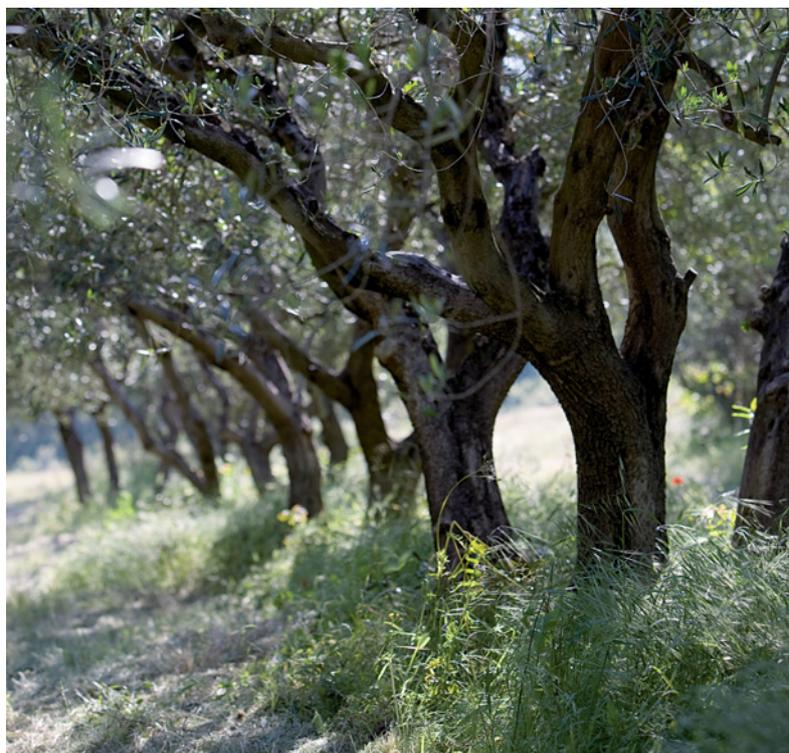
Photograph: J. Nicolas

## Moulin CastelaS (Les Baux de Provence, France)

Moulin CastelaS consists of 45 hectares (111 ac.) of several hundred years old olive trees located on the rocky mountains of Les Alpilles in Provence, in the territory covered by the AOP Huile d'olive of the Vallée des Baux de Provence. The same landscape that Vincent Van Gogh so brilliantly captured during his stay in St. Remy de Provence. The mill was built in 2002 at the foot of Les Alpilles overlooking the Château des Baux de Provence. After living in the Arizona desert for 15 years, husband and wife Jean-Benoit and Catherine Hugues returned to their home in Provence in 1997 to focus on their passion, olive trees, because “when you’re born in Provence, you just can’t live without the aromas of the garrigue, the breath of the mistral, the sun’s caress and the magical, undulating grace of the olive trees that shape the landscape.” The key here is to believe. Believing in the importance of origin and hard work, believing in Les Alpilles’

rocky slopes’ *terroir* and showing respect for its poor calcareous soil. Believing in the technical process of extraction and the value of know-how, passion and sensitivity in order to obtain a complex EVOO every year, made with the native Salonenque, Aglandau, Grossane and Verdale varietals. And, above all, Moulin CastelaS believe in the pleasure of tasting a great extra virgin.

The differentiating personality of their green and vibrant EVOOs is granted by its fresh nose and complexity and harmony in mouth, with artichoke hearts, green banana notes and a vegetable and persistent finish. The herbal, spices and fresh fruit aromas and flavors of a real Provencal EVOO. Because Jean-Benoît Hugues is a man with a mission: producing the best olive oil in the Vallée des Baux, in all of France and, why not, the whole world.





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## Neudorf Olives (Nelson, New Zealand)

Neudorf Olives is a family-run olive tree plantation located in the high hills of the Upper Moutere, 30 minutes drive from Nelson, an area that combines the most hours of sunshine per year in New Zealand, a similar climate to the Mediterranean, with long and warm summers and mild winters -but rainfall is relatively high,- and Moutere Clay's heavy clay soil, making it an ideal environment for the production of intense and aromatic Premium extra virgin olive oils that have high polyphenol content. Surrounded by sheep farms, its elevated and privileged location allows the trees to be safe from frost and enjoys a good wind flow that protects them against diseases, at the same time as one can take in the wonderful views of the Tasmanian Sea and the Western Mountains and Richmond. Three varieties of olives are

grown here, the Frantoio and Leccino from Tuscany -with varying intensities of fruitiness, pungency and bitterness- and the Greek Koroneiki, exhibiting an intense herbaceous flavor. The firm oversees and carefully monitors every stage in the production process to ensure the highest quality and freshness of their EVOOs, certified by Olives New Zealand, and available for purchase at the olive grove as well as in a network of small outlets scattered around the Nelson and Tasmania areas. Neudorf Olives also supplies, in larger amounts, to the best restaurants, cafes and luxury lodges in the region, as well as gourmet and specialty food stores, both locally as well as in Auckland and Wellington. Member of the Moutere Arisans, a local association that showcases the variety of handicrafts made in Upper Moutere, the *Walk, Talk & Taste* program allows you to visit the plantation, walk among the olive trees, learn about the production process and taste Neudorf Olives EVOOs, as well as Moroccan, Tuscany and Dukkah table olives. A unique and authentic experience.





## Oasis Olives (Pisco, Peru)

If paradise was an olive grove, it would be difficult to imagine a more perfect one with such overwhelming beauty as the olive groves of Oasis Olives in Pisco, Peru. Imagine a valley covered in silvery olive trees, surrounded by huge white sand dunes. Imagine a climate where the sun shines every day and in winter the temperature reaches 20°C (68°F), and where it never rains. Imagine spectacular sunsets while the sun hides lazily behind the sand. And imagine trees laden with green, healthy olives that hold the promise of a high quality extra virgin olive oil.

Oasis Olives was once a dream, but now it is a joyful reality thanks to the vision and hard work of a team of Peruvian, Australian and Portuguese olive-growers. On its 400-hectare (988-ac.) olive grove they have planted varieties such as the Italian Coratina and the Israeli Barnea; the Spanish Picual and Arbequina; and the Greek Kalamata and Koroneiki -the first and last have adapted particularly well to the Peruvian climate and produce excellent quality oils.- The juice extracted from these trees is currently mostly exported in bulk to European and North American markets, but they are increasingly more appreciated and demanded in the Andean country by local consumers and foodies. Yes, paradise exists, and in Pisco, it is shaped as an olive grove.

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Pasion, experience, knowledge and respect for the environment are the main ingredients of our extra virgin olive oil. But only after decades of family tradition in our farms you can get a nationally and internationally award-winning oil.

The olives from which we produce our oils come from our own trees, which are grown in semi organic conditions to create healthy fruit. It is harvested at the optimum moment and passed immediately in our facilities. As a result, our high quality olive oil complies with all health and safety standards and offers guaranteed culinary excellence.

Our varieties:

- **Arbequina:** olive oil of very low acidity. Ripe fruity with a great diversity of secondary aromas, especially apple and banana.
- **Picual:** our single estate picual produces a glorious, rich and fruity olive oil with a great balance of bitterness and pungency.
- **Koroneiki:** oil of very low acidity. In profile balanced, fruity green olive nose identifiable with floral aromas and mouth with almonds and banana.

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ARBEQUINA

PICUAL

KORONEIKI



# Avant-garde

By Pandora Peñamil Peñafiel

## Fire in the Kitchen! Survival Gourmet Kit

You're leaving work late in the evening, and you're having guests over for dinner but haven't had time to cook. Previously, this situation would have stressed you out, but not now. Kitchens are no longer relegated to the service areas of the house; they now occupy the most lived-in spaces of a home. If you don't already have an open-plan kitchen, you are outdated.

Cooking in front of your dinner guests, boiling pasta in a transparent pot while your Sombar makes 6 different cocktails and enjoying an espresso outdoors, freshly brewed by your wireless coffee maker, is not a dream, but a reality with our Survival Gourmet Kit. Can you spare 5 minutes? Then, just lay the table and these gadgets will do the rest.



## Eva Solo Digital Kitchen Scale

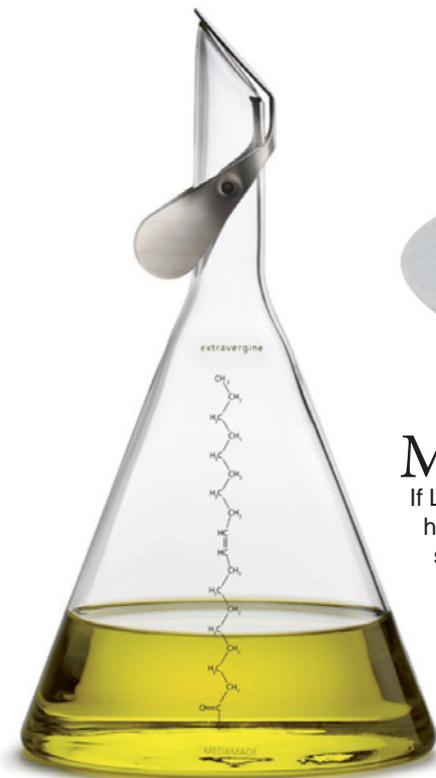
Eva Solo Digital Kitchen Scale is a lightweight digital scale, with four independent measuring surfaces, and a screen that ensures easy reading of weight. The on/off button is touch-sensitive and it weighs in all international measurement units: gr., oz., lb., and ml. Plus, its fancy design means you won't have to hide it when you have guests!

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

## Stone Pestle and Mortar

After hours and hours of grinding at his own London restaurant, Tom Dixon launched this exceptional block of white Morwad marble and brass to pummel and grind spices and herbs in style. As it couldn't be otherwise, this mortar -whose exaggerated rounded lip allows for a firm grip while working- comes in a solid mango wood box, which is of course eco-friendly. No one imagined that using a mortar could be this amazing!

[www.tomdixon.net](http://www.tomdixon.net)



## Medamade Oil Dispense

If Leonardo Da Vinci had been born in the 21st century, he could have designed this beautiful kitchen utensil that so disciplinarily meets the main laws of physics. Gravity manages to magically open the lid of this olive oil dispenser, made of borosilicate glass and stainless steel, while the user rotates it to pour out its content.

[eu.designmemorabilia.com](http://eu.designmemorabilia.com)



Photographs by  
Dan Lev Studio

## Astro Fruit & Veggie Keeper

You've probably often wondered what to do with that half onion you didn't use for the dish you were cooking to stop it from oxidizing before you get the chance to use it again. You then go ahead and have a fight with the cling film trying to wrap it up, and will probably end up cutting the excess plastic with your teeth and nails. Well, exasperate no more. Astro Fruit & Veggie Keeper represents the most entertaining way of saving time and, incidentally, ending that daily fight, by keeping oxygen away from your fruits and vegetables.

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



## Stilt Bread & Oil Ash Serving Stand

Stilt Bread & Oil Ash Serving Stand is an original piece designed to serve bread and extra virgin olive oil, sushi and sashimi with soy sauce or to use as an antipasti platter. A mouth-blown glass bowl fits on a wooden stackable stand made from natural ash. An element to be used year-round, be it for an outdoor picnic or treating yourself to breakfast in bed.

[www.lsa-international.com](http://www.lsa-international.com)

## Just Slate Oil and Vinegar Dipping Set

A beautiful, crisp white ceramic dipping dish perfect for oil and vinegar tastings set upon a natural slate base. The depth of the item also allows for the possibility of mixing both ingredients into delicious vinaigrette to accompany some freshly baked bread...

Ready for sharing!

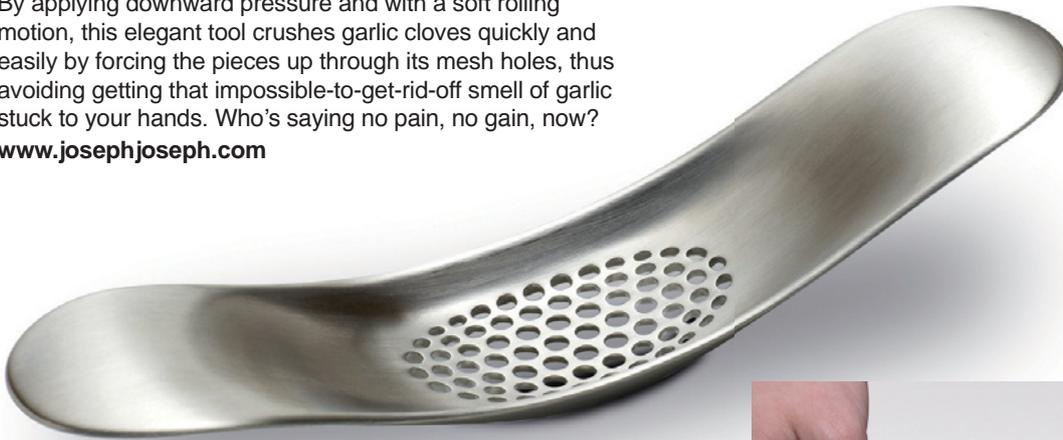
[www.justslate.co.uk](http://www.justslate.co.uk)



# Rocker

By applying downward pressure and with a soft rolling motion, this elegant tool crushes garlic cloves quickly and easily by forcing the pieces up through its mesh holes, thus avoiding getting that impossible-to-get-rid-off smell of garlic stuck to your hands. Who's saying no pain, no gain, now?

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



173

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## Handpresso Pump

If you are into coffee as much as George Clooney is, then this is most definitely your gourmet gadget. A portable coffee maker, where the only thing you need is hot water. With a compact and lightweight design, the Handpresso Pump coffee maker allows you to enjoy a cup of espresso at any time, anywhere. All you need for it to start working its magic is a portion of ground coffee, filling the tank with warm water, a desire to pump, and you can start enjoying its tasty aroma gazing at any landscape -and with whichever company- you choose.

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

175

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selection

N°1

selection

N°2

selection

N°3

selection

N°4

selection

N°5

selection

N°6

selection  
ITALIA

## Olivewood Salt Keeper

Beautiful and practical, this box can keep up to 8 oz. of cooking salt. Handcrafted from olive wood with an oil finish, it also has a swiveling magnetic lid for easy, one-handed use that helps keep the salt fresh for longer. This exclusive product for everyday use, whose stainless-steel hinge resists corrosion, may also be engraved with the owner's initials.

[www.williams-sonoma.com](http://www.williams-sonoma.com)



176



## Jumbo Cutlery Drainer

Never had a drip been this originally dealt with before. Jumbo the elephant is more than happy to drain all excess water from your wet cutlery straight into the sink.

[www.peleg-design.com](http://www.peleg-design.com)



## Oiladdin Pourer and Stopper

This legendary -and plastic- oil lamp can grant its users three wishes, as if it were Aladdin himself: turn into an easy anti-drip olive oil pourer, act as an intelligent lid that seals off its content to keep it fresh, or serve as lovely décor element that adds a modern touch to the bottle.

[www.peleg-design.com](http://www.peleg-design.com)



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

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## Prepara Deluxe Oil Mister

Prepara Deluxe Oil Mister turns the already traditional oil spray into a design element that allows you to add ingredients like fresh herbs or vinegar to create tasty dressings for your salads or to spray the grill with before digging into a delicious barbecue. The process is simple, fill the base up with olive oil (and any other ingredients, if necessary) and turn the main lid to close it. Then, the upper compartment is pumped to let the air in and the sprayer is ready for use. Now all that's needed is some food deserving an appetizing coating.

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



## Max Le Chinois Colander

Phillippe Starck's designs for Italian design factory Alessi have, little by little, taken on the appearance and names of animated objects inside the home environment. The vegetable colander Max Le Chinois is an ironic item that fits perfectly into European cooking rituals while providing a fresh and distinctive design that could well pass as a sculpture.

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

## Massimo Castagna Glass Pot

A transparent body of dense borosilicate glass demystifies the culinary magic happening inside the pot, transforming dinner into a spectacle that is also worth savoring. The fire's heat makes the glass become flameproof -and is thus able to withstand high temperatures- and boiling water brings ingredients to life: as pasta transforms from raw to al dente, it begins to spiral and dance, while vegetables move and dazzle as they blanch. Ten of these pots are hand-made per day in Italy, making this essential kitchen element a one-of-a-kind piece and worthy of being seen in action.

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



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## Sedona Dehydrator

Perfect for turning any food into a healthy snack and drawing out in time the enjoyment of seasonal produce. This ultra efficient digital dehydrator accurately distributes heated air, allowing it to dry food perfectly. Its studied features include a dual-fan control that allows varying the batch sizes, a glass door to monitor the process, a quiet setting for nighttime use and an easy-to-clean interior. Who wouldn't like to enjoy some delicious *boletus edulis* year-round?

[www.williams-sonoma.com](http://www.williams-sonoma.com)



180

## Somabar

Somabar is a household robot capable of preparing up to 300 cocktails and mixed drinks. This robotic cocktail-maker has 6 liquid receptacles and an internal container that holds up to 1.5 liters (1.5 qt.) of water. Moreover, the dispenser through which the cocktail is poured will self-clean after serving each drink to avoid mixing flavors. As if all that wasn't already enough, it comes with a smartphone app that allows full control of its operation and adding of new recipes. Bartender, another round, please!

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





## Spherificator

The spherificator is the world's first automatic pearl maker. This device, which can produce up to 10 kgs. (22 lbs.) of pearls from any desired liquid per day, is the result of many years of research and development. Molecular cuisine has never been this much within reach for foodies.  
[www.spherificator.com](http://www.spherificator.com)

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



# Shodoshima, An Olive-Tree Island In The Land Of The Rising Sun

By Alfredo Briega Martín / Hideaki Shibata  
(Senior Researcher at Shozu Olive Reserch Institute)

Photographs by Hideaki Shibata

Shodoshima is the second largest island of the many that pepper the Seto Inland Sea, known as the Japanese Mediterranean, in southwest Japan. But this small island, with an area of 153.3 km<sup>2</sup> (59.19 sq. mi.) and 126 kilometers (78 mi.) of coastline, is not most famous for its mild climate, its peaceful beaches and landscapes of great beauty, not even for having a wild monkey reserve. Shodoshima is best known for being the first place where Japanese olive trees prospered. Welcome to the island of olive trees.



おのの丘



In Japan, only 13% of its vast territory -slightly larger than that of Germany- is arable. Of the 4.6 million hectares (11.3 million acres) suitable for cultivation, about 54% are rice fields. However this island, located thousands of miles away from the Mediterranean regions, has been cultivating olive trees for over 100 years, which is a virtually unknown fact to the rest of the planet.

The Japanese olive-growing surface area is estimated at some 400 ha. (988 ac.), and much of it is in Shodoshima, known in Japan as Olive Island. This small, 153.3 square kilometer island -the size of the Principality of Liechtenstein,- possesses over half of this Asian country's total olive grove surface area, comprising more than 80% of the local area's harvest. A popular destination for domestic tourism, Shodoshima

*Visiting Olive Island is a unique experience in which to take in an exotic and forgotten piece of the Mediterranean Sea in the land of the Rising Sun*

-whose name means "Azuki Bean Island"- is famous for its olive trees and the excellent quality of its olive juice.

### A Little History

Cultivation of olive trees in Japan dates back to the beginning of the 20th century thanks to the efforts of the Japanese Government to reduce their dependence of European olive oil, considered an expensive product. Earlier, in the 16th century, with the arrival of the first Europeans to the Empire of the Rising Sun, a Portuguese priest introduced olive oil, which he named "Horuto-no-abura" (oil from Portugal). Between 1861 and 1863 the *shogun* doctor Hayashi Doukai, who studied Dutch medicine in Nagasaki, made the first attempt to plant olive trees in Japan with the aim of producing olive oil for medicinal purposes. He used trees brought from France and planted them in Yokosuka, south of Tokyo. Some years later, in 1880, the first documented large-scale plantation was created, where two thousand olive trees imported from France were planted in experimental stations located in Tokyo and

Kobe and managed by the Japanese Government. The latter bore fruits, and the result was the Asian country's first production of table olives and olive oil. None of these efforts, however, obtained the desired commercial success.

In 1908, a major change took place after Japan's victory in the Russo-Japanese war that had begun in 1905, during which Japan occupied new territories in the Okhotsk. With the aim of producing olive oil for domestic use and thus enable marinating sardines and tuna caught in the new fishing areas, the Japanese Government allotted 1.2 ha. (3 ac.) of land for olive groves in each of the three experimental bases located in the center, west and south of the country. One of the places chosen was Shodoshima Island where 519 trees were planted, of which 507 survived, obtaining a total of 74 kilos of olives. Eight decades later, in 1987, the once small, experimental farm of Shodoshima became the "Olive Park".



*Cosmetic products and oils derived from olives are made and marketed in the Olive Center.*



Of the three sites chosen for the experiment, only Shodoshima was successful, while the other two failed due to damage caused by typhoons and native pests. A success attributed to the island's Mediterranean climate, as well as to the maximum attention and care that the local farmers provided, monitoring the olive trees daily, while they addressed all the problems that emerged as the trees grew.

In 1917, the Kagawa Prefecture supplied the local farmers with 1,220 olive plants from nurseries and so the first olive trees with commercial and industrial purposes were planted in Shodoshima. Two years later, in 1919, the "Shimamura Olive Farm", housing an olive garden, was inaugurated. The entrepreneur Tomijirou Shimamura, who ran a cosmetics company in the Wkayama Prefecture, began to produce cosmetics using olive oil, thus starting the island's commercial exploitation of olives, going beyond the neighboring regions that stretched around the Seto Inland Sea. However, in 1959, the Japanese Government decided to eliminate import taxes on products derived from olives, contributing to the entry of cheaper products into the country, and with this, to the decline and subsequent abandonment of olive tree farming.

### Shodoshima Olive Garden

The Shimamura Olive Farm became the Shodoshima Olive Garden in 1973. An agrotourism complex centered around olive trees and their fruits which is Japan's oldest



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### Fruity

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### Character

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and the first tourist establishment of this type, with offices, shops and a showroom inaugurated in 1978, a restaurant that opened in 1983 and a small oil mill imported from Italy, the first of its kind in Japan. This paved the way to begin producing high quality olive oil and building its own olive processing plant to produce cosmetics (1989). Sculptures by the artist Isamu Noguchi were installed in 2012 (creating the Isamu Noguchi's Playground), located on the *olive oil hills*, which aim to bring art closer to everyday life with Shodoshima's olive trees being the perfect setting to convey his work and artistic philosophy; lastly, the "Arutetora" art gallery opened in 2014.

Cosmetic products and oils derived from olives are made and marketed here, with the latter standing out for their high quality; not in vain, Shodoshima EVOOs have been awarded in contests such as Los Angeles International Extra Virgin Olive Oil Competition and Olive Japan EVOO Competition.

The restaurant, *Olive Palace*, having undergone renovations in April 2016, allows to enjoy the magnificent views of the Seto Inland Sea from its large windows while enjoying a delicious meal of rice, vegetables, seafood and their specialty Somen-noodles, as well as the Shodoshima soy sauce rice bowl, called *Hisio-DON bowl*, cooked using extra virgin olive oil. In addition, the space known as "LaboleA Raborea" offers the visitor the possibility of entering the world of olive oil mixing and enables visitors to produce their very own olive juice, no doubt the best souvenir of their stay at Shodoshima.

Visiting the Olive Island is a unique experience. Admiring the intense blue colors of the placid sea sprinkled with boats and ferries of all sizes, or its hills covered by a mantle of olive groves. Walking among the olive trees as the sun shines through the foliage; gazing at the beauty of the Seto Inland Sea, one of most ancient; searching -and finding- the prized olive trees' heart-shaped leaves. All of these adventures and much more are possible at Shodoshima Olive Garden. An exotic and forgotten piece of the Mediterranean Sea in the land of the Rising Sun.





## Oil from Lower Aragon

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



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Extra Virgin Olive Oil from Lower Aragon



# Agenda

By Cristina Revenga Palacios

Germany

## A cocktail of extra virgin-related activities for a year that is to be shaken, not stirred

We travel to different parts of the world where the most daring plans of an unconventional and offbeat Agenda filled with tastings, exhibitions, courses, fairs and workshops, await us to discover and enter into the fascinating world of extra virgin olive oil. Do you dare try it?

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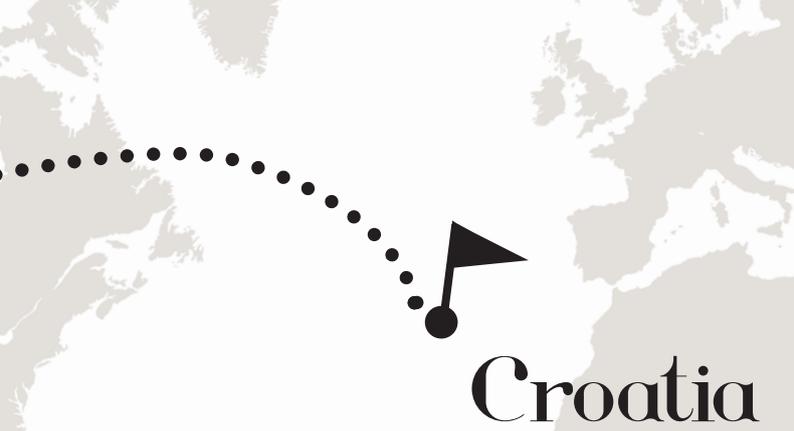


### Stommeler Olivenfest

In June, the Becker family, based in Stommeln (close to Cologne), devotes a whole weekend to olive tree culture and the juice extracted from its fruit. Two days filled with good taste during which there are talks, dissemination of extra virgin culture and its tastings, and diverse culinary specialties to be enjoyed. The convening power increases with every edition of this festival and the personal connections with EVOOs are narrowed: people attend to listen to the talks, have conversations and exchange views unhurriedly. "Questions, experiences, samples for tastings... these are all true gifts for the soul," according to Spanish taster and EVOO expert, Carmen Sánchez, who delivers some of the talks and guides tastings throughout the two days.

[www.gartenhof-becker.de/olivenfest](http://www.gartenhof-becker.de/olivenfest)





# Croatia



## Olive Days

In October, Punat, a small town located on the southern coast of Krk island, is the host of Olive Days, a tourist and gastronomic event focused on olives and olive oil. There are numerous activities during the event, including exhibitions, sale and presentation of regional products, as well as workshops for olive-growers and restaurateurs. There is, furthermore, a tasting of special dishes that feature olives and olive oil in all restaurants of this quaint village.

[www.tzpunat.hr](http://www.tzpunat.hr)



# ABRIL



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[www.aceitesabril.com/gotas](http://www.aceitesabril.com/gotas)



# United States of America



## Luxe Pack New York

Luxe Pack presents a unique opportunity to see and be seen, and on top of it all, discover the most exclusive olive oil packaging. It is an avant-garde space that houses the most comprehensive exhibition in the field of packaging. The exhibition includes round-table discussions to envision tomorrow's packaging trends in a different light, via the "Luxe Pack in Green" award, which recognizes the best environmentally-friendly and sustainable solutions; and a wide range of lectures on trends, design, environmentalism and innovation. Since its creation, innovation and creativity have set the tone at this event that takes place in May in the Big Apple.

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



# Spain



## Gastrofestival

Madrid becomes a feast for the senses thanks to Gastrofestival, the best way of approaching gastronomy and enjoying its link with different artistic disciplines. From late January to early February, restaurants, gourmet and household item shops, cocktail bars, clothing and accessories stores, cultural institutions, art galleries, museums and cooking schools offer appetizing proposals that fall into several categories: Madrid Gastronómico (Gastronomic Madrid), Experiencias Sensoriales (Sensory Experiences), Gastrocultura (Gastroculture), Gastrofashion, Gastrosalud (Gastrohealth) Design and Gastronomy, and Wineculture. Evocative cultural menus and product tastings, among which EVOOs are never missing, that will delight all culinary and culture vultures. Eat Madrid!

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





# France



## Olio Nuovo Days

The fleeting magic of the freshest extra virgin olive oil bewitches restaurants, bakeries, and other emblematic places of Paris, where with great intensity, it reveals its aromas and virtues. Olio Nuovo Day becomes Olio Nuovo Days in its second edition so that EVOO enthusiasts, individuals and professionals can discover extraordinary juices from Spain, Italy, Greece, France, and other regions of the Mediterranean, over the span of five days during the month of January. Tastings and special dishes with new seasonal juices will be waiting at the restaurants Akrame, Lucas Carton, Table, La Closerie des Lila... Are you coming?

[www.olio-nuovo-day.com](http://www.olio-nuovo-day.com)



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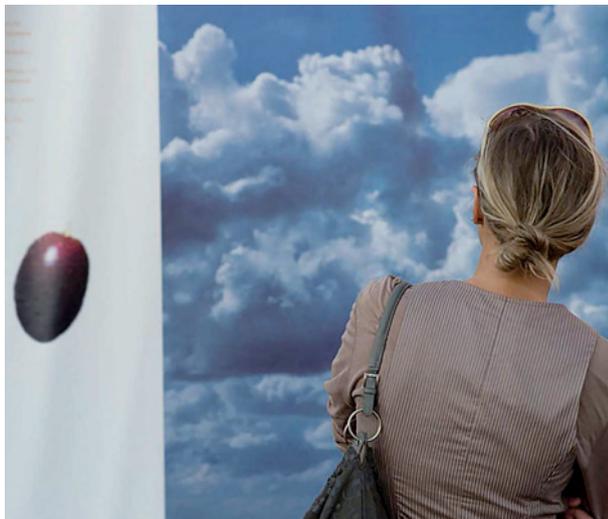
# Greece



## The Routes of the Olive Tree

The Routes of the Olive Tree combines intercultural dialogue itineraries, with cultural events and an array of activities focusing on olive trees. It is a “bridge” that begins in Greece and extends to other places in the world, relaying the message of this ancient tree, as a symbol of peace and prosperity, and paving the road for cooperation and communication. The activities are organized by the cultural foundation “Routes of the Olive Tree”, a non-profit, non-governmental organization that, since 1998, has put forward alternative proposals for the sustainable development of oil-producing regions. Currently, this organization has an online library that specializes on this crop and has created the “Gallery of the Routes of the Olive Tree” its own art collection where it showcases young artists’ works inspired by the olive tree. Its annual events calendar includes art and photography exhibitions, projections, music performances, competitions, EVOO tasting workshops, and regional product tastings, cooking demos, informative workshops, etc... in different countries. Several days focused on olive trees, its civilization and what they mean to the people of the Mediterranean.

[www.olivtreeroute.gr/en/](http://www.olivtreeroute.gr/en/)




# Italy



## Extra Lucca

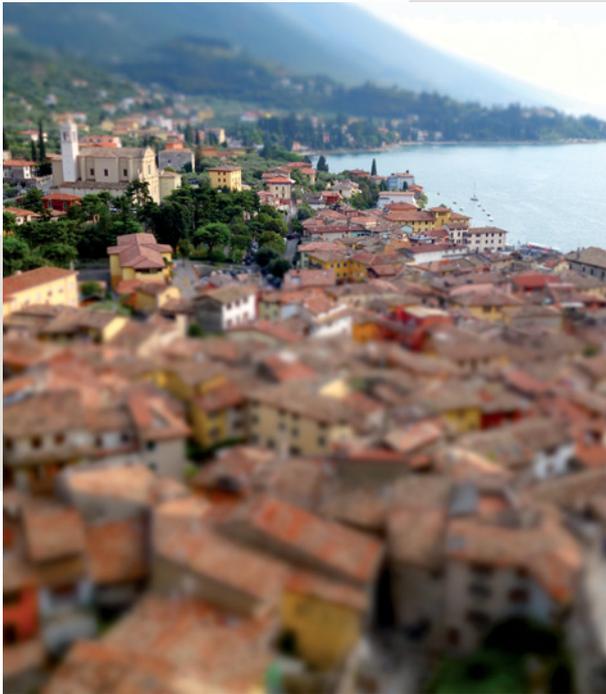
Food and fun revolving around the excellence of high quality extra virgin olive oils. That, in a nutshell, is Extra Lucca, an event that takes place in a theatre in the Tuscan city of Lucca, in no less than 1,000 square meters of exhibition space so-journed in the magnificent rooms of the Palazzo Ducale, right in the heart of the medieval city, where tradition and history meet. During the event created by Fausto Borella, president of the Accademia Maestrod’olio, many Italian EVOO producers gather and put on live cooking shows with the best chefs of the transalpine country, as well as other cultural activities related to the world of gourmet food. In its fifth edition its organizers have set their hopes towards Extra Lucca being “even richer, fuller and tastier, because extra virgin olive oil deserves all the attention... and, perhaps, even more.”

[www.extralucca.it](http://www.extralucca.it)





# Italy



## Olive oil Academy

Culinary enthusiast, EVOO tasters, food industry professionals and foodies in general can sing up yearly to courses organized by the Olive Oil Academy in different locations of Lake Garda, where the diverse landscape of beaches, mountains, ancient villages and natural hot springs can be enjoyed. It is a wonderful and exciting training experience for those interested in diving into the excellence of extra virgin olive oil, as well as in tasting and learning about how this ingredient is used in the Mediterranean cuisine.

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



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# Japan

# United Kingdom



## Olive Marche

Extra virgin olive oil makes its way into the land of the rising sun. The Olive Oil Sommelier Association of Japan (OSAJ) organizes Olive Japan, a yearly event attended by Japanese consumers and where high-quality extra virgin olive oil experts and tasters from around the world meet. Olive Japan has two main events: International Extra Virgin Olive Oil Competition, which is held in April, and Olive Marche, an outdoor market offering tastings, information and products for sale, which takes place in the month of July. This market -held in the Futako Tamagawa Ris, a commercial and residential complex- allows Japanese consumers to interact directly with olive oil importers and producers from other countries such as Spain, France, Greece, Australia, Italy, Jordan, Croatia and the U.S. Live music performances, EVOO tastings and cooking demos liven up this highly “extra virgin” event.

[www.olivejapan.com/en/competition](http://www.olivejapan.com/en/competition)

## Savantes & The Cuisiniers

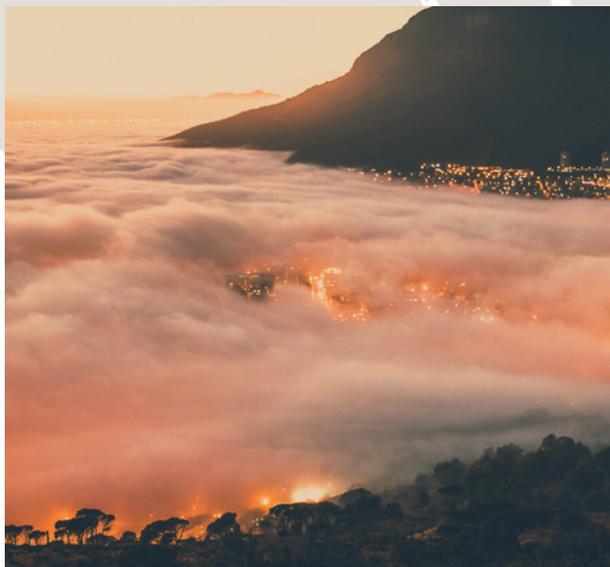
To promote the use of extra virgin olive oil in different dishes, Savantes partnered with English chefs, Olly Rouse and Joe Gould, to launch “Savantes & The Cuisiniers” in the United Kingdom, an initiative that is celebrated during the month of June and takes place at the Season Cookery School (Winchester, Hampshire). For two days, the flavors and uses of olive oil in traditional and modern cuisine can be enjoyed. They also have a skills test that offers a “Culinary Savantes” certification. This organization, spearheaded by expert and Australian oil-producer, Simon Field, regularly organizes the International EVOO Programme in the U.S., Italy, the U.K., Spain, New Zealand, Australia and South Africa, and since 2001 it has held various extra virgin olive oil tastings in several countries.

[www.savantes.com/index.php](http://www.savantes.com/index.php)





## South Africa



### EVOO Expo

In South Africa, the new extra virgin olive oil harvest season is celebrated in November with EVOO Expo, *Celebrating Virginity!*, a new event to promote extra virgin to lovers of this product, foodies, chefs, industrial and small producers and entrepreneurs working in the olive tree cultivation industry. This meeting, that takes place at Riebeeck-Kasteel's Olive Boutique, includes a series of technical workshops and exhibitions, where the different EVOOs are displayed and experiences can be shared. There are also tasting-tables and presentations of a selection of Olive Boutique juices, as well as local products, artisanal breads, seafood and fish from the West Coast. Ultimately, olives, olive oil, products made with olive oil and Mediterranean food specialties, for those wishing to improve their knowledge about the health benefits olive juice has to offer, as well as the flavor with which it contributes to different dishes.

[www.evoo.co.za](http://www.evoo.co.za)



WE KEEP

GOING



# Le Couvent des Minimes Hotel & Spa by L'Occitane, The Essence of Provence

By Alfredo Briega Martín

L'Occitane proposes a journey through the roads of southern France: beauty products and high quality perfumes inspired by the Mediterranean lifestyle and prepared according to the principles of aromatherapy and phytotherapy. Le Couvent des Minimes Hotel & Spa by L'Occitane, a luxury resort located in the picturesque village of Mane, near Forcalquier and Manosque, in the Les Alpes-de-Haute-Provence region, inaugurates a new chapter. This is the time to relax and celebrate the essence of Provence.





Built by the Marquis Melchior de Forbin Janson for the members of the mendicant Order of the Minims founded by St. Vincent de Paul, the history of Le Couvent des Minimes has had a close link since its very beginnings to the cultivation and study of plants: this is where Louis Feuillée, Louis XIV's botanist and author of two treaties on botany during his stay, studied to later become a researcher of new plant species and bringing back fuschias and capuchins from his South American expeditions, in addition to introducing Mexican bush sage and Argentine plum trees.

After the French Revolution, Le Couvent des Minimes remained abandoned until 1862, when the canon Terrasson, Archpriest of Forcalquier, restored it and converted it into a hospice. A few

years later, a community of Franciscan Missionary Sisters of Mary moved to Le Couvent des Minimes to run the hospice and care for its residents. The nuns cultivated gardens on terraces where they planted fruit trees and vines. For many years, the gardens provided food for the residents and the sisters who returned to France from tropical countries. In 1999, the nuns left the convent, and it remained empty until becoming a luxury wellness and relaxation retreat: the Relais & Châteaux Le Couvent des Minimes Hotel & Spa. Now newly renovated, it includes a heated outdoor pool, library, tennis court, conference room, and the crown's jewel: a magnificent garden filled with trees as well as aromatic and medicinal Provence plants -lavender, rosemary, jasmine, mint, acacia, lemon balsam, verbena, artemisia,





tarragon, chamomile, white myrtle and many more- in addition to olive and almond trees... The Jardin des Minimes is an absolute evocation of the Mediterranean.

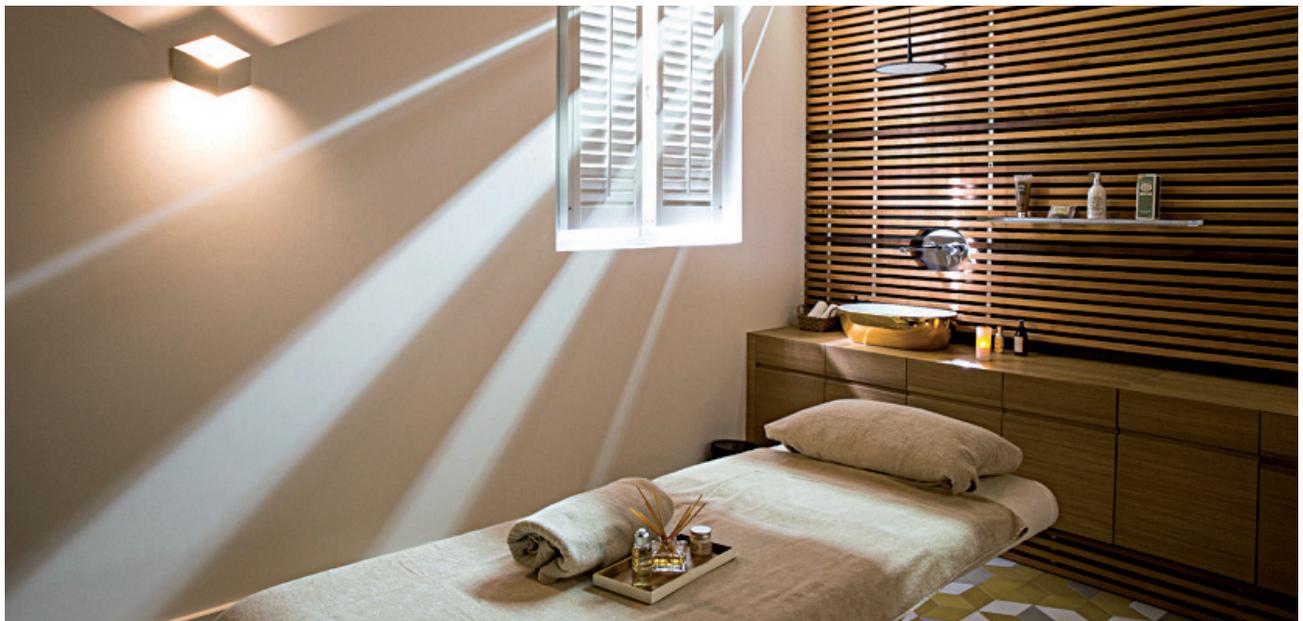
### 100% L'Occitane Spirit

The construction's new interior design, fresh and colorful, has created a beautiful and contemporary environment that combines the building's charming architecture with the decorative scheme. As majority shareholder, the cosmetic and perfume company's spirit permeates the five star hotel and spa's new look, inspired by the philosophy and values of the French brand, founded by Olivier Baussan, a celebration of the essence of Provence. Here, natural tonalities, floral colors, curving lines and fine materials predominate, helping to create a relaxed atmosphere where peace, tranquility and refinement prevail.

L'Atelier Pascal Borde and his team are responsible for the renovation work, taking on the challenge of restructuring Le Couvent des Minimes without undermining the original building through a modern reinterpretation of the traditional Provence style, while being respectful of its history and its natural surroundings. The result maintains the buildings' architectonic integrity, fulfilling the aim of creating a space of coexistence that flows effortlessly.



*The spirit of L'Occitane permeates the hotel and spa's new look, inspired by the philosophy and values of the French brand founded by Olivier Baussan*





The impressive cloisters have been coated with a magnificent structure made with reclaimed wood created by Le Compagnons du Tour de France. Thanks to the natural warmth of the materials, which perfectly compliment the original structure, this masterful design creates a hugely welcoming central area that is the hotel's heart, leading to all other areas. Inspiring, romantic and bucolic, the décor is clean and bright, with green aniseed and pink Arflex sofas and armchairs, plus a lighting design by Moooi. The messages on the walls, the photos, the sculptures and objects add character to the place.

The furniture, lamps and soft furniture (floral motif textiles, traditional hexagonal tiles, Farrow & Ball wallpaper and paintings) provide a delicately contemporary touch to Le Couvent des Minimes Resort & Spa by L'Occitane. The organic shapes and motifs evoke a natural environment, while the delicate details and transparent materials provide a placidly serene feeling.

### *The Spa, 700 m<sup>2</sup> of Warmth and Well-being*

L'Occitane's 700 m<sup>2</sup> (7,500 sq. ft.) spa at Le Couvent des Minimes have also undergone complete transformation. With a bold design using a yellow, brown and white palette, the spa welcomes its visitors into an environment which is in completely harmony with the brand's spirit and its three main values: authenticity, respect and sensory experience. Equipped with a more contemporary yet very intimate feel, the spa's six treatment rooms -including two double rooms- have become inviting sanctuaries where the prevalence of wood helps create a feeling of warmth and well-being.

In the heart of the spa is the *Tisanerie*, an elegant and comfortable space whose high ceilings and sheer scale is impressive, providing a unique and relaxing experience for guests while enjoying herbal teas. The sauna and steam baths have been updated with smart accessories that add a modern touch to the relaxed and quiet atmosphere. The spa's facilities include a jet massage indoor pool and sun-beds, a *laconium* -a 55°C (130°F) heated sauna,- a steam room -heated to 45°C (113°F) and scented with fragrant oils,- separate male and female saunas, an area to sit back and enjoy warm or cold natural drinks and a fitness room.



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### *A New Design for the Most Relaxing Break*

Le Couvent des Minimes Hotel & Spa by L'Occitane has 46 rooms -including eight suites-, each with their own unique and special atmosphere, seven of which have been completely renovated and expanded. Much of the original architectural details have been preserved, and *L'Atelier* Pascal Borde is responsible for furnishing the rooms with contemporary designs -such as shelves by Dutch designer Jesse Visser or magnificent cupboards by Horm.- Along those lines, traditional Provencal curtains are used to separate the bedrooms from the bathrooms, adding a contemporary touch. As for the bathrooms, they too reflect the retro-contemporary design of the rooms, with old-fashioned sinks, full-sized baths with glazed faucets, and not to mention some of the room's bathrooms also have baths with water jets, steamers and rain showers.

### *Gastronomy in the Heart of the Hotel: Two Proposals, One Chef*

As it couldn't be otherwise, gastronomy plays a main role at Le Couvent des Minimes Hotel & Spa by L'Occitane. Their two restaurants, Le Cloître and Le Pesquier -deeply rooted in the place's history,- as the other areas of the resort, have also enjoyed a refreshing update and represent the natural development in the gastronomic possibilities of Le Couvent des Minimes. The first one, located in a wing of the old convent, is a Michelin-star restaurant offering a cuisine based on the use of local products livened up with exotic touches that reflect chef Jérôme Roy's passion for travel, and provides set menus for 70, 100 and 130 euros; while the second restaurant is a stylish bistro with views of the pool and the possibility of accommodating up to 70 people.

Paying special attention to the supply of products, Le Couvent des Minimes select local suppliers of the highest caliber. In addi-





tion to renowned artisans, the chef works closely with valuable local partners and producer associations that offer the best of their rich *terroir*, supplying both restaurants with exceptional quality seasonal products, daily. The kitchens have been fully refurbished to offer greater flexibility and functionality. Thus, a special 75 m<sup>2</sup> (807 sq. ft.) area has been created so that clients can sit at tables inside the kitchen and enjoy a front-row view of the chef and his team's talent, right in the thick of the action. The wine cellar is known for its eclectic nature, with an exceptional selection of French wines as well as from all over the world, including organic and biodynamic wines, and always keeping the Rhone Valley very much in mind.



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# Frantoi Ipogei, Puglia's Underground Treasure

By Alfredo Briega Martín

The Italian region of Puglia, in the heart of the Mediterranean civilization, is a land of ancient olive trees, of knowledge and unique flavors, of hospitable people who are proud of their roots, and where tradition coexists with modernity. Icon par excellence of slow food, the combination of perfect deliciousness and authenticity, in the towns and cities of Puglia, time seems to halt. Which a similar feeling than that of when one plunges into the depths of the *frantoi ipogei*, the underground olive oil mills, a hidden treasure that doubles as a fascinating journey through time.



Located in the south of Italy and bathed on either side by the Ionian and the Adriatic seas, the region of Puglia embodies the purest essence of the Mediterranean. Its many attractions include a large number of ancient oil mills (*frantoio ipogeo*) excavated in the rock that were once part of bustling olive oil industry which is now-a-days practically abandoned, born from being in contact with Byzantine culture -who replaced grain with olive trees and olive oil- and which are unequivocally a part of the landscape and rural architecture that represents Puglia, and in particular the Salentino area. Recovered thanks to the municipal authorities and a subject of projects such as Millenari di Puglia, aimed at limelighting the region's ancient olive trees, some of these fascinating underground treasures are being used again and may be visited accompanied by an expert tour guide who, armed with a torch, reveals the secrets of the old oil-millers and the hard working conditions in which they carried out their labor: the different chambers of the *frantoio ipogeo*, the stone mills, the presses, the olive storage rooms, the places where the *frantoi* (millers) cooked and slept around the fire... The passion to investigate and explore these ancient oil-mills is ever increasing and has even led to the creation of tourist routes

that include a visit to some of these mysterious vestiges of the past. The tours -3 or 4 kilometers (1.9 to 2.5 mi.) long and lasting around two hours or more, depending on the chosen route- offer the possibility for a guided tasting of the oil-mill's own extra virgin olive oil, many of which are located in the historic center of the different towns. Quite an experience.

The Ostuni territory alone possesses a rich heritage of more than one hundred *frantoio ipogeo*, but there are others to be found in the area between Fasano, Monopoli and Salento. According to data from 2006, in Puglia there were 157 registered *trappeti*, distributed between Bari (4), Brindisi (7), Taranto (22) and Lecce (124). The Salento peninsula, at the very tip of Puglia, Italy's well-known "heel of the boot", is a land of mystery and legends, of dazzling beauty intimately tied to an ancient culture. Its capital city, Lecce, one of the most beautiful cities in southern Italy -known as the Florence of the south- was where the prices for the oil, Salento gold, were set. They also produced *lampante* oil, used for lamps, lighting the whole world from Saint Petersburg all the way to the Americas before the arrival of electricity; and later on, the oil would travel to Marseille to make their famous soap.



Crypts lined with frescos, Preclassic necropolis, whole villages excavated in the rock along the flanks of the cliffs...The tourist development project called "Interregional routes through historical sites and villages of the cave civilization" of Puglia and Basilicata is a fascinating journey through time to discover

Some of these fascinating underground treasures are being used again

an underground world that connected Puglia and Basilicata, a habitat in which man has been able to shape stone through the centuries in perfect harmony with nature.

In the beautiful city of Presicce, on the hills of the Serra Salentina (the Salentina mountains), about 70 kilometers (43 mi.) from Lecce, its Renaissance and Baroque feel hide a fascinating network of underground chambers, not suitable for the claustrophobic, where oil was produced centuries ago. There are no less than 23 of these incredible interconnecting underground oil-mills, with old presses and millstones, underlying the bowels of a city that has turned them into one of its main tourist attractions. Not in vain, the Salentinian commune has the largest number of *frantoi ipogei*, whose origins can be traced back to the 13th century.





The tradition of olive oil production in this area is lost in the mists of time and the structures hewn out of the bare rock extend from the mountain areas to the historic center's underground heart. Even the main square of the town, the Piazza del Popolo, hides a whole other city formed by a network of chambers used at the beginning of the 20th century for the frenzied production of oil.

The oldest ones are those located in the Pozzomauro mountains, carved out of rock probably by local farmers and shepherds with the help of experienced Basilian monks in their effort to reorganize the population who had escaped the Saracen raids. Various documents from the 17th century attest to the presence of 23 working oil mills, some of which have been recovered and restored by the local government: the Sant'Anna oil-mill, the hypogaeum on Via Gramsci and the three *hypogea* under the Piazza del Popolo, all of them dated between the 14th and 15th century.

The *frantoi ipogei* of Presicce are by no means the only ones in Puglia. Towns such as Canosa di Puglia, Carmiano, Galatone, Foggia, Gallipoli, Otranto, Salve or Taranto also boast having these genuine underground treasures, a heritage of darker times which oil helped illuminate.

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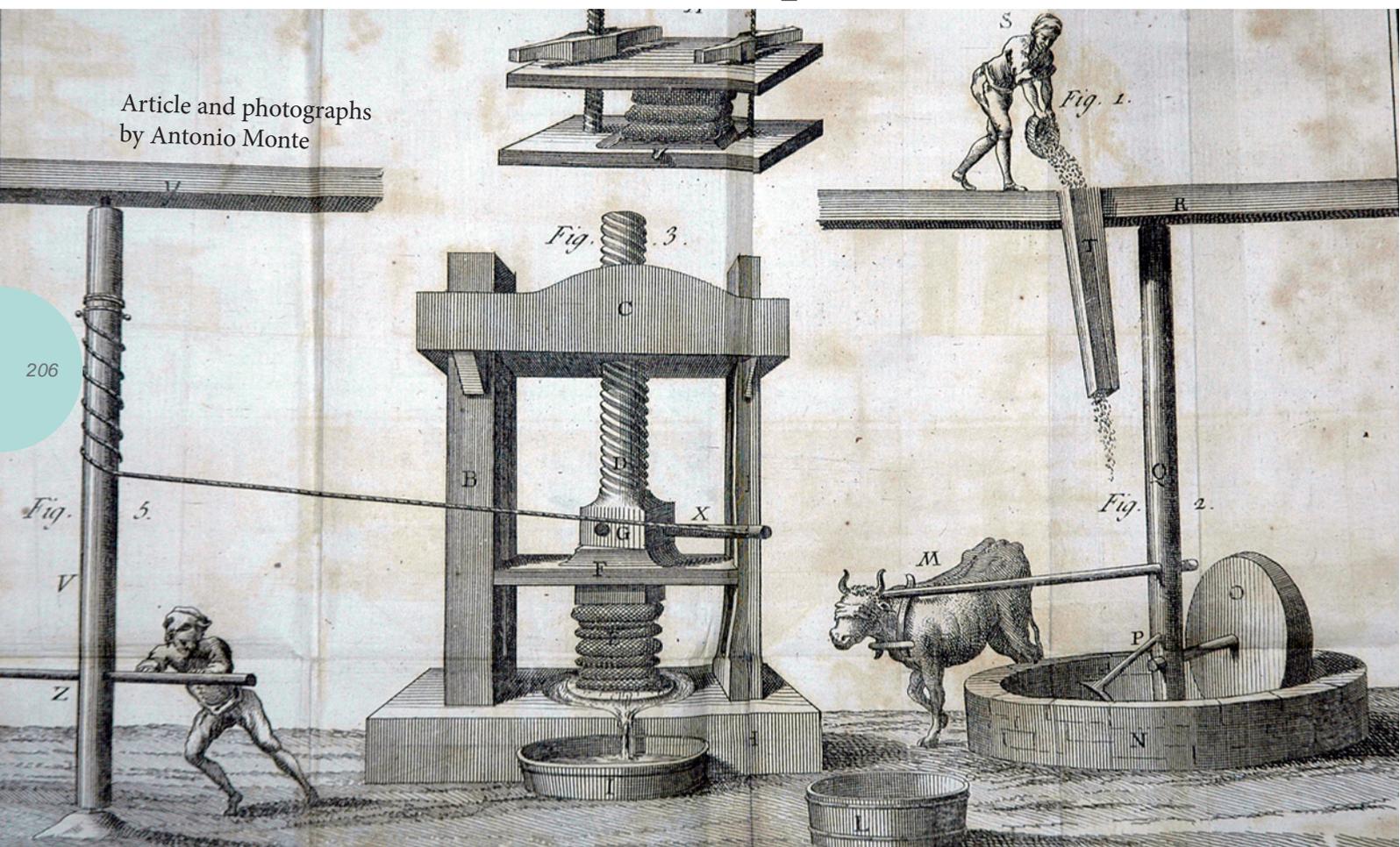





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# Oil Production in Salento (Lecce, Puglia, Italy): Oil Mills, Know-how and Capitalization



The Italian aristocrat Salvatore Basile, born in Castiglione (Italy), described the underground oil mills in 1898 -better known as *trappeti*, from the Latin word *trappetum*- in which, over the span of four months, the olives were pressed in order to transform them, mostly, into oil for lamps. The mills, built from the 15th century until the end of the 18th, were no more than tomb-like structures carved out of easily excavated, very fragile stone bedrock. Built below the road, at around 3 to 4.5 meters (10 to 15 ft.) deep, and with a variable average height ranging from 1.70 to 3 meters (5,5 to 10 ft.), they were hypogean structures designed specifically to optimize product storage: the environment in the chamber where production took place had to be kept at a warm, constant temperature -between 18° and 20°C (64° to 68°F)- in order to enhance the output of minced olives when subjected to pressure and the subsequent separation of the oil from the bilge deposited in settling wells. The mills were known as “blood mills” due to the exhausting and inhumane work that was endured during the transformation process (crushing and squeezing), hence them being mentioned in different sources and even in literature as “bloody” or “pull”





trappeti, since the millstone was set in motion using animals -usually mules or donkeys- and the presses were powered thanks to the strength of the worker's arms.

The first oil mills in the region of Salento were built according to the "Calabrese" model, and it wasn't until the last quarter of the 18th century that the "Genovese" model began to spread. Both were made up of two main machines, the milling basin and the presses. The first was used for olives, the second to squeeze the crushed paste and extract

the oil. The tanks for grinding found in the mills are very large in size and feature a very large, vertically placed millstone, known as the grinder. The milling basin consisted of a container (basin) with a central sleeper stone upon which rested a large milling (or grinding) stone, made from limestone, which was triggered by animal force. The presses for the pressing of the pulp had two screws in the case of the "Calabrese" type and one in the "Genovese". The twin-screw, or double-screw, press model consists of a large horizontal beam (pew) pierced by two screws, threaded vertically, and embedded on plinths of hard limestone up against the rocky bank.

Towards the end of the 18th century, the twin-screw or "Calabrese" presses were replaced by the single-screw "Genovese" kind, which guaranteed a more perfect and functional pressing of the olive paste. The press was fitted between two pillars built with blocks of local stone and was made mobile by two recessed channels on the wooden guide-columns inserted between the pillars; or they were made of wood and anchored to the mill's floor or onto a large bench below the beam. For a long time, both types of presses coexisted in the production process. The growing interest in history and salvaging of local traditions has led to a substantial territorial reality in the form of specific projects and actions, backed by the local authorities and financed by the European Union, focused on the recovery and conservation of this valuable industrial heritage linked to the production of oil, as well as to provide the frantoio with new functions and uses that may allow its adaptation to modern times.



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# Picualia, The New Green Gold

By Alfredo Briega Martín

The farming tradition in Jaen and the innovation of an oil-mill  
that have sparked an outright revolution in the production of  
high-end EVOOs

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Picualia is the standard-bearer of the merger between two olive-growing cooperatives in Bailen (Jaen): Agrícola Bailén -founded in 1927- and Virgen de Zocueca -founded in 1957,- giving rise to one of the most avant-garde extra virgin olive oil producers in the industry, recognized as such by the Spanish Association of Olive Producing Municipalities (AEMO in its Spanish acronym) who awarded them the prize of Best Oil-Mill in Spain for the 2015/16 campaign.

In addition to a 70 yearlong career in olive oil production -adding the years both co-ops have been in business,- Picualia is strengthened by its fantastic location, exit 298 of highway A-4, in Bailen, doorway into Andalusia, halfway between the south and north of the country, an area that has always had an important flow of people and potential clients.

*Picualia's main goal is none other than to become a leader in production and sales of high-end EVOOs both in the domestic and international markets*

Picualia's main goal, as a business with almost 1000 members from Bailen and other municipalities in the area, is none other than to become a leader in producing and selling high-end EVOOs, domestically and internationally, as well as offering high class oleo-tourism experiences and hosting events and celebrations at their new, cutting-edge facilities. Equipped with state-of-the-art technology, a true engineering marvel, with a milling capacity of up to 30,000,000 kg. (30,069 short tons) and an average production of about 20,000,000 kg. (22,046 short tons) of olives per harvest, mostly of the Picual variety. The ex-

cellent Picualia juices -"Jaén Selección" quality seal recipients in 2011 and 2013- are packaged following the strictest food quality systems and safety procedures in order to enter the most demanding markets, hence the company having all major national and international certificates and distinctions that ensure the highest quality of its products and their firm commitment to excellence through the continued improvement of the brand: British Retail Council (BRC), Industrial Food Standard (IFS), FDA, Kosher, Calidad Certificada de Andalucía (Certified Quality of Andalusia), Integrated Farming (API in its Spanish acronym)...

### *An Ambitious Project*

The new cooperative is conceived as a whole, capable of harmonizing all its needs into a common integrated plan, that covers multiple aspects: implementation of total quality management techniques throughout the process, highlighting the strictest certification obtained to then position their products in markets worldwide; updating their facilities to current health and sanitary regulations; monitoring raw materials and products obtained; environmental protection plus energy streamlining and efficiency across the board; application of new technologies; positioning towards excellence in the production of extra virgin olive oil; commercialization with a turnover exceeding one million liters (264,172 gal.) in the 2015/16 campaign; conceiving the oil-mill as a space that is open to visitors, with a focus on oleo-tourism, and perfect for event-hosting; and a continued improvement of all production processes concentrating on creating gourmet and high quality products.

The result is an agri-food complex that integrates an ensemble of productive activities plus current and future industry services, aimed at the production and commercialization of Premium EVOOs through excellence in the production process, as



in the promotion of extra virgin olive oil culture. An oil-mill that echoes the cooperative's commitment to innovation and internalization, focusing on commercialization and the profitability of its facilities, equipped with the latest technology and designed according to the safety and health regulations to meet international quality standards and therefore be able to access international markets.

With all of this Picualia has positioned itself as a model company, for its concept, development and management, and its meritorious brand has become a reference in the Premium and high-end EVOOs, with its single-variety *Picualia Premium*, one of the EVOOs included in the *EVOOLEUM World's TOP100 Extra Virgin Olive Oils Guide*, standing out most prominently, and for whose production the milling of the fruit is carried out two hours before the rest of the company's extra virgins.

### Oleo-Tourism and Events

Agrícola de Bailén Virgen de Zocueca SCA's business model places major emphasis on the development of oleo-tourism. Therefore it revolves around making Picualia an open-doors oil-mill that welcomes small and large groups of people interested in learning about how extra virgin olive oil is produced and its secrets, ending the tour in a dining and tastings area where they will savor the different products. In addition, its avant-garde and excellent facilities seem the ideal setting for the celebration of the most exclusive events such as the celebration, in November 2016, of the 50 years Pieralisi has been in Spain, one of the most important and prestigious firms in the olive oil sector.

The Italian firm has installed various milling pieces of equipment, one of which is the world's most modern and advanced,

specifically, four SPI-333 series centrifugal extractors, two SPI-444 series centrifugal extractors, one LEOPARD 8 centrifugal extractor (the first one in Spain) and a protoreactor. Within the whole set of moduli, the spotlight falls upon the high-tech level of each of the components it is made up of: mills, kneaders, paste pumps, decanters, vibro-filters and vertical separators. The Leopard model represents an evolution of the two-phase system, combining the value of producing without adding water and the simplicity of a three-phase decanter in a single machine. Thanks to its DMF technology, Leopard is able to produce superior quality oil, with extremely high performance and significant energy and water savings.

An innovative extraction technology that allows obtaining excellent Picualia EVOOs, awarded at international competitions such as TerraOlivo (Grand Prestige Gold), New York International Olive Oil Competition (Gold Medal) or Olive Japan International Olive Oil Competition (Gold Medal).

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