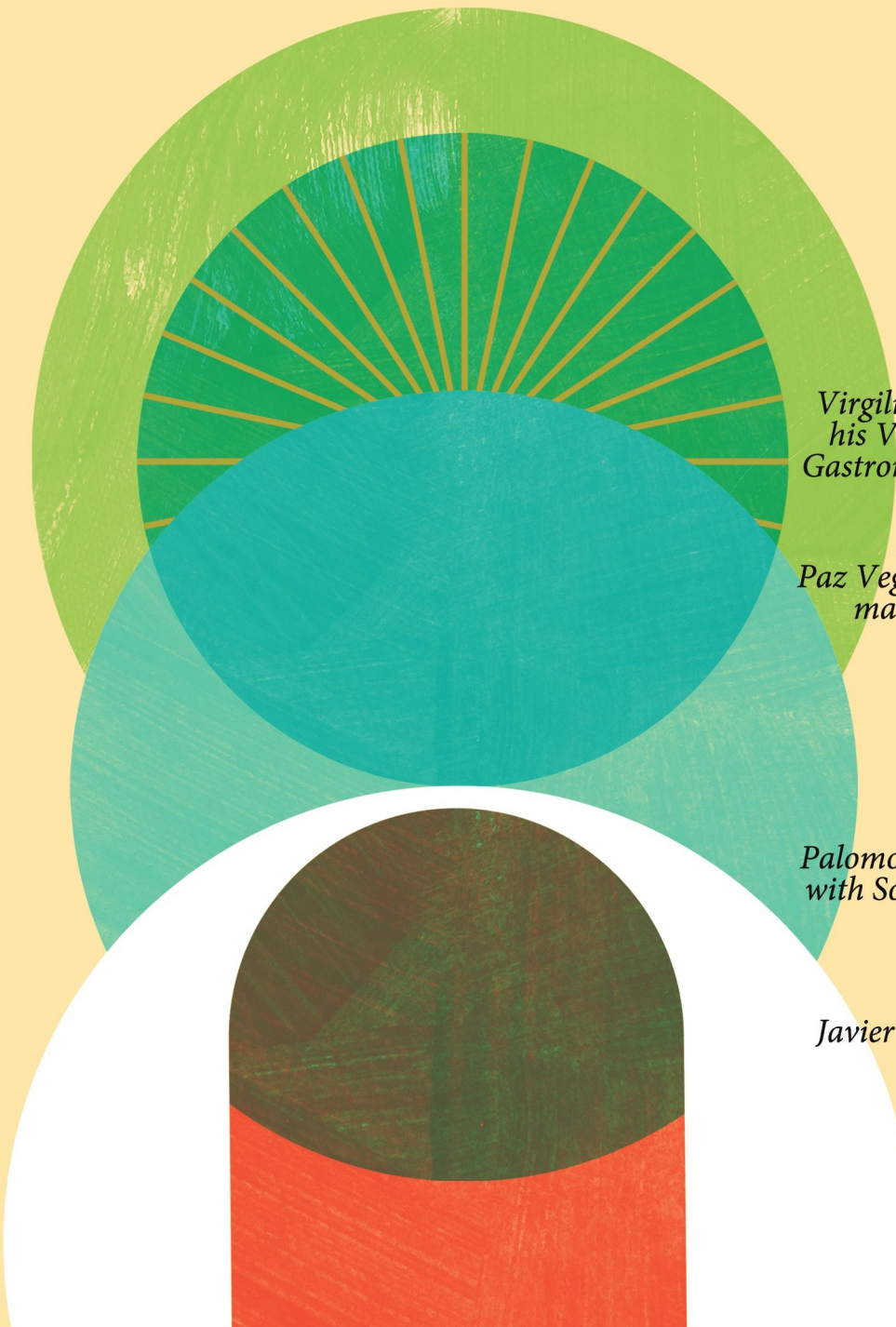


# oliva tessen

BY MERCACEI

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



**chefs**

*Virgilio Martínez and  
his Vertical Vision of  
Gastronomy... and Life*

**crazy about EVOO**

*Paz Vega, a Movie Star  
made in Andalusia*

**olive roads**

*Dalí and the  
Olive Tree*

**EVOO & fashion**

*Palomo Spain, Fashion  
with Soul (and passion  
for EVOO)*

**guest star**

*Javier Mariscal, Wine,  
Olive Oil and  
Mediterranean  
Landscapes*

A World of senses in a U



  
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*Fernando Ruiz*

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*Fernando Ruiz*

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# oliva tessen

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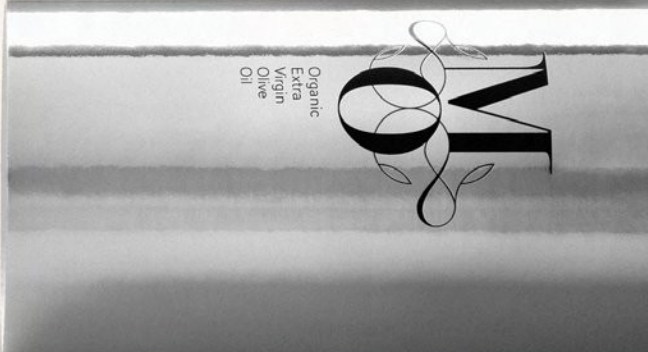
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THE LUXURY  
OF NATURE



*Sustainability Mode... ON*



# Editorial



*Pandora Peñamil Peñafiel*  
*Editor in Chief*

## Sustainable *affairs*

If you look in the dictionary for the meaning of *affair*, you will be faced with a list of terms that start with the most formal as a matter or deal and end with the boldest: fling, entanglement, love affair or pickle. On the contrary, if you do the same exercise with *sustainable*, the definition you will find is much simpler: able to be sustained.

Which is to say like something that can be supported, like a four-legged bench. If it had only two, there would be a problem.

In the society in which we live, finding four-legged solutions is like knocking yourself out with a four-leaf clover. We try to be ecological but we cannot say goodbye to plastic bags, we aim to recycle but we have to walk four blocks until we find a glass container. Sustainability is the prize for the carnivore who wants to be vegan, but the planet is giving us an ultimatum to think green. Are we prepared to act? The answer is much simpler than it looks and surprisingly hides under an olive tree.

Olive cultivation creates an ecosystem that captures CO<sub>2</sub> from the atmosphere and stores it in the long term both in the plant and in the soil. It is the most powerful weapon against climate change, and its fruit, EVOO, is the most powerful weapon against diseases that threaten human beings. It is the unexpected four-leaf clover. Unexpected for everyone, except for *sustainable EVOO lovers*, to whom this issue of *Olivatessen* is dedicated. To those consumers who ask for a bottle of extra virgin to celebrate a moment of happiness with their loved ones in a restaurant; to the producers that are kept awake in the middle of the harvest because it is hailing and they will not be able to go out that day to the field; to the owners of those small neighborhood gourmet stores that get up early to place an order for fresh oils of a new campaign, etc., and to you, who are reading these lines because, even if you don't know it yet, you are about to become a fan of EVOO.


We are supposed to plant a tree, write a book and have a child to achieve happiness, but I think nobody should tell us what we have to do to be happy. All I will say is that if you have to plant a tree, let it be an olive tree; read all the books you can -and *Olivatessen* from time to time- instead of trying to write *Don Quixote*; and as for having children... if you have them, teach them to be sustainable or, at least, to maintain sustainable *affairs*. They will take care of the planet and, meanwhile, enjoy the trip. Because everything is summed up in the phrase that Salvador Dalí repeated again and again: "Happy is the one who causes a scandal". May no one smother yours. It's time for the EVOO lovers to step forward and you're already one of them.

# Virgilio Martínez and his Vertical Vision of Gastronomy ... and Life

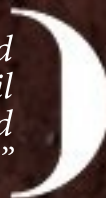
By Pandora Peñamil Peñafiel

The gastronomic explosion reigns in Lima (Peru) since Virgilio Martínez opened Central, the world's number 6 restaurant according to the prestigious list *The World's 50 Best Restaurants*. With Peruvian roots, French training and stages all over the world, this young chef forms, together with his wife Pía and his sister Malena, a perfect team that offers in their restaurant a vertical tour of the flavors and aromas of Peru from the Andes to the Amazon. The gastronomic world has never been less flat than now. Welcome to the new Peruvian cuisine.



A man with dark hair and a light beard, wearing a blue button-down shirt and dark trousers, is leaning against a textured stone wall. He is looking towards the camera with a slight smile. The background is a warm, reddish-brown stone wall.

*“When I arrived in Spain and tried extra virgin olive oil I felt that I had discovered something unique”*



**Peruvian roots, French training, stages in Singapore, New York or Madrid... What does this rich multicultural background bring to your kitchen?**

To my kitchen it has contributed, above all, to a deep learning about the different cultures, cuisines, environments and realities. It has placed me in all possible contexts, which has helped me a lot to understand other worlds and I apply that in my current kitchen. When I was younger I traveled all over the world as I do now in Peru, where I also find a lot of diversity, both cultural and gastronomic. I am constantly discovering products, which gives me more insight, better tools and many more possibilities.

**You have worked in kitchens on three continents, including a stage in Santceloni of Santi Santamaría. What influence had and has Spanish cuisine for you?**

The stage at Santceloni was very short and I didn't have time to absorb much, but I spent a lot of time traveling in Spain and living in Madrid, where I was at the front of the restaurant of Gastón Acurio 17 years ago. It was the time when Spanish avant-garde cuisine emerged, which was talked about a lot abroad and was one of the reasons why I embarked on that trip. Thanks to internships with Santamaría and others that were technically decisive in my training, I also learned a lot about restaurant culture, professionalism, discipline and the importance of hospitality in the dining room, not only inside the kitchens.

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NATURAL EXCELLENCE





*“The perfect dish is the experience”*



**It was during your stage in Madrid in Astrid y Gastón -of Gastón Acurio- that you were very in touch with some Spanish products such as extra virgin olive oil. Do you remember the first time you tasted it?**

It is true that in Peru then there was a minimal production of olive oil, poorly controlled and very traditional. When I landed in Spain I tried the real olive oil and I found myself with this wonderful product. I was very impressed by the culture around this condiment that was so different from the fats we use in Peru. I remember that I had already tried it at my grandmother’s house, which always had Spanish olive oil, but the cheapest. When I arrived in Spain and tried extra virgin olive oil I felt that I had discovered something unique.

**What presence does this food have in your current kitchen in Central?**

Olive oil is one of the fats with the best acceptance in the world. We, chefs, feel very comfortable knowing that it is part of our legacy and we count on it to cook. It has great importance in my kitchen, but it has not become a major player as in Peru we have a very rich variety of vegetable oils such as chia, flaxseed, corn, chestnut and nuts, among others.



Linked

image

BEYOND EXTRA VIRGIN

not found

**Any favorite dish in which olive oil plays a leading role?**

I have a signature dish in Central dedicated to the coast of Lima: scallops with pumpkins comfit in extra virgin olive oil at a low temperature.

**On more than one occasion you have commented that it is necessary to see the world vertically, and not flat, as you show in your menu by altitudes. Do you think that gastronomy offers us a new way of seeing the world? Is it possible for a flavor to explain the reality or context of a country?**

The culinary world opens up endless possibilities to understand, connect and relate. So I think that gastronomy transcends taste. There is a direct and indirect connection with thousands of people through a taste, a dish or a gesture related to cooking. This

is the pillar to understand that the world can be perceived vertically. It is a vision of the world very different from what we have been taught or raised with since childhood. Why can't we break with the patterns of fine dining or the execution of a menu or the use of the product? Why not think differently from what is being done? This is the most important task of all, to constantly rethink everything.

**In the TV show *Chef's Table* you describe your dishes as "uncomfortable". You insist on the need to try them to understand your country. Does the location of a restaurant influence its cuisine? What does Peru taste like?**

Peru offers you that feeling of magic, wealth and biodiversity... of a paradise yet to be discovered. It leaves





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ALWAYS ABOVE  
ALWAYS YOUNG



you with a sense of mysticism, that there is something different yet to be known. Being an experience of exploration we can say that there is an uncomfortable feeling, that you are leaving your comfort zone. Undoubtedly, this feeling has a strong impact on your memory, on the record of what you eat or what you have not yet tried. Peru is not presented as something known, but as quite the opposite, which makes it attractive, but it can also make you feel uncomfortable. That is where the idea of discomfort in food comes from, which is understood as not all that is good has to be pleasant.

**Massimo Bottura confessed that jazz is always played in his kitchen while they cook... In a team of young people like you have in Central, do you also like jazz while you cook or do you go more for rock?** We listen to all kinds of music in our kitchen. Rock, salsa, electronics, local music, etc. plays, but never while we cook. I personally prefer to turn off the music when I work. During the service there is no music in the kitchen, but in the dining room we take great care with what is heard. In Central we work with a well-known production company that has been responsible for the design of music as, for me, it is vital that it conveys this

*“Peru offers you a feeling of magic, wealth and biodiversity... of a paradise yet to be discovered”*





In the Middle Ages, Laudemio was the name of the best part of the harvest, destined for the lord's table.

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world that the diner is about to discover. This is music created exclusively for our dining room.

**Just a decade ago you decided to make your dream come true to revive native Peruvian cuisine and opened Central. Right now you are number 6 in the world. How is this evolution assimilated? What dreams do you have left to fulfill?**

I have many dreams to fulfill! I always wake up wanting to do something different. We live in a world where things are changing rapidly despite having our daily routine. It is a challenge to accept the day-to-day defeats and victories. This makes us live our life with intensity and passion. In Central we don't do things to get recognition. My team's motivation is internal, behaving like a family that enjoys working and fulfilling their goals and missions.



18



**Words like ecosystem, altitude, culture or tradition are hallmarks of your kitchen. You manage to combine ingredients that share the same ecosystem in your dishes, although apparently they are not related to each other. Do you think that this simile could be applied in everyday life? Could gastronomy be a common thread between different cultures?**

Without doubt. There are cultural, social and occupational ecosystems beyond natural ecosystems. We see this both at home and in our work. In the last five hundred years of Peruvian gastronomy, cultural and social manifestations have been shown that explain the formation of an identity that looks at the acceptance, understanding and learning from cultures that inhabited our country and that, certainly, will inhabit it in the future.



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**The kitchen is your habitat, but when you leave it, in which country have you enjoyed the gastronomy the most? What ingredient would you rescue from another country to take to your kitchen in Peru?**

I became fascinated by Japan, although if I had to choose only one ingredient it would be something of the sea. In Japan there are marine species that seem magical and I would love to be able to work with them in Peru. But at the same time I like to keep things in their natural order, in their habitat, in their seasonality, and that the products do not travel so much. I am passionate about defending the territoriality of some products.

**Pía, Malena and you form a perfect gastronomic team. Is family the secret ingredient for success?**

Our good relationship has been key to creating a solid team. We believe that we must be an example for other components of the large family of Central and our other restaurants Kjolle, MIL and Mater. As the people behind these teams, we do what we say and feel, and we are consistent with what we preach. Today the three of us rethink ideas in a framework of what we consider reasonable, coherent and meaningful.

**We are living a difficult time in which we try to fight against climate change and protect sacred places of nature such as the Amazon. Do you think that the true luxury of the 21<sup>st</sup> century is that which is natural and sustainable?**

We are going through a moment where luxury lies in health, nature, time and authenticity; but also in the small things that make us happy. Luxury is very personal and



linked to emotions. But yes, the idea that luxury is linked to economic exclusion has definitely been banished.

**Finally, what would you say is the perfect dish and what is the perfect diner like?**

The perfect dish is the experience, all the baggage acquired from the world in which I live. So the perfect diner is the accomplice to this experience, who comes to play and enjoy with us. This diner makes us really happy.





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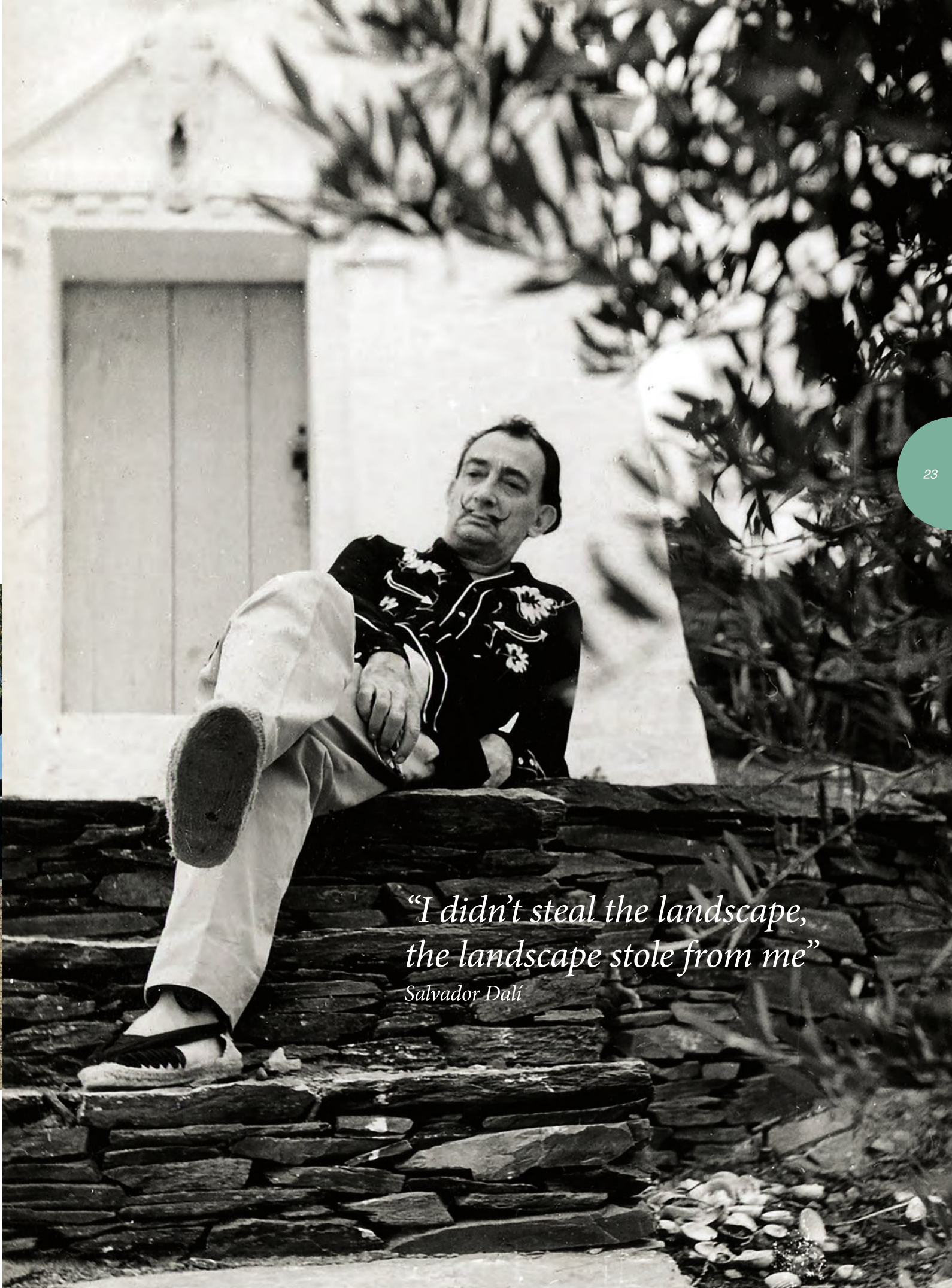
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# Dalí and the Olive Tree

By Alfredo Briega Martín

How the ancient tree  
influenced the life and work  
of the Empordian genius.





*“I didn’t steal the landscape,  
the landscape stole from me”*

*Salvador Dalí*

Olive trees. Landscape of Cadaqués (1921).



The Portlligat road with views over Cap de Creus (1921).



Everyone knows the deep love and devotion that Salvador Dalí professed for Gala, his inseparable companion, lover, wife, model and muse. But Dalí also loved many other things, including the olive tree. Few artists of the twentieth century experienced a symbiosis as powerful as that of Dalí with Cadaqués, the landscape of his childhood and youth. "I know by heart all the contours of the rocks and the beaches of Cadaqués, all the geological anomalies of its unique landscape and its light. I did not steal the landscape. The landscape stole from me", he wrote in his book *The Secret Life of Salvador Dalí* (1942).

The landscape is fundamental in Dalí's painting. The olive tree, a traditional crop in the area abandoned after the frost of 1956 and only recovered in the last decade in the area of the Natural Park of Cabo de Creus, was part of the landscape of Cadaqués, and he dedicated several works to it at the beginning of the 1920s. This is the case of the oils on canvas *Olive trees. Landscape of Cadaqués*, dated 1921, where in the foreground, and next to leafy olive trees with silver leaves, Dalí is seen, lying back, gazing at the view of Cadaqués in the background, with its white fishermen's houses, its church and the mountains of Puig de Paní and Puig de Bufadors; and *The Portlligat road with views over Cap de Creus*, of the same year, which shows the road with stone walls on its sides that enclose plots or olive farms.



From 1923 there is another untitled landscape with olive trees, where green and silver trees of twisted trunks and terraced plantations are repeated. In that same year, when the artist was experimenting in search of his own style, there are two other works: *The mill. Cadaqués landscape*, where the windmill that gives its name to the work is surrounded by the terraces of olive trees with green and silver leaves that lie behind the house of Es Llaner in which the Dalí-Domènech family spent the summers, and where Salvador and his sister Anna Maria used to wander and found their solace; and *The torrent of La Jorneta*, where Dalí captures a rural landscape, perhaps a Mediterranean version of the Arcadia myth, in which a group of women combat the heat by bathing naked in a pool.

The work shows a closed valley with staggered terraces on its sides that descend from the mountains and olive trees fiercely lashed by the wind.

The mill. Cadaqués landscape (1923).



The torrent of La Jorneta (1923).



In fact, in his first works there is hardly a painting, portrait or composition that does not include a natural environment or reminiscences of the most familiar surroundings of his

youth. Subsequently, the memory of Cadaqués continues in his Surrealist phase and we find the presence of olive trees in other works by the great Catalan painter.

## ESSENCE



The Persistence of Memory (1931).



Automatic beginning of a portrait of Gala (1933).



### *The olive tree, always the olive tree*

Dalí endowed reality with mysterious and unknown dimensions, he looked for enigmas in everyday life. In *The Persistence of Memory* (1931), a work of difficult symbolism that represents a twilight landscape near Portlligat, there first appear, and for the first time in his work, two soft or melted clocks -perhaps the most recognizable icon of Dalí, which has become part of

the popular culture of the twentieth century-, one of them hanging pitifully from the cut branches of a bare, leafless olive tree.

The unfinished portrait -voluntarily- entitled *Automatic beginning of a portrait of Gala* (1933) refers directly to the symbolism of the olive tree, whose branches



spring from the roots of Gala's hair, by virtue of the metaphorical association between his ubiquitous muse and the ancient tree. Not surprisingly, *Oliveta* (diminutive of olive) was one of the names that the artist used to affectionately call his wife for the oval of her face and the color of her skin: at the bottom of the oil and collage on cardboard *Gala* (1931), possibly the first portrait made of the Empordian painter's wife, can be read "pour l'oliveta Salvador Dalí 1931".

The olive branch also appears in the foreground in *The Endless Enigma* (1938), a work where we see represented a large set of double images in which Dalí puts into practice his paranoid-critical method, which, following Freudian theories, defended the multiplicity of meanings of the images; according to this method -which made him one of the main members of the surrealist group- an object can represent, allude or contain a completely different one because the "reality" of each thing hides another that may well be its opposite. Dalí eliminates duality and merges the image or meaning of the seemingly conflicting. The face that appears in the picture emulates that of the poet Federico García Lorca, his great friend who was shot at the beginning of the Spanish Civil War.

The Endless Enigma (1938).



**THEY ARE THREE.**

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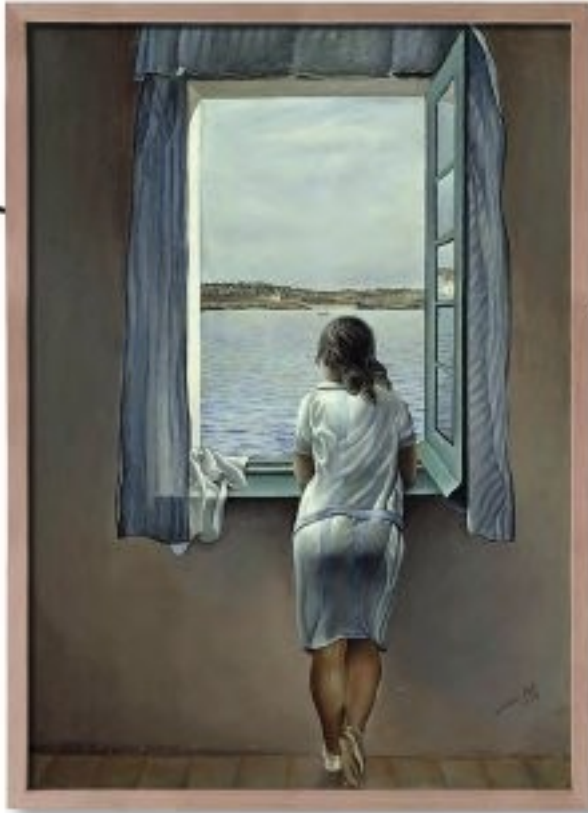
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Figure in a window (1925).



In his famous work *Dream caused by the flight of a bee around a pomegranate a second before awakening* (1944), with which Dalí takes up his paranoid-critical method, we find in the background a cliff with olive branches, which represents the only vegetation that appears in this "hand-painted dream photography", as the Empordian genius generally called his paintings. And so it is that Dalí never forgot the olive tree.

Other works where the presence of olive trees is perceived as background of the composition are *Figure in a window* (1925), *The weaning of furniture nutrition* (1934), *Surrealist composition with invisible figures* (1936) and *Autumnal cannibalism* (1936).

*Dream caused by the flight of a bee around a pomegranate a second before awakening* (1944).





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### *Only olive wood*

The Salvador Dalí House Museum in Portlligat (Cadaqués), his only stable residence and the place where he lived and worked regularly until in 1982, with the death of Gala, he decided to move to the Castle of Púbol, included a large olive grove in front of the bay -opened to the public in 2014- in an area of 2,400 square meters where the Empordian genius always stopped to

surrender to contemplation, as the great voyeur that he was. A space for contemplation and meditation, framed by those sinuously moving trees that always fascinated Dalí, in love with the spectacle given by the geometric structures of the stone terraces and the trunks of the olive trees twisted by the north wind. Of course, the wood of the furniture in his house in Portlligat was olive, at the express will of its owner.



*Ready for  
Maquiz?*

After the great frost of 1956, when most of the Cadaqués olive trees perished, many of the dead trees became raw materials for joinery work. The olive trees in Dalí's estate had also succumbed to the cold, but they enjoyed a second life in the form of furniture. The person in charge of their resurrection was Joan Vehí, wood craftsman and neighbor of Cadaqués, who became the carpenter for Dalí for more than 35 years. Concerned about finding the best solutions for each case, Vehí knew how to perfectly interpret the sketches of the genius. The low star-shaped table that is located in the anteroom of Dalí and Gala's bedroom in Portlligat, from where the painter could contemplate the first sunbeams through a set of mirrors, is a good example of his ingenuity and perhaps one of his most brilliant works.



A wood, that of the olive tree, that is very durable and resistant, not easy to work with for both its hardness and the multiple directions of the veins. Equally noteworthy is the *Portlligat sunbed* (1962), a piece designed by Dalí and executed by Vehí with head, torso, ribs, arms, hands, legs and feet, which is preserved in the house itself and the Dalí Theater Museum in Figueres.



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# Avant-garde

## The luxury of sustainability: The packaging of the future doesn't pollute

By Pandora Peñamil Peñafiel

Plastics have taken over the Earth. According to the latest Greenpeace data, each year, the seas and oceans are recipients of up to 12 million tons of garbage. Consumers of the 21st century know that it is time to change this trend and Premium brands have decided to give them what they want. *Coca-Cola, Carlsberg, Absolut Vodka...* They have all begun to think green. Welcome to the gallery of the gastro-sustainable packaging of the future; zero waste and lots of fun.



## In Flight Meal Tray

The award-winning design studio PriestmanGoode has exhibited its Project *Get Onboard: Reduce. Reuse. Rethink* at the Design Museum in London in an exhibition that explores the ways in which we can use design and innovation to address the great problem of travel waste in order to encourage the change of passenger's behavior. Specifically, the idea of the *In Flight Meal Tray* arises from the need to reduce weight -a key factor in aviation design- and minimize waste. The materials used range from cups made from ground coffee to plates of seaweed, bamboo and rice husk. A trip of altitude, ecology and futuristic design that we hope to enjoy soon on board.



## Absolut Comeback

With its latest limited edition bottle, the Absolut Company seeks to highlight the need to recycle and reuse existing resources. In collaboration with the communication agency Drama Queen Communications and the design team of the Ardagh Group, the Swedish company has launched its legendary bottle made from recycled glass to promote and visualize the benefits of recycling. *Absolut Comeback* is the perfect proof that alcohol can be consumed responsibly and sustainably!



## Bacoa Burger Take Away

This hamburger house that started with just 15 chairs and a grill located behind the Santa Caterina Market in Barcelona can boast of doing everything possible to improve the world we live in. Nowadays -with establishments spread over 5 Spanish provinces- it has accomplished that all the containers they use are made from PLA, bagasse and recycled paper, sustainable materials and 100% biodegradable. A take-away that protects the oceans while you enjoy one of their grilled veal burgers with Grana Padano cheese with PDO, black truffle mayonnaise and seasonal mushroom ragout. Mmm!

## Carlsberg Snap Pack

The Danish brewer Carlsberg takes a big step towards ecological innovation by doing away with the typical plastic rings that hold the packs of beer cans. The *Carlsberg Snap Pack* makes its cans stick together, avoiding the use of these rings. With this technique -awarded at the last World Economic Forum (WEF)- an estimated saving of 60 million plastic bags is achieved. Doesn't this initiative deserve a good toast?



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## Coca-Cola PlantBottle

Ten years have passed since *Coca-Cola* presented the first plastic bottle made entirely from plants at Expo Milano. The new version that it markets today uses the sugars present in the plants to make the polyethylene terephthalate (PET) with which the plastic bottles are manufactured. Specifically, the sugarcane plant and also the waste derived from sugar production are used, achieving a 100% recyclable and renewable bottle, thereby reducing the carbon footprint. Since the launch of the first version of *PlantBottle*, the equivalent of 315,000 tons of CO<sub>2</sub> has been saved, which is the carbon dioxide emitted annually by more than 65,000 cars. With this new bottle made entirely from plant material, they intend to reduce the carbon footprint even further, although they do not rule out further research and investment to introduce improvements. Who would have imagined that drinking a Coke would suit the planet so well?

*as it should be*

Lined  
in  
not

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not

## Du Grappin Wine Bagnums

“*Bagnum* is the word... and the future!” This is the claim of this British brand that packs its Premium wine in Magnum format in a bag -hence its name- made from recycled plastics. This package keeps the product fresh for weeks, which means savings for the environment -it reduces carbon emissions by up to 80% compared to wines packaged in glass- and for the client’s wallet. Red, white and rosé... wines for all tastes and budgets.



## Element 29 Vodka

Why pay so much for a glass bottle and end up throwing it away? This innovative refill system allows the customer to replenish the *Element 29* bottles, saving money and waste. Each refill contains 2.8 l. -or the equivalent to 4 bottles- of this Premium British artisan vodka made with the best wheat in eastern Anglia, distilled in copper from the Western Midlands, and cut to 40% with water from Sussex springs. A clean flavor with subtle notes of grass that gives you the comforting feeling of contributing to the care of the planet while you drink.



## Evolvia Limited Edition Keep-Forever Pourer

Inspired by the purity of extra virgin olive oil, this Portuguese producer has launched its *Keep-Forever Pourer Limited Edition* to end the concept of open-consume-throw away. Presented in a custom gift box and with perfectly engineered borosilicate glass to keep the light away from this organic juice, it shows the shades of the oil without it deteriorating while the solid brass cover will remain intact from generation to generation. Handmade by English artisans, this packaging is designed to be reused again and again and still look like new.





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OLIVE  
EXTRA VIRGIN  
IMAGE

not found

Pure handcraft made olive oil.



## Milestone

The *Milestone* organic EVOO packaging, produced north of the Peloponnese, is made of clay and cork to complete the ecological process of its production. Each link in the chain is done by hand and using recyclable and environmentally friendly materials, which makes each *Milestone* bottle unique. All the products and practices of this company are biocertified, reflecting the need to enjoy the Slow Food movement and stopping to contemplate nature. A necessary respite from daily stress.

## Jacoliva RED

This project, conceptualized by ipacklab with the collaboration of Jacoliva/Avanza Packaging, was created in order to combine the efficiency of square containers that cover greater capacity in smaller volumes, with the functionality of cylindrical packages that are better adapted to the ergonomics of the hand and facilitate use. For the labeling of the packages, a material called "Paper of Stone®", composed of calcium carbonate (80%) and non-toxic resins (20% HDPE), has been used to create a strong and sustainable substrate. Likewise, the packaging is made up of two parts, the printing of the brand image being placed at the base, and using unprinted Kraft recycled cardboard on the top that serves as transport protection. Once it reaches the shops, the upper part is removed and collected for subsequent recycling. The packaging of the bottles, both 75 cl. and 25 cl., is also designed to better optimize palletizing, transport and storage. Are we witnessing the final luxury PET?





POWERED BY NATURE

## Mushroom Packaging

Developed by Ecovative Design, *Mushroom Packaging* is made from mycelium -the set of fibers that form the vegetative system of fungi- and is a competitive packaging solution, high performance, low cost and 100% biodegradable. Companies like Ikea or Dell already use this sustainable packaging, whose foundry plant is located in Green Island (NY), to pack their furniture and electronic products. In addition, its high strength and flexibility make it ideal for long distance transport. Long live mushrooms!



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## Noissue

Noissue was born with the intention of making sustainable fabrics and high quality packaging accessible to all brands. You can be aware and responsible with the environment through a Premium product and the proof of this is the portfolio of this company that includes everything from wrapping papers to customizable stickers, through biodegradable bags for shipments that become fertilizer for indoor plants. A breath of fresh air for modern businesses that think green.

## PaperBoy Wine Bottle

PaperBoy is presented as the most sustainable way to create a bottle of wine. Made from compressed recycled paper, printed with vegetable inks, it contains a recyclable cover inside to fill with the wine brands: *Chardonnay* and *Red Blend*. In addition, instructions on how to separate and recycle the different parts of the container are perfectly explained on the back of the container. A lighthearted design for consumers without preconceptions.



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## Better Packaging Co.

Better Packaging Co. has become the most famous brand of sustainable packaging in New Zealand. It has all the strictest independent certifications and, in addition, its home compostable packaging -made from corn and non-toxic resin- is biodegradable and even provides a food source for worms. With the e-commerce boom, this firm -that already has direct distribution in 42 countries- is shown as the ideal solution for companies that want to package their international shipments in environmentally friendly packaging. Its founders, Rebecca Percasky and Kate Bezar, have among their most exclusive clients the wellness brand of Elle McPherson *WelleCo* and the well-known firms *Maybelline*, *Rip Curl* or *L'Oreal*, to name a few. A sustainable and chic movement that has thousands of followers in RRSS.



## The Uncommon Wine

The *Uncommon* packaging, a brand of sparkling wines born in south-east London, consists of 250 ml. cans with stunning illustrations starring an amusing giraffe, which reinforces the unusual image of this product. Founded by friends Henry Connell and Alex Thraves, who left their respective jobs in New York and London with the dream of creating a modern and sustainable wine brand, the product is presented with a bag of organic thread made from organic cotton that also has a recycled cork label and hand sewn in Peckham, offering a different version of the typical multipack. The rear label moves away from the traditional tasting notes and suggests that its wine should be paired with seafood or roast beef, followed by a series of entertaining conversations to add some good English humor to any celebration. Cheers!



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## Tribe Organic

Beijing's busy restaurant Tribe Organic hired the Bureau for the Advancement of Lifestyle and Longevity and Success agency to design a packaging according to the nutritious and organic food they serve in their well-known establishment. The boxes were designed to reflect the organic nature of each product they offer on their daily menu. Vegan and vegetarian dishes with a traditional Chinese base but western fusion, as well as salads, wraps, sandwiches, noodles, pokes, soups, desserts and an endless list of drinks consisting of artisan coffee, kombucha, juices and smoothies. All wrapped in design, fashion and sustainable materials.



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## Tyto Alba

Showing the respect that Companhia das Lezírias has always professed for nature, the Rita Rivotti studio created for them the concept and image of the wine brand *Tyto Alba*, which translates as barn owl. The Portuguese company decided to complement this brand with a species preservation project, encouraging the presence of this bird on its farms. The watchful eye of this bird protects the vineyards from pests and intruders, leaving a strong footprint on their wines. All this translates into a beautiful packaging inspired by the characteristics of this legendary bird and composed of a wooden box that, when hung from a tree, is reused as a nest. A wine to enjoy at home and that becomes, in itself, another small home.

## VitaPack

The young Hungarian design student Ágnes Gyömrei presented her vision of the sustainable take-away of the future to the Young Package international competition: the *VitaPack*. This project aims to eliminate the typical plastic grid packaging from the supermarket's greengrocer section and replace it with packaging made from recycled cardboard. *VitaPack* allows you to easily transport 500 gr. of oranges by hand and in two positions, grouped or elongated just by pulling a small tab, while contributing to the reduction of single-use plastics. Don't you want to go to the supermarket and try it?





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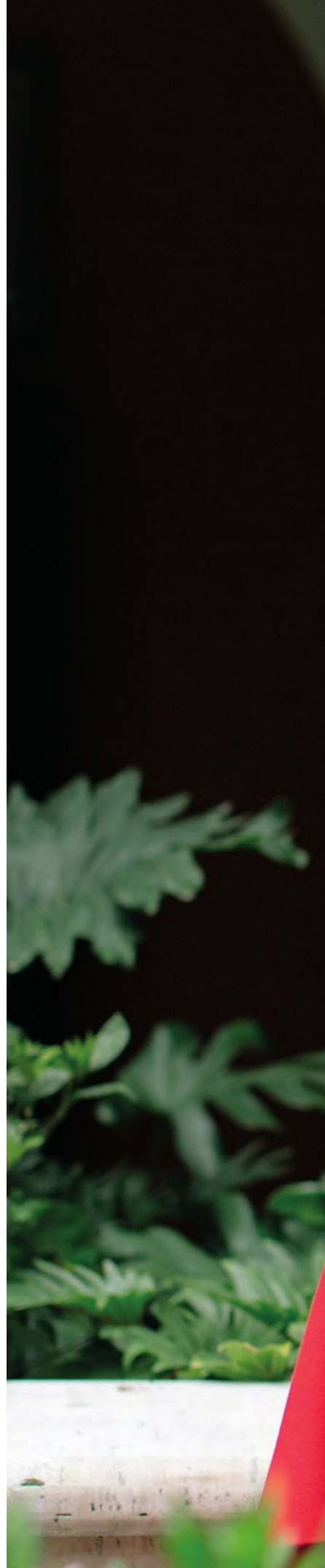


# Paz Vega, a Movie Star *made in* Andalusia

By Pandora Peñamil Peñafiel

*“Olive oil is more  
than a fat to cook with,  
it is part of our lifestyle”*

*Rambo* had long needed a co-star who was at his level. And finally he has succeeded. The Sevillian Paz Vega treads the red carpets of Hollywood in the premieres of the fifth release of this saga without forgetting where she comes from. The smell of fire and toasted bread for breakfast, the silver olive groves of Ronda or the recipes of her grandmother make her feel down to earth and proud of her DNA *made in* Andalusia.





**You were born and raised in Andalusia, the cradle of the olive tree, where great extra virgin olive oils are produced. What memories come to mind when you think of olive trees and olive oil?**

My first memories are from Ronda (Malaga), where my grandparents lived. I remember many times when I sat in front of the fire, toasting bread for breakfast. When it was crispy, we smeared the bread with olive oil from the area. That flavor, mixed with the smell of the fire, takes me back to my earliest childhood.



**Paz, you have always been a strong advocate of Spanish gastronomic products. Does extra virgin olive oil occupy a prominent place in your lifestyle today? Do you usually use it for cooking?**

EVOO is fundamental in my life. At home we use it for everything, including for fried foods and desserts, depending on the variety. For my family it is more than just a fat for cooking, it is part of our culinary tradition and our lifestyle.

**Talking about kitchens... Are you very much an aficionada of the kitchen or would you never have imagined making white chocolate spheres on TV, as happened in *MasterChef Celebrity*?**

Cooking is one of my passions, although I hardly ever have time to devote myself to it. But when my work allows me, I love cooking for my family and for my friends. Almost every weekend we invite people home, and I always manage to cook myself!

*“The taste of olive oil, mixed with the smell of the fire, takes me back to my earliest childhood”*

**Many of us have the feeling that in this television show we met the true Paz Vega and we knew more about you than ever before. Do you think so? Could you say that cooking is a beautiful way to know the essence of a person?**

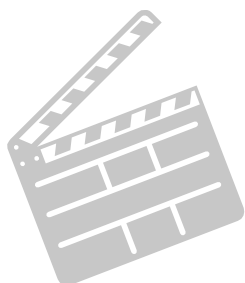
It was the first time I put myself in front of the cameras without a script, so I had to be myself. I guess that is why people began to know me a bit more. But yes, I think cooking offers us a beautiful way to know the



essence of people. The cooking and also the sharing at the table, and the after-dinner chat!

**In addition to gastronomic challenges, you have just faced a major cinematic challenge: being a co-star, alongside Sylvester Stallone, in the last film of the legendary *Rambo* saga. How was this?**

It has been an incredible experience, I have no words to express it. I've always been a fan of Stallone and his two great characters: Rocky and Rambo, so taking part in one of the most legendary sagas in Hollywood has been like a dream come true.



**Apart from this last foray into Hollywood, you lived for more than a decade in Los Angeles... How did you manage to eat a bit of cured ham or a good *gazpacho* from time to time?**

I managed to find Spanish food suppliers. Every two months or so, I got a box from home with tuna, ham, vegetables, etc. Even *molletes* (typical Spanish muffins) from Antequera! I confess I can't have breakfast without olive oil.

**The story of your last name is very beautiful because it comes from your grandmother, your mother's mother. You said recently in the *Cena con Mamá (Dinner with Mum)* program that you remembered the smell and taste of her orange and anise donuts. Don't you think that in a country where women have traditionally been the great cooks of the family, now the leading role is only male chefs? Do you think a woman is taken seriously as a chef?**

Women have been, and continue to be, the greatest cooks in history. The truth is that I would like to see more female chefs at the forefront, with everything that being a chef implies, I mean leading a team and a company. Although the truth is that I am not sure if it is a matter of discrimination or, simply, cooking professionally is no longer so attractive to women and they prefer to pursue other professional careers.

**Something similar is happening with the cultural and gastronomic traditions of Mediterranean countries like ours. Do you think that we are losing in some way the essence of things due to so much superficiality in social media?**

I believe that trends come and go, while tradition always remains, in one way or another. Mediterranean cuisine is very much alive and undergoes continuous growth.

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**Are you one of those who enjoy eating more in a trendy restaurant or meeting at home with family and friends?**

The truth is that I enjoy both situations, although if I had to choose, I prefer in my house with friends at the table and a menu that I made myself.

**And if you go to a friend's house, would you dare to bring them a bottle of EVOO as a gift?**

Of course, I've already done that!

**Any pleasure (edible) that you can confess to?**

Phew... figs! They have a lot of sugar, but I love them.



**During your film career you have received important awards such as the Goya for Best Emerging Actress and the prestigious Chopard Trophy for Best Actress at the Cannes International Film Festival. If you were to describe a sensation as if it were a dish, what does a prize like this taste like? And a bad review?**

Prizes are like unexpected gifts and are always a reason for joy, so they could resemble... eating vanilla ice cream! And a bad review would undoubtedly be like a salad without dressing.

**Eva Longoria, Bon Jovi or the Spaniards Rafa Nadal and Pau Gasol have made their first steps in the restaurant world. Years ago you ventured into the hospitality business with the Goldfield club in Madrid, which became very popular. Would you be energized with a catering establishment or would it impose on you too much?**

Some years ago we were evaluating the possibility of opening a restaurant, but we gave up for logistical reasons. But of course, if the opportunity presented itself again, I'd love to.



*“EVOO is fundamental in my life, at home we use it for everything”*

**On more than one occasion you have confessed that you love Madrid. If you took us on a gastronomic route through the Spanish capital, what would be the places we cannot miss?**

There are so many places to eat well in Madrid! I love the Mercado de San Miguel, with the incredible variety of tapas you can find. If we go to restaurants, I really like La Manduca de Azagra or, if it's a plan with children, the Trattoria Pulcinella, which my children love. And if we are talking about Asian food, I would go to the Thai Garden or the Buda Feliz.

**Let's end with a fun aftertaste. Paz, if you were an EVOO, how would you be? Sweet, spicy, bitter...?**

I think I would be a strong and slightly bitter EVOO, but with fruity touches... Intense and velvety.



# Personal Issues

A hobby: Writing

A virtue: Naturalness

Favorite dish: Fried eggs with potatoes and cured ham

Preferred oil: *Oro Bailén Picual*

What food would you take to a desert island?: Nut

What do you like most about your job: To be able to live other lives that do not belong to me

The least: The distance

A dream to fulfill: Directing

One last dinner, what menu would you choose and with whom?: Pasta Bolognese-which my children love- and, obviously, it would be with them and with my husband

# Linked image not found







# Istria, a Symphony in Green and Blue

By Alfredo Briega Martín

This heart-shaped Peninsula shines through the intense green color of its valleys and the turquoise blue of the sea, and captivates the traveler through the charming fishing villages of the coast and the rustic medieval enclaves of the interior. Internationally known for its cuisine and the quality of its olive oil, praised by the Greeks and Romans, here are some experiences that you should not miss and that will awaken all your senses.



In the Istria Peninsula, where blue and green merge into beautiful natural and cultural landscapes, almost anything is possible. This beautiful region of northern Croatia, whose territory also borders Italy and Slovenia, offers a range of experiences, each more inspiring. Here are some examples.

How about diving next to Baron Gautsch, an Austro-Hungarian passenger ship that sank during World War I off the Istria coast after hitting a mine? Under the protection of the Ministry of Culture, the observation of its impressive 89 meters in length at about 35 meters deep is only possible through an authorized diving center. Or travel back in time to the Roman era, reliving the struggles between gladiators and convicts in the sixth largest amphitheater in the world preserved in its entirety, the Arena of Pula, the largest city in the Istria Peninsula? With a capacity for 5,000 spectators, festivals, concerts and theatrical performances are held in this amphitheater.

It is also possible to visit Hum, a tiny city perched atop a hill. With just twenty inhabitants, this medieval town can boast of its fortress, its 12<sup>th</sup>-century frescoes, its *biska*



-a very typical brandy of the area- and its bohemian atmosphere, but above all its appearing in the Guinness Book of Records as the “smallest city in the world”.

The town of Pazin, the economic and administrative center of Istria, is characterized by a medieval castle, a rugged landscape, a huge chasm and a large cave that inspired the novel by Jules Verne *Mathias Sandorf*. Such is the connection between the city and the novelist that Jules Verne Day is celebrated every year in June.

And the myth of the undead comes to life in Krings, where long before Count Dracula became the most famous vampire in history, there was already a documented case in Europe with witnesses about the living dead, and that now is a tourist attraction.

But let's return to the privileged nature that this Croatian Peninsula gives us. Without a doubt, playing golf in an idyllic setting like Brijuni National Park, a beautiful archipelago of small islands where Marshal Tito had his summer residence, is a luxury. What better place to perfect the swing than on its 5,486 meters and 18 holes?

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Photo: Pierrick Verny

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### The splendor of Istrian cuisine

The tourist, cultural and natural features that Istria offers is complemented by a gastronomy that takes care of the detail and that is experiencing an unstoppable boom, with dishes based on seasonal products of very high quality, capable of satisfying the most refined palates. The attractive cuisine of Istria faithfully reflects all the historical, geographical and climatic characteristics of this area. Traditional cuisine draws on various influences and traditions, but the greatest impact comes from Venetian cuisine -extremely creative and varied, using spices from around the world-, whose influence lasted in this region for almost five centuries, until 1797. A genuinely Mediterranean cuisine rich in fish (predominantly blue), with a prevalence of boiled dishes, abundance of fruits and vegetables, home grown plants, olive oil and a moderate consumption of wine.

In the northwest of the Peninsula, the towns of Umag, Novigrad, Buje or Brtonigla are increasingly known both nationally and internationally for their avant-garde gastronomic offer. Gourmet events are held regularly in numerous restaurants and taverns (*konobas*) and special days dedicated to the most typical local products of each

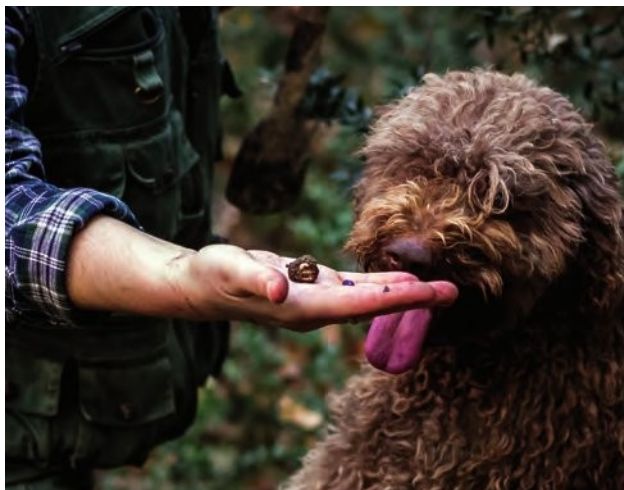


season are celebrated: extra virgin olive oil, dried ham or *pršut*, wines such as the native Malvasia, asparagus, mushrooms, cheese and honey, sausages and *ombolo* (thick pork neck), snails, chestnuts, sardines, prawns from Kvarner Bay, etc.; in addition to the select white truffle, the genuine diamond of the haute cuisine and jewel of Istrian cuisine, located in the interior, in the so-called *Green Triangle* between Pazin, Buje and Buzet,



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especially in the Mirna river valley and in the Motovun forest , and whose search is a ritual, using trained dogs that are able to find them underground thanks to their developed sense of smell. During the colder months, Seafood Days, Flounder Days or Adriatic Squid Days are celebrated.

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Remains of old oil factories are scattered throughout the western coast of Istria, particularly in the Brijuni archipelago.

### *Olive oil in Istria*

Throughout history, the olive tree has played a decisive role in Istria, the main olive oil producing region of Croatia. The first historical documents related to the Peninsula date from the ancient Greeks and Romans and refer to the olive tree and the refined Istrian olive oil, considered as the most exquisite of the Empire and exalted, among others, by the famous epigram author Marco Valerio Marcial (40 -104 BC). In addition to numerous written testimonies, there are also many material evidences: remains of old oil factories scattered throughout the western coast of Istria, particularly in the Brijuni archipelago, in the cities of Barbariga, Poreč and Červar Porat; and near them, industrial areas for the manufacture of amphorae. The Brijuni National Park is home to the oldest olive tree in Istria and one of the oldest in the Mediterranean, at approximately 1,600 years old.

With only 1.6 million olive trees -blessed by a favorable geographical position and excellent soil and climate conditions-, Istrian extra virgin olive oil has a well-deserved reputation and since 2019 it has its own Protected Denomination of Origin (PDO), in addition to being one of the most expensive in the world, with an average of 20 euros per liter. Currently, about 600 of its 200,000 inhabitants are EVOO tasters.





*In Istria there are more than half a dozen olive oil routes in which 150 producers offer visitors their exquisite elixir*

For more than 2,000 years, Istrian farmers have cultivated and preserved the 11 native olive varieties of the Peninsula -Buža, Buža Minuda, Buža Puntoža, Črnica, Drobница, Istarska Bjelica, Karbonaca, Moražola, Oblica, Rošinjola and Žizolera-, characterized by their tolerance at low temperatures and from which very aromatic oils are obtained with a high proportion of fatty acids. To these, many others of Italian origin have been added, especially from Puglia and Tuscany (Ascolana Tenera, Coratina, Frantoio, Itrana, Leccino, Moraiolo, Pendolino, Rosciola, etc.) and the French Picholine.

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Gourmet events are held regularly in numerous restaurants and taverns (konobas) and special days dedicated to the most typical local products, such as olive oil.



The Olei Histriae Museum tells the story of olive cultivation in the Peninsula from ancient times to the present day.



EVOO is the main protagonist of events such as the International Days of New Olive Oil that are held for three days in the month of November in Vodnjan, where visitors celebrate the arrival of new oil and can participate in olive oil tastings, meet local producers and attend talks and workshops on issues related to the production of this liquid gold, within a varied program of events for all ages.

Similarly, in Istria there are more than half a dozen olive oil routes in which 150 producers -combining traditional methods and techniques with the most modern technology- offer visitors their exquisite elixir in establishments that have a tasting lounge and points of sale, and whose owners are required to speak at least two foreign languages.

Located in the center of Pula, The Olei Histriae Museum, the olive oil house of Istria, tells the story of olive cultivation in the Peninsula from ancient times to the present day, as well as its manufacturing process and the secrets of producing an extra virgin of great quality. A perfect introduction to the world of olive oil in which visitors can enjoy an educational tour that ends with a guided tasting of a selection of the best EVOOs from Istria, which can be purchased at the museum store. Tourism, culture, fine cuisine, EVOO and leafy olive trees in its green valleys make Istria an unforgettable experience.





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EN LIMITADA

# Palomo Spain, Fashion with Soul (and Passion for EVOO)

By Alfredo Briega Martín  
Photographs by Miguel Ángel Oliva

*“There is beauty in the extra virgin,  
not only for its qualities, but for its  
characteristics, that texture,  
that color... and all that involves”*

Palomo Spain is the alter ego of Alejandro Gómez Palomo (Córdoba, Spain, April 3, 1992). Fashion designer, creative and iconoclastic. They say he is a Renaissance man, obsessed with the search for beauty (“beauty is truth, and truth, beauty”) who has dressed celebrities such as Beyoncé, Madonna or Rosalía. A genuine and recognizable brand built on honesty, sensuality, tradition and modernity. And on the *Palomo boys*, of course. But, who is Palomo Spain? Well, among many other things, another one passionate about extra virgin (“that flavor cannot be forgotten”) that presents us its collaboration with the Premium juice 1490.





**Who is Palomo Spain and what is its purpose in this world?**

Palomo Spain is a fashion house that expands and diversifies men's wardrobes, which are traditionally quite limited, and tries to provide new fabrics, silhouettes and colors to understand fashion as the greatest exponent of each person's personality. I think Palomo offers many possibilities to connect with the personality of each person and generate a special bond with the garment. I am its creative director, and my purpose and that of the brand is to be honest with our imagination, our concerns and our values. I am always very honest with myself when designing.

**Creativity and sensuality, tradition and modernity... What would you say are the main leitmotifs of your creations?**

Sensuality is a very important part of the Palomo Spain brand, it arises very naturally. During the collections, moments with greater sexual or sensual load and more restrained moments are perceived. There is no intention behind it, except in my *Sexual*



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*Object* collection, in which it was the main inspiration. Then the most sensual point arises organically when designing. This always blends with tradition, with historical references and with a vision of future and modernity, as you say. I love to collect elements that interest me from history and pass them through a prism with which they mutate and become very current, with a vocation for the future.

**Your emergence in the world of haute couture has had such an impact that there is even talk of a sub-culture of fashion, the *Palomos*, and your models are known as *Palomo boys*. What do you think about that?**

I am delighted with this. We are a brand that was born from the beginning surrounded by my group of friends, who were the first *Palomo boys* and those that make up the *Palomos*. It is a pride to be a cohesive element at an aesthetic and imaginative level that has made us a kind of crew. These friends are still with me, they inspire me every day and they are part of the essence of this brand and myself, of course!

**In the documentary “Boys, some girls and other cookies”, presented at the beginning of July 2019 in the middle of Madrid’s Gran Vía, phrases were heard about you such as “probably a Renaissance man”, “the best designer in the world”, “a creative difference”... Can such praise devitalize you?**

Praise is what it is, words that at one point can raise your self-esteem, but regardless of what they say about you, you are alone with yourself in this world. Surrounded by family and friends, but in your deepest thoughts you find yourself in a conversation with yourself. These words can devitalize you, they can make you believe something you are not, they can hurt and they can also do a lot of good. They say that you have to be strong to accept criticism, but I think you also have to be strong to accept praise. You have to be honest with yourself, only then can you be at ease and at peace.

**You recognize that, the search for beauty is your obsession. But, what is beauty for Palomo Spain? Is there beauty in extra virgin?**

It’s a complicated question and for which I think I have no answer, it’s like a matter of faith. It’s my day to day, I look for it in travel, in books, in art, in my environment, etc. Beauty is a satisfaction and a fulfillment. And, above all, “beauty is truth and truth, beauty, as Keats said”.

Of course there is beauty in the extra virgin, not only for its qualities, but for its characteristics, that texture, that color... and all that involves: the landscapes, the extraction process and all the moments in which it participates.



*“Haute couture and EVOO are artistic expressions that make you feel, they both play with a multisensory experience with many nuances”*

**How did the collaboration project with the firm 1490 come about?**

We are two young projects from the same area and our paths came together very naturally; we share the same codes and roots, and having that, everything else comes together. It has been a very nice project that we are all very proud of, and it has also been enormously enriching. I have learned a lot about my own land, about EVOO, and also about beauty.

**Palomo, what do *haute couture* and Premium extra virgin olive oil have in common?**

I believe that both are essentially artistic expressions, and both play with a multisensory experience with many nuances. You see fashion, you touch it, you feel it, and Premium extra virgin olive oil too, you taste it, you see it, you smell it, you feel it. Both are artistic expressions that make you feel.

**Tell us about the design of the 1490 porcelain flask *Palomo Spain*, a real collector’s item. What were your sources of inspiration and what was the creative process like?**

The bottle is very inspired by my 1916 collection, which takes its inspiration from the moment of union between the spirit of Diaghilev’s *Ballets Russes* and deep Spain. I imagined this cultural shock and took references about how Russian ballet was steeped in Spanish culture and became an exponent of contemporary times. Curiously, in this collection I made the first original print of the firm, the patches that gradually blur and turn into tears of lava. It reminded me a lot of when oil and water come into contact and form beautiful patterns and it seemed super nice to do so.

**Olive oil packaging has undergone a true creative revolution in recent years, with exquisite designs that contribute to enhancing its content. What are your thoughts about this?**



PROPIOS  
DEL GUADIANA  
*extra virgin olive oil*



*Tradition  
Nobility  
Dedication*





*“EVOO is something very intrinsic to my life and I connect it especially to very happy family moments”*

I believe that special packaging makes a Premium object a collector's item. It gives it a very special added value and transports it to a different dimension, highlighting the importance of the content rather than the container.

**What sensations and/or emotions do you awake or suggest in EVOO? What was your first experience or memory associated with extra virgin olive oil?**

It is something very intrinsic to my life, it has always been very present in my day to day and I connect it

especially to very happy family moments. Perhaps one of my first memories is trying to eat bread soaked in extra virgin oil. I think that's where my passion was born, that flavor is unforgettable.

**And what would you say is your favorite pairing or dish with EVOO? What variety is your favorite and what uses do you usually make of extra virgin olive oil?**

Perhaps for that same memory that I commented on, and perhaps to simplify, I love the taste of the extra virgin raw, with nothing. I know -and also from my own experience because I use it a lot- that it brings character and body to many preparations and to each dish in which it is used, either raw, in semi-cured cheeses or cooked food. As for my favorite variety, extra virgin olive oil is itself a work of art, and I have no preference for any in one particular, although the Hojiblanca variety that our limited edition has is spectacular for its delicious aroma and flavor.



of the day to day

The sophistication  
of special moments

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The varieties of olives cultivated are native to Apulia and belong to the group of Ogliarole. Added to these are the Coratina, the Peranzana, the Nociera and the Cime di Mola. The Mimi Oil Press rises in Contrada Gravinella at Modugno (BA). Opened in 2015, the oil press combines avant-garde and energy saving technology

that exploits fully the raw material and its components. The Oil Press uses two plants, one from Perialisi and a latest generation plant by the Mori-Tem. The machines used allow us to obtain an oil of the highest quality because it guarantees extreme cleanliness and strict control of the temperature of extraction. We believe in three values: respect for the raw material and the client, quality at every phase of our work and transparency through traceability of the product and clarity at each instant of the production process. We produce seven product lines: Gold, Premium, Premium BIO, Premium DOP, tin canisters, BIO tin canisters and bag in a box. Our fruit orchards give emotion to those who, like us, appreciate authenticity. There are three types: intense, medium and light. Recent years have been extraordinary for our company because of the awards obtained which are the result of daily perseverance, constant attention to the quality of the raw material and the love which guides our daily decisions.

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### MIMI AWARDS

#### Coratina AWARDS

- NYIOOC 2018 (GOLD MEDAL)
- BIOL 2018 (2<sup>nd</sup> PLACE)

#### Ogliarola AWARDS

- 2018 GAMBERO ROSSO ITALIAN OILS: 2 RED LEAVES
- 2017 BIOPRESS SILVER MEDAL
- CIMA DI MELFI AWARDS
- 2018 GOLD LION (BEST 10)
- 2017 GOLD SUN (SILVER SUN)

#### Nocellara AWARDS

- ASSAM MARCHE: THE BEST NOCELLARA

#### Nocerrera peranzana AWARDS

- 2018 GOLD SUN (BRONZE SUN)
- 2018 IL MAGNIFICO AWARD (GOLD MEDAL e KIDS CHOICE AWA)

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# Unsung Heroes for Great EVOOs

*Portrait of ten little-known  
olive varieties called to be key  
actors in the near future*

By Maria Katsouli, olive oil taster and general director of the  
ATHENA International Olive Oil Competition (ATHENAIIOC)

A real treasure. Any other description does not do justice to the abundance of native olive varieties spread throughout the Mediterranean countries with a tradition in the art of olive growing. Of these native gems, so far only a few have managed to enjoy an international growth in the emerging olive-growing regions, thanks mainly to their impressive yields and cosmopolitan aura, which have given them a deserved international reputation.

However, the fact remains that, according to the law of supply and demand, the more the olive cultivation is spreading to emerging countries and the consumption of

olive oil is adopted by the new consumer cultures, the more pressing will be the need for diversity and uniqueness, which will lead in the near future to the production and launch of “new” olive oils hitherto unknown.

We are talking about a market trend that will put lesser known or even unknown olive varieties in the foreground, whose appeal lies in a certain monovarietal flavor profile as a result of the uniqueness of its *terroir*, establishing a differentiation from traditional olive varieties. The potential expansion and international exposure of these varieties into new territories will also depend on the long-term effects of climate change.







## Chalkidiki

*DOP Chalkidiki, Greece*

Cultivated in northern Greece, particularly in the municipality of Chalkidiki, it is mainly a table olive. When used in the production of olive oil, it has a very different flavor profile, rich and spicy due to its high polyphenol content. The nose is dominated by botanical aromas reminiscent of wild chicory, artichoke, green almond and freshly cut grass, with hints of fresh herbs. On the palate it has an intense fruity taste accompanied by an interesting spicy and slightly bitter aftertaste that persists until the end, along with subtle aromas of grass, tomato leaves and peppers.

### Pairing

Perfect to accompany fatty and savory dishes and recipes with herbaceous elements. It can also be enjoyed fresh with T-bone steaks, swordfish and grilled salmon, fried salted cod, eggs benedict, pasta with asparagus and different types of mashed potatoes, as well as *gazpacho* and *velouté* soups (or even to hide possible mishaps on the grill!).

## Makris or Maronia

*Evros, Greece*

Scarcely known even among the Greeks, this variety is grown around the villages of Makri and Maronia, in the municipality of Evros, in the northeast of the country. Revived in recent years due to the awards obtained in various olive oil competitions thanks to its pronounced fruity and silky and sweet taste, on the nose it displays a colorful palette of red apple, pear, banana and mango, enhanced by a *bouquet* of chamomile, daisies and other wild flowers. On the palate it shows a perfectly balanced fruity sweetness, taste delicacy and a long aftertaste with notes of dried herbs.

### Pairing

Ideal for lovers of sweet olive oils, it combines well with lean fish such as sole and mullet, grilled or stewed octopus, cuttlefish or squid, roasted chicken and rabbit with herbs, as well as salads or *tapas* with fresh cheese and nuts.





## Tsounati

*Chania, Greece*

It is mainly found on the island of Crete, around the cities of Chania and Rethimno, and in a limited area of Laconia, in the Peloponnese, where it is known as Athinolia. Considered the oldest known olive variety, with a history spanning more than 3,000 years, its presence was first recorded in the Minoan Era. On the nose, olive leaf aromas prevail, together with fig leaf, oregano, *dittany* (Cretan oregano), black pepper and, occasionally, berries. On the palate it shows a rich fruitiness accompanied by bitter and spicy flavors of medium intensity, with a long spicy aftertaste and nutty notes.

### Pairing

We find ourselves before an olive oil that combines well with recipes of *aglio e olio* pasta and roasted meats, and whose potential reaches its maximum expression when it is sprayed on roasted fish (such as sea perch), cod pil pil, green salads with capers and boiled vegetables, as well as salted or smoked cheeses. Ideal with vegetables, the most daring will enjoy a few drops on pistachio ice cream.

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## Kolovi

*Island of Lesbos, Greece*

The Greek island of Lesbos is famous for its olive oil, occupying the third place in terms of production after the Peloponnese and Crete area. The predominant native variety is the Kolovi, which represents 80% of cultivated olive groves, and its reputation extended beyond the Hellenic borders when it won the Gold Medal at the Mario Solinas Awards in 2007. On the nose, the predominant aromas are those of red tomato leaves, to which green banana and herbs are gradually added. On the palate, the fruitiness of the olive is well balanced by slightly bitter and spicy flavors, with notes of fruits and wild flowers that flood the palate accompanied by abundant nuances of leaves and herbs that culminate in a strongly spicy aftertaste.

### Pairing

It combines well with fish, seafood, white meats and vegetables, as well as savory flavors. Its enhanced bouquet is ideal for pickles -especially fish-, pasta with seafood, grilled or stewed sardines with tomatoes and herbs, boiled clams, caprese salads, pepperoni pizza and *zucchini* flowers in batter.



## Pajarera

*Córdoba, Spain*

This is an autochthonous variety from the Spanish province of Córdoba usually used to make blends and is rarely used for monovarietal oils. Its strength lies in its exemplary balance between the three attributes that define a great EVOO: fruity, bitter and spicy, leading to an elegant aftertaste. Its complex spectrum of aromas ranges from freshly cut grass and tomato leaves to green apple, banana, exotic fruits, pepper and fresh herbs such as mint and basil. To highlight also its richness in the palate, with fruity flavors of forest leaves and green nuts; and strongly spicy, as if chewing ginger.

### Pairing

It combines incredibly well with veal or tuna tartar, octopus with pesto, tuna with ginger, rich and creamy cheeses, *risotto* with asparagus, Boudin sausages, lamb fricassee and T-bone steak, while raising mayonnaise to another dimension.

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## Morisca

*Extremadura, Spain*

Cultivated mainly in the region of Extremadura -although today its reputation extends far beyond Spain-, it is a historical variety of olive dating from the eleventh century although its entry into the market has occurred in recent years, revealing a different personality from that obtained by high-quality EVOOs that stand out for their excellent structure and delicacy. On the nose it offers multiple sweet aromas, such as apple, banana, sweet flowers and spices, with discreet but persistent notes of leaves. On the palate, however, it presents a greener palette of freshly cut grass and green fruits accompanied by vegetable notes of plants such as bay leaf, with a moderate bitterness and spicy accents.

### Pairing

Its particularly well-balanced taste makes it ideal for a wide range of foods. Ideal for roast beef or pork, fish such as perch or monkfish, stews with lemon sauce, boiled vegetables, roasted potatoes, *velouté* soups, grilled or marinated seafood and chickpeas with pork and *salmorejo*.

## Changlot Real

*Valencia, Spain*

This typical Valencian variety that is generally mixed with other varietals has shown in recent years that it is also capable of producing a high-quality monovarietal EVOO characterized by its intense fruitiness with a slightly bitter touch and a spicy flavor. Its beauty is revealed in the aromas concentrated in the nose and palate, reminiscent of apple, tomato, plum, citrus, fennel, herbs and, above all, hints of almonds and other green nuts. It's worth highlighting is also its spicy aftertaste and surprising finish.

### Pairing

It combines very well with appetizers such as bruschetta with ham or salted fish and tomato slices, chicory leaves with raisins, dried nuts, grilled seafood, steamed clams, grilled liver, poultry marinated in herbs or lemon, pork stew with fennel, mushroom soup, salads with smoked eggplant, omelettes and cheese.



# Ortice

Campania, Italy

We are looking at one of the oldest Italian varieties -dates from 539 BC-, much appreciated for its elegant and complex personality in its homeland, Campania, a region known for its varietal richness. On the nose it exhibits a charming blend of aromas that includes green vegetables, freshly cut grass, herbs, green tomatoes, sweet spices such as cinnamon, apple, banana, flowers and almond blossom. On the palate an intense fruitiness appears that is complemented by a vibrant bitter and pleasantly spicy touch, leading to a delicious and pleasantly persistent aftertaste.

## Pairing

It combines well with many types of foods, such as caprese salads, roasted or stewed vegetables with eggs, fresh *ricotta* cheese, roasted peppers, fried cod with tomato sauce, broccoli *risotto*, spicy hamburgers, *carpaccio* or beef tongue with pesto sauce and especially grilled blue or fatty fish.



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## Drizzar

*Veneto, Italy*

Cultivated in the north of Italy, in the region of Lombardy and mainly in Veneto, around Lago di Garda, it is a variety from which EVOO of great personality is obtained that presents a rich fruitiness with aromas of green almond, fig tree and green leaves, freshly cut grass, chicory, radicchio, fennel and hints of cinnamon. On the palate it is even more impressive, with pronounced bitterness and spiciness accompanied by the green flavors of the olive and the persistent notes of almonds and fresh herbs; concluding with an incredibly long aftertaste with spicy green touches.

### Pairing

Ideal for marinating fish such as tuna, it harmonizes very well with smoked or roasted eel, *aglio e olio* pasta, grilled swordfish, game meats such as deer, rib fillets, roast pork, *risotto nero di seppia*, pasta carbonara and aged cheeses. Finally, a few drops on vanilla ice cream or chocolate and orange cake make it a tempting option for bolder palates.



## Canino

*Lazio, Italy*

Although its origins are in the Lazio region, the cultivation of this variety has spread to the surrounding areas. While it generally combines with others to produce excellent EVOOs, it has recently begun to be recognized in its own right, delivering wonderful “messages in a bottle”. Distinctive features include the delicacy of its fruit aromas and the complexity of its flavor. On the nose it has aromas of green apple, tomato, mint, rosemary, citrus leaves and hints of ripe fruits and tea. On the palate it is greener than on the nose, with the presence of green figs and almond, quince, lush leaves and meadow flowers. Full bodied, with high fruitiness, moderately bitter, spicy and well balanced and with a lovely aftertaste.

### Pairing

It is ideal to combine with pork with lentils, pumpkin soup with crispy ham, beef tartar, oxtail terrine, marinated spicy sea bass, sashimi of perch or salmon with jalapeno peppers, grilled tuna, lobster and artichoke salad, grilled vegetables and mature cheese.



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# Javier Mariscal

## Wine, Olive Oil, Mediterranean Landscapes and his story behind abandoned Olive Trees

By Pandora Peñamil Peñafiel

There is life beyond Cobi. Or, if not, tell that to Javier Mariscal, the quintessential Mediterranean illustrator who, tired of being asked about his famous mascot of the 1992 Barcelona Olympics, is going through a period of creative brilliance with customized covers for *The New Yorker* or the launch of the *Travel Book of Los Angeles* for Louis Vuitton. Of all this, of his gastronomic opinions, of some abandoned olive trees and of his passion for the olives, we talked to him in his studio in Barcelona. Come on and leave your conventionality outside.



*“I don’t  
understand  
other fats;  
I always cook  
everything with  
extra virgin  
olive oil”*



**Your artistic life has led you to carry out interior design projects in catering such as that of the Ikea restaurant in Vitoria or, most recently, Mar in the Little Spain Market in New York. Do you like cooking and everything related to gastronomy?**

Yes, of course. I cook because I've always been a separated dad and I've had to manage to cook. In addition, I have lived many seasons alone and, as I see it, the first thing anyone has to do when they become independent is to fill the fridge and take out the garbage. Oh, and it is essential to know how to prepare a good breakfast.

**And olive oil? It is a very recurring product in your drawings of Mediterranean landscapes...**

Olive oil is essential in my life. I travel a lot and being, for example, in Mexico or Hong Kong I have come to ask: but don't you have olive oil here? Or they take out what they say is an olive oil and you think it is something un-presentable. I don't understand other fats, I always cook everything with extra virgin olive oil. People who love me tell me that I do a Spanish omelette very well and, of course, there is nothing there besides EVOO.

**So, if you go to dinner at a friend's house, would you dare to bring them a bottle of olive oil or would you go for the classic wine?**

No, no, I bring wine. Look, taking a bottle of olive oil to a house is like telling your friend that you don't trust the oil they used to make dinner. You have to be careful with these things!





*“Olive oil is essential in my life”*



**Fish, lemons, watermelons, rice, etc. are repeated over and over again in your works. The characters that appear in them enjoy eternal deserts in the breeze of palm trees and olive trees. What is the Mediterranean Diet for you? Is it just a way of eating or a lifestyle?**

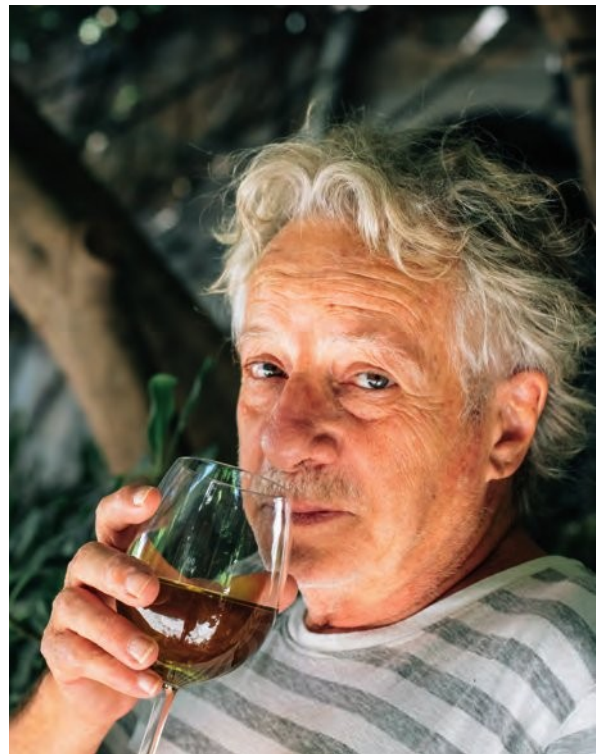
Well, the truth is that I don't know... and I don't know if I care! I have always lived in this Bermuda triangle that is Valencia-Catalonia-Balearic Islands and then, of course, I feel very Mediterranean. When I was younger and traveling in Italy, Greece or Egypt I thought, this is like Alicante! There is something that unites all these landscapes. In fact, my aunt in Castellón made some

“There is no better midday snack than a good piece of crusty bread with a dash of olive oil”

*cocas* (flatbreads) that were delicious and that, after all, are pizzas, what happens is that the Italians give us a thousand turns selling. Although what I like most about olive oil is that it unites us. You go to Italy and olive oil links both countries because you see they enjoy this product just like us.

**You have also done the illustrations for the new edition of the legendary *1080 Recipes*, a work full of dishes typical of our cuisine. If you had to choose a Spanish dish, which one would it be? Perhaps, as a good Valencian, paella?**

No idea, and besides, I don't care. But olive oil is probably one of the most symbolic products. In the summers spent in Formentera, when it was getting dark and the sky turned almost red, we lit a bonfire and heated the bread. There is no better snack than a good chunk of crusty bread with a dash of olive oil, a little tomato and black olives. And for dinner, a salad with white onion, tomato, olive oil and olives. When you



have that, you think: what else can I ask for? Well, if I can ask, it would be Empeltre olives of Aragon, which are the ones I like the most.

**In this book you have reflected in an evocative way the Mediterranean lifestyle and our gastronomic culture. Do you think that our cuisine is valued**





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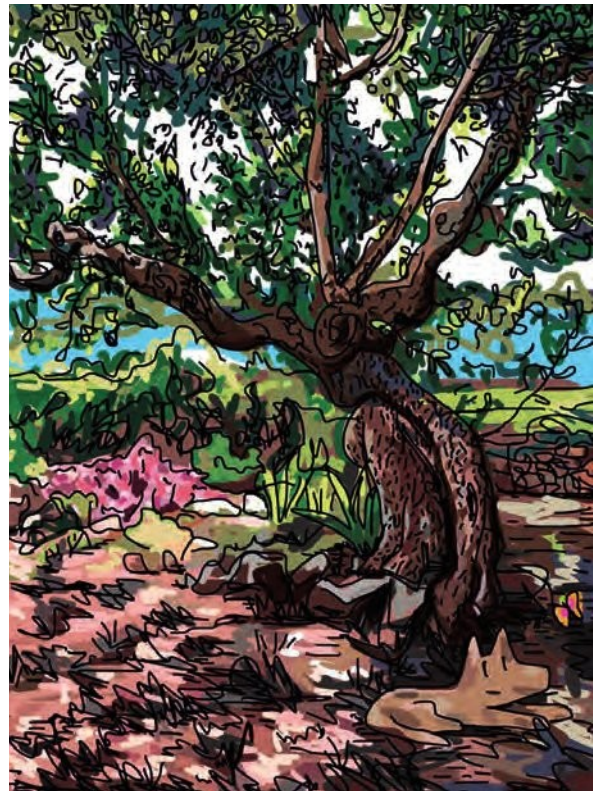
 Cold extraction

**around the world or do you think that we have not yet made the big leap, such as Italy for instance?**

The difference between Spain and Italy is summed up in an anecdote by my aunt who made the *cocas* (flatbread). They told her again and again to set up a restaurant because all her *cocas* were delicious and she replied: "They are too good, they are for the family". That way of inward-looking, very much from our Arab heritage, is what differentiates us from the Italians, who know how to look outwards, promoting and selling everything. In Italy, in addition, they have been very clever while maintaining their culture and traditions. You go to Naples right now and eat some *pomodori pelati* (peeled tomatoes) and they taste exactly like those made by their great-great grandparents, and that's wonderful.

**What comes to mind when you think of olive trees? Do you think that it is an inspiring tree?**

The olive tree is an incredible tree that we share throughout the Mediterranean and, depending on the place, it is taken care of or given a different importance. I remember that one summer we rented a house in the interior of Benisa (Alicante) from a foreign lady. On the farm there were 12 totally abandoned olive trees and a day came when it broke my heart to see them like this. I called the owner in the middle of August and told her: Do you mind if I clean them up? They were full of buds and vines all over the trunks, no one had touched them maybe in 15 or 20 years. I thought the trees were screaming for someone to help them, so I put my back into the work and I did so. Recently, I met her and she thanked me. And yet



“When we take an olive oil we should say thank you to our great great great great-grandparents!”

# RECUÉRDAME

EXTRA VIRGIN OLIVE OIL · ACEITE DE OLIVA VIRGEN EXTRA



«Cuando la luz del día se apaga y la luz hace deslizar su constelado de estrellas, con la humedad brillando sobre las hojas de los olivos que caracterizan nuestros campos de Cazorra».

RECUÉRDAME es un aceite de oliva virgen extra, que por la forma de producción vivea en el tiempo al siglo XIX por su forma antigua de recolección, molturación y decantación dando un puro zumo de oliva, ya que es recogido bajo la luna llena en octubre; es la fase con más luz. Los cultivos crecen poco pero la hojas están en su punto. El agua y la savia fluyen con fuerza por el tronco, las ramas y el follaje. En octubre es la primera cosecha, recolección temprana, ya que la aceituna genera las moléculas de aceite entre julio y diciembre en la mayoría de las variedades, después se produce una disminución de humedad en el fruto que, efectivamente, aumenta el rendimiento sobre materia seca, pero no la cantidad de aceite sobre materia seca. Por ello conseguimos: calidad, solera, tradición y modernidad, nos permite preservar la máxima calidad de este aceite y la mayor cantidad final del zumo de aceituna.

**NOTA DE CATA:** Aceite frutado intenso, muy equilibrado, con matices de verdes herbáceos, connotaciones de manzana y almendra verde, además de una gran combinación de tomate e higuera fresca, dando en boca sensación de dulce, suave y fluido, con características sensoriales bien diferenciadas, ya que es un aceite superior recogido de noche y con verde añejo, perfecto para una utilización culinaria que variaría de adorno para salsas con mucho aroma por sus notas: hualales y regañales (hoja verde, hierba y tomatera, aliciza, toques a pimiento y almendra). Es un Pícal con notas de Pícal que lo suaviza en el amargor y picor, pero le da más intensidad de las sensaciones en boca.

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those olive trees were young, because when you meet an ancient olive tree it gives you respect... It is enough to call him Sir. Just thinking about it makes my skin crawl.

There is something that always impresses me, which is when the wind whips the olive trees and uncovers in them that intense silver color. That is unbeatable. Or when you travel through Jaén and Córdoba and you go through olive trees and olive trees and more olive trees... you say: This is insane!

What I can't stand is those olive trees that they have in nurseries that are pruned in that horrible way, as if they were poodles. Humans can't be so gross!

**A few years ago you designed a cutlery set and said that “you wanted the same for serving the miner of Asturias as for the lady of Cádiz or for the student of Madrid”. Is food the most democratic thing that exists today?**

Today? Pfuff... Well, I have just been working on a book entitled *500 Years of Havana* and I have delved deeply into what life was like in the sixteenth, seventeenth, eighteenth, nineteenth and twentieth centuries and I think that people really are not aware how lucky we are to live in this era. Young people now have been born into affluence at the level of health or gastronomy and have forgotten what it cost us to get here. What it cost, for example, to bring tomatoes or potatoes to Europe!

**Your works could be to art what a dish of Ferran Adrià to gastronomy: an amalgam of colors, aromas and light that, once mixed, ends in almost perfect harmony for the spectator and the diner. Do balance and beauty coexist in chaos?**

I believe that all beauty lies in the olive tree. I always like to imagine how everything was in Roman times. The olive tree was one of the first trees to be taken care of for its benefits and the usefulness of its fruits, until one day they realized that when crushing them, the oil arose. In fact, when you're having olive oil right now, it's very nice to say: thank you great great great great-grandparents. It is the process of a whole inheritance that we have bequeathed and every day that a child is born it receives it in the form of a hard disk the work of civilizations that have given us thousands of things, among which is olive oil.

**You have exhibited your work in Milan, London, South Korea, etc. If you had to choose a place to repeat a gastronomic trip again and again, what would be the perfect destination?**

Japan! Its finesse is impressive.

**You have always been an artist with a lot of personality who has not been afraid to break plans and be yourself. If you were an olive oil, what would you be like? Bitter, spicy, sweet, bittersweet...?**

I would be sweet... but not too much! Although I think I would also be a bit spicy... but very average.



## Personal Issues

*A hobby: I don't know what that is!*

*A virtue: I think intelligence... although I don't know if it's a virtue!*

*Artist that has inspired you the most: Millions, although if I had to stay with only one, it would be Saul Steinberg or Calder*

*What food would you take to a desert island?: A little Garnacha wine, bread and olive oil*

*What you like most about your job: They pay you for having fun*

*The least: Lack of time to do everything I would like to do*

*A dream to fulfill: To have a house with a patio and an olive field*

*One last dinner, what menu would you choose and with whom?: A tomato salad with olives and a good EVOO*



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SPAIN

**Olivar de Castillejo**

The Olivar de Castillejo Foundation -an oasis in the middle of Madrid that hides 100 centuries-old olive trees along with almond trees, rockrose, gorse and rosemary- organizes every year in the summer season *Olive Grove Nights*, a cultural initiative that offers concerts under the olive trees, promoting young performers of classical music. In the Chamartin neighborhood, this one-hectare estate -through which have passed great personalities of the intellectual, political and social life of the time such as Ramón y Cajal, Ortega y Gasset or Miguel de Unamuno- has remained intact since 1917, guarded by tall buildings and protected simply by an unobtrusive wall. Nights of concerts and gastronomy to flee or escape from the high summer temperatures in the capital.

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





## Music in Segura

*Music in Segura* is a musical delicatessen festival held in Segura de la Sierra, an enclave of spectacular beauty located at an altitude of 1,200 meters in the Natural Park of Cazorla, Segura and Las Villas (Jaén), which since 2017 has been part of the network of The Most Beautiful Villages in Spain. The careful and adventurous programming of *Music in Segura*, which has the collaboration of the olive sector, transcends the traditional divisions between genres and musical formats to focus the experience of the public on the pure enjoyment of the emotion of live music, discovering the EVOO culture and always taking place in fascinating and special locations such as the machinery patio of the Nuestra Señora de la Asunción cooperative in Orcera, where the industrial landscape and the Sierra de Segura converge. A stay in Segura de la Sierra can also be a good opportunity to enjoy the mountain cuisine and the intense flavor of its extra virgin oil. From 2019 it became a biannual festival that will be held in 2020 from May 20 to 24 and from November 6 to 8. Are you ready for an adventure?

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

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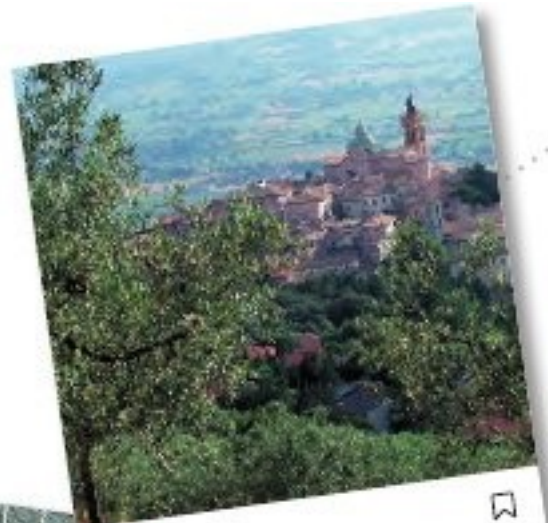
*Juanis Mellman*



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





## ITALY

### Il Divino Olive Harvest Tour

Dennis and Kumiko, a retired couple residing in San Diego, California, lived for eight years in Tuscany and fell in love with the freshest extra virgin olive oil made in early November. When they returned to their country of origin they decided to produce *Il Divino*, a 100% Italian EVOO to share with the American consumer. Their passion for the extra virgin and the interest of their clients and friends to know how to obtain this precious product led them to organize the *Il Divino Olive Harvest Tour*, an initiative in which each autumn its participants have the opportunity to pick olives and observe the pressing process in some local oil mills. But also to stroll through the charming local markets, become acquainted with the chestnut forests, participate in a yoga class or visit the famous cities of Assisi, Siena or Caprese Michelangelo. Did you know that the sculptor Michelangelo was born in this charming town? A fascinating week to discover some of the most magical corners of this Italian region. [www.ildivinooliveoil.com/tuscany-tours/tuscany-olive-harvest/](http://www.ildivinooliveoil.com/tuscany-tours/tuscany-olive-harvest/)

### Walking Among Olive Trees

Walking through a landscape reminiscent of the olive trees that elegantly dress the hills in every corner of Italy is a unique experience during the *Giornata nazionale della camminata tra gli olivi (National Day of Walking Among Olive Trees)*, an initiative promoted in October by the Città dell'Olio Association to delve into the origin of this green gold. From Lombardy to Sardinia, there are many routes to travel in a single day -from 2 to 5 kilometers- aimed at families and enthusiasts who want to discover the heritage of the Italian olive grove through landscapes linked to the history and culture of EVOO. Each municipality selects a route among the olive trees with unique characteristics from a historical and environmental point of view that ends in an oil mill, an olive grove or in a historical building where participants are offered a tasting of bread, olive oil and other typical products. Doesn't this whet your appetite?

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



## FRANCE

### Ecomuséé L'Olivier

In the heart of an extraordinary place, an old twentieth century lime kiln, is the Ecomuséé L'Olivier (Oliver Eco museum), located in Volx in the Luberon Regional Natural Park, dedicated to the living culture of the olive tree that is revealed through the five senses. Thanks to its interactive and audiovisual devices, as well as its fun sensory activities, young people and adults will discover in this museum the role of the olive tree in the different civilizations, the biology of the tree, its mythology, the use of oil as a fuel for lighting, the harvesting of the olive, the production of olive oil and its tasting. On their large screens, olive growers from Provence, Spain, Greece or Lebanon harvest their fruits and take them to the mill. Once the movie ends, you can stroll through the showcases whose objects recall the past and current culture of the olive tree, or just sit on a bench and listen to the music evoked by the ancient tree or the stories of travelers and poets. You can also enjoy the delicious dishes that are available at "Les Petites Tables", the museum's charming restaurant. A permanent exhibition and other temporary exhibitions of contemporary art also take place throughout the year. Take the plunge into culture... and EVOO!

[www.mb-1830.com/fr/ecomusee-olivier](http://www.mb-1830.com/fr/ecomusee-olivier)



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## GREECE

### Toplou Monastery

History, architecture, culture, religion and EVOO are combined in one of the most beautiful and ancient temples of Crete. The Toplou Monastery is located in the northeastern tip of the largest island of Greece and its imposing bell tower, 33 meters high, stands in a harsh almost desert-like landscape. Following the tradition of many centuries, this small fortress surrounded by a 10 meter high wall is known throughout the world for its famous organic products such as wine and olive oil with the *Toplou* brand, which can be tasted and acquired if you decide during the year to visit this historic jewel, its church and its museum that houses engravings, Byzantine icons, embroidered vestments and religious objects. A complete “almost” divine experience.

[www.biositia.gr/en/gallery-54](http://www.biositia.gr/en/gallery-54)





## Amari Valley, under the shade of olive trees

In the shade of the olive trees in the Amari Valley, the heart of a monumental more than 1,500 years old olive grove of the Hondrolia variety, a unique outdoor olive oil tasting experience awaits you. *Amari Valley, under the shade of olive trees* is a project launched by Aspasia Stavroulaki, a lover of the Cretan landscape, EVOO and olive trees, which offers a historical, cultural and gastronomic tour through this place of infinite beauty. The visit begins in a thirteenth-century Byzantine church, located in the middle of the olive grove, and then delves into the heritage of olive oil from the Minoan period to the present day; four different EVOOs are tasted and food is paired with more olive juices. It also offers tips on how to taste, preserve, choose and cook with olive oil. Another different and wonderful way to discover the beautiful island of Crete.

[www.facebook.com/OliveOilTastingUnderTheShadeOfOliveTrees](http://www.facebook.com/OliveOilTastingUnderTheShadeOfOliveTrees)



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



## U.S.A.

### Los Olivos Jazz and Olive Festival

When the month of June arrives, warmth and good weather invade us... and it also marks the beginning of the festival season. In this case we head for Los Olivos, a Californian city rich in culture and history located in the beautiful Santa Ynez Valley. Every June it hosts the Los Olivos Jazz and Olive Festival where you can sample some of the best wines of the area and taste the many exquisite dishes with olives and extra virgin olive oil made by local chefs, small mouthfuls ranging from salty to sweet, while listening to world-famous jazz musicians in the background. This festival is organized by the Los Olivos Rotary Club which allocates the funds generated in this event to charity projects. What are you waiting for? The first chords can already be heard...

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



## URUGUAY

### Música de la Tierra

*Música de la Tierra (Music of the Land)* began as a festival in 2011 and in a few years it became a cultural platform for content related to music, identity, land and environmental sustainability. It is a project that was created in Montevideo in order to showcase the countryside, its landscapes and sounds, but also the musical heritage shared between neighboring regions under the common denominator of "music unites us". This project seeks to raise awareness about cultural and artistic heritage, sustainable development, responsible consumption, and the connection with care of the land and its resources. So, concerts, talks and workshops related to the landscape and products such as EVOO are developed, with attractive and useful content for everyday life that promote a responsible attitude towards the environment. Since its first edition, it has been held in Jacksonville Park, a space that has a fantastic infrastructure and a unique natural environment, whose history is closely linked to the development of the countryside and the agricultural and livestock production of Uruguay. The former Jackson Agricultural School of the Salesian Fathers began operating in 1915, teaching courses on fruit trees, vineyards, olive groves, and legumes or olive oil production. Today it is a must for eco-sustainable travelers.

[www.musicadelatierra.com.uy](http://www.musicadelatierra.com.uy)



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# OleotourJaén, a trip of endless possibilities, aromas, flavors and experiences for the culture of olive groves and olive oil

In the province of Jaén you can see a landscape unique in the world of more than 66 million olive trees that extends through the length and breadth of this territory that is the gateway to Andalusia. This landscape is an unmistakable sign of the imprint of the olive grove in the inner paradise of Jaén, a culture behind which hides much more than an endless panorama of these centuries-old trees and around which has been forged a way of feeling and living that the traveler can only know and experience in this province of the interior of Andalusia. OleotourJaén is a trip that is recommended to the tourist to discover a world of infinite possibilities, aromas, flavors and experiences and that is now included in a guide that has just been reissued by the Provincial Council of Jaén.



With nearly 100 illustrated pages, this publication has been designed to become the best travel companion for those who want to get to know in depth an ancient culture that permeates each and every one of the 97 municipalities of the province of Jaén. With this, tourists will be able to discover the more than 100 resources that are already part of this tourist product that offers the chance to enjoy a multitude of experiences that will not leave travelers indifferent and will allow them to immerse themselves in the magical world of the olive grove and olive oil.

Walk on foot or go on horseback between ancient olive trees; stay in old farmsteads, estates or country houses that have retained their traditional architecture, offering maximum comfort to the traveler; savor the best EVOOs in the world or taste, thanks to the good work of the Jaén chefs, surprising dishes made with this product that is the basis of the healthy Mediterranean Diet. These are all part of the wide and unique range of touristic possibilities of *OleotourJaén*.

Along with all this, the traveler will also have the opportunity to get to know, through the oil mills and cooperatives, the process of production and development of extra virgin olive oil, acquire this product with multiple health benefits in specialized stores, visit thematic places about the history and culture of the olive grove, enjoy events and traditions linked to this crop, tour the white villages of the olive groves with cobbled streets, or enjoy Spas and hotels with specialized treatments with olive oil.

This unique oil tourism offer, included in the *OleotourJaén* Guide, is complemented in turn by the rest of the attractions of the inner paradise of Jaén, which harbors the largest expanse of protected areas in Spain thanks to the four natural parks that it has, including the second largest on the European continent, the Sierras de Cazorla, Segura and Las Villas. In addition, this Andalusian province treasures two World Heritage cities, Úbeda and Baeza -considered the finest exponents of the Renaissance of Southern Europe-, houses the largest concentration of watchtowers and fortresses on this continent and has an exceptional Iberian legacy. In short, an unforgettable trip. Will you join us?

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



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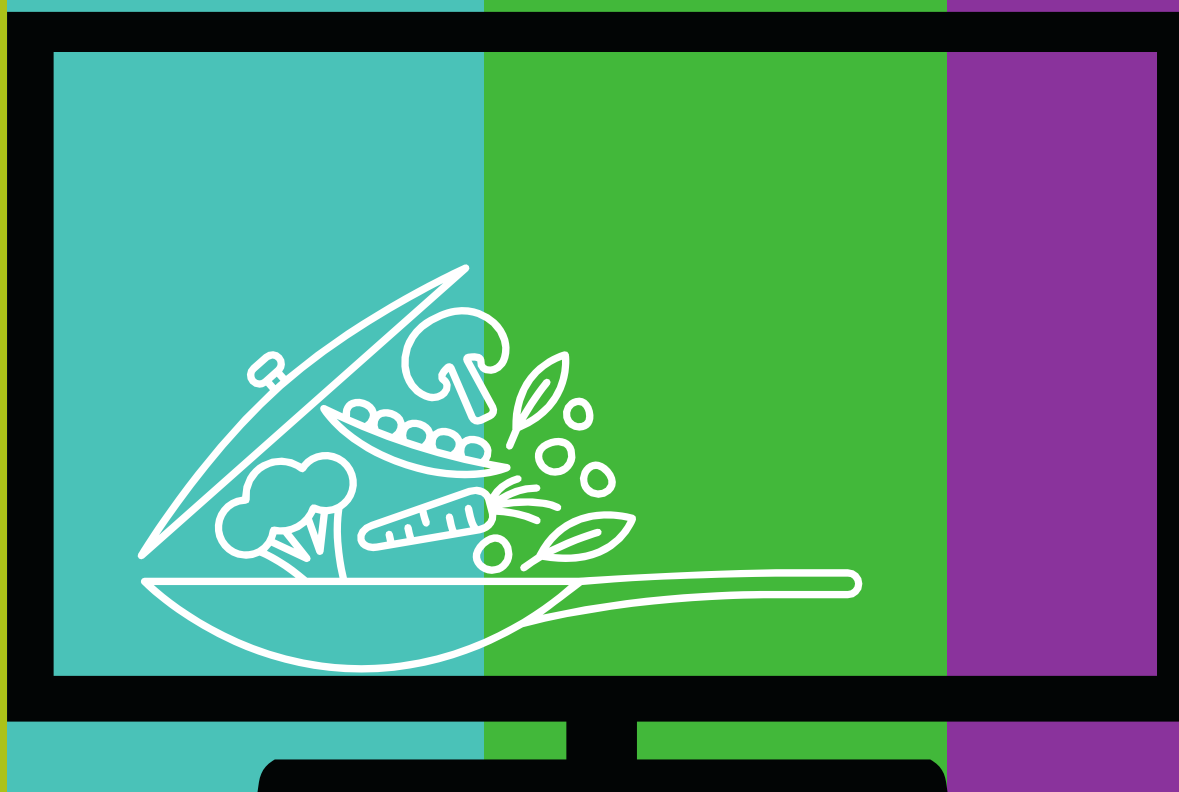
[www.oleotourjaen.es](http://www.oleotourjaen.es)



# (Gastronomic) Series Fever

By Alfredo Briega Martín

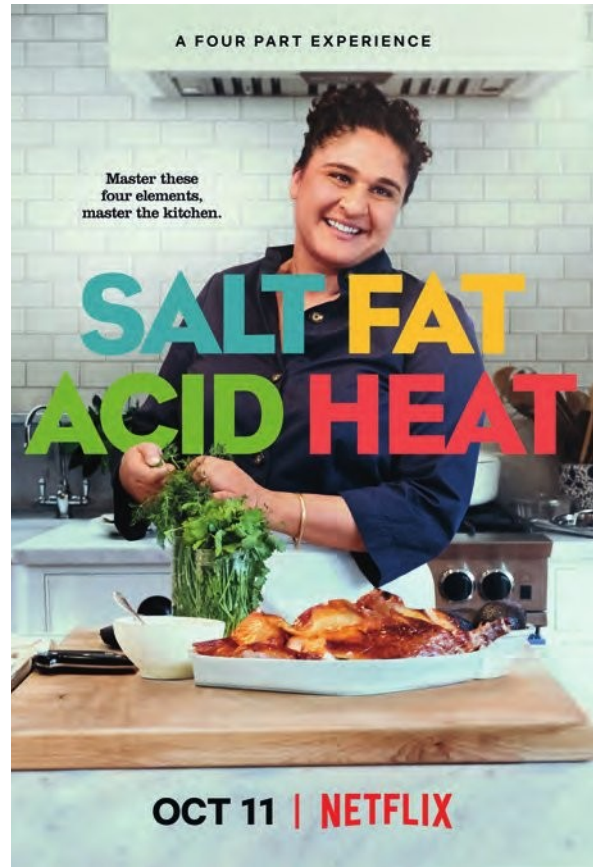
Are you a lover of series and gastronomy?  
Well, here are our recommendations to feed your  
passion: ten series for gourmets that will make you a  
true gastro series lover.





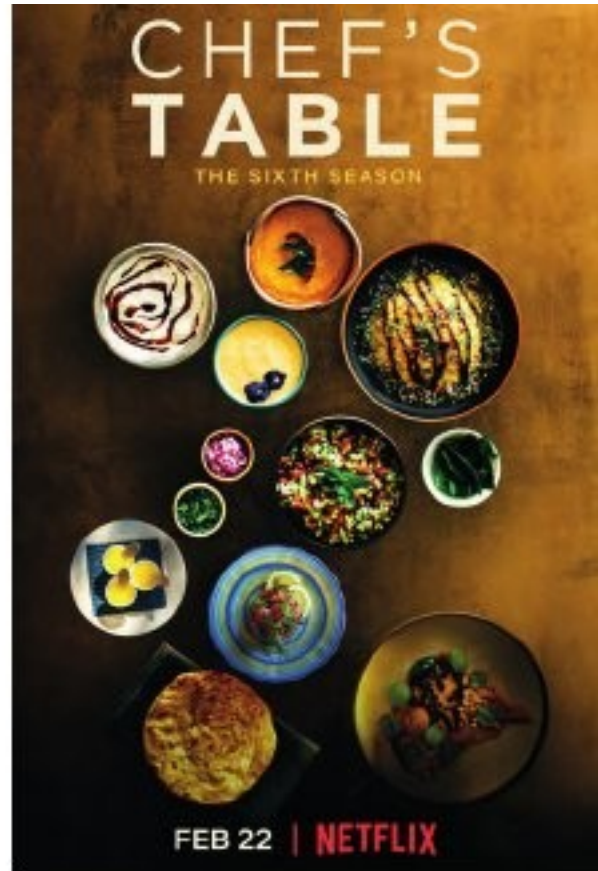
**SALT FAT ACID HEAT / Netflix, 1 season**

This Netflix documentary series, based on the award-winning cookbook by the chef and culinary writer Samin Nosrat, travels the world to learn more about the essential elements of flavor and fine cuisine, including extra virgin olive oil. In the first episode (Fat), *The New York Times Magazine* columnist travels to northern Italy and meets with olive oil producers in Liguria, where she goes through a 250-year-old olive grove during the harvest and observes the traditional production of olive oil. Also, Nosrat recommends buying an olive oil for cooking and in turn experimenting with other special or flavored EVOOs to finish the dishes. "Just as a special salt can highlight or transform the flavor in food, a special olive oil can enhance the taste of a dish," she says.



**CHEF'S TABLE** / Netflix, 6 seasons

Created by David Gelb, this acclaimed documentary series, able to delight both foodies and professionals and those uninitiated in the field, nominated seven times for an Emmy Award, travels the world to meet stars of the kitchen -including Massimo Bottura, Jordi Roca and Albert Adrià-, who reinvent haute cuisine with innovative dishes and irresistible desserts. From Sweden to Australia, through Turkey, Mexico, Thailand, Indonesia and South Korea, *Chef's Table* explains the history and secrets of great chefs from around the world, avoiding more technical content. The restaurants of 11 of the talented and visionary chefs who participate have been included in the list of the 50 best in the world. Very different from each other, they all share the same passion, the perfect presentation of their dishes. And, when these chefs step into the kitchen, there are no rules, only endless possibilities.



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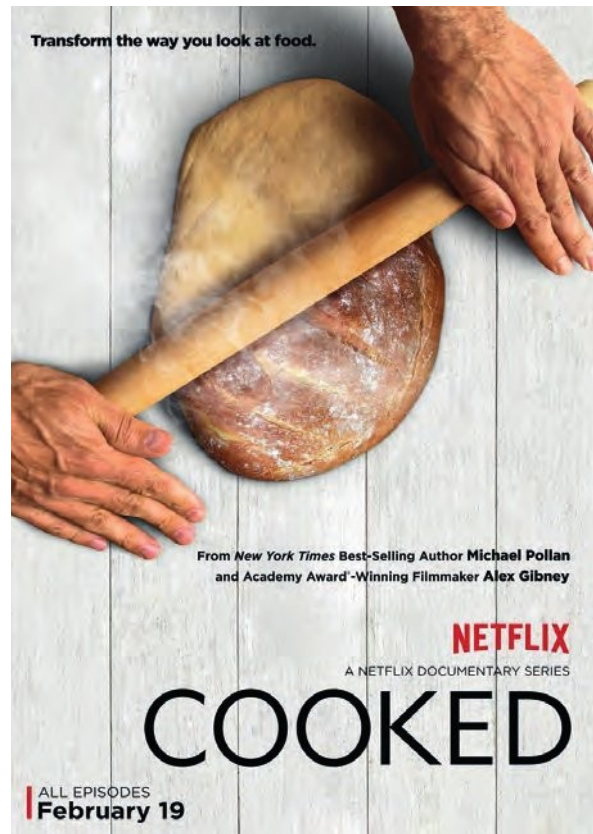
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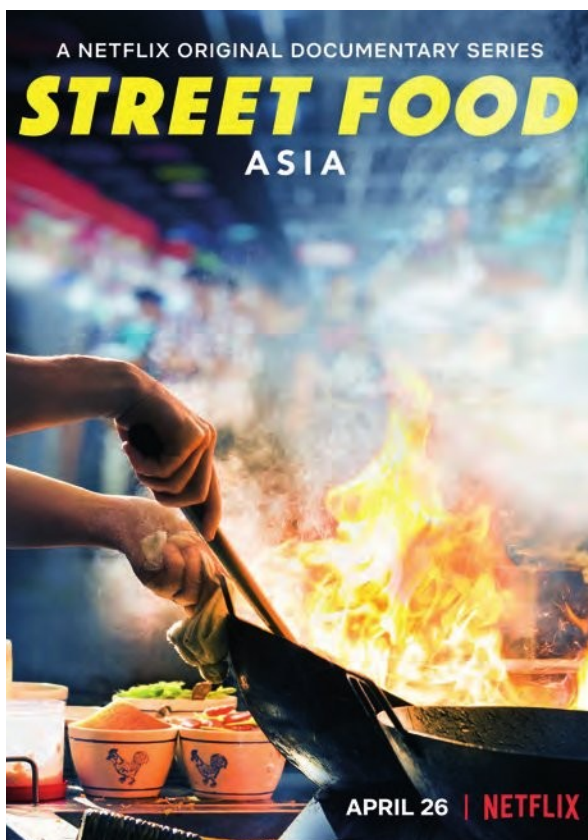
[www.jaencoop.com](http://www.jaencoop.com)

## COOKED / Netflix, 1 season

Each culinary event hosts a revolution and a story about who we are. In *Cooked*, the writer Michael Pollan, winner of numerous awards for works such as *The Omnivore's Dilemma*, is adventurous with pastries, distillations and stews to analyze how cooking transforms food and shapes our world, and the links between science, culture and flavors. An adaptation of his book *Cooked: A Natural History of Transformation*, the series -consisting of a single season of four chapters, titled as the four elements of nature: Fire, Water, Air and Earth- takes a tour throughout the history of gastronomy and its strong impact on the social and cultural development of different civilizations, in addition to reevaluating the traditional methods of food processing. The conclusion: Gastronomy links us with the material world, humanizes and unites us in a universal connection.



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## STREET FOOD / Netflix, 1 season

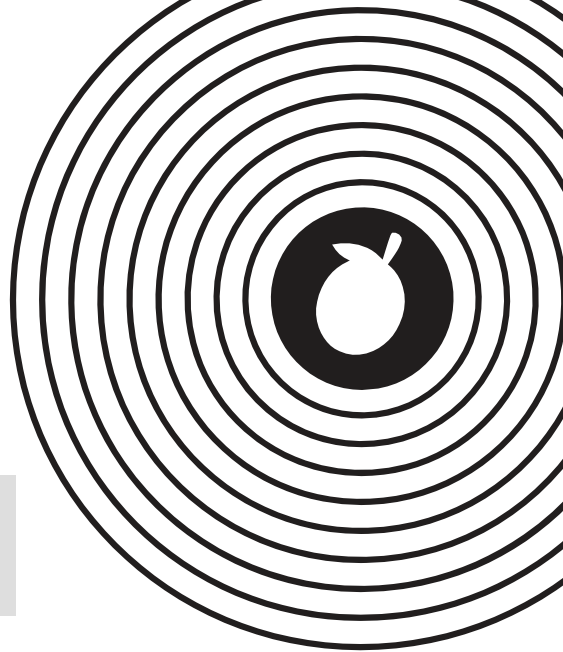
As the name implies, *Street Food*, the penultimate culinary proposal of Netflix -from the creators of *Chef's Table*, the most successful gastronomic series on the streaming service,- is an exciting cultural journey through nine Asian cities, colorful and full of life -Bangkok (Thailand), Osaka (Japan), Delhi (India), Yogyakarta (Indonesia), Chiayi (Taiwan), Seoul (South Korea), Ho Chi Minh (Vietnam), Singapore and Cebu (Philippines)- to discover the most iconic and popular street food dishes and the stories of their authors, mostly self-taught chefs, some of them even with a Michelin star. Cooking and tradition, hopes and dreams in a documentary series of street cooking with soul.



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**THE CHEF SHOW /** Netflix, 2 seasons

Chef Roy Choi was the culinary mentor of screenwriter and director Jon Favreau in his film *Chef* (2014), and in *The Chef Show* both return in search of gastronomic adventures to pay homage to the art of cooking. In them, the duo travels through the U.S. and meets renowned chefs, friends and celebrities such as Gwyneth Paltrow or the Avengers Robert Downey Jr. and Tom Holland to chat while they prepare delicious dishes together and share their passion for good food. Focused on the most passionate side of gastronomy, in *The Chef Show*, cuisine is understood as a link between people and the straightjacket of haute cuisine gives way to informal meals, popular dishes and homemade recipes in such surprising places as George Lucas' Skywalker Ranch itself. So, lovers of good food, enjoy yourselves and may "the Force be with you".





**UGLY DELICIOUS /** Netflix, 1 season

In *Ugly Delicious*, chef David Chang embarks on an exquisite intercultural journey accompanied by friends in search of the most appetizing snack in the world. Cooks, writers and artists join Chang on this culinary adventure that discovers the new traditional cuisine and the fascinating links between different cultures. Pizza, tacos, homemade food, shrimp and lobster, barbecue, chicken and fried rice, etc. A lot of flavor and little nonsense in a series that is an argument against intolerance and aims to break down barriers using the kitchen as a vehicle for objection.



111

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### THE FINAL TABLE / Netflix, 1 season

In this international culinary contest conducted by Andrew Knowlton, editor in chief of *Bon Appétit*, twelve teams composed of two elite chefs -paired by affinity or by having a previous professional or friendship relationship, most with an established track record and some of them even with Michelin stars-compete at a dizzying pace, making typical dishes from nine countries (Mexico, Spain, United Kingdom, Brazil, India, U.S.A., Italy, Japan and France) that are judged by legendary chefs, food critics and celebrities from the world of entertainment and sports. Each episode of this inspiring reality show focuses on the cuisine of one country and only two couples go through to the grand finale, where each finalist prepares an original dish alone with which to impress the nine chefs, but only one will earn a place between them.



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## THE MIND OF A CHEF /

Netflix/Facebook Watch, 6 seasons

Produced and narrated by the sadly deceased Anthony Bourdain, this series that combines travel, cooking, history and science explores the creative processes of famous international chefs -David Chang, Sean Brock, April Bloomfield, Edward Lee, Magnus Nilsson, Gabrielle Hamilton, David Kinch, Ludo Lefebvre and Danny Bowien- to discover what fuels their culinary skills, their beliefs and philosophy, their roots and sources of inspiration. A declaration of love to the profession that has been awarded several Emmy Awards, including Outstanding Culinary Program (2014), as well as the Prize for Best Television Program of the James Beard Foundation (2013 and 2014).



## SOMEBODY FEED PHIL / Netflix, 2 seasons

Phil Rosenthal, creator of the sitcom *Everybody Loves Raymond* -and winner of the prestigious James Beard Award, the Oscars of the food industry- visits various countries, immersing himself in the gastronomy and culture of places like Bangkok, Saigon, Tel Aviv, Lisbon, New Orleans and Mexico City. His passion for (good) food is matched only by his sympathy, sense of wonder and infectious enthusiasm. Nominated for an Emmy in 2019, in the second season -Netflix has announced that there will be a third- good old Phil continues his culinary trip around the world, this time making stops in Dublin, Venice, Buenos Aires, Copenhagen, Cape Town and New York. "The program's goal is to make you travel," he says. Mission accomplished.



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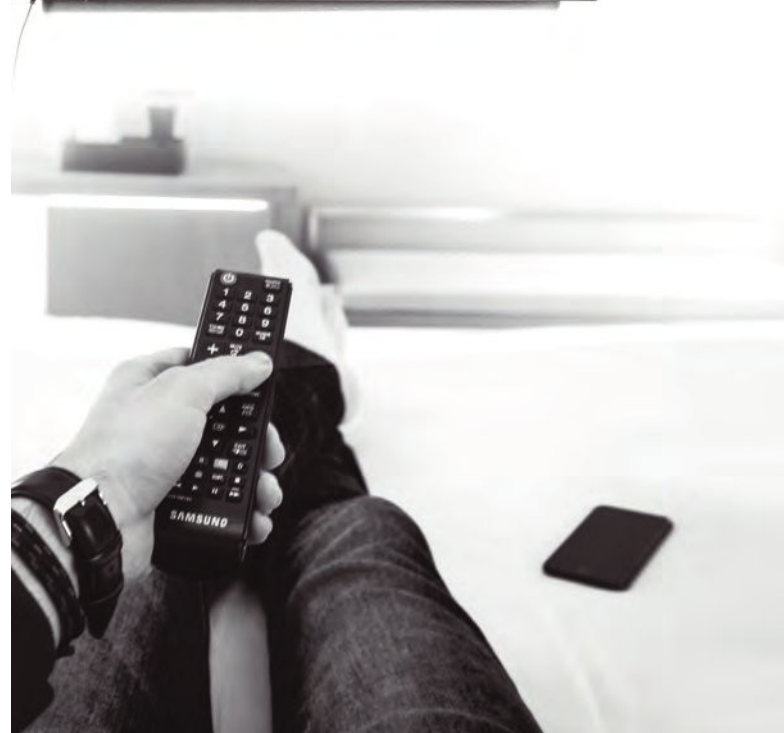
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**FOODIE LOVE** / HBO, 1 season

"I wanted to write something about love and food, and it was something personal," says Spanish filmmaker Isabel Coixet about *Foodie Love*, the romantic fiction she has shot for HBO in Spain, Rome, southern France and Japan -and released last December- which is her debut as a series producer. Eight half-hour chapters starring a couple who love gastronomy that meet through a dating app and struggle to understand each other through a quirky journey through cafes, bars, beach bars and restaurants. A series that combines two of the greatest passions of this most international Spanish director, love stories and gastronomy, and that "draws on all the places I've been, all the things I've tried and many of the things that I have lived".



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# Almazaras de la Subbética


## Welcome to Paradise

 Almazaras de la Subbética is, in itself, synonymous with sustainability and the environment. Its mountain olive grove, centuries old in most cases, occupies about 15,000 ha. within the Natural Park of the Sierras Subbéticas in the heart of Andalusia, and it is carefully looked after by the more than 4,000 families that make up this first-grade cooperative, who live in perfect communion with the environment and make it sustainable through cultivation techniques that respect it. Generation after generation, its farmers have known how to “coexist” with the olive grove, blessed with a unique microclimate -more than 2,800 hours of sunshine per year- in this privileged area of rugged terrain.



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

The mill is also located in the Natural Park, being one of the few facilities within this protected area. Its excellent EVOOs have their own personality and a special bond with the terroir, recognized by the PDO Priego de Córdoba, representing a magical symbiosis between the environment and the people who have made this occupation their way of life, adapting tradition and modern technology to meet the demands of the most discerning consumers.

 In addition to the actions aimed at reducing the carbon footprint, other initiatives undertaken by the company in its high mountain olive grove are the installation of orchards and solar panels, the application of non-tillage techniques to prevent soil erosion or the achievement of Intertek certification, which proves that all processes -from the field to the oil mill- are environmentally sustainable and socially responsible.



## Aceites García de la Cruz

### Win-win Philosophy



Aceites García de la Cruz looks back almost a century and a half producing oils of great personality with:

- intense flavors and aromas
- high content of polyphenols and oleocanthal

Its company philosophy is based on the triple Win:

- ✓ the planet wins
- ✓ the client and consumer wins
- ✓ the company wins

Simply, it is about giving back to Earth what it provides.



A decade ago in García de la Cruz they began to develop different measures -sustainability in the field, respect for animals and plants and, above all, improvement of people's quality of life, focusing in three lines of action:

- ✓ Reduction of environmental impact (100% of its olive groves are organically farmed)
- ✓ Respects for biodiversity - its olive groves are located in a Special Protection Area (SPA) for Birds, a place of great ecological value.
- ✓ Development of the circular economy: all waste generated in is recycled to convert it into 100% organic fertilizers.

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



## Almazara La Alquería



### Family Pride



Almazara La Alquería is a family business from Alicante dedicated to the production of organic EVOOs under the principle of sustainability, taking care of biodiversity and the environment in which it operates, as demonstrated by its adherence to the Parc Natural de la Serra Mariola brand, which among other things requires compliance with environmental requirements based on the establishment of manuals of good practices and on the maintenance of updated records of the applicable environmental legislation, in order to minimize the environmental impact. For this, the company monitors, controls and ensures the optimal use of the resources offered by the land.



In addition, Almazara La Alquería has an advisory team responsible for ensuring that its olive trees continue to comply with their

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

commitment to the environment, landscape, soil conservation, fire control, conservation of indigenous agricultural biodiversity, CO<sub>2</sub> capture, indigenous bird reservoir, erosion control, etc. Thus, it develops programs for the control of the plant health of olive trees, with irrigation and fertilization according to the nutritional needs of the trees. All this, together with the indigenous varieties of Blanqueta and Alfarenca olives from their centuries-old olive groves, makes their juices differ in terms of quality, health -as proven by the magnificent results obtained in the WBHEC 2018/19 contest for the Best Healthy Oil in the World-, biodiversity conservation and respect for the land.



An oil for every occasion

ORGANIC SINGLE-VARIETALS



Sustainability  
Awards



2018



2019

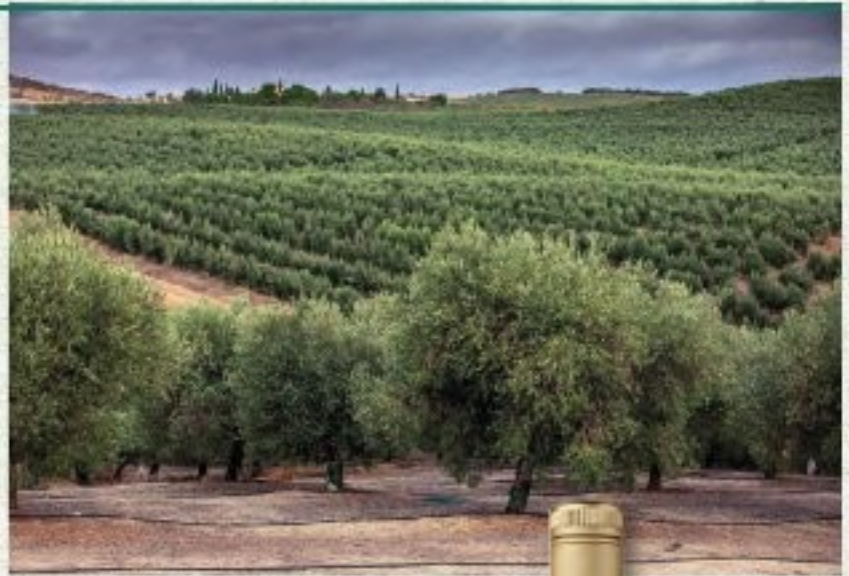
# Casas de Hualdo

## The Taste for Excellence



For Casas de Hualdo, it is not enough to just create a quality oil. For this Toledo company, it is essential to have a complete 360° vision of all the activities carried out at the farm. All aspects of production are perfectly aligned: excellence in the product, respect for the environment, social commitment and continuous improvement and innovation.

At Casas de Hualdo, they consider that one of their great treasures is the vast natural heritage they manage. At the Hualdo estate, there are a host of animals and plant species, therefore, the intervention of man must be oriented to not disturbing its balance. In this respect, all the work done at the farm is carried out not only from an economic and productive perspective, but also from a concern for the environment. Proof of this are the techniques of the olive grove management that is aimed at maintaining and promoting their fertility, such as non-tillage, mowing of the spontaneous vegetation cover, crushing of pruning remains and the contribution of organic fertilizers.



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

In the mill, use of all the byproducts of the process is pursued: the olive pit is the only fuel used for heating the cleaning, sanitary and air conditioning water. The leaves resulting from the cleaning of the olive are used to feed the flock of La Mancha sheep existing on the farm. The dung of these sheep, together with the alpeorujo, is transformed into organic fertilizer in the composting plant that is under study. The washing and process waters are managed as a non-hazardous waste that, after being treated in a pond built for this purpose, is valued as a fertilizer in the olive groves.



The continuous search for sustainability and improvement of environmental aspects led the company to build a large-scale photovoltaic plant. The plant's energy output is enough to provide for pumping water from the Tagus river to the olive groves.



Construction of a second phase that will provide energy to another irrigation sector of the farm, is currently underway. The use of renewable energies, together with modern techniques of irrigation and fertilization, allows the olive grove management to be so respectful of the environment.

To formalize this commitment, Casas de Hualdo calculates its carbon footprint and is certified under the environmental standard ISO 14001; measures that serve to know their evolution in regards to the care of the environment and to set annual goals that contribute greatly to achieving continuous improvement.

Look out! High Quality Extra Virgin Olive Oil is on the way!

It is bitter, pungent although well balanced.

We guarantee its initial quality by collaborating

with distributors and restaurants to ensure

it is properly stored away from air, light heat and cold.

When conserved correctly,

its antioxidant properties

will be assured and you will


be rewarded with both

nutrient content and taste.



## Castillo de Tabernas


### Unique and Exceptional

 The olive grove from which the EVOO Castillo de Tabernas comes from is located next to the only desert in Europe, the Tabernas Desert in Almeria, an enclave that has a special microclimate and boasts the greatest number of hours per year of sunlight (more of 3,000), very close to the Mediterranean coast and surrounded by protected natural areas.

The project began in 1994 in a region where a large number of farms and lands had been abandoned in recent decades, and where there was a significant advance in desertification and erosion. The planting of a large number of trees in this natural setting -more than 100,000 olive trees in about 500 ha.- allowed stopping this process, and later other initiatives emerged that together led to one of the most important tree repopulations in the province of Almeria, turning it into a real green lung, in addition to contributing to the settlement of the population. Throughout the plantation, very efficient water management is carried out by drip irrigation, with innovative management including humidity sensors and multispectral satellite photographs that provide insight into the water status of all the olive trees and the area itself.



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

 In addition, Castillo de Tabernas has been working since its inception on applying the cultivation techniques of an Integrated Production system, respectful of the surroundings and the environment and following a controlled traceability of all processes. The company gives the branches and leaves of the milling process to the shepherds in the area in exchange for manure, which is transformed into compost that is returned to the ground.

Its extensive range of extra virgins, very fruity and mild, with a high amount of natural antioxidants and only 0.1° acidity, includes the blends of Picual, Hojiblanca and Arbequina *Green Olive*, *Coupage del Desierto* and *Esencia del Desierto*; the monovarietals *Picual del Desierto* and *Arbequina del Desierto*; the unfiltered oil *Green Olive del Desierto* (blend of Picual and Arbequina) and its children's EVOOs *Benjamin* and *Cadete* (blends of Picual, Hojiblanca and Arbequina adapted to a younger audience).




Olebestepa was born from a cooperative commitment to excellence and sustainability, among forests of olive groves located in the heart of Andalusia, in an extensive valley of more than 7 million olive trees that enjoys unparalleled conditions for their cultivation, inside the boundaries of the Estepa PDO. By virtue of their olive-growing tradition, excellence and respect for the environment, we stand before truly extraordinary extra virgin olive oils.



## Deortegas




### Passion for the Land

 This family mill in Yecla (Murcia) has developed a comprehensive environmentally friendly agriculture project that takes advantage of all by-products, closing a circle of integration and sustainable development that it considers essential for the future. The pomace, remains

of leaves and cattle manure are transformed into compost that is then used as fertilizer, while the olive pit is used as a biofuel to keep the water and the temperature of the facilities warm. The olive leaves collected during the cleaning of the olive are removed as organic food for livestock and the remains of pruning are crushed on the farm itself to return to the soil as nutriment.




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


 In addition, the company -which produces four amazing organic monovarietals of Arbequina, Picual, Cornicabra and Hojiblanca- carries out reforestation practices on the slopes of its farms to promote biodiversity both at the level of flora and fauna, introducing native forest species such as broom, rosemary, rockrose, lavender, etc. Offices and tasting rooms are supplied with solar energy from panels installed on the roof of the mill. Finally, the company is working on research that helps preserve the environment and that, little by little, is applied in its olive groves, focusing its efforts on maintaining healthy, rich and balanced soils so that the olive trees grow in the best conditions.

## Jacoliva

### More than 100 years of Flavor

 In Pozuelo de Zarzón, in the northwest of the province of Cáceres, in the regions of Sierra de Gata, Las Hurdes and Valle del Alagón, Jacoliva protects more than

100 years of history and evolution of a family that has made the production of extra virgin olive oil of great quality its hallmark. Since its origin, and generation after generation, Jacoliva has been characterized by always pursuing care for the environment, along with a commitment to innovation and a constant search for improvement in processes and manufacturing techniques to improve the quality of their products.


 Made from the olive variety Manzanilla Cacereña, its unique and recognized EVOOs are the result of the effort and work of thousands of small farmers who earn incomes that allow them to live in the small towns of northern Cáceres, settling a population in a rural area in continuous depopulation.

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




# Luque Ecológico

## Contributing to preserve Planet A

 Convinced that organic farming brings innumerable benefits to obtain an extra virgin of quality, and that consuming organic EVOO helps preserve the planet, Luque Ecológico strives every day to offer its clients a sure and environmentally friendly product. Hence they use recyclable and sustainably obtained materials and carry out practices with low levels of pollution. And, according to the Environmental Product Declaration (EPD), they remove almost 10 kg. of CO<sub>2</sub> from the atmosphere for every liter produced of their EVOO.



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

 After 30 years as organic olive growers and 20 as millers, in Luque Ecológico they have developed countless initiatives to contribute to and preserve the ecosystem, among which the “Verified CO<sub>2</sub>” project started in 2008 stands out, a pioneer in Spain in terms of the calculation and reduction of the carbon footprint in agrifood products. Composting of by-products, use of pruning remains, cover maintenance, protection and maintenance of native varieties (Pajarera), rational management of supplies and irrigation water, application of renewable energy sources in the field and industry -solar panels for the irrigation system and mill self-sufficiency-, etc. are more of their contributions.



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## Lasolana2

### A High-end Picual

 In the Campo Cisnares, a plateau located north of the province of Almería, there is only the olive plantation of lasolana2, a small family business founded by Cristóbal Sánchez Arán who scrupulously complies with the slogan “From the field to your table” by taking care of the entire production process of its exquisite EVOO: cultivation (organic), harvesting, packaging, marketing and distribution.

 Thanks to his affection and unequivocal commitment to his native *terroir* of barely five hectares, Cristóbal -a lover of the countryside and nostalgic for the land where he grew up- decided 22 years ago to plant 1,100 olive trees at 1,100 meters above sea level, in an area which has a unique microclimate. Today he could not be more proud of his commitment to sustainability, conservation and the improvement of the environment in which he operates. In addition to using solar energy for sustaining irrigation and using the natural manure of goats that graze on the farm as fertilizer, soil regeneration is carried out through interlining and they have recovered the clogged water for collection and input to the aquifers. As a result of that passion and constant commitment to excellence, he continues to produce, harvest after harvest, at such an altitude a Picual as exclusive and unique as *AOVE lasolana2*, an extra virgin with an emerald green body and unmistakable flavor.





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



## Molino del Genil y Lagar do Sobrado

### Differentiated Quality

 This company, dedicated to the production and sale of EVOO in its oil mills Molino del Genil (Écija, Sevilla) and Lagar do Sobrado (Ferreira do Alentejo, Portugal), is fully aware of the values of sustainability throughout the production cycle. A concern that manifests itself both in the cultivation phase and in the production phase, focusing on certain aspects such as the efficient control of the use of water for irrigation or continuous monitoring of the fields to make efficient use of fertilizers and pesticides, thus achieving the least possible impact on the environment; in addition to minimizing waste production and carrying out soil erosion control with minimal tillage and permanent vegetation cover.

 In the careful production process of its early high-end EVOO *Molino del Genil* -which includes Picual and Arbequina monovarietals and a blend of both varieties- they work in optimal conditions of control of temperature and milling time. The result is differentiated quality oils and complex and harmonious sensory profiles. Part of the by-products generated in this process, such as the olive pit and the vegetation water, are used in the boilers and as irrigation for the crops, thus reducing the consumption of conventional energy and water.



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



our extra virgin olive oil  100% Product of Italy



QvExtra!


QvExtra!

Since

1978


## Muela-Olives

### Quality & Consistency

 Muela-Olives, in Priego de Córdoba, has a unique and exclusive system that allows the extraction of oil without the addition of heat or water to the process, managing to keep intact each and every attribute of the liquid gold. Its products have some hallmarks that reflect the five core values of the company: security, simplicity, fair price, service and sustainability. The latter is understood from an economic, social and ecological point of view. Or similarly, linking their farmers to a field with centuries-old and traditional olive groves; with responsible energy use -it has 140 kW in solar panels-; reducing water consumption; and using recyclable or reusable elements in the packaging of its EVOOs (*Venta del Barón* -an EVOO with PDO Priego de Córdoba that since 1998 has received more than one hundred awards in 16 countries-, *Mueloliva Picuda* and *Mueloliva Clásica*).

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




 To all this we should add another fundamental pillar: consistency. Not surprisingly, for 25 years the company has been able to maintain the same profile of its extra virgins, intense and complex flavors and aromas, not disappointing the consumer and getting loyalty thanks to its recognized quality and consistency.

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## Oleo Quirós


### Tradition and Innovation



 Oleo Quirós have always believed in the need for a sustainable and environmentally friendly agriculture, hence their plantation is certified as organic. They are also convinced that each extra virgin olive oil has its own footprint. The terroir, the climate or the processes of each oil mill -even sharing best practices in terms of quality- reminds the oils of where they come from. Those of this Toledo company -Arbequina, Picual and Cornicabra, the latter with PDO Montes de Toledo- are EVOOs with character, of a sandy terrain and low rainfall, with bitter and spicy accents but very stable over time.

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



 The Finca La Moncloa, between the towns of Mora and Mascaraque, owned by the García-Quirós family since the mid-twentieth century, has always been linked to the production of olive oil. As its general director, Rufino García-Quirós, points out, the simple act of transforming 350 ha. of cereal to olive groves and almond trees makes a small contribution to the removal of CO<sub>2</sub> from the atmosphere, not forgetting the firm commitment to organic farming, with practices of no tillage and spontaneous plant cover. In addition, in 2020 all the energy consumed in the farm and mill will come from renewable energy sources.



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



## Olivais do Sul




### Sustainable Luxury

 Olivais do Sul was created in 2005 as a project of a small group of entrepreneurs who decided to combine their experience, knowledge, enthusiasm and leadership vocation to establish a young, dynamic and innovative company dedicated exclusively to the highest quality extra virgin olive oil. Since its foundation, this socially and environmentally responsible company has opted for sustainability, being the first Portuguese company to obtain the ISO 14001 certificate not only in the mill, but also in the field. Olivais do Sul prepares its balanced high-end EVOOs following the guidelines set by the Integrated Production system, an intermediate step between traditional and organic farming. In this way, waste-free extra virgins are obtained, in high demand in international markets.

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



 Reaffirming its commitment to sustainability and care for the environmental, the company has obtained this campaign certification to produce its own organic oil, available in the market since the beginning of the year. Also, photovoltaic panels will be installed within a PDR2020 project to supply clean energy to the pumping stations for irrigation of the olive trees. Furthermore, Olivais do Sul is part of an EU LIFE project to value a by-product such as alpeorujo in order to produce food for the animals and nutrients for the plants.


## Olivapalacios

### A Passion for the Olive Tree

 In Olivapalacios, a family business in Almagro (Ciudad Real) dedicated to the production and packaging of unique Premium EVOOs of the Picual variety (*Palacio de los Olivos*), they consider it essential to pay maximum attention, care and dedication in the cultivation of its olive trees -240 ha. of soil of volcanic origin rich in mineral nutrients- throughout the year, respecting and maintaining agricultural biodiversity and optimizing the different resources that nature provides to naturally regenerate nutrient cycles, curb possible erosive processes and improve the contribution of organic matter to the soil.

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





 Thus, in the Los Palacios estate, nutrition and pruning techniques of the olive tree and oil extraction processes are used that are very respectful to the environment through a controlled use of water and nutrients, at the optimum moment of absorption; in addition to having the advice of specialized agronomists. Its clear commitment to sustainability and the protection of the high natural value of its olive grove translates into the application of good agricultural practices that ensure the economic viability of the farm, maintaining ground cover between rows to improve the nutrition of the soil, fixing the water and protecting it from erosion and spreading the composted remains from pruning to return nutrients. In Olivapalacios, the waste generated is managed in a very productive way: certified collection of vegetation waters, dehydration of the olive pit as organic fuel, use of compost of leaves and pruning branches as nutrient or for grazing, etc.



# Oro del Desierto

## Pioneering Nature

 The *Oro del Desierto* early harvest EVOO is produced under sustainability criteria and comes from a unique territory like the *Desierto de Tabernas* (Tabernas Desert), in Almería, with more than 3,000 hours of sunshine per year and less than 200 mm. of precipitation. Here, irrigation is almost mandatory, but thanks to the simple but effective buried design devised in 2003 by its manager, Rafael Alonso, savings of up to 35% are obtained compared to conventional drip irrigation. In recent years a completely buried system has been implemented that has the support of a climate station, sensors and software to control the parameters and make even more efficient use of water, a scarce and very precious asset.

 Similarly, both the farm and the mill have photovoltaic solar installations, very efficient and capable of producing more Kwh than necessary in the annual consumption balance, being energy self-sufficient. Waste from oil production (*alpeorujo*) is used either as biomass for heating (bone) or composted to convert into fertilizer for the farms. All pruning is crushed and added to the soil by fixing carbon and improving its structure -and fertility- with the contribution of green organic matter, while the equine livestock has been integrated into the farms, which guarantees a continuous harvest of spontaneous plant cover that also protects the soil and improves the infiltration of rainwater.



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



# 10<sup>3</sup>

"Our next EVOO will be produced exclusively from the Mediterranean millenary cultural heritage."

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# Oriol, Mateu and Eduard

Three Musketeers  
of the Kitchen that  
will make you enjoy  
a Good Battle

By Pandora Peñamil Peñafiel



They met and trained at El Bulli, and developed their passion by opening in 2012 the restaurant *Compartir -share* in Spanish- on the Costa Brava, and they have reached the gastronomic sky with *Disfrutar -enjoy-*, in Barcelona, with which they have been placed in position # 9 of The 50 Best Restaurants in the World. The chefs Oriol, Mateu and Eduard, unconditional fans of the Arbequina EVOO, have worked very hard for you to enjoy. Will they exchange blows? Take a seat and watch the battle!





## We asked them...

1. If we speak about olive oil, what is the first sensation that comes to mind? Do you remember the first time you tried it?
2. Finish the sentence. Extra Virgin Olive Oil (EVOO) inspires me...
3. What use do you make of extra virgin olive oil? How important is it in your kitchen?
4. Your favorite dish with EVOO.
5. Confess... What EVOO can we find in your restaurant? What varieties and why?
6. Take the plunge. Your favorite extra virgin is...
7. In life and in EVOO: bitter or spicy?
8. In your opinion, what is the reason for the lack of consumer culture as far as extra virgin is concerned?
9. Do you consider extra virgin olive oil a *cool* and modern food?  
If you are invited to dinner at a friend's house, would you give a bottle of EVOO instead of wine?
10. Extra virgin is one of the healthiest foods in the world. If you had only one minute to sell it to a consumer who does not know it, why would you tell them to use extra virgin olive oil?

Duroc pig bucket with truffled  
parmentier topped with White  
Truffle CAVIAROLI.

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Extra virgin olive oil caviar  
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## They answered us...



**Oriol Castro**

*“EVOO cannot be missing in our cooking because it is an essential part of the Mediterranean Diet”*

1. The first memory I have goes back to my childhood, when they brought me the oil of the first day of harvest. I tried it when my grandparents brought it to me directly from the field, it was a magical and fresh taste.

2. Quality.

3. EVOO helps us to give the final touch to a dish, to give it a fresh, soft touch... And, of course, it cannot be missing in our cuisine because it is an essential part of the Mediterranean Diet.

4. Bread with tomato with a good splash of oil or simply toasted bread with EVOO.

5. Some Arbequina from Les Garrigues. I love this variety because it is subtle and smooth, it gives dishes a delicate flavor and is not as aggressive as others.

6. Any of the Arbequina variety.

7. Neither bitter nor spicy, I like the soft and floral oils.

8. There is more and more knowledge on the subject, but it is something we cannot just leave aside. We must continue educating so that people learn to value it.

9. It is a staple in our cuisine and it plays a very important role. I don't think it's modern, because it is noted for its long tradition. As for giving it... that depends on the moment, but I have given both EVOO and wine, and even both at the same time!

10. Because it is a healthy product that rounds off any dish, providing sweetness in the mouth and an unmistakable taste.



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## Mateu Casañas

*“Extra virgin is a travel companion that you can never forget”*

1. I don't remember the first time I tried it, but I think it's almost inborn. Living in a land like Alt Empordà it's an ingredient that is part of your life from the time you are in your mother's womb. The first sensation that comes to mind is that of my home, of being with my family, my friends... Something very present in our daily lives.

2. It inspires me... transversality. The olive tree, its fruit and the oil we get from it is one of the most transversal things in the whole area washed by the Mediterranean. It is a tree that enjoys great health and that inspires respect, tradition and a cohesive effect of the cultures that are part of this area.

3. It is fundamental. It is one of the ingredients inherent in our way of cooking, working and understanding the dishes. We should not even think about whether or not to add olive oil, it's part of everything we do.

4. A good question. It all starts with olive oil. A good dose of olive oil in a casserole, some chopped garlic, a broken up tomato, green pepper, chipped potatoes and olive oil in the background. The fish is added, the fish stock, etc. and EVOO brings all these products together. In addition, we can always accompany a dish with a good garlic and oil mayonnaise.

5. We always have an extra virgin of Les Garrigues 100% Arbequina, which is very versatile and helps us find everything we look for in our preparations. We also use other specific EVOOs, of Arbequina, Picual or Argudell varieties from the area of l'Empordà, that bring personality to all the dishes we make.

6. Returning to my geographical area, Alt Empordà, a 100% Argudell EVOO. It is an oil that takes you back to the flavors of this land.



7. Preferably bitter rather than spicy. It does not mean that we are like this (*laughs*), but I do prefer bitterness to spiciness.

8. Apart from the people who worked it or who had it nearby, many years have passed without olive oil obtaining the prestige it enjoys today. It is a task that never ends and that we must continue working on. I think that explaining and assimilating the added value that this product brings to a gastronomic and healthy level is something that we will increasingly embrace.

9. Today it can be a *cool* and modern product, but the story behind a bottle of EVOO can be as unique or more so than that of wine. In the end, the effort is the same and deserves the same respect. In short, there are highly worked olive oils on the market that may not have a prestigious name, but are made by people who pamper and care for the land. It is a product that we could -and should- give with all the love in the world.

10. Because the day you try it, you will not stop consuming it. It is a path of no return, when you understand and consume it, you assimilate it to be part of your life. It is a travel companion that you can never forget.



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## Eduard Xatruch

*“I think I don’t know anyone who has told me they don’t like olive oil”*

1. Olive oil is linked to our lives, we have consumed it at home since childhood. In my case, as I am from Tarragona, from Vila-seca, EVOO has always been present in my daily life at home. Every year, in mid-November, I always went in search of new oil. It is an indispensable ingredient in my family. I don’t remember the first time I tried it, probably because I was a baby or very small.

2. Cooking, family and roots.

3. Both in Compartir and Disfrutar it is one of (if not the most!) the most important products we use, because we use it in countless preparations. It has many applications, both for griddles, vinaigrette, dressing or more complex textures such as a textured olive oil with butter texture. Another product that we also use a lot is *Caviaroli*, an olive oil caviar.

4. I am an avowed fan. I love to eat a good bread, well soaked in olive oil and salt crystals. It’s very simple, but it’s delicious.

5. We are fortunate to receive samples from many producers for us to try, but the EVOO we use in our restaurants is protected under the PDO Les Garrigues. It is an Arbequina of the Vila-seca cooperative of the highest quality and to which we are accustomed. One olive oil or another can totally change the taste of a dish.

6. All oils are different and have their own aromatic notes, but I am very comfortable with the Arbequina EVOOs.



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NEW LEADER IN

**IBERIA**

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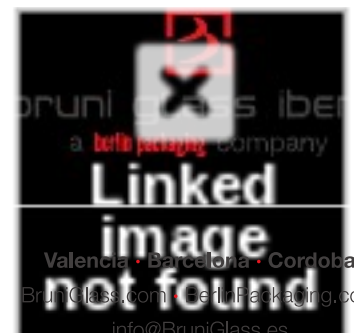
Patented Model

## **Bruni Glass Iberia.** Faster and more efficient.

Bruni Glass Vidremar and Vidrimon combine their expertise **becoming Bruni Glass Iberia**, thus giving rise to a leading company stronger and **closer to the iberian market**. The new organization can rely on a world-class design team and provide **an increased customer oriented service**.

## **Bruni Glass Iberia.** Más rápido y más eficiente.

Bruni Glass Vidremar y Vidrimon combinan sus conocimientos **convirtiendose en Bruni Glass Iberia**, creando así una empresa líder, más fuerte y **más extendida para el mercado ibérico**. Esta nueva organización dispone de un equipo de diseño de clase mundial y ofrece **una gama cada vez mayor de servicios para el cliente**.

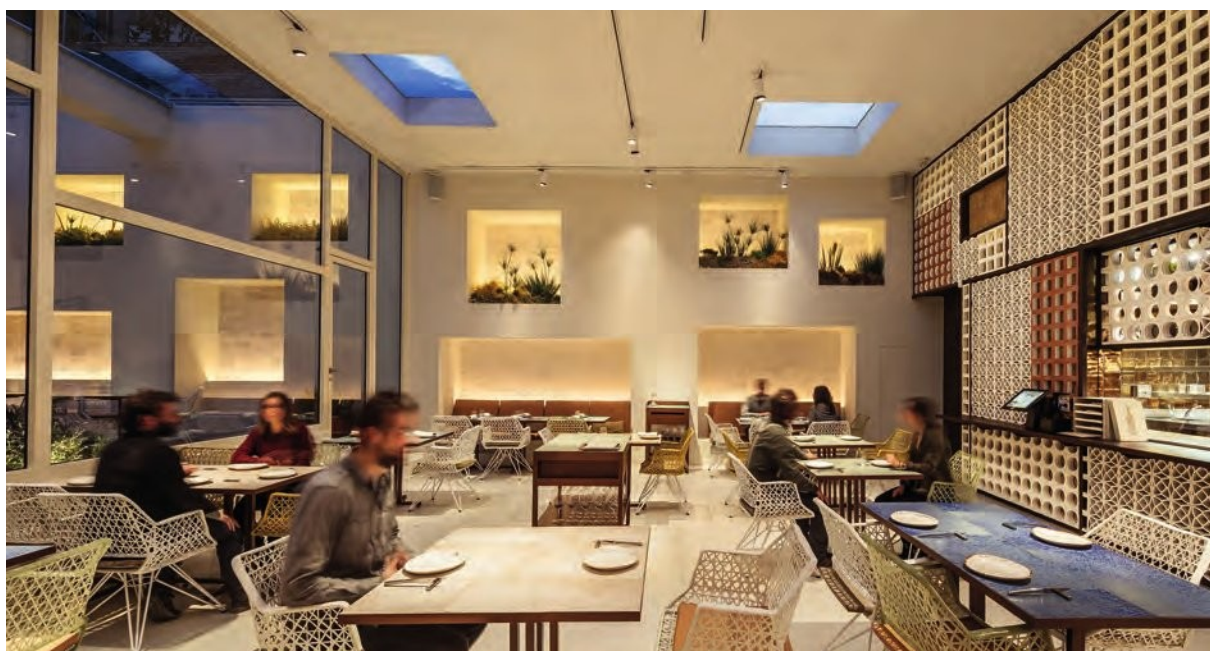


7. Neither bitter nor spicy... Following my previous answers, I prefer the fruity and fresh notes that the Arbequina variety brings us.

8. I think that there are more and more people who know how to differentiate a EVOO from one that is not, but, perhaps, for many years there has been talk of olive oil in a very generic way and it would be necessary to educate children in school, for example. That they explain the different oils, typologies and define clearly what an EVOO is. Once you tell them, it is very easy to understand and they are the consumers of the future, they should be able to choose with better judgment.

9. I don't consider the oil as *cool* or modern, but it's great. For me it is more a day-to-day product, indispensable in any kitchen. Honestly, when I have gone to dinner at a friend's house I have never brought a bottle of oil, but if a guest came and did so, I would greatly appreciate it. It can have the same value as a wine and everyone likes it. In fact, I think I don't know anyone who has told me they don't like it.

10. I think it's easy: first, because it's healthy; and second, because it's delicious. Any vegetable, for example, seasoned with EVOO, improves considerably. It's easy to use, it's a long-lasting product and if we compare the amount we spend on a dish, in relation to the cost involved, it's worth it. It's a product that enriches all dishes, that everyone likes and has very few allergens... and apart from that, it is terrific. Come on, it is so worth going for!





el diseño que deja huella  
*the design that leaves a mark*



**cabello** × **mure**  
BRANDING & PACKAGING  
*de autor*



# TOP10 EVOOLEUM Packaging Awards

## The 10 Best EVOO Designs in the World

By Alfredo Briega Martín

Elegant. Evocative. Innovative. Vintage. Fun. Clear. Practical. Original. These are some of the adjectives that describe the best packaging designs of EVOO in the world. Here we present an exquisite collection from the four editions of the EVOOLEUM Packaging Awards selected by the competition jury. Authentic collector's items that emphasize the importance of the continent. The perfect gift. Because never has the extra virgin been so beautiful.

A pioneer in its genre, the EVOOLEUM Packaging Awards is the first contest in the world dedicated to recognizing the best packaging designs in which all the juices that are presented to the International Awards for the Quality of Extra Virgin Olive Oil (EVOOLEUM Awards) participate, and whose objective is none other than to value the great creative revolution that this segment has experienced in recent years in terms of the presentation and design of the packages that house the precious liquid gold.

The jury, made up of professionals of an openly multidisciplinary nature and recognized prestige in each of their fields of activity, with talent and creativity as a common link, has been comprised, among others, of the famous fashion designer Ángel Schlesser; chef and restaurateur Javier Bonet, creator of reference spaces in Madrid like the *Sala de Despiece*; the

journalist and blogger Teresa de la Cierva, member of the Royal Academy of Gastronomy; renowned gallerist Jacobo Fitz-James Stuart, owner of *Espacio Valverde*; the founding partner and director of the TELVA Cooking School, Sesé San Martín; the painter, sculptor and designer Alberto Corazón, an international reference in Spanish graphic design; the director of the Loewe Foundation, Sheila Loewe; the interior designer and decorator Pepe Leal; the businesswoman and influencer Cayetana Vela; and photographer Isabel Muñoz, awarded the National Photography Prize in 2016 and with two World Press Photo.

The EVOOLEUM Packaging Awards are divided into three categories: Best EVOO Premium Design, Best Innovative Design and Best Retail Design. Here is the TOP10 of the four editions held to date according to the prestigious jury.

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*"Its graphic appearance refers to the olive grove and the earth, with the trunk drawing combining perfectly with the color gold and black and white"*

Teresa de la Cierva

## ARBOR SACRIS

*Gold Medal for Best EVOO Premium Design  
EVOOLEUM 2020*

The graphic studio Debonatinta is responsible for the elegant packaging of this EVOO from Mil&Un Verd, S.L., from ancient olive trees of the Farga variety, whose impeccable and meticulous typography -where the severe black and white of the photograph, both in the bottle and in the luxury case, combines perfectly with the golden stamping of the brand- won over the jury of the fourth edition of the contest.



— Somos lo que producimos —

Recuerdos de nuestros antepasados,  
la herencia del tiempo,  
la semilla de nuestra cultura,  
el fruto de la resistencia,  
las raíces de nuestros hijos...

Somos,

**ARBOR SACRIS**

AOVE Milenario



/ GOLD MEDAL /  
BEST PREMIUM  
EVOO DESIGN



GANADOR EDICIÓN 2019

“Su alma mediterránea, su aroma y su sabor,  
un regalo para recordar siempre”

— Somos lo que producimos —

Recuerdos de nuestros antepasados,  
la herencia del tiempo,  
la semilla de nuestra cultura,  
el fruto de la resistencia,  
las raíces de nuestros hijos...

Somos, ARBOR SACRIS

AOVE Milenario



— We are what we produce —

Memories of our ancestors,  
the legacy of time,  
the seed of our culture,  
the fruit of the perseverance,  
the roots of our children...

We are, ARBOR SACRIS

Milennial EVOO





## 1490 PALOMO SPAIN

*Ex Aequo Silver Medal for Best Premium EVOO Design EVOOLEUM 2020*

This attractive dark porcelain bottle, designed by the Cordoba company 1490 Fuente de la Rosa S.C. together with the designer Palomo Spain and inspired by his 1916 collection, seems like a perfect option as a gift and as a decorative element. The design, inlaid with gold and with a ball cap in homage to the cognac bottles of the time, has a finish inspired by one of the original prints of the collection, forming tears of lava like when olive oil and water come into contact. A jewel in a limited edition of 1,490 personalized and unique pieces.



*"It has the elegance of a bottle of brandy"*  
Ángel Schlessler

150

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# CORTO HARVEST LIMITED RESERVE

*Ex Aequo Silver Medal for Best Premium EVOO Design EVOOLEUM 2020*

This exceptionally fresh and tasty Premium EVOO from Corto Olive Co., with roots in Lucca (Italy) and raised in California (U.S.A.), stands out for its elegance, balance and similarity to a *Gran Reserva* wine, while telling the story of its olive trees inside the box.



*“It reminds one so much of a Gran Reserva wine that it appears to have been made by experienced winemakers”*  
Sesé San Martín

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# CUAC

Silver Medal for Best Innovative Design  
EVOOLEUM 2020



*“An original and delirious gift that leaves no one indifferent”*

Jacobo Fitz-James Stuart



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*Cuac*, an organic early harvest EVOO from the Jaen company Verdejear, S.L., dazzled the jury thanks to its fun design -created by the branding & packaging agency Cabello x Mure-, modern and fresh, where everything is thought of: the rubberized finish, the beak-shaped collars, the typography, etc. A concept that encompasses a friendly and distinctive message with a crazy point which refers to the classic rubber duck of our childhood.

The art that gives new look to your bottle



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DECORING GLASS

# HERDADE DO SOBRADO

Gold Medal for Best Design Retail Range  
EVOOLEUM 2019

For the packaging of this Portuguese Bajo Alentejo blend its designers chose to recreate the colors of the olive grove and the velvety, delicate and soft touch of olive oil. A visual identity that associates its high quality with the strong convictions of environmental responsibility that characterize its producers.



*“Its vintage format and the clean tones of its label remind us of Mediterranean cuisine”*

Isabel Muñoz



<http://olivejapan.com/en>

ONLINE registration started!! Deadline April 10, 2020

Organized by the Olive Oil Sommelier Association of JAPAN (OSAJ)



## CORTIJO EL PUERTO

*Bronze Medal for Best Innovative Design*  
EVOOLEUM 2019

The main players of the *Cortijo el Puerto* packaging -designed by Cabello x Mure- are the animals living on the farm, which lend their image to each of the 11 gourmet monovarietals of the “Granja” (“Farm”) Collection. The ecological concept is evidenced in a label and packaging design rich in formats, varieties and colors, highlighting this “syrup bottle” that pays homage to the pharmaceutical ancestors of the De la Torre Liébana saga and a clear nod towards the healthy side of EVOO, organic farming and the Mediterranean Diet.



*“A lighthearted and innovative packaging reflecting biodiversity and the positive spirit that characterizes the Cortijo el Puerto estate”*

Cayetana Vela





*“A fun gift that invites diners to play around and becomes the protagonist at the table”*

Javier Bonet



## LA MAGIA DELL'OLIO

*Gold Medal for Best Innovative Design*

*EVOOLEUM 2020*

Devised by architect Antonella Roversi and designed for the catering industry *La Magia dell'Olio*, from Azienda del Carmine (Ancona, Italy), is, in the opinion of the jury, the most original and innovative format seen to date -eight 20 ml. aluminum tubes whose shape resembles those of oil paints-; a modern and appetizing product that invites you to choose and try a great selection of flavors in a single case.



CONSORZIO  
SALENTINO  
OLIVICOLTORI

*Tante storie, una sola identità.*





## MOLINO ALFONSO EMPELTRE

Gold Medal for Best Design Retail Range  
EVOOLEUM 2018

The clean and clear design of *Molino Alfonso Empeltre* aims to convey the centuries-old tradition of this oil mill in Belchite (Zaragoza) -in operation since 1907- and the quality of its EVOOs. The work carried out by Estudio Versus reflects a careful and handmade product for which a 1 l. metal container was chosen to protect it from light, perfect for restaurants.



*“An elegant vintage container with clear family and homemade reminiscences, of handmade flavor, which highlights a successful combination of colors and fonts”*

Pepe Leal

# Tapi Non-refillable pourer:

The cutting-edge, non-refillable tamper-proof pourer for the olive oil market.



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Tamper-proof system



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## OLIDAYS

*Silver Medal for Best Innovative Design  
EVOOLEUM 2018*

The designers Daniel Morales and Javier Euba (Moruba) created a pastoral father-son print that recalls the nostalgia of the times spent on family holidays in Mallorca and the uniqueness of the product, conveying quality and sophistication. In addition, the jury praised the innovative format and proportions of the bottle, as well as the vintage touch with the black and white photo of the label, and its striking golden embossed typography. Holidays is the magic word and *Olidays*, the syrup of happiness.

*“A modern, simple and fun packaging that provides us of much more than a simple EVOO”*

Sheila Loewe



## BAÑÓN

*Gold Medal for Best Innovative Design  
EVOOLEUM 2017*

The design of *Bañón*, by the innovative packaging laboratory ipacklab, took into account the family character of this Jaen company, dedicated for more than two centuries to olive growing, putting the accent on the *O* of olive and olive groves, and harmonizing the brand image with the refined and minimalist forms of the bottle and its cap. Among other aspects, the jury highlighted the elegance of the bottle and the use of a clean and direct typography.



*“The excellent development of its graphic concept establishes an immediate association with the product, resulting in an elegant and very well-dressed bottle”*

Alberto Corazón



# Premium labels



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Stamping Label Prize  
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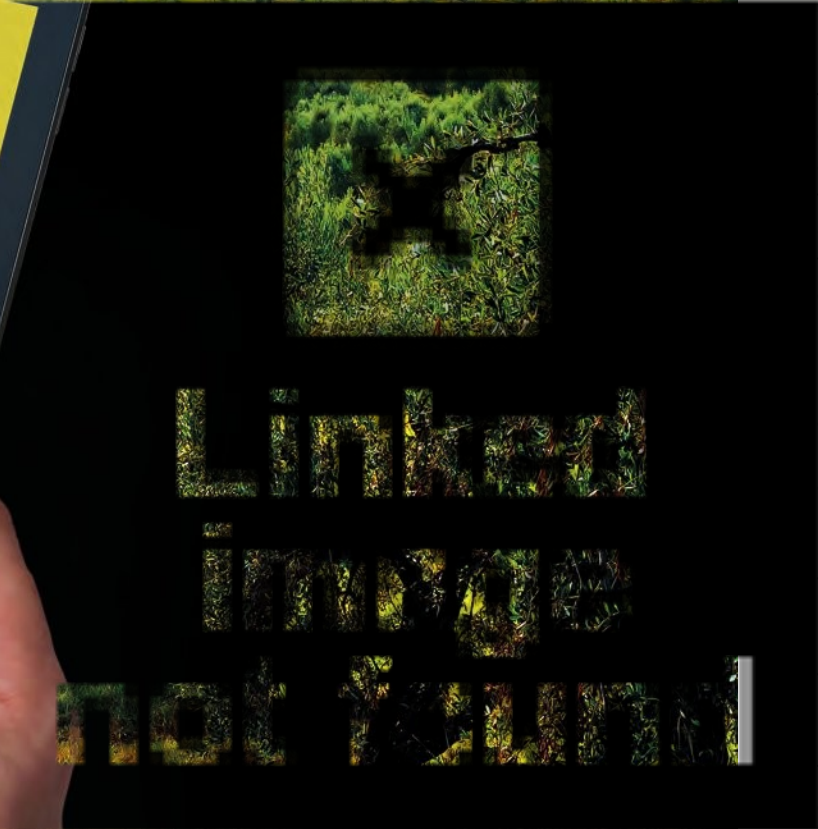
Silk touch



# Boosting the image of *Olive Oils from Spain* in the world

The Spanish Olive Oil Interprofessional works to strengthen the sales leadership of Spanish olive oils and bring it to the minds of consumers worldwide.





The 21<sup>st</sup> century has seen the consolidation of Spain's global leadership in the production and trade of olive oils. It produces half of all olive oils worldwide and sell to more than 170 countries. As an example, look at the export figures for 2018. In that year, Spain sold 897,405 tons of olive oil outside its borders. An amount almost double the exports of the other two major European producers together: Italy (296,520 tons) and Greece (164,327 tons). And not only that. Spanish companies have managed to diversify their portfolio of international clients. If we take the year 2008 as a benchmark (a year in which 653,823 tons of olive oils were exported), 82% of the olive oils sold abroad were destined for European markets. America accounted for around 10%; Asia, 5%; Oceania, 2%; and Africa, 1%. The picture in 2018 was very different. With almost 900,000 tons exported, Europe acquired 68% of Spanish oils. At the same time, sales soared in America to reach 17% of total exports, while in Asia they reached 11%. Oceania rose to 3% and Africa remained at 1%.

This magnificent position in the market is not the result of chance. To the work of the Spanish companies we must add the work that the Spanish Olive Oil Interprofessional has been doing for a decade to promote the product among consumers around the world. Large-scale

campaigns such as three that are currently underway on three continents and in nine countries under the philosophy named “Olive Oil World Tour”, in an initiative co-financed by the European Union. These three campaigns are uncovering the gastronomic and health benefits of one of the pillars of the Mediterranean Diet for consumers in the United States, Japan, China, Taiwan, the United Kingdom, Germany, Belgium, the Netherlands and Spain.

### Spain, undisputed leader

But the sector is aware that sales leadership does not automatically translate into a powerful image in the mind of the consumer. Many buyers remain unaware of the strong position that Spain enjoys in this sector, being the true world reference. It is not only about selling more, but about establishing the image of Spain as the undisputed leader in all orders. In short, that the consumer chooses, among the various options that exist in the linear, the guarantees offered by the number one. And that is not easy in the case of Spain, a country that, in many cases, has a very diffuse image among consumers from other continents.

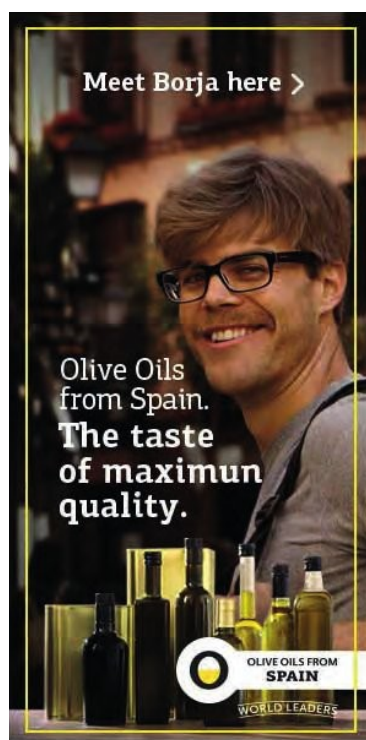
The promotion campaign “The Taste of Maximum Quality” that, over the next 10 months, will work to promote the *Olive Oils from Spain* in the United States, Japan and China, has been launched to sharpen the image of Spanish olive oils in the minds of consumers in these markets. The choice is not random: these

three countries are the main clients outside the European Union. Together, they purchase almost 20% of the olive oils exported by Spain.

The means chosen to carry the message to the final consumer are social networks, without a doubt one of the most massive, dynamic and effective communication channels today. It is estimated that there are almost 200 million users in the United States. In China, just the Weibo social network has a community of more than 340 million.

Starting from that premise, a very innovative campaign has been designed starring real people. What is proposed to consumers is an approach to Spanish olive oils, gastronomy and culture through the eyes of Borja, an American illustrator; Hiroshi, a Japanese chef; and Rouran, a Chinese language teacher, all of them living in Spain for years. They relate their experiences, their approach to Spanish gastronomy and the central role that olive oils play in the daily diet. But, above all, what they manage to convey is their love for Spain and for what we are.

The objective pursued is to increase the consideration and intention to purchase *Olive Oils from Spain*, highlighting the quality and differential characteristics of this product, so that the consumer in these three markets identifies Spain as a world leader in this sector and that their oils are perceived as the best purchase option and of the highest quality. At the same time, the image that these consumers have of the country is reinforced.





Presentation of the Spanish promotional campaign in Madrid.



For this, several video clips have been designed in which it is possible to follow the adventures of the protagonists in Spain, get to know their families or how they first faced the challenges posed by Spanish cuisine. The campaign is based on specific web pages, within the *Olive Oils from Spain* space, where the consumer can get to know everything about the product, as well as interact and learn to use it in their kitchens.

### *Major promotional campaign in Spain*

This campaign aims to increase consumer awareness and appreciation for Spanish olive oils internationally. But it is clear that the Interprofessional cannot forget the first market in volume of consumption: Spain. A consumption that in recent years has been showing signs of weakness. According to official figures, consumption in Spain (including homes, restaurants and industry) has dropped by almost 100,000 tons in the last 18 years, based on the 2001/02 campaign; going from 631,200 tons in that year to 538,000 tons at the end of the last campaign, 2018/19. A trend that is not exclusive to the Spanish market, since it can also be seen in the second and third European producers – Italy and Greece.

And it is not an image problem. Nine out of ten Spaniards consulted by the company Kantar Media cannot imagine their world without olive oil and consumers recognize that they like the versatility of the product, its possibilities and its ability to adapt to all citizens of any age and at any time. But at the same time it is perceived that the image of this food is somewhat “deactivated” in the mind of the consumer. That is, it is so used to the product that it does not give it the value it really has and often it goes unnoticed. For this reason, the Spanish Olive Oil Interprofessional has launched its most ambitious campaign to promote the national market that affects the sector’s commitment to link the product to a healthy lifestyle and diet, and also strengthen the connection of the product with the territory. Because olive oils give life to the villages and towns of Spain and benefit the local economy, employment and the environment in many areas of the country.



**OLIVE OILS  
FROM SPAIN**

Under the claim “*And you... can you imagine your world without olive oil?*” some pieces have been designed that seek to rejuvenate the image of this food with a very fresh and casual tone, in which humor is the key to approach the target audience.

# Mercado Little Spain:

## The American Dream of José, Ferran and Albert

By Alfredo Briega Martín



Welcome to a little piece of Spain in the Big Apple with three legendary chefs -and friends-. Where? In Hudson Yards, the new trendy neighborhood in west Manhattan, at the end of the Highline. A treat for the eye and the palate.







Developed over more than 30 years, the Mercado Little Spain, in Hudson Yards (New York), comprises the realization of the American dream of José, Ferran and Albert. We not are talking about three anonymous citizens. We are speaking of José Andrés, surely the most influential chef in the world, for whom *The World's 50 Best Restaurants* has recognized his work and professional career by giving him the American Express Icon Award 2019 for having introduced Spanish cuisine in the United States and for his innovative culinary offerings. Not forgetting his humanitarian side -he has been nominated for the Nobel Peace Prize- through the World Central Kitchen project, which fights against malnutrition in countries such as Haiti that have been victims of natural disasters.





Ferran and Albert are the Adrià brothers, who met the Asturian chef at El Bulli, Ferran's restaurant in Cala Montjoi (Rosas, Gerona), where José Andrés worked for two years at the beginning of his professional career. Three legendary chefs embarked on the exciting mission of bringing the authentic flavor of Spain to New York, recreating the experience of attending a vibrant market where you can explore and discover the wonders of Spain's cuisine and its products.

"The Mercado Little Spain project -launched by the company ThinkFoodGroup, owned by José Andrés- is a dream shared by the three for 30 years that culminates in a way of seeing Spanish cuisine, establishing a dialogue between tradition and modernity, with the hope that it becomes a great tool for the export of Spanish products to the US", says Ferran Adrià.

*This brand new market aims to offer all its visitors a complete experience of immersion in the rich Spanish culture*



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*Three restaurants each with their own personality... and much more*

The Mercado Little Spain offer includes three restaurants -*Leña*, *Mar* and *Spanish Diner*-, each with a different culinary approach and complemented by a vibrant decoration and furniture coming almost entirely from Spain, with design finishes, artwork, graphics and custom murals created by some of the most talented and visionary Spanish artists and creators; two specialized bars -*Bar Celona*, a cocktail bar; and *Vinos*, dedicated to Spanish wines; a shop of dry products and cookbooks -*El Colmado*-; and 15 food and sale kiosks (*Bocatas & Empanadas*, *Bravas*, *Churros*, *Cocas*, *Granja*, *Huevos*, *Frituras & Pulpos*, *Jamón & Queso*, *La Barra*, *Paella & Carnes*, *Pasteles & Helados*, *Flores*, *Frutas & Verduras*, *Kiosko* and *Pescados*).



Mar is decorated with a large mural of the Spanish coast, the work of the famous Valencian artist and graphic designer Javier Mariscal.

If *Leña*, dedicated to paellas and roasted meats, is an ode to grilled and live-fire cooking (grilled cuisine), with Basque and Asturian grills as a reference point, *Mar* is an intimate and elegant restaurant whose counter offers a great variety of fresh seafood imported from Spain. The first is distinguished by its intense red and brown color palette, accompanied by the graphics done by Madrid designer Oscar Mariné, creator of the logo in bright shades of orange, red and pink that symbolize the fire that drives its kitchen. Meanwhile, *Mar* is decorated with a large mural of the Spanish coast, the work of the famous





One of the best Picual Extra Virgin Olive Oil  
in the world by EVOO World Ranking 2019

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



Valencian artist and graphic designer Javier Mariscal, creator of the distinctive brand -a marine creature- of the restaurant. With only 43 seats in the L-shaped dining room, the rich blue patterned tiles, the banquettes and nine counter seats stand out, in addition to an open kitchen that allows chefs to be seen in full action.

Finally, *Spanish Diner*, located under the metal structure of the Highline, is a bustling meeting point open all day with a specialized bar, a stand of fresh flowers and a gift kiosk, with high ceilings, retractable walls and mobile screens where you can enjoy, among others, live football matches of the Spanish *LaLiga*. The restaurant's distinctive logo has been designed by Navarra artist Mikel Urmeneta, creator of the *Kukuxumuxu* brand and longtime collaborator with José Andrés.



The 15 food and sales kiosks of Mercado Little Spain -t-shirts and gift items are also sold- offer a wide selection of *tapas* -one of the most exportable concepts of Spanish cuisine- and many other delicacies of the *Made in Spain* gastronomy: Iberian ham, *churros*, fried fish, seafood, octopus, *patatas bravas*, *paella*, *gazpacho*, sandwiches, pies, cakes, *cocas*, pastries, tarts, ice cream... The universally famous *tapas* play a prominent role in the market; not surprisingly, José Andrés's *Jaleo* restaurant became the first *tapas* restaurant in the U.S. As for the typically Spanish drinks that can be found in the market, in addition to artisan cocktails, a selection of vermouths and three varieties of sangria served in *porrones* (traditional pitchers) and jugs to share stand out.

And what about extra virgin olive oil? We are speaking of one of the great ambassadors of the Spain Brand worldwide, of which chef José Andrés is one of its greatest -and proudest- opinion leaders. What role does Spanish EVOO play in the market? Are there specific menus or dishes with EVOO? What varieties can be

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tasted in this market? Marisol Plata, brand and products director of Mercado Little Spain responds. "How could it be otherwise, EVOO is very present in our menus, in dishes such as raw tuna of Almadraba, *gazpacho*, *ajoblanco*, and salad dressings in the Kiosk of *Frutas & Verduras* or pastries (muffins). We use Spanish extra virgin olive oil in all our restaurants, in addition to selling different monovarietals and blends in our Colmado. We work with different suppliers to show the public some of Spain's best oils of varieties such as Arbequina, Picual, Cornicabra, Picuda, Hojiblanca, Lechín and Morisca, as well as several blends".

*Spanish extra virgin olive oil is used in all the restaurants of Mercado Little Spain, in addition to selling different monovarietals and blends in its Colmado*



### *Cultural immersion experience and showcase of modern Spanish decor*

But Mercado Little Spain aspires to be much more than a journey of initiation into Spanish gastronomy. The space offers all its visitors a complete experience of immersion in the rich Spanish culture, beginning with a multimedia projection created by Matt Goulding and Roads & Kingdoms -regular collaborators with José Andrés- that exhibits the food, culture and history of the Spanish markets as a visual and informative appetizer.

Developed by Barcelona's Capella García Arquitectura studio -a loyal collaborator of José Andrés-together with ICRAVE and Anthony Mrkic Architect, Inc., the design and decoration of Mercado Little Spain is inspired and deeply rooted in the most genuine Spanish culture and aesthetics to recreate an authentic corner of Spain in the U.S. More than 40 different custom-made tiles by Vives Cerámica, striking Cosentino stone countertops, chairs, table football and lighting fixtures created by renowned firms such as Mobles 114, RS Barcelona or LZF Studio, respectively...



*Not even the most visionary came forward to know why our oil was going to be one of the best in the world..*

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The atmosphere and the flow of visitors to Mercado Little Spain reflects many of the distinctive qualities that characterize the colorful traditional Spanish markets, in the case of the famous La Boqueria Market in Barcelona, from the abundance of heaps of products, all under one roof, to the characteristic kiosks of all shapes and sizes that form narrow “streets” where visitors walk and shop while being carried away by an infinite range of aromas and flavors.



Moreover, the internal configuration of the space embodies the organized chaos typical of an old town in a Spanish city: a network of narrow and interconnected streets -the streets of the market, which are named after famous Spanish streets and promenades-, corners, squares, avenues and quirky spaces that converge in a central square -the Plaza Mayor-, an open area for celebrations and events.



From the Spanish Diner, guests can access the main market space through a colorful corridor whose walls have a large mural by Barcelona artist Sergio Mora, in which José Andrés and the Adrià brothers appear integrated into one of the dreamlike landscapes characteristic of Mora.

### Prime location

Undoubtedly, another of the great attractions of the market, with just over 35,000 sq. m., is its location at 501 West 30<sup>th</sup> Street, on the ground floor of 10 Hudson Yards, a new neighborhood in west Manhattan, at the end of the Highline -one of the most visited popular places in New York-, where you can find more than a hundred shops, restaurants, art galleries, cultural institutions, etc. in more than 5 acres of public squares, parks and gardens. Mercado Little Spain, which acts as a meeting place for Hudson Yards and a real crossroads along the Highline, is divided into two distinct but interconnected spaces, which are accessed by three entrances: one on the corner of West 30<sup>th</sup> Street and 10<sup>th</sup> Avenue, another on West 30<sup>th</sup> Street between Avenues 10 and 11, and a third through escalators that descend from the main store floor at Hudson Yards.

So, New Yorkers, tourists and foodies are in luck. Mercado Little Spain, a little piece of Spain in New York, has come to the Big Apple. A concept that could be extended to other places in the U.S., Europe or the rest of the world. As an excited José Andrés proclaimed at the opening of the market: “Citizens of New York: Welcome and *bon appétit!*”



**THE TERROIR / EL TERROIR**  
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**01**



**02**

**AWARDS/ PREMIOS**  
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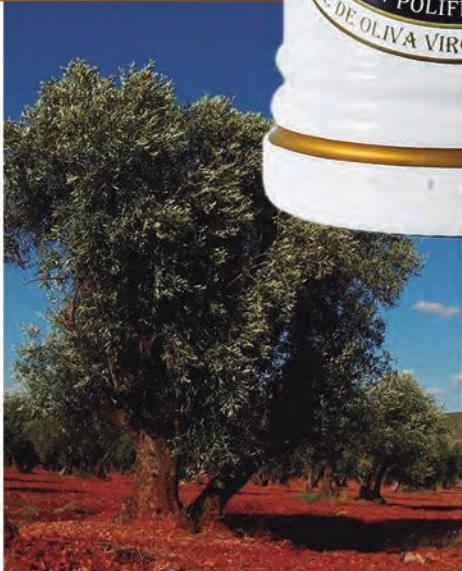
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**03**



**HIGH CONTENT IN POLYPHENOLS/  
 ALTO CONTENIDO EN POLIFENOLES**

**04**

# Bibliothèque

By Alfredo Briega Martín

Here are our suggested proposals for 2020. The 50 essential chefs of the moment. A impassioned claim to the first meal of the day. The intimate relationship between gastronomy and design, or the importance of eating well and sitting comfortably. A collection of the best food infographics. The escape points of Mugaritz, one of the most influential restaurants of our time. The most emblematic dishes that have defined the course of culinary history in the last three centuries. The definitive compilation of the best and most iconic recipes of Italian cuisine... Are you still hungry?  
These delicious books will cater your appetite.

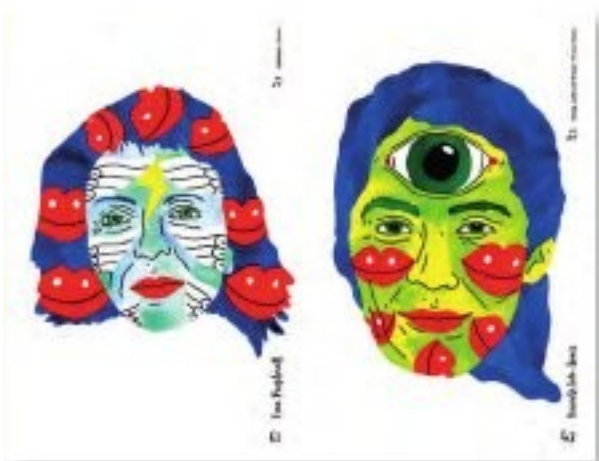




### 50 Chefs you Need to Know to be a Good Foodie

This is an alternative cookbook, as writer Rosa Rivas says in the foreword. A work that invites a slow reading of cooking to meet about fifty essential current chefs, men and women -plus a tribute to the recently deceased Anthony Bourdain-. Around the world in 50 chefs, a cocktail of tradition, modernity and talent that forms an essential compilation for lovers of homemade and signature cuisine as well as for travelers with artistic, cultural and social appetites. Murnau Den Linden -“who is not a Bavarian count or great-grandson of the director of *Nosferatu*, but a multifaceted visual artist based in London who likes to eat and cook”- has created a radiography as the key of a culinary world map whose remote areas and diverse cultures turn out to be closely connected to each other through their fascinating restaurants. A reflection on the current kitchen with vibrant and precise writing and illustrations that make the ecological message the fundamentals of each portrait. The author has associated a song to each chef, thus forming the playlist of *50 songs that you must know to be a good foodie*, available on your Spotify profile and through the book using QR code.

**50 chefs you need to know to be a good foodie.**  
By Murnau Den Linden, **Publisher:** Planeta Gastro.



*Anthony Bourdain*

In memoriam  
1956-2018



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### Big Mamma Cucina Popolare

Founded in 2013, the Italian restaurant group Big Mamma burst onto the London gastronomic scene in early 2019 with the inauguration of Gloria, a Capri-style *trattoria* of the 70s in the heart of Shoreditch whose explosive menu mixes Italian classics with ingredients obtained directly from small producers in Italy. In June, after the success of its first opening, its owners, the French Victor Luggier and Tigrane Seydoux, opened Circolo Popolare, another Sicilian-style *trattoria* in Fitzrovia, where the culinary show ranges from giant meter-wide pizzas to XXL desserts.

*Big Mamma Cucina Popolare: Contemporary Italian Recipes* presents the 130 best recipes of the Big Mamma team -with advice from the chefs- and some of Gloria and Circolo Popolare's most beloved dishes. Delicious and easy to prepare, with other authentic imaginative and vibrant twists on true classics such as *La Gran Carbonara* and *tiramisu*, going through some of the most creative contemporary Italian recipes, such as *Pizza nera con cozze* and *Lasagna sfoglia*. The book -whose design is based on Fima Deruta's bright-colored hand-painted ceramics- contains chapters on *antipasti*, Italian salads, pizza, fresh pasta and *risotto*, main courses, desserts, brunch and cocktails.

**Big Mamma Cucina Popolare: Contemporary Italian Recipes.**  
By Big Mamma team, **Publisher:** Phaidon Press.

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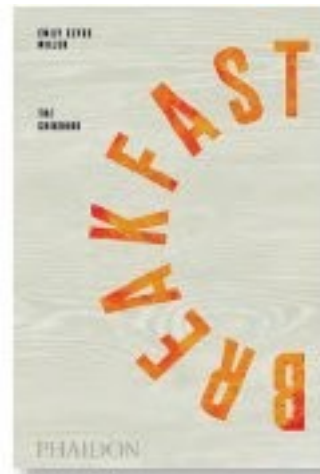


## Breakfast: The Cookbook

Breakfast is widely considered the most important and comforting moment of the day for billions of people worldwide. In recent years it has undergone a cultural transformation, going from being a basic need to becoming an area of outstanding culinary innovation. *Breakfast: The Cookbook* -essential for any breakfast lover who wishes to broaden the horizons of their morning meal rituals- presents a collection of delicious recipes prepared in home kitchens around the world. Written by culinary consultant Emily Elyse Miller, founder of the global series of BreakfastClub events, the work contains extensive research on nearly 400 recipes from 80 countries, from ranchero eggs or the famous English breakfast to lesser-known specialties such as Chinese pineapple buns, Malay *roti prata*, Jamaican green banana porridge, Icelandic *skyr*, South Indian *dosa* or Bolivian *empanadas*. The book also contains a series of essays by world-renowned chefs and gastronomy writers who provide a cultural background to the art of breakfast in a particular country or region, full of personal anecdotes and nostalgic memories about the breakfast tradition.

### Breakfast: The Cookbook.

By Emily Elyse Miller. **Publisher:** Phaidon Press.



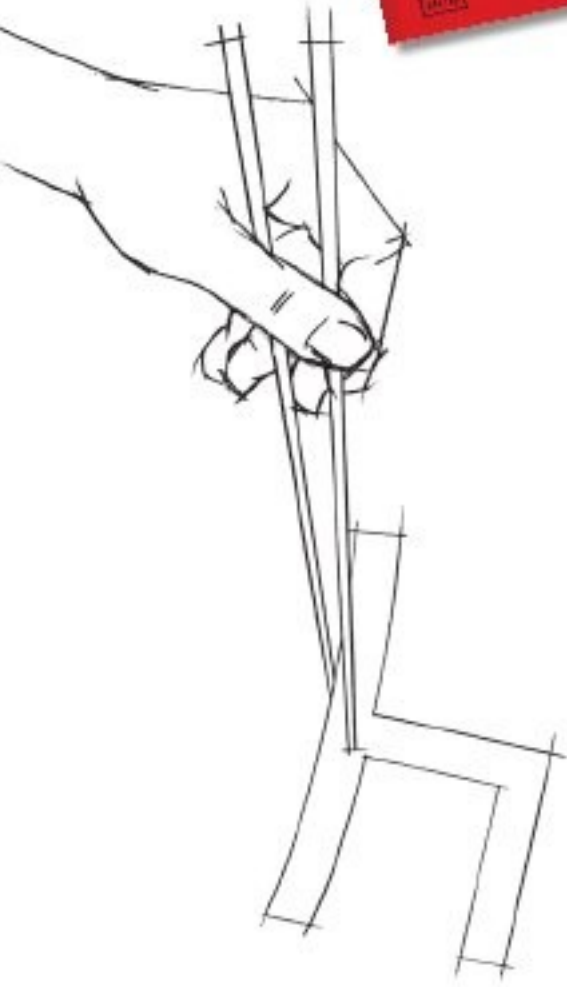
*Semplice.*



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## Eat Well Seated

Design and cooking have much in common. To start, both designers and chefs need raw materials. Some find it in the woods and others in the market. They process it in workshops or kitchens with the help of skilled operators, who have the tools and specific machinery for it, whether cabinetmaking or working with food at low temperatures. This preparation has a lot of craftsmanship and the result of both processes ends up being found on the restaurant table. No chef opens a restaurant today without taking into account the decoration, and offering a top-level dining experience requires paying attention to all the details, but there are two things that cannot fail: the dish has to be delicious and the chair comfortable.

Andreu World manufactures the chairs, armchairs, banquettes or tables of many restaurants designed by professionals who know the importance of eating while sitting comfortably. The idea of considering this is the basis of this work that combines gastronomy with design and that has half a hundred exquisite examples spread over four continents, in addition to the opinions of 15 renowned chefs who together have no less than 39 Michelin stars, from José Andrés to Gastón Acurio.

### Eat Well Seated (Comer bien sentado).

By Álvaro Castro. **Publisher:** Planeta Gastro.





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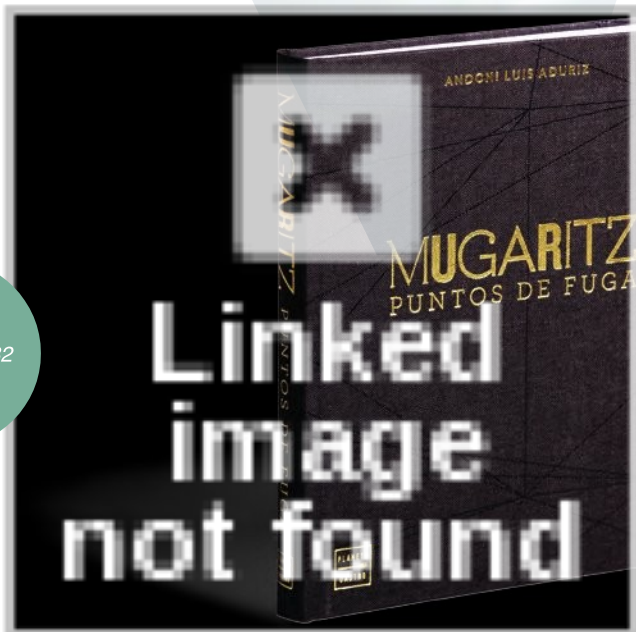


## Mugaritz. Puntos de fuga

Recognized as one of the most concerned and prevalent minds in the current gastronomic landscape, Andoni Luis Aduriz (San Sebastian, 1971) has led Mugaritz since 1998, a project that stands as the creative ecosystem that allows freedom to create without ties. *Mugaritz. Puntos de Fuga* is an intimate and impulsive story about how the kitchen lives, making creativity the best ingredient to inspire, surprise and provoke diners from around the world. Because for Aduriz, food is the best excuse to cross borders and explore territories while transforming ideas into edible expressions. The leaking points are drawn through the confessions of the chef and his team to open the mind and not just the mouth, and inspiring reflections on the present and future of one of the most influential restaurants of our time; 30 concepts to unleash his creativity and 50 recipes to think outside the conventional margins. To this is added a glossary that is not always culinary to face culinary challenges; original photographs, illustrations and narratives to dive into the imaginary Mugaritz; and notes to whet your appetite for notions such as time, luxury, pleasure, chance, transformation, life or even death... in the kitchen.

### Mugaritz. Puntos de fuga.

By Andoni Luis Aduriz. **Publisher:** Planeta Gastro.



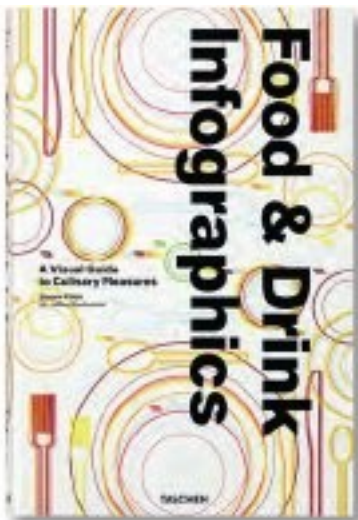
## Food & Drink Infographics

Edited by Julius Wiedemann, *Food & Drink Infographics* brings together a delicious collection of the best infographics on everything that is eaten, drunk and cooked, from equivalence tables with the amounts to be used in cocktails to cookie recipes and tricks to plan a party without stress. It contains all the answers and the best gastronomic graphics, offering solution to all doubts in a lively, simple and easy to remember way.

With infographics of all food groups -from grains and legumes to fruits and vegetables, through fish, meat and poultry-, suggested recipes include soups, sandwiches, snacks, sweets and the best dressings. Other sections deal with the combination of flavors, baked cooking, drinks, cooking tools and techniques, coffee and tea.

The work begins with a historical overview of the depiction of food, about how and where we have used images to prepare, serve and enjoy food and drink; from flat bread that appears in Egyptian hieroglyphs to 19<sup>th</sup> century classics like *Mrs. Beeton's Book of Household Management*. Precise, elegant and full of useful recommendations, this is the cookbook of the future.

**Food & Drink Infographics. A Visual Guide to Culinary Pleasures.**  
By Simone Klabin, **Publisher:** Taschen.



### What makes a recipe great?

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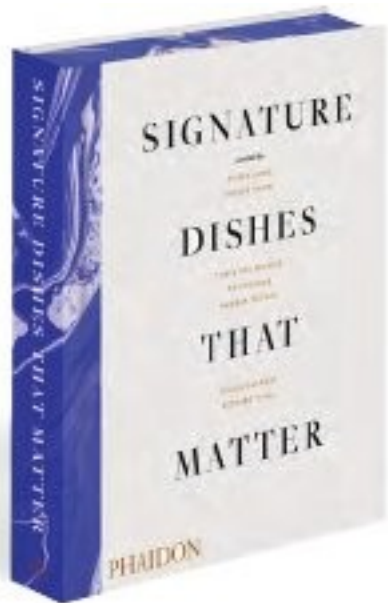
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Best Oil



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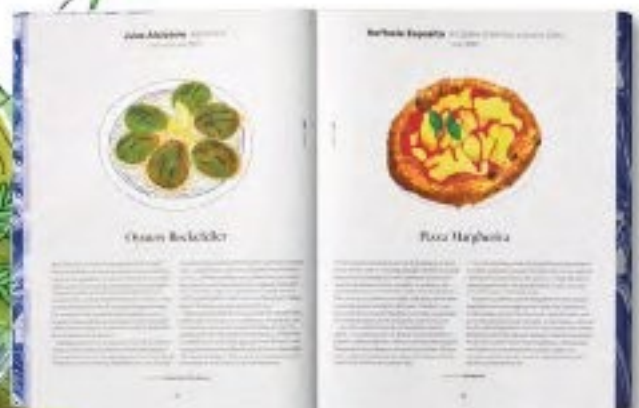
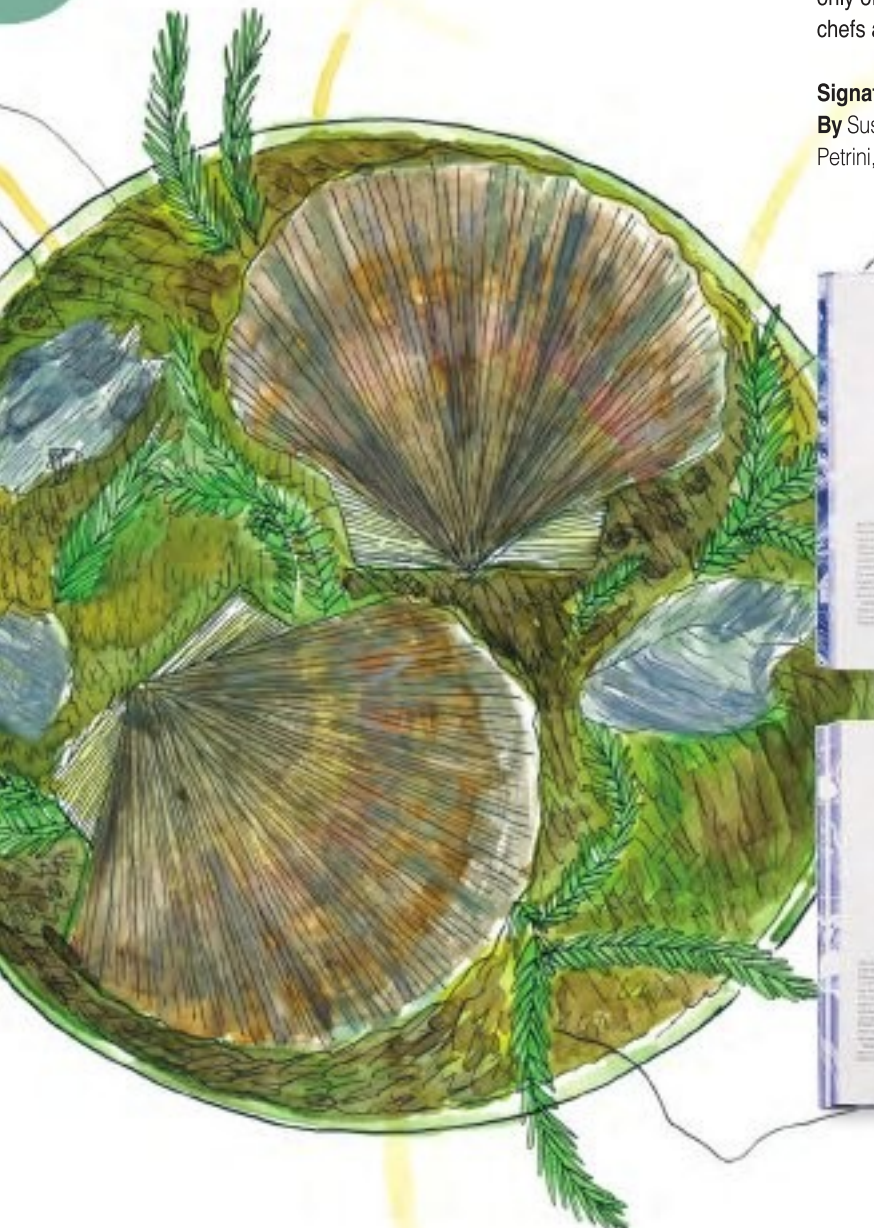
## Signature Dishes That Matter

Part cookbook, part travel guide and part gastronomic encyclopedia, *Signature Dishes That Matter* reveals the fascinating stories behind the creations of more than 200 chefs from 26 countries. More than 240 signature dishes of restaurants selected by an international team of culinary experts (journalists, editors, food critics...) that have defined the course of culinary history in the last three centuries, giving rise to different movements worldwide. Organized chronologically, the volume begins with the *Gelato coffee* of Le Procope Parisian in 1686 and ends with the whole turbot of Tomos Parry made in 2018 in the London restaurant Brat. Every dish -among them some great classics such as Margarita pizza (1889), Waldorf salad (1893), César salad (1924) or tiramisu (1962)- has a dedicated page with an original watercolor illustration and a short text that tells its origin; and almost all of them are accompanied by a recipe at the end of the book, some of them previously unpublished. As written in the foreword by Mitchell Davies of the James Beard Foundation, *Signature Dishes That Matter* "is a celebration not only of the dishes that have stood the test of time, but also of the chefs and restaurants that made them famous".

### Signature Dishes That Matter.

By Susan Jung, Howie Kahn, Christine Muhlke, Pat Nourse, Andrea Petriani, Diego Salazar, Richard Vines. **Publisher:** Phaidon Press.

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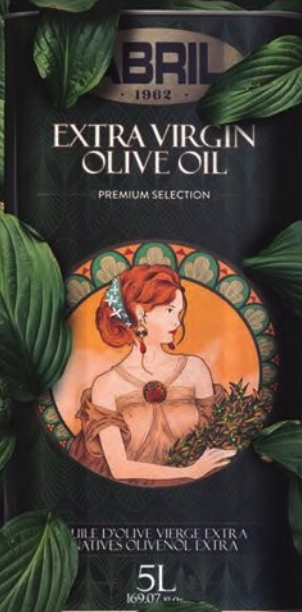
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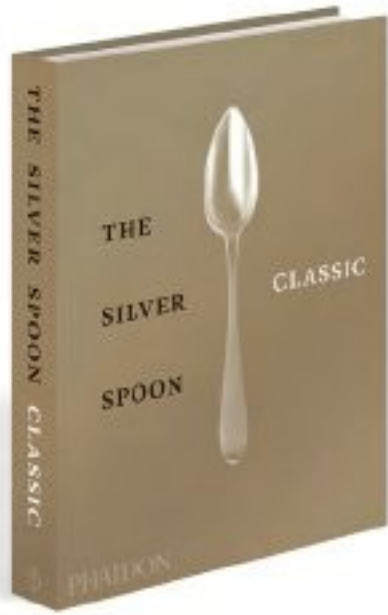
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### The Silver Spoon Classic

Italian culture is defined in part by the art of cooking, combining ancient traditions with contemporary innovation. Published for the first time in 2005, and revised and updated in 2011, *The Silver Spoon* is the most successful Italian home cooking book of all time. With new photographs and a fresh and updated design, *The Silver Spoon Classic* is the definitive collection of 170 of the best and most iconic recipes of the original work, which has helped transform a generation of English speakers into experienced Italian chefs. Classics like mussels gratin, *risotto Milanese* and tiramisu, along with more unusual dishes like wild boar stewed with apples, black *risotto* with cuttlefish and *zucchini*-filled flowers, are part of this luxurious collection that includes the *Cook like an Italian* instruction section, designed to inspire chefs of all levels to succeed in their kitchen, or a glossary of Italian terms. Divided into six chapters (basic recipes, appetizers, starters, main dishes, side dishes and desserts), each original recipe -from various regions of Italy, from Veneto to Calabria, from Tuscany to Sardinia, from Piedmonte to Sicily- contains an introductory text that provides cultural, historical and anecdotal information to give life to each dish.

### The Silver Spoon Classic.

**Publisher:** Phaidon Press.



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By Cristina Revenga Palacios



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Located in the town of Torrenueva (Ciudad Real), the Hotel La Caminera opens its doors to us, a haven of peace, tradition and modernity that promotes conscious and rural tourism, while offering a modern and luxurious enclave, taking advantage of its strong connection with the ancient olive trees of this environment and their oils that become the essence of treatments and sublime experiences in Elaiwa Spa by *L'Occitane*. This establishment provides a holistic and intimate experience based on the connection with the land and the union of the Mediterranean roots with the La Mancha character. This is a merger between the well-known French brand *L'Occitane* -famous for the good use of natural and high quality ingredients- and the figure of the Olive Oil Spa Sommelier, based on the theory of the five elements of traditional Chinese medicine and the powerful benefits offered by aromatherapy. Through a previous oil tasting of the different varieties that are produced on the estate, Arbequina, Picual and Cornicabra, the Olive Oil Spa Sommelier designs a personalized treatment -massages, body exfoliation, facial treatments, etc.- based on the preferences and needs of each client,



and with the magic of EVOO as the star character. And what about its gastronomy? This hotel houses the Retama Restaurant, directed by the Toledo chef Javier Aranda, an artist in the kitchen who pays homage to the cuisine of La Mancha and the products of the land, offering with each bite and each sip a new story eager to be told. Are you ready to immerse yourself in it?

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

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If you are a lover of good food, wine and EVOO, a traveler in search of adventure and discovery or simply want to enjoy the luxury of craftsmanship, you are in the right place. Founded in 1366, Hacienda Zorita was initially a hospital home and, later, the property of a Dominican Order. Now, after more than a decade of renovations, their owners devote their time and enthusiasm to returning this place to its former glory, managing to restore it to its original splendor of 700 years ago. With exquisite exteriors, hidden corners and private swimming pools, the waters of the Tormes River, a tributary of the Duero, run below the Casa Grande. Within it, we find the Zorita's Kitchen restaurant, famous for its *farm-to-*

*table* philosophy; the Wine Bar; the Z Lounge, with its interesting menu with wines and movies; and the relaxing Wine & Olive Spa, which offers cutting-edge techniques in wine therapy and olive therapy including, among other treatments, the *Skin-Olive Ritual*, a sensory journey that connects you with the most authentic and natural aromas and flavors of the Douro Valley; a body peeling with olive leaves to remove dead cells and take advantage of the benefits of oleuropein or the antioxidant and anti-inflammatory polyphenols that are also present in EVOO; or a relaxing massage with olive oil. All carefully tailored to pamper you and leave you wanting more.

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## GREECE

### Kinsterna Hotel

Kinsterna Hotel is a Byzantine mansion in the historic Greek town of Monemvasia (Peloponnese) that has been restored, respecting its historical, cultural and architectural heritage. In addition, the owners have also proposed restoring the rich natural environment of the farm, including the productivity of its agricultural land and its beautiful gardens. Today, Kinsterna produces its own wine, extra virgin olive oil and table olives, *tsipouro* (traditional Greek liquors), bread, jams and other fruit preserves, soap and much more. The mansion is known throughout the region for its gardens, its ancient olive orchards of the Athinolia variety, which house specimens more than 500 years old, its orange grove, its impressive and imposing eucalyptus and cypress trees, as well as its privately owned vineyards. Throughout the year, this hotel organizes a range of activities that are closely connected with the estate and specially designed for guests who wish to learn more about the region and the history of the mansion. These include the preparation of Kinsterna-style olives, the harvesting of olives, the production of EVOO, the manufacture of handmade soap with olive oil or the adoption of an olive tree. But this Mediterranean adventure would not be complete without enjoying a unique experience in its Spa, especially because its treatments use natural local ingredients such as olive oil. Its owners suggest to their most select clients that they do not leave without trying the *Secret of Olive Oil Essences*, a holistic treatment principally aimed at linking the past with the future. All this combined with traditional Greek recipes that combine tradition and the latest culinary techniques. A delight for all the senses!

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



## ITALY

### Argentario Golf Resort & Spa

Located next to Porto Ercole, and only 90 minutes from the Rome international airport, this five-star boutique hotel is surrounded by cork oaks and centuries-old olive trees and enjoys a strategic position for those who wish to discover an exclusive and unique side of the Maremma Toscana, home to hares, deer, squirrels and a variety of bird species. This luxury and ecological complex, whose philosophy stems from the pursuit of well-being while respecting the environment, houses the exclusive Spa Espace Wellness Center that offers various treatments starring EVOO. In it you can enjoy the *Argentario Ceremony*, a body exfoliation with sea salt, olive oil, lavender flowers and rosemary; or escape from daily stress with a moisturizing body massage with organic olive oil; or enjoy a facial cleansing with Tuscan olive oil and organic vegetable extracts. In addition, in its Dama Dama restaurant, chef Emiliano Lombardelli presents a cuisine based on the flavors and colors of the territory. The dishes are made with authentic products that come from carefully selected small local farms and, at some times of the year, even from their own garden. A concept of well-being that offers you the chance to reach a balanced and healthy physical and mental state in the fascinating Maremma Toscana.

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



foto: Davide Dutto - Chef Profile



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## PORTUGAL

### Évora Olive Hotel

Located within the walls of this beautiful Portuguese city, Évora Olive Hotel is the starting point for an unforgettable trip through this UNESCO World Heritage site, where the charm of the Portuguese Alentejo surprises you when you least expect it and the hospitality of those who live there envelops you with its warm mantle. The connection of this hotel with olive oil is inevitably discovered through the contemporary line of its spaces and the various architectural environments, where the key elements of the production process are discreetly and elegantly revealed to its guests in the form of decoration. Everything is thought out in detail and reflects the identity of the Alentejo capital. The hotel -which was born with the aim of providing personalized service in a unique, intimate and unusual environment- also has a roof terrace with panoramic views of the “city without haste”, an indoor and outdoor pool, a massage and treatment room, and a restaurant where chef Manuel Ferreira offers you a return to the past, a gastronomic journey through the authentic Portuguese flavors. It also offers packages of experiences to escape from everyday life and get to know its wonderful *Patio das Oliveiras*, a field next to the hotel where they house olive trees of the most characteristic varieties of Alentejo: Galega Vulgar, Maçanilha de Tavira, Serpa Galega, Redondil, Blanqueta, Carrasquenha and Azeiteira. Days of pure relaxation and well-being, made in Portugal.

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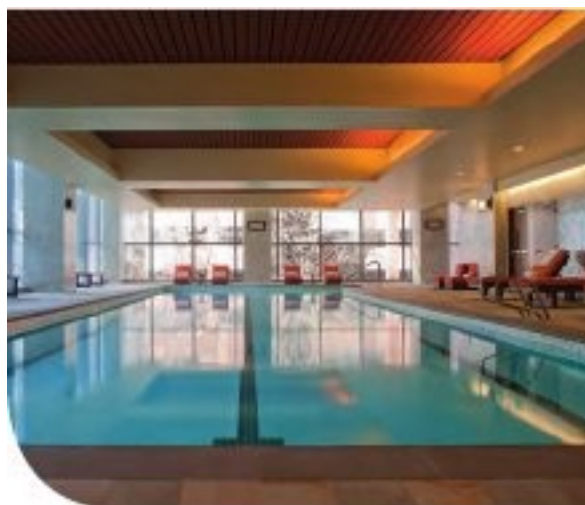


## U.S.A.

### Elaia Spa

Forests, mountains, lakes, museums, restaurants, monuments... and even skyscrapers! Do you want to relax after a busy day exploring the city of Seattle? At the heart of the cradle of *grunge* is Elaia Spa, a luxurious space that has saunas and relaxation rooms whose commitment to minimize the impact on Earth begins with the use of organic products of local origin in each of its treatments. Its team of therapists adapts each package to the specific needs of the client, including general well-being, detoxification and injury recovery. Among them, its exclusive massage that combines traditional Swedish techniques with Lomi-Lomi and Table Thai stretching stands out for a complete muscle relief using organic olive oil; or Elaia Olive Therapy, whose goal is to achieve a smoother and brighter skin through an exfoliation of natural olive seeds, a nutritious wrap of clay and olives and a massage with whipped butter. A place where time stands still, allowing you to connect with yourself.

[www.hyatt.com/en-US/spas/Elaia-Spa/home](http://www.hyatt.com/en-US/spas/Elaia-Spa/home)





## CROATIA

### Grand Park Hotel Rovinj

Located in a fragrant pine forest on the seafront overlooking Katarina Island and the charming old town of Rovinj, situated on the western coast of Istria, is this elegant hotel, designed by the famous Italian architect Piero Lissoni and the Croatian studio 3LHD. Six floors where you can enjoy one of its elegant rooms and suites, and dining in one of its seven restaurants, shopping in exclusive boutiques and rejuvenating in its sensational Albaro Wellness & Spa. This space of relaxation and well-being covers more than 3,800 square meters, with saunas, swimming pools, terraces, etc., but it's their treatments that will make your experience unforgettable. Through healing algae, a deeply relaxing massage with extra virgin olive oil followed by a body scrub with local herbs impregnated with liquor, you can discover the most seductive therapies of the Terra Mágica. A mysterious and unique space that you cannot miss.



[www.maistra.com/grand-park-hotel-rovinj/wellness](http://www.maistra.com/grand-park-hotel-rovinj/wellness)



*The wind turns them into silver...  
...and we make them gold.*

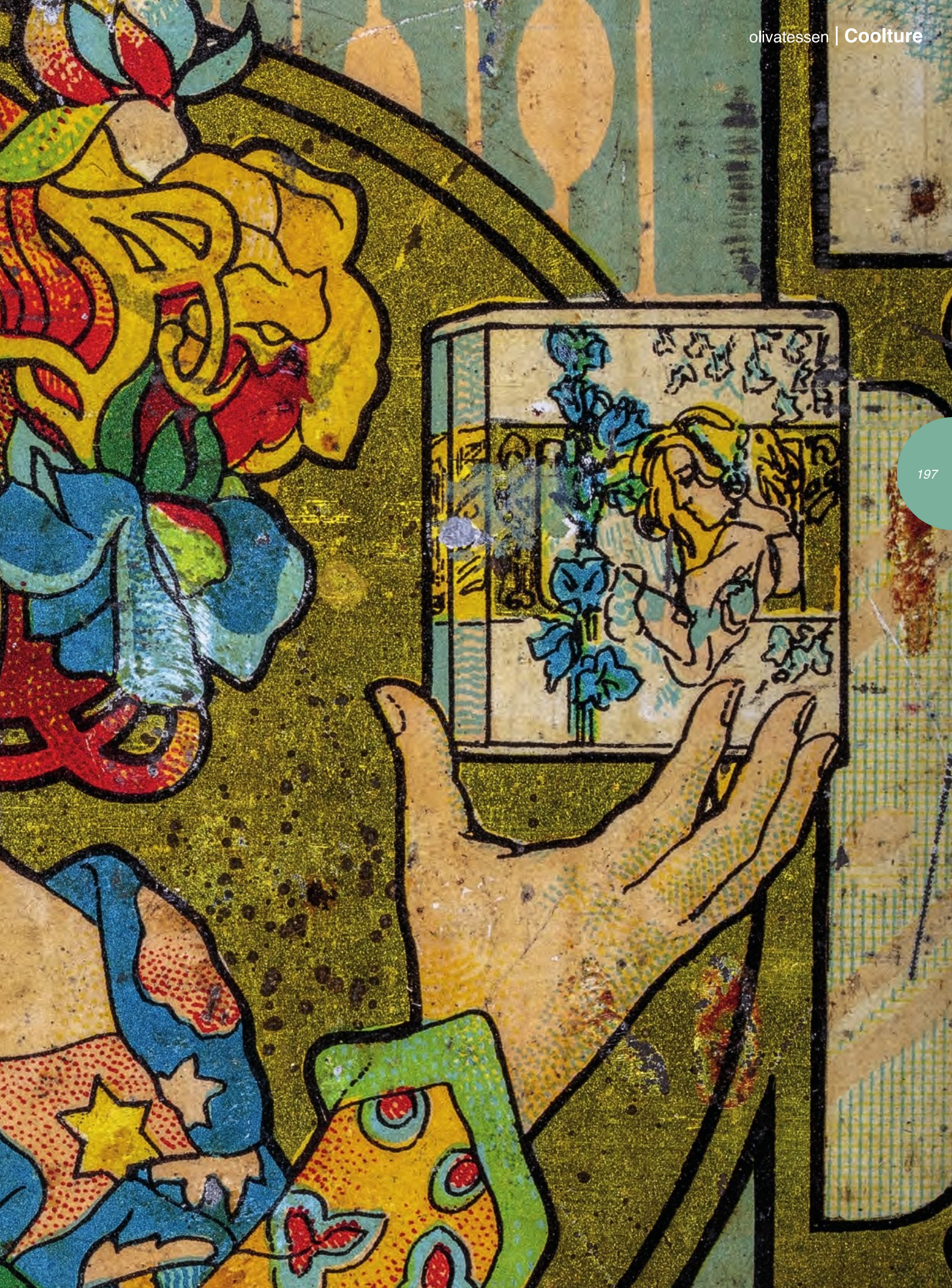


# Guatelli Collection Museum

## The World's Largest Collection of Olive Oil Cans

By Daniela Capogna

Lithographic cans represent a form of industrial art combining technique, graphics and the ability to interpret the fashions and tastes of the time. But not only that: they also reveal the history and beauty of Italy, and not only of Italy. A whole world to which the Guatelli family gives us the access keys.



As a child, Tiziana Guatelli was always attracted to the colors and images of tin boxes. From the moment she met Riccardo Guatelli -who would later become her husband-, third generation and heir of one of the historical companies producing cans of Imperia, that interest only increased. The Guatelli Collection project, which boasts the largest collection of oil cans in the world, stems from the passion of Riccardo Guatelli and his wife Tiziana, founders of the Oil Can Museum, founded in 2006 in Chiusanico, an Italian municipality in the province of Imperia in the Liguria region, and located within a picturesque 17<sup>th</sup>-century mill.

The choice of Imperia is not at all random. It belongs to a region where, at the beginning of the 20<sup>th</sup> century, thanks to the evolution of chemistry, the most important plants for olive oil refining were concentrated. The refineries that have made it possible to convert lampante olive oil, ideal for feeding oil lamps, into food suitable for human consumption. This led to a sharp increase in the production of olive oil, much higher than that required to meet national needs. Therefore, it was decided to export this precious product to North America, Canada, Latin America, Australia, etc., in



*The heritage of the Guatelli Cultural Association consists of more than 6,000 unique pieces that have illustrated the history of Italian emigration*

short, to all corners of the world where, between the end of the 19<sup>th</sup> century and the beginning of the 20<sup>th</sup> century, that part of Italy had witnessed the most important migratory exodus in modern history.

Nostalgia and a longing for the distant homeland was relieved by the flavors of the kitchen. In the new destinations were many of the ingredients for the preparation of typical Italian dishes, but not olive oil, a key ingredient of Italian cuisine and all the Mediterranean. The quality, of course, was far removed



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from the EVOO as we know it today. It was mostly refined oil, with probably few of the fruity, bitter and spicy attributes, but instead with a much more intense fragrance: that of the images printed on the cans that contained it, which encouraged fleeting daydreams of returning to the homeland.

Those responsible for these masterpieces of industrial art were the entrepreneurs of Liguria, who already understood that to export the oil not only did you had to have a good quality product, but it had to be presented in an attractive way. Thus, in order to meet the growing market demand, Liguria began producing containers and packaging for marketing oil produced throughout the country.

The choice of material fell on lithographed tin plate, more commonly known as a can. Obtained from the union of steel and tin, it was at that time the format best suited to package and transport the oil over long distances. It was robust, lightweight, waterproof and kept its contents intact. In addition, it was cheap and easy to manufacture.

The decoration of the cans, however, was delegated to young designers from different academies, specialized in industrial design and excellent graphic art interpreters. In those years the magical symbiosis between

technological-industrial progress and artistic research began, which meant excellent results, both culturally and artistically and commercially.

### *Variety of reasons and sources of inspiration*

The images depicted were very different. The female figure was undoubtedly one of the most recurring



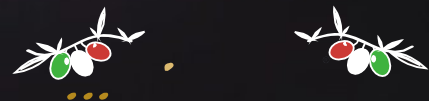


motifs, represented as an angel -as in the *Madonna oil-*, in elegant *Art Nouveau* style, for example *Flora*, *Beatrice* or *Mona Lisa*. Nor do they lack the typical representations of the *Belle Époque*, characterized by generous necklines, stylized waists and sinuous shapes, as in the *Odalisca* oils, or those referring to the popular peasant tradition, such as the *Tana* or *Sicilia* oils.

Also noteworthy is the series that represents the figures and symbolic characters of Italy, converted into authentic unwitting icons for the packaging industry: Julius Caesar, Dante, Leonardo Da Vinci, Garibaldi, Mazzini, D'Annunzio, etc., even the Pope. Other brands recall great works, such as the oils *Aida*, *Norma*, *Tosca* and *Romeo y Julieta*, or historical events such as the oils *Armistice*, *Duce*, *Edda* or *Faccetta Nera*. There are also oil brands that recall characteristic places in Italy, well known abroad, such as *Venezia*, *Sanremo*, *Pisa* -with its famous tower-, *Milan* -with the *Duomo* or the *Arch of Peace*- and *Turin* -with the *Mole Antonelliana*-. They also paid tribute, giving it the importance it deserved, to the means of transport that allowed migrants to disembark in the new countries, this is the case of the *Dullio* oil, which represents one of the ships that for years took the Italians across the ocean.



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Each package was written in two languages, that of origin and that of the new country. In addition, the oil was not identified with the producer, but with the names and images reminiscent of the country. The style was inspired both in the tradition of the 19<sup>th</sup> century and Art Nouveau and Art Deco: the goal was to capture the consumer in an attractive and modern way, using contrasting colors and trying to produce trademarks and symbols that could ease homesickness.

The unique heritage of the Guatelli Cultural Association is made up of a large number of these works: more than

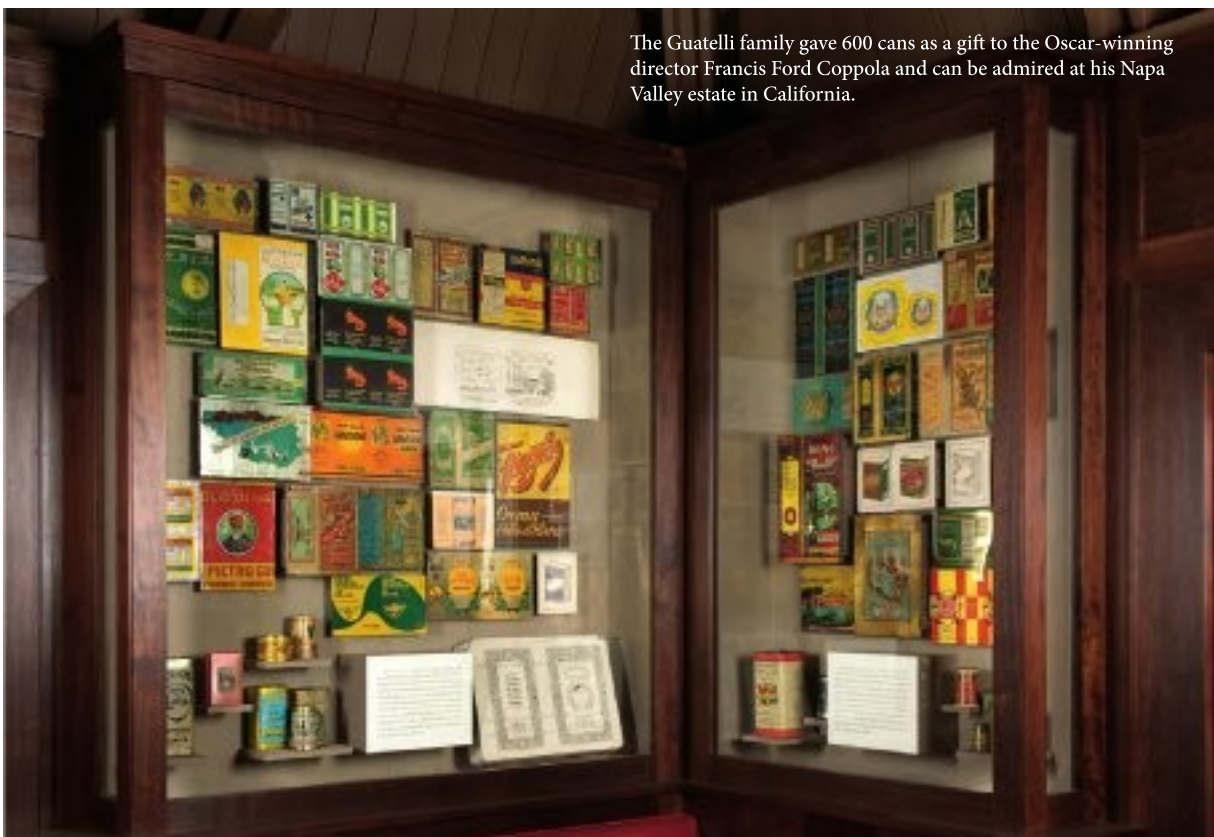
6,000 unique pieces that, by way of photograms, have accompanied and illustrated the history of Italian emigration.

In addition to packaging, the collection includes a considerable number of advertising sketches by artists commissioned by the most important oil companies; as well as multiple pieces of lithographed tinplate, that is, in the phase prior to the creation of the packaging.

### *An adventure and a contagious passion*

An adventure, that of the Museum, which was shared with some friends. In particular, with the heirs of the Renzetti family of the Azienda Domenico Ranzetti, one of the largest packaging factories in Liguria, which donated a good amount of pieces; or Dr. Daniela Lauria who, assisted by Antonella Tallone, studied and cataloged the collection.

And a contagious passion to which the famous Oscar-winning director Francis Ford Coppola has also succumbed. After using a can of *Mamma Mia* oil in the movie *The Godfather*, the director became aware of the existence of the collection. Demonstrating the enormous generosity that distinguishes the founders of the Museum, mixed with a legitimate dose of undisputed pride, no less than 600 pieces were given as a gift to the American filmmaker and can be admired and visited at his Napa Valley estate in California.



The Guatelli family gave 600 cans as a gift to the Oscar-winning director Francis Ford Coppola and can be admired at his Napa Valley estate in California.



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# International Olive Cartoons Contest, Olive Green Humor

By Alfredo Briega Martín

An International Contest of Graphic Humor of recognized prestige with the sacred tree as the main character that has been held for more than a decade in the municipality of Kyrenia to honor and preserve the olive tree in Cyprus.

205



Golden Olive 2018. Iran



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Golden Olive 2008. Slovenia



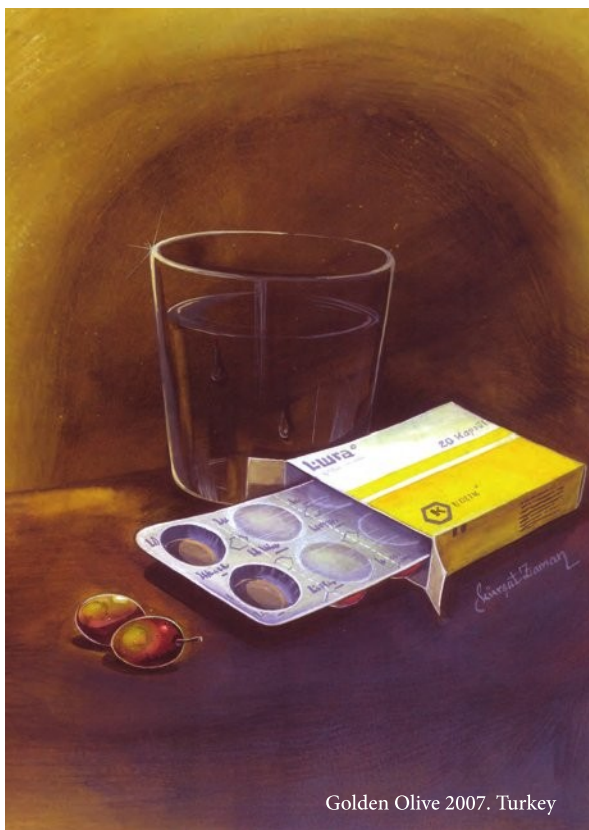
There is black humor. And white. And also (olive) green. This is demonstrated by the participants of the International Olive Cartoons Contest held since 2007 in the Cypriot municipality of Kyrenia at the proposal of the Cypriot-Turkish Cartoonist Association. An original cartoons contest open to cartoonists and caricaturists, amateurs or professionals, with a common theme: the olive tree. The olive tree and time, olive tree and history, olive tree and mythology, olive tree and technology, olive tree and life. Olive and peace, olive and war, olive and health, olive and women, men and children. Olive oil, of course. And only cartoons presented in size A4 or A3 -no digital works- in color or black and white. Oh, and without text: words are forbidden.

The contest is part of the cultural and artistic activities organized during the Olive Festival held in Kyrenia in the first week of October for almost two decades to preserve the ancient tree and its delicacies, produced in Cyprus for thousands of years, constituting the livelihood of many families in the region, despite the fact that urban fever -and, with it, reinforced concrete constructions- initiated in the 1980s caused its decline. The burning and felling of olive trees is another possible theme of the contest.



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

The growing interest that the contest has aroused since then is demonstrated by the progressive increase in the number of participants and works: if in 2007 it started with only 89 works by 44 artists from 3 countries (Cyprus, Turkey and Azerbaijan), in 2008 -the first year that the competition gained international recognition- 364 works by 204 illustrators from 42 countries were presented; and a year later, in 2009, 548 works by 330 artists from 50 countries participated. This certainly contributed to its rigorous selection process, which excludes all those works that may be suspected of plagiarism and the winning cartoons are submitted for one week to the scrutiny of artists and prestigious international cartoonist circles to guarantee the authenticity of the results. A process that has earned the appreciation of cartoonists worldwide, who are increasingly participating in an admirable contest despite the modesty of their prizes: 1,000 euros, Gold Olive and diploma for the winner; 800 euros, Silver Olive and diploma for the second prize; and 600 euros, Bronze Olive and diploma for third place. Since 2017, and apart from the contest, the Cypriot-Turkish Cartoonist Association also awards the "Golden Olive Humor Service Award" in recognition of cartoonists and illustrators who contribute to the knowledge and dissemination of this form of humorous art.



Golden Olive 2007. Turkey

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Golden Olive 2015. Serbia



Golden Olive 2016. Turkey

At present the contest can boast of being one of the ten most important in the world in this discipline



Golden Olive 2017. Serbia

In the 2019 edition of the International Olive Cartoons Contest, more than a thousand works were submitted to the competition (1,018) by 458 artists from 61 countries, a great success. Not surprisingly, the contest can now boast of being one of the ten most important in the world in this discipline thanks to the stubborn effort of its Organizing Committee, as noted by Hüseyin Çakmak, General Secretary of the Association of Caricaturists of Cyprus.

All the works, whether awarded or not, are archived and preserved by the Cypriot-Turkish Cartoonist Association at the recently opened International Cyprus Cartoon Museum, are collected in annual albums, and exhibited in exhibitions in the city center of Girne and the Turkish Cypriot village of Temploz or



Radici di Puglia



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

Zeytinlik -whose name means olive orchard-, located two miles west of Kyrenia, where fertile century-old olive trees (500-600 years) are preserved and dozens of oil mills that were used hundreds of years ago to extract olive oil have been identified. In addition, olive trees are planted in tribute to all the artists who are invited by the Selection Committee.

Activities that take place in the four days of the Olive Festival include conferences, popular music and folklore, a food competition and an exhibition area for local producers to display and sell their products.



Golden Olive 2014. Poland



Golden Olive 2018. Turkey

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# Belmond La Residencia

## What a Wonderful World!

By Alfredo Briega Martín

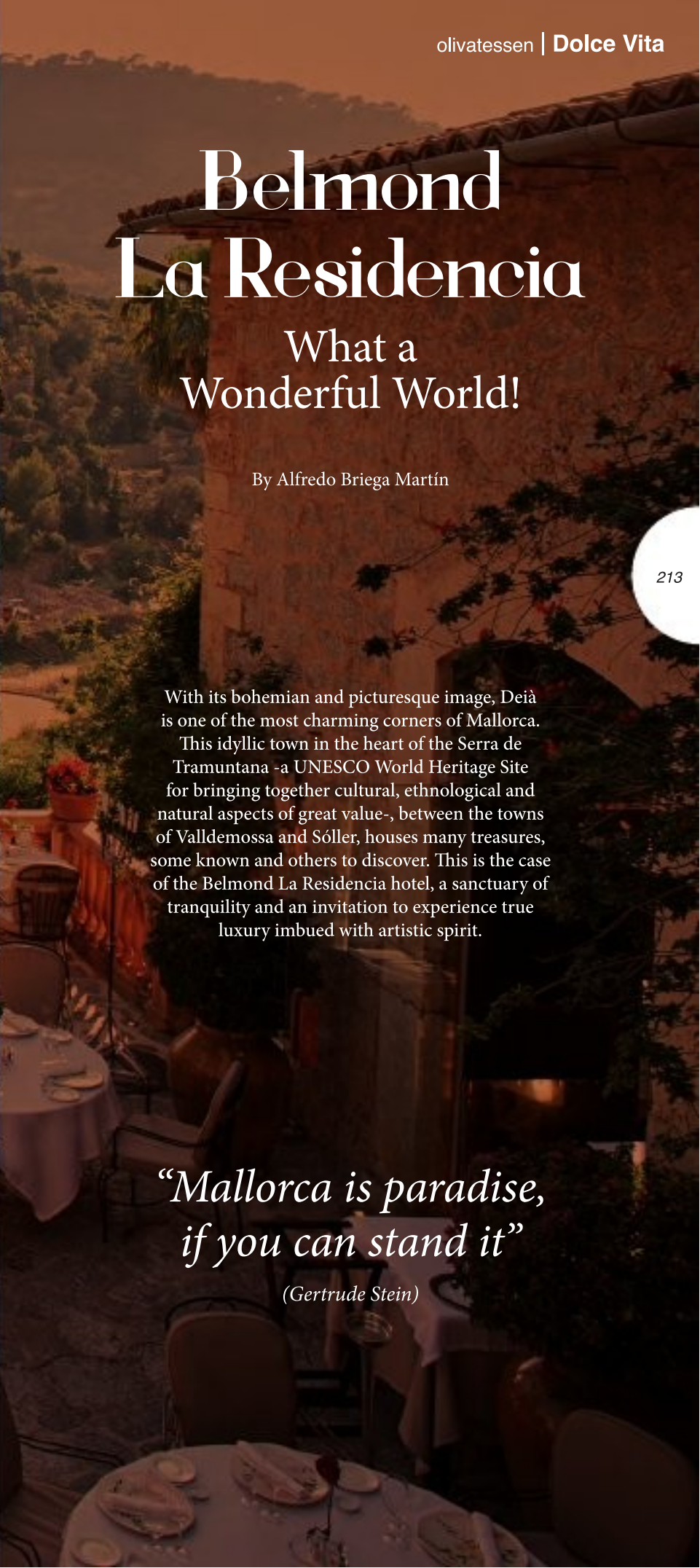
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With its bohemian and picturesque image, Deià is one of the most charming corners of Mallorca.

This idyllic town in the heart of the Serra de Tramuntana - a UNESCO World Heritage Site for bringing together cultural, ethnological and natural aspects of great value-, between the towns of Valldemossa and Sóller, houses many treasures, some known and others to discover. This is the case of the Belmond La Residencia hotel, a sanctuary of tranquility and an invitation to experience true luxury imbued with artistic spirit.

*“Mallorca is paradise,  
if you can stand it”*

*(Gertrude Stein)*





The beautiful town of Deià, an inspiration for artists, poets and writers such as Robert Graves, is in the Serra de Tramuntana, a mountain range that crosses the island of Mallorca from northeast to southwest and in June 2011 was declared a World Heritage Site by UNESCO in the category of Cultural Landscape, for the richness of its natural systems and cultural elements.

Nearby, protected by the green mountains of the peaceful coast of the northwest of the island, the Belmond La Residencia hotel is presented as an artistic oasis of rustic loveliness in an environment of incomparable beauty where you can wander among the fragrant citrus trees and old olive groves, enjoy magnificent cuisine or look at more than 750 works by local painters. Because here art fills every corner. An intimate haven of tranquility amidst lush gardens with 71 elegant rooms and suites -and a private villa a short walk from the hotel- distributed in four different buildings: Son Canals, Son Moragues, Son Fony and Tramuntana.



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

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The first two are two twin stately homes or manor houses from the 16<sup>th</sup> and 17<sup>th</sup> centuries that have been restored and decorated with exquisite taste, combining natural materials and traditional furniture, and using antiques, fabrics and works by local artists that bring a charm and special identity to each room and suite -all of them feature an exclusive design and decoration- of this classic flavor hotel designed for serenity and relaxation. If the white rustic walls, the wooden beamed ceilings and the terracotta tiled floors are an invitation to enjoy peace and tranquility, the Junior Suites display Mallorcan antiques and boast sunny balconies; while the exclusive Executive Suites recreate a refuge environment with private plunge pools. For its part, in the impressive suite created by British fashion and interior designer Matthew Williamson -surely the most captivating of the whole island, with spectacular views of both the town and the mountains- vibrant colors, rich botanical imagery and luxurious textures contrast with a rustic decline. Located in the Son Fony building, the 200 square meter suite includes a terrace with heated pool, private garden and a luxurious and cozy living room.

Sa Tafona, the hotel's art gallery, hosts a variety of exhibitions and shows throughout the year. In Belmond La Residencia you can also find one of the largest permanent sculpture gardens in Spain, and it is possible to immerse



Chef Guillermo Méndez and his team offer in El Olivo restaurant an intimate and friendly atmosphere, a gastronomic trip with island-inspired creations made with local products.



yourself in a deeper experience by visiting Deià with the hotel curator, Cecilie Sheridan, to discover its history and meet the budding local artists. The hotel facilities are completed with several swimming pools -one indoor and two outdoor- gym, tennis courts, boutique shop and an award-winning Spa that offers exclusive massages and treatments (body, facial) inspired by nature.

In addition, the Belmond La Residencia hotel offers an extensive program of activities and experiences to its guests: tours to discover the secrets of Palma, free two-hour boat excursion -available only in summer-, painting and sculpture classes, pottery workshops, Mediterranean cooking classes for adults and children with chef Guillermo Méndez, donkey rides through

*Belmond La Residencia is presented as an artistic oasis of rustic beauty in an environment of incomparable beauty*

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## Sponsor an olive tree

The Belmond La Residencia hotel has 14 hectares of olive groves and has been producing its own oil for a few years, just as the families who lived in the two stately homes that made up the property. The origins of the farm date back to the 14<sup>th</sup> century and in the early 19<sup>th</sup> century olive oil was the main source of income for the owner families. Even today you can admire the old mill preserved inside the restaurant El Olivo. Oil production continued until the mid-20<sup>th</sup> century, but then the presses fell into disuse.

Fortunately, the proprietor of the hotel resumed the tradition and now shelters more than 1,500 centuries-old olive trees -some almost ancient, authentic living sculptures- that receive the necessary care to again produce the precious liquid gold. The annual harvest is about 600 liters of EVOO -produced in the Sóller cooperative- which is served in the hotel restaurants and sold in the store. However, the work of maintaining the impressive dry stone walls and the cultivation of terraces -a local technique introduced by the Arabs- is costly and time-consuming.

Hence, in order to maintain the traditions, respect the history of the site and return the olive groves to their original splendor, a few years ago the hotel launched an initiative to obtain financial help through the sponsorship of olive trees. Interested persons are assigned a tree, in which the name of the godfather carved in olive wood is placed. The funds raised -the price for sponsoring a tree for a year is a contribution of 200 euros- support the restoration and care of trees and olive groves, helping to preserve the beautiful local landscape, and every year the godfather receives a bottle of the exquisite juice produced with the olives of the farm.

the olive groves -enjoying a picnic in a mountain cabin-, Vespa excursions and mountain biking to explore the hidden attractions of the region, routes through the Serra de Tramuntana in the company of an expert guide and hiking at dawn, hot air balloon rides and helicopter tours, romantic dinners in the terrace with live guitar and piano music, private tennis, yoga and tai chi classes, mindfulness or conscious meditation and personalized relaxation techniques...

### *El Olivo, the authentic taste of Mallorca*

Oil is, together with wine, one of the most emblematic products of the Serra de Tramuntana. Located in an old 17<sup>th</sup> century Mallorcan olive oil mill, the gourmet restaurant El Olivo (recommended by the Michelin Guide and awarded with 2 Repsol suns) offers delicious Mediterranean and international cuisine by candlelight from executive chef Guillermo Méndez and his team in an intimate and friendly atmosphere,





a gastronomic trip with island-inspired creations made with local products. Seasonal tasting menus (*Extravaganza*) and vegetarian menus combined with a spectacular wine list composed of more than 400 references -recognized with the Award of Excellence from the prestigious magazine *Wine Spectator*- that ensures a perfect pairing.

For Méndez, who began working in the kitchen at the young age of 12 under the watchful eye of Juan Vicens Seguí, owner of the Las Olas restaurant in Puerto de Sóller, “my dishes are like my children, they require special care and attention”. The chef uses as many fresh ingredients in his kitchen as possible, some of them grown in the hotel’s organic gardens, and finds his inspiration in the origins themselves. Extra virgin olive oil is always present and is used mainly to prepare some desserts and finish off dishes. “Even at the beginning of the meal we always serve each client a little oil with bread to taste it well” (oil tasting), he says. “One of our star dishes, the Sóller Prawns, are served by adding a splash of extra virgin as a final touch, which gives it a special flavor”. The EVOO brands used in El Olivo of the Arbequina, Mallorquina and Picual varieties, and protected under the PDO Oli de Mallorca, are *Aubocassa*, *Es Roquissar*, *Olis Sóller* and *El Olivo*, the latter obtained directly from the olive groves of Belmond La Residencia from olives harvested in the hotel’s own olive groves and cold pressed in the neighboring town of Sóller.

EVOO is also the star of some of the hotel’s activities, such as tastings or cooking classes. The chef gives olive oil master classes in which smoked meats and cheeses are impregnated in EVOOs to give them a distinctive Mallorcan flavor, and reveals some of the secrets of the art of olive oil production. “In addition,” adds Méndez, “our Donkey Trail is closely related to our olive grove, as customers walk along with two of our donkeys until we reach an old shepherd’s house where we serve a traditional *Pa amb Oli* (bread with oil) in which obviously the extra virgin is not absent either”.

Apart from the El Olivo restaurant, art lovers will be captivated by the unique collection of 33 original paintings by Joan Miró that adorn the interior of Café Miró, a picturesque place with mountain views that celebrates Deià’s artistic heritage. Finally, the sunny poolside restaurant, located next to the main pool is open from May to September. Yes, definitely paradise exists, and it is in Mallorca.

## Essence of Tuscany





# TUUM OLEUM, a Celebration of Life

By Alfredo Briega Martín

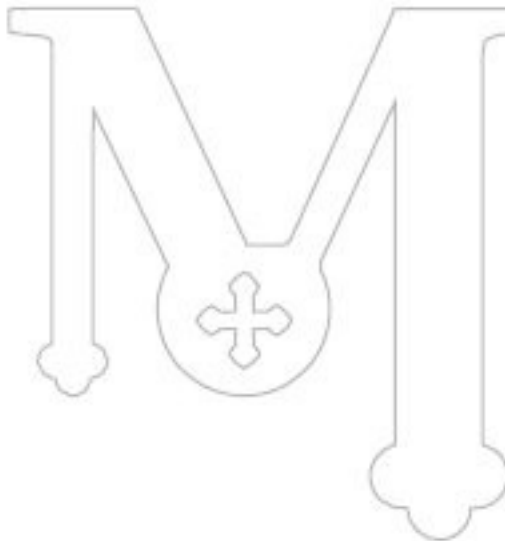
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*More beautiful than a jewel...* proclaims the slogan of TUUM -yours in Latin-, a company that emerged a decade ago in the heart of Italy with more than 1,000 points of sale worldwide and recognized for its exquisite creations of fine jewelry "born from the desire to make spirituality tangible".

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Jewels with a richly decorated soul that harmonize and merge with their owners to become part of their own life experience. The brand is characterized by a spirit of constant evolution and a search for excellence represented in new lines and designs where the message acquires more intimate and personal connotations.

Its geographical location in the municipality of San Giustino, in Perugia, between the lands of Tuscany and Umbria -a territory that is a crossroads of cultures where time seems to have stopped- has decisively influenced the development of the company, gathering an inexhaustible source of inspiration in the creation of timeless jewels that are a celebration of life and convey a message of spirituality. Here, another jewel stands out above the rest: the olive tree and its precious nectar, extra virgin olive oil.



## Domus OLEUM

The Jewel of Food

*It is in occasion of its 10th Anniversary that TUUM, the Italian company recognized for its jewelry creations, presents its first brand extension in the sector of luxury food.*

*In OLEUM "form and substance" merge. The precious liquid find its own place into the geometrical perfection of two ovoids that fuse in an embrace, giving birth to an extraordinary bottle. An object of sinuous and elegant design, that gets fullness and plenty, with the iconic letter M impressed on.*

*This M is a registered trademark of TUUM property.*



*Inside the packaging, we can find a box meant to host a jewel. The bottle becomes the messenger accompanying the jewel to meet its recipient. A limited edition, exclusively reserved to the specific purchase of our collections.*

*The packaging can be personalized in each of its parts to make unique every gift. In the world of B2B and B2C Jewel and Food create a mix of sure success.*





**TUUM OLEUM,  
the jewel of Made in Italy food**

About to celebrate its tenth anniversary, the firm has presented TUUM OLEUM, an exciting project that presents the challenge to embrace a sector, that of luxury food, in principle away from jewelry, but with which however it shares many points in common, starting with the message and an ancient history that goes back to the dawn of time. A brand extension -the first- with which it lands in the Premium food sector.

Italy is a land of excellence, and it is to this excellence that TUUM OLEUM also pays tribute. It is coexistence, gathering family and friends to sit around a table and surrender to the pleasure of enjoying the delight of the true flavors of this land. And TUUM OLEUM is also this.

But why OLEUM? Because authentic extra virgin olive oil is a priceless heritage of the Italian culture that must be safeguarded and protected. Universal, sacred, rich in traditions and a repository of flavors and knowledge, a jewel profoundly linked to man since ancient times.

*Jewelry and EVOO, two sectors in principle apart but with many points in common, starting with the message and an ancient history*

Because it has unique sensory and organoleptic qualities and multiple health benefits. Because it is the result of the daily work of artisanal producers who take care of the trees and their fruits as if they were their own children.

### *The shape of excellence*

A main pillar and basic ingredient of Italian cuisine -and one of its most appreciated and exported products-, TUUM wanted to pay tribute through a universal package for one of Mother Nature's gifts *par excellence*, olive oil,

star on the best tables around the world, providing a home worthy of such a precious food, a suitable container to house the soul of the earth.

In the TUUM OLEUM bottle, *home* of EVOO, form and substance merge: the precious liquid finds its structure in a design that combines geometric perfection with the sinuousness of the female body. Thus, an elegant product emerges that conveys fullness and abundance and that carries the iconic capital letter M of Mater. A tribute to Mother Nature that at the same time establishes a strong and significant connection between man and Earth. An object that expresses beauty and a history full of emotions and experiences. A masterpiece for the senses that conquers both the eye and the palate, and where maximum attention is paid to each small detail to combine grace, harmony and functionality.

The TUUM OLEUM bottle is housed in a customizable wooden box designed to house a treasure. The package becomes the messenger that accompanies this limited edition piece up to its lucky recipient. All packaging can be customized to make the experience of a gift created for a special occasion unique. In short, a jewel that contains another jewel.



Available to date at TUUM boutiques in Assisi and Rome -and soon in their online store-, the TUUM OLEUM bottle can also be appreciated in the best restaurants, in those establishments that opt for exclusivity both in the continent and in the content.

Once you have chosen the oil or oils that such a luxurious container contains -all of them with PDO Umbria and BIO certification-, the next step is to create, together with the TUUM creative laboratory -composed of a team of young and talented professionals- the additional label with the signature of a chef. In this way, TUUM contributes its own know-how in the creation of a luxury design, while the chef and his team are responsible for choosing the raw material. Each bottle provides a different experience, a distinctive memory or emotion.

Together with the bottle, the TUUM designers have created a series of unique decorative accessories, including the play of light and shadow that provides the contrast between satin and glossy finishes, as well as the characteristic reliefs of the brand's style, and a beautiful and elegant dish full of charm that is a jewel in itself, and that can be personalized with the signature, name or whatever the user wants. Finally, to show it as the jewel it is, the designers have created a luxurious display in sandblasted wood, polished steel and black leather.



With TUUM OLEUM, this company aims to create a *Domus* of excellence, a paradigm of good taste dedicated to extra virgin olive oil. Certainly, we are not looking at a product of high consumption, but at an ambitious project capable of highlighting the extraordinary qualities and the wonderful stories that live behind the labels. In the world of B2B and B2C, the alliance between fine jewelry and Premium food is guaranteed success. Just a few months after its birth, TUUM OLEUM won the Special Luxury Gifts Prize in the international packaging and innovation competition *Le Forme dell'Olio 2019*, whose awards were given as part of *Olio Officina Festival* in Milan in February 2019.





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# Casas de Hitos, where Quality and Sustainability are Compatible

By Alfredo Briega Martín

In the olive groves and the modern organic mill of Casas de Hitos, they work with a double commitment. On the one hand, commitment to the quality of the products, preparing the best extra virgin olive oil and applying the motto “from the field to the table”. On the other hand, commitment to biodiversity and the environment throughout the entire production process by applying the principles of precision agriculture, contributing to sustainability, eliminating waste and reducing discharges. A great example to follow.



The Casas de Hitos farm is located in the municipality of Madrigalejo (Cáceres, Extremadura), historically belonging to the Tierra de Trujillo, and known for being the place where Fernando the Catholic died in 1516 and where he signed the will that unified the two kingdoms into which Spain was divided. Here you can find Celtic, Roman and Arab remains in an exceptional natural environment, in the river basin of the Guadiana River, surrounded by places such as the Geopark of Las Villuercas, the National Park of Monfragüe, the ZEPA and the Reservoir of Orellana and Sierra de Pela and the greenway of Las Vegas del Guadiana and Las Villuercas, all of them protected areas that harbor the greatest biodiversity in Europe. In a high-altitude area with north-south orientation benefiting sunny fruit groves, olives are cultivated in hedge-row or super-intensive with the varieties Picual, Arbequina, Arbosana,

Since the beginning of the 20th century, the best oils of magnificent quality are obtained and with extraordinary organoleptic qualities. For this, the collection of the fruit in its perfect ripeness is critical, which is quickly transferred to the mill for immediate cold milling -the elapsed time is less than 4 hours- at a temperature of around 18°C, avoiding excessive heat and the use of chemicals.

The EVOO range, marketed under the *HITOS* brand in 500 ml. dark glass bottles where each variety is identified with a certain color, consists of Arbequina, Picual, Sikitita, Cornezuelo, Oliana and Arbosana monovarietals.

The pressing is the most distinguishing phase of the whole process carried out in Casas de Hitos, and it seems key to obtaining a Premium-quality EVOO. It is done cold, at about 21°C, without adding water, in order to facilitate the gathering of oil globules formed during milling in larger drops. The system used significantly reduces the pressing time, minimizing the possibility of oxidation of the olive paste, which is critical to obtain a unique EVOO. In all phases, samples are taken to carry out a continuous analysis of the process, with quality controls and measurement of the inlet and outlet temperature in each of them.

In order to obtain the precious juice through the most advanced technology of milling, pressing and centrifugation, the concept of a circular economy and zero waste policy are applied: the spillage -managed in a reservoir- is reduced and minimized by not adding water to the process and the waste generated -waste of pruning and the pulp of the olive- is recycled and reused to the maximum for use as compost and agricultural fertilizer on their own farm.

The resulting EVOO is stored and preserved in stainless steel tanks with a capacity of 27,000 kg. and with a nitrogen inerting system, avoiding contact with oxygen. In addition, the premises has an automated air conditioning system that maintains the temperature at all times between 15°C and 18°C.

### *Sustainability and traceability*

The modern organic mill of Casas de Hitos, built and managed under sustainability criteria, has a specific line for the production of organic oil from their own farm and other farmers who produce certified organic olives. Currently, 120 hectares of the farm are being qualified for the production of certified organic EVOO.

In the olive groves the principles of precision agriculture are applied -one of the pillars of sustainable agriculture-, which includes exhaustive monitoring of the olive trees and using technology to obtain accurate information (temperature, soil moisture, etc.) that allows the effective management of crops, optimizing resources. This methodology offers multiple benefits, both from the point of view of agricultural practice and at the environmental level.



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*Casas de Hitos is a benchmark for the new sustainable agriculture focused on the production of Premium EVOOs and the mitigation of climate change*

Through weather stations equipped with humidity and temperature sensors it is possible to apply appropriate treatments to the specific needs of the soil, carry out a better control of pests and diseases, adapt the irrigation to the real needs of the crop, etc. In this way, and through modern fertigation systems, the benefits of agricultural activity for the environment are increased and the utilization of resources is optimized (water, fertilizers, etc.). In addition, in much of the farm, by its own orography, it is not necessary to pump water to the olive trees, using solar energy to do so in those areas where it is required.

With this philosophy, the crop, the land and the farmer himself are respected, guaranteeing production in time. And this is what they have been doing at Casas de Hitos for more than 25 years, with plantations on soil with direct sowing, conserving the land without tilling it, which has meant a great improvement of the soils by raising the content of organic matter, which is the basis of soil fertility, in addition to an important carbon sequestration that mitigates climate change.



Another example of its commitment to sustainability and the environment is the partial use of electric vehicles for the maintenance of the fields, which work with rechargeable batteries with solar energy, totally eliminating the emission of exhaust gases into the atmosphere and thus contributing to the preservation of the environment.

all the details of both the origin and the process of production, storage and packaging of their oils, so traceability is guaranteed. In short, a benchmark for the new sustainable agriculture focused on the production of Premium EVOOs and the mitigation of climate change with the sink effect of its plantations.

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

The oil mill has Peralisi technology, specifically two *Leopard 10* model decanters with a maximum production of 240 t./day and *Rotodiff* technology that allows perfect control of the differential speed of the auger and bowl. The true innovation of this centrifuge -that does not produce vegetation water, so it is considered a technology with very low environmental impact- it is that, on the one hand, it allows to recover directly from the interior of the drum a part of the pomace called “paté”, constituted by the pulp and the water forming the olive, without skin debris; and, on the other hand, an extremely dry dehydrated pomace.



This “paté” no longer represents a waste that must be eliminated, but is an added value for the producer, having various uses: agri-food use, nurseries (replaces peat), zootechnical feeding or as biomass for the production of biogas in the digesters. Both lines are fed with the *Protoreattore*, whose objective is to improve the quality of the processed product seeking a drastic decrease in the pressing times. In 2019, Casas de Hitos has again trusted Peralisi and has incorporated two high-production lines with two *SPI 666* model decanters with *Rotodiff* and a maximum production of 500 t., and two *Saturno* model centrifuges with low water consumption and a maximum production of 3,000 l./hour.



Additionally, in Casas de Hitos they have an exclusive automated system that allows knowing at all times



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