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BY MERCACEI

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crazy about EVOO

*Gary Barlow,
a perfect duet
with tapas and
Spanish wine*

chefs

*Dan Barber and the
fine line between
the ethical and the
delectable*

the origins of EVOO

*From the Pharaohs
to Leonardo Da
Vinci: The olive
tree in its most
historic and
artistic expression!*

guest stars

*Dolce & Gabbana,
from catwalks
to traditional
Italian food*

the ring

*Isabella Poti vs.
Florian Pellegrino,
the most irreverent
duel in the
gastro world*



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oliva tessen

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AND THEY DID IT, BECAUSE THEY DIDN'T
KNOW IT WAS IMPOSSIBLE

*...Y lo consiguieron, porque no
sabían que era imposible*

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"I don't know where I'm going from here,
but I promise it won't be boring"
David Bowie

Editorial

Pandora Peñamil Peñafiel
Editor in Chief



EVOO: Modern... and timeless

The technological gurus say that in the near future the Earth will be a vacation place to travel to from the space colonies where Humanity will live. I do not trust these *illuminati* who predict a meta-verse in which we will not even be able to touch each other. In the future I want humans to dress like David Bowie's *Ziggy Stardust*, or Elton John's *Rocket Man*. I want us to move around in the flying skateboard from *Back to the Future* and have a drink –or breakfast on freshly toasted bread with a splash of EVOO– with a replicant from *Blade Runner*.

I am not interested in any other future, and even less in one in which we cannot enjoy an after-dinner conversation with the people we love while looking at the sea or an aperitif while tasting some delicious, freshly pressed extra virgin olive oils. Nor one in which, in order to appreciate the silver-colored sparkles given off by the olive trees in the wind, those specimens that have been here longer than we have, we have to catch a space capsule.

In a world in a permanent struggle against deforestation and climate change, the olive tree is more than ever a natural refuge for plant and animal species, but also for us. Because in a society that seems to have lost its way, the millenary tree reconciles us with the earth beneath our feet and becomes, once again, a source of life and a connection with the eternal.

If we consider that the term meta is not the end in itself, but what goes beyond, I prefer to talk about *meta-oliviculture*, *meta-oilmills*, *meta-EVOOs*. This publication is once again dedicated to all those who are part of

this universe, to what they are now and what they will become. Although I believe that the *meta-EVOOs* are already a reality. The new olive growing, the monitoring of the whole process, the 4.0 oil mills, the extreme quality, the unlimited world of flavors that hides in a bottle of extra virgin olive oil... There is no other product, being or food with the ability to be modern, but also timeless.

In the section *The Origins of EVOO*, a few pages further on, we reveal how some Ancient Egyptian remains found in the early 20th century included olive oil amphorae with elements similar to the labels on today's bottles, which contained information on their origin and quality. Can you imagine Cleopatra choosing which amphora she wanted to pair with the food at her next banquet?

I have no idea what will happen in the near future. I don't know if it will be as apocalyptic as they want to paint it or if, on the contrary, we will be able to rediscover our roots and return to the artisan, to the natural, to the human, as the great Dan Barber predicts in the *Chefs* section. Maybe we will find more time to be with our loved ones, as singer and songwriter Gary Barlow, absolute idol of my generation of millennials and protagonist of our *Crazy About EVOO* section, would wish; or we will decide to turn off our mobile devices and leave everything behind to indulge in *Dolce Far Niente*, as in the ads made by Dolce&Gabbana, our *Guest Stars* of this issue. What I do promise is that the trips to which I invite you in this and in the next issues of *Olivatessen*, quoting my dear Bowie, won't be boring ●

EVOO

*in the major
cooking schools*



By Alfredo Briega Martín

At *Olivatessen* we are curious by nature and we have wondered about the use of extra virgin olive oil in some of the world's leading cooking schools: The Culinary Institute of America (CIA), Basque Culinary Center, École Hôtelière de Lausanne (EHL), Le Cordon Blue and MOM Culinary. This is what they told us.





THE QUESTIONS

1—Within your portfolio of Masters and training courses, what weight does extra virgin olive oil have? What role does this product play in the great cooking courses you give?

2—Do you organize EVOO tastings, how are they received and what is the profile of the students who sign up?

3—In your opinion, does EVOO currently have the prominence it deserves in the restaurant industry, both in the kitchen and in the dining room?

4—How do you consider this product is positioned in the mind of today's consumer?



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SA DE CV LIMITADA

The Culinary Institute of America (CIA)

(New York, USA)

“EVOO is still far from realizing its full potential. The good news is that it is now highly appreciated in the USA, both among chefs and consumers”

1— Extra virgin olive oil occupies a very relevant place in both our Masters and educational programs, as well as in industry leadership conferences. All students in our Bachelor’s Degree and associate programs have a mandatory *Mediterranean Cuisines and Cultures* course that includes specific training on olive oil. We also offer a 15-week Mediterranean Concentration in different areas in Spain for Bachelor Degree students -the most recent was in Barcelona, before the pandemic- which will be extended to other Mediterranean olive oil producing countries in the future.

EVOO has also been increasingly featured in our leadership conferences for chefs, restaurant owners and foodservice industry executives throughout the USA. In the 23 years that we have been organizing our *Worlds of Flavor International Conference & Festival* event, we have had the participation of the best chefs from all over the Mediterranean Basin, who have delighted us with their techniques and flavor strategies using olive oil.

To all this we must add our new *Plant-Forward Kitchen* initiative, a new concept that is committed to healthy and sustainable cuisine and has its own website, with a section entirely dedicated to olive oil, created in collaboration with the International Olive Council (IOC), which includes a series of videos on olive oil and the *Plant-Forward Kitchen*.

Finally, we have established an academic collaboration with the University of Barcelona, called the *Torriberra Mediterranean Center*, whose initiatives also place special emphasis on olive oil, holding an annual conference entitled *Tomorrow Tastes Mediterranean* that we hope to resume after the pandemic.



2— Whenever we have an opportunity we organize olive oil tastings for chefs and industry professionals with our partners from the International Olive Council or *Olive Oils of Spain* (promotional brand of the Interprofessional Organization of Spanish Olive Oil). We believe this is the best way to learn about the qualities and potential of different olive oils. Likewise, within our degree programs we also introduce our students to the quality standards and the range of varieties in the world of EVOO.

3— Although significant progress has been made in recent years, EVOO is still far from realizing its full potential. It is necessary to continue investing in promotion and training among chefs and professionals. The good news is that olive oil is now highly appreciated in the USA, both among chefs and consumers. And when chefs have the opportunity to gain more technical knowledge about the quality parameters and flavor attributes of EVOO, their enthusiasm increases.



4— EVOO is perceived by consumers as a healthy and quality product but, as with professionals, consumers need to understand and appreciate more the differences between varieties and qualities. The goal should be for consumers and professionals to approach the world of olive oil as they do the world of wine, where they understand the value and hard work behind each bottle and the differences between Protected Designations of Origin, wineries and varietals. We need consumers to learn that a Picual EVOO has a completely different taste and uses than an Arbequina, for example. If many consumers are willing to pay 30, 50 euros and even more for a bottle of wine that they consume during a meal, why shouldn't they pay the same for a bottle of EVOO that lasts much longer?

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Basque Culinary Center

(San Sebastián, SPAIN)

“EVOO is positioning itself thanks to its gastronomic and nutritional value, and although the situation has improved a lot we must continue with outreach and promotional campaigns”

1— EVOO is an absolutely essential product in Spanish gastronomy, as we are in a world-leading country in terms of production and given the enormous versatility offered by its different varieties. In addition to the gastronomic and direct use in kitchens as a learning tool for students, within the world of sensory analysis, its wide variety of aromas, flavors and textures allows us to play with it as a tasting element; without forgetting that the large number of olive varieties means that its use can be as widespread as in the case of wine, since we can have an EVOO for every moment.

The Basque Culinary Center has held several editions of the Expert Course in Analysis of high-end EVOOs, but to date it has not been taught by our center, but our facilities have hosted this external training by providing the space.

2— EVOO tastings are included in the verticality of the Gastronomy and Culinary Arts Degree, where the product is introduced through different sessions and students are taught to recognize it, including visits to oil mills so that they can learn about the raw material from scratch. In addition, we have the collaboration of different Protected Designations of Origin and Regulatory Councils that collaborate with us to bring this product first-hand to the students. The students of the Basque Culinary Center come from various countries in Asia, Latin America, Europe, etc. and not all of these are places where EVOO is as common as it is in Spain. That is why it is very interesting to observe how these students discover a product of such high culinary value, thus achieving a large number of promoters and lovers of extra virgin olive oil.

3— If we focus on the world of the dining room and service, the rise of EVOO trolleys to offer a unique and exceptional experience means that in a



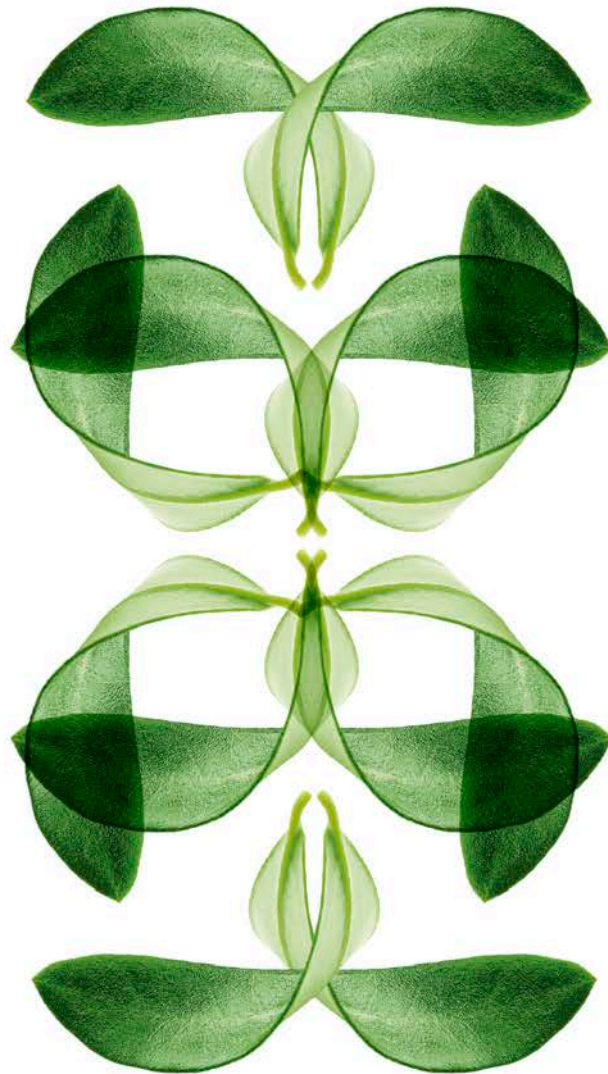
training center such as the Basque Culinary Center, we use this as a sales tool for the end customer, demonstrating to students their ability to manage different gastronomic products. Although there is still a long way to go, associations, PDOs and other entities have succeeded in recent years not only in getting restaurateurs and the world of gastronomy to recognize the enormous value of this product, but also for the end consumer to learn to value it and give it the status it deserves.

4— The product is positioning itself thanks to its gastronomic and nutritional value, as well as its availability. If we compare the current use of olive oil in gastronomy, homes and training centers with the situation 20 years ago, it is clear that it has improved a lot, but we must continue with the dissemination and promotion campaigns, without forgetting that a large number of provinces and towns in Spain depend almost entirely on this product and it generates a lot of employment, both direct and indirect.

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École Hôtelière de Lausanne (EHL Group)

(Lausanne, SWITZERLAND)

“Many consumers are unaware of the great differences in quality that exist between EVOOs, the different production processes and their diverse origins, so they do not understand the enormous price range of the product”

1— Chef Thomas Bissegger (1 Michelin star) uses extra virgin olive oil almost daily, both in his dishes and in his classes at the EHL Swiss School of Tourism and Hospitality, which welcomes Swiss and international students from 30 countries. He mainly teaches students following the specialty in Culinary Arts how to pair it with each dish, what quantities are needed and also how to use it correctly. “EVOO is an essential component of my cuisine and vision of gastronomy, especially in cold dishes where the flavors of the extra virgin bring out the full intensity,” he says. Students attending his classes pursue a Swiss Professional Degree in Hotel and Restaurant Management and can opt to pursue a Culinary Arts Major in the final semester that prepares them to organize and carry out special F&B events, as well as implement the latest culinary trends, including seasonal and sustainable practices.

2— “I have not yet done an olive oil tasting with my students,” Bissegger confesses, “but it would certainly be a nice addition to my theory classes. I would love to do a tasting of different types of oils such as hazelnut oil, pumpkin oil, hemp oil, linseed oil and, of course, olive oil, which is a must, so that our students realize the variety of oils that exist. But it is true that EVOO alone could be the subject of a tasting in class. For me, it is undoubtedly the one with the greatest diversity in terms of flavor and qualities.”

3— For Chef Bissegger, the growing desire of consumers to pay more attention to their health, to eat lighter, fresher and more Mediterranean-style dishes, has meant that EVOO has been enjoying great popularity and success in recent years, also benefiting from the rise of vegetarian and vegan



diets. Bissegger, who makes no distinction between the dining room and the kitchen, believes that: “We chefs must be close to the needs of consumers and always adapt our cuisine to make sure it fits our clients’ desires.”

4— “In general, I think many consumers associate EVOO with Mediterranean dishes and a healthy lifestyle,” says Bissegger. “However, I also believe that many are unaware of the great differences in quality between extra virgin olive oils; and they are also unaware of the different production processes and their various origins. As a result, consumers often do not understand the enormous range in prices for this product.”

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Le Cordon Bleu

(Madrid, SPAIN)

“EVOO is a living, seasonal, complex and delicate product. And as consumers understand this, their appreciation of EVOO will multiply”

1— “EVOO is one of the great protagonists of the Spanish pantry and also of our School,” says chef Erwan Poudoulec, technical director of Le Cordon Bleu Madrid. It is naturally present in all the classrooms and kitchens, as well as in many of the recipes we prepare to teach culinary techniques and processes. Of course, the discourse of Spanish cooking programs delves a little deeper into its properties, the different varieties, origin, etc., but in French-inspired cooking programs, despite the myths about butter (*laughing*), it is also valued and the keys to its use are taught. Focusing on the level of pleasure, without forgetting the numerous nutritional benefits it provides, we could say that there are many dishes that are not complete until we finish them with that touch of raw EVOO, which ends up providing that acidity or aromatic complexity that we are looking for.”

2— We have organized tastings on occasion and they are always very interesting exercises, even for teachers,” Poudoulec replies. “Most cooks know how to use EVOO and know its characteristics, but not in depth, we are not experts. And the world of extra virgin olive oil is very rich and offers more possibilities than we are aware of. It also generates great interest among students.”

3— In the opinion of the technical director of Le Cordon Bleu Madrid, “we have more and more information and a greater sense of responsibility, and this translates into a greater commitment to the origin, producers, gastronomic identity and health. In a way, the ideal of cuisine to which we aspire requires us to know more about the product, and although we are all aware of the great value of EVOO, there is still a long way to go. As we move forward, this knowledge will be reflected both in the dining room and in the kitchen.”



4— “In the case of consumers, I think the road ahead is much longer,” Poudoulec says. “There is so much information out there that it is sometimes confusing. Most people recognize the value of EVOO, which is very positive, but there is still a lack of education. It is a living, seasonal, complex and delicate product. And as consumers understand this, their appreciation will multiply.”

www.cordonbleu.edu



EL PAÍS
MÁS RICO DEL
MUNDO

MOM Culinary Institute by Paco Roncero & CHA

(Madrid, SPAIN)

“The end consumer can already distinguish a monovarietal from a blend, they know different types of olives such as Hojiblanca and Picual, and this was unthinkable until a few years ago”

1— MOM is a new gastronomy school with its own R&D and consulting department under the supervision and gastronomic direction of chef Paco Roncero (two Michelin stars) and among many other things, creator of a research workshop on cooking and emotions based on sustainability and a circular economy, with an olive oil library with more than 200 different types of EVOO and 60 varieties of olives. It offers different degrees in professional training, both in kitchen management and catering services, as well as training courses for amateurs and professionals. These are two very different branches.

Especially with our vocational training students, the future gastronomy professionals of Spain, olive oil plays a fundamental role in their education. Not only as a garnish, but also as the main star of the dishes, playing with its aromas, flavors and textures.

2— We open our doors in September 2021 and we haven't done any olive oil tastings yet, but we will organize them later and we are sure they will be a resounding success.

3— Fortunately, yes, and we are convinced that it is in our hands that our current students and future professionals are aware of the versatility of extra virgin olive oil and give it the recognition it deserves.

4— It has improved a lot in recent years. The final consumer can already distinguish a monovarietal from a blend, know different types of olives such as Hojiblanca and Picual, and this was unthinkable until a few years ago. It is clear that there is still a lot of work to be done, but we are on the right track •

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Learn more



Gary Barlow, *A perfect duet with tapas and Spanish wine*

“Going out for tapas involves sharing and that is something very positive that we should practice more often”

By Pandora Peñamil Peñafiel

The first time Take That sang *Back for Good* was during the Brit Awards ceremony in 1995. It created such a buzz that the record label was forced to move up the single's release date by six weeks, an unprecedented event in the pre-YouTube and pre-Spotify era. Gary Barlow, then leader of the group, wrote it in 15 minutes and, years later, donated the original manuscript of the lyrics to the Teenage Cancer Trust. One of the many acts that have earned Barlow the Order of the British Empire Medal. With more than 50 million copies sold worldwide –it was the most successful boyband after The Beatles–, the man who is considered one of UK's most important songwriters has swapped the hustle and bustle of the stage for the stillness of the Spanish vineyards. With the launch of *Gary Barlow Organic Wines* he is reunited with the country to which he would return again and again on vacation and enjoy sharing some tapas. As a millennial and eternal teenage fan of his songs, I join him on this trip in which he describes his wines to me as if they were songs and I introduce him to oleotourism.





»» How did the idea of entering the world of wine and creating your own brand come up?

I am still getting accustomed to this world, it seems to me that a lifetime has passed since I started this project until the wines have seen the light and are available to be enjoyed. I think it all came about because wine has been, and is, the perfect companion for my music and for everything I do, whether in concert, theater or on television.

»» How would you describe the aromas and flavors of your wines as if they were one of your songs?

Wow, what a good question! I'd say the white is clean and crisp, like a quick and subtle guitar pluck. Maybe it would sound like my tracks *Shine* or *These Days*. The red, on the other hand, is slow, deep and emotional, like a ballad. *Rule the World* and *Patience* come to mind.

»» Your wines come from Spain, a country that you consider the country of "your first times". What do you like most about this country, besides its vineyards?

Oh, Spain... I have so many great memories of our family vacations in Spain over the years, so many wonderful times with the kids! It was also one of the first places Take That toured outside the U.K. I've always loved the people and, of course, the weather!

Going out for tapas is always a great plan. Any dish or experience that can be shared, such as tapas, is a very positive thing that we should practice more often.

»» Are you also a fan of other Spanish products such as olive oil? Have you "tasted" it?

Of course. The truth is that I have never tasted Spanish olive oil like that, as in a tasting, but now I want to do it!

»» In Spain right now it is very fashionable to carry out activities similar to wine tourism but with extra virgin olive oil, called oleotourism. Do you know this phenomenon? Would you sign up for a route to visit the most beautiful oil mills in Spain?

Of course! This is all new to me, but it sounds fantastic. I love that you have opened up this world of

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AWARDS 2021





sensations for me, which confirms that we made the right decision in choosing wine from Spain!

»» **How has *Gary Barlow Organic Wines* been received by the consumer and your fans or followers? Do you get a lot of feedback through social media?**

We have received so many comments and *likes*, it has been an absolutely wonderful experience. It has been very exciting to finally present it to people and we are already talking about the next vintage, and keeping doing new things!

»» **Your range of wines is organic. Do you believe that the true luxury of the 21st century is the natural and sustainable?**

It should not be a luxury, it should be commonplace, a way of life. We must strive for a world in which these things are not only dreamed of, but achieved.

»» **Other actors, film directors and singers such as Sofia Coppola, Sarah Jessica Parker, John Legend or Cameron Diaz, have also signed up**



to create their own wines. Do you think that the gastronomic world is more trendy than ever?

I think people do this because it's fun to bring to life something that you're passionate about and excited about. Honestly, I've had a lot of fun during this whole process.

>> There are a lot of people who have taken to cooking during this lockdown. Who cooks at Gary Barlow's house? Do you like to cook or are you more of a dine-out type of person?

We cook all the time as a family at home, although we also like to go out for dinner. We are lovers of things that make us happy, and food and drink do that in spades.

>> Finally, with whom and where would you share a last glass of wine?

My father sadly missed this chapter of my life, but I hope that someday we will share a drink together in heaven!



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GARY BARLOW

Organic



GARY BARLOW ORGANIC WINES

A symphony of aromas *in a crescendo*

Last October, singer Gary Barlow launched *Gary Barlow Organic Wines*, his own range of organic wines in collaboration with leading UK wine and spirits company Benchmark Drinks, consisting of a white and a red wine made in the Spanish region of Castilla-La Mancha.

Available exclusively at the Morrisons supermarket chain and at the garybarlowwines.com online store, both wines have been carefully selected by the singer, reflecting his passion for authentic, quality wine. Whether as part of celebrations with loved ones or to relax with after a concert, Barlow has acquired a lifelong taste for wine and a remarkable knowledge of the wine world that has enticed him to develop

his own range, a dream he has had since he was a child. For this reason, he has spent the last two years collaborating with London-based distributor Benchmark Drinks to create a balanced, sophisticated and sustainable range of wines, with a unique packaging that features an elegant design inspired by piano keys, a nod to his successful musical career of more than 30 years.

Having tasted wines from all over the world, Barlow gravitated towards the Spanish wines of Peninsula Vinicultores, founded by Andreas Kubach and Sam Harrop, both masters of wine and renowned for their sustainability and “comprehensive winemaking”, who borrow from the best of nature and science to make wines with as little human intervention as possible. Having traveled and spent so much time in Spain over the years, the British singer has always enjoyed the local food and wine, so he is very proud to now launch his own range of organic wines from this country.



» Why organic wines?

“I am increasingly aware of everything I can change in my day-to-day life to be more sustainable, so when I realized that my wines could reflect this lifestyle, I knew we had to move in this direction,” says Barlow. The singer is very supportive of organic agriculture and organic products, so he has placed great importance on the grapes used in his range of wines being certified organic, so that they are not only sustainable but also as authentic as possible and respectful of the local vineyards.

» The Range

Gary Barlow Organic RED is a juicy, un-oaked red wine made from Tempranillo and Syrah varieties, showing intense aromas of wild red fruits with a hint of rosemary and chocolate. It is medium-bodied and perfectly balanced with a core of bright fruit, delicate acidity and finely textured tannins, proving extremely versatile with food and pairing perfectly with a wide range of tapas, paellas and savory dishes, both meat and vegetarian.

Gary Barlow Organic WHITE, on the other hand, has a bright pale color and shows a spicy lime lingering on the palate. This refreshing, organic blend of Verdejo and Viura perfectly captures the essence of these two popular white grape varieties from Spain, while the lively perfume of lime zest and green apple intertwine with more complex notes of anise and wild fennel on the palate. Recommended for drinking with crisp salads or seafood, or simply to pour into a chilled glass and enjoy as an aperitif.

The vineyards from which the red wine is made are between 30 and 40 years old and the grapes, like the white ones, are harvested mechanically at night to preserve their organoleptic characteristics intact. In addition, as both wines are un-oaked, they are an ideal option for vegan consumers.

“I am very excited about the results and hope that those who are able to enjoy them will do so in the same way that I did during the creation process, whether you are lucky enough to drink them in the sunshine Spanish style or around the table this Christmas with your loved ones,” concludes Barlow. We accept the invitation! *Cheers!* •





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Illustrations by Carmen Bernáldez

Color of EVOO

By Víctor Fernández Correas

Jury Award in the I International Short Story Prize on Olive Grove, Olive Oil and Oleotourism organized by the Másquecuentos Cultural Association (MQC)

JAÉN, EARLY FEBRUARY 2016

–I don't like it.
 –Who cares! It's to sell it, to dress salads, to fry an egg, to...!
 –I don't care!
 –I want it to have that color!
 Martín snorted. Jesús, his brother, was determined that the new family EVOO –*Flor de la Oliva (Olive Flower)* was the brand name, a benchmark in the sector–, so appreciated in the kitchens and tables of Spain, Europe and part of Asia, should have a specific color. Which one? He didn't want to tell him either. It was part of his way of working, as secret as it was effective. And dramatic, because he never left anyone indifferent. For better or for worse, Jesús Galván was on everyone's lips.
 Martín calmly stirred the cup that his brother Jesús held out to him and examined it by the light of the window, through which a pleasant sun was penetrating. He brought the glass, which contained a finger-full of oil, to his nose and inhaled the aroma. Then he caressed the glass with his lips and drank some of the content. An aftertaste of fresh hazelnut and the occasional aromatic herb. Mint, he added after swirling the liquid in his mouth. His soft, grateful sip convinced him that this was one of the best EVOOs the family's oil mill had ever produced.
 –So it's not right, he said to Jesús.
 –Not until it has the color I want.
 –There is no time left for the presentation.
 –If it doesn't have that color, it won't be presented.
 –You are an asshole...!
 –Who's Jesús Galván? You or me?
 He uttered those last words and left the office, where his brother Martín remained. As charming as he was unbearably egomaniacal when he wanted to be. That was Jesús. And a good part of the fame of the family's

oil mill, of the olive oil it produced, was due to him. His sense of smell, his ability to extract the best flavor and taste from the olives... He got up after turning off the computer and opened the office door, in a shed next to the mill. Before closing it, he looked one last time at the glass he had just left on the table. First he smiled and then shook his head emphatically.
 –Saying that he doesn't like the color. He's got guts! Sunlight greeted him outside. He calmly lit a cigarette and exhaled the first puff in a similar fashion. Before his eyes stretched the family olive grove. A sea tinged with green and ochre colors that engulfed soils and hillsides. His pride, the fruit of the work of entire generations dedicated to the olive grove and the production of olive oil. Awards, recognitions and honors everywhere, and a fame that forced them to surpass themselves year after year. Perhaps that was what Jesús was obsessed with; the act of presentation of the latest EVOO, which was always attended by local authorities, managers and all kinds of accompaniment that had to do with the province. Even the press, both general and specialized, eager for the surprises that Jesús Galván, "the Mozart of EVOO", as he was baptized five years earlier in the Sunday edition of a national newspaper, could show them. The color, the earned reputation. Nerves. One month was left for the presentation.
 –Brave asshole...
 Martín chewed the last words with disdain, and did not spit them on the ground because he could not. Yes, he admitted silently, crushing the cigarette butt with the toe of his right foot. In addition to being an egomaniac, when he wanted to be, Jesús could be a real jerk. But very... He opened the door of the SUV, which he moved around the farm with, and only a cloud of dust remained of his presence in the place, which dissipated as the olive trees engulfed the silhouette of the vehicle.



MAJORCA, AUGUST 2002

She was not like the others. Not that brunette, of course. Nor much less like the two tourists –one Dutch and the other German– whom he screwed in the first days of his vacation on the island; nor like the Galician girl he had chatted up while watching a sunset in Cala Blava, near Lluçmajor, on the fourth day. Not that brunette. To begin with, he had been with her for three days. This was quite an achievement for Jesús Galván, who had just graduated in Chemistry before the summer began and was assured of a job when he returned from vacation. The family oil mill would be his destiny. The fourth generation of the Galván family. The best prepared of all, the one made up of him, his brother Martín –with a degree in Economics, already one year of helping his father in the family oil mill– and his sister Noelia, who was planning to give a new look to the company thanks to her studies in Marketing and Design.

Three days and three nights. Three days that began with the waning of their respective strength in a hotel bed –“let’s go around the island, let’s not stay here”–, she proposed after doing it for the first time, at the foot of the sea, on a beach lounge– and that ended up squeezing the last nights they had left in another hotel bed that was never the same in the morning. Alba, she confessed her name. She said she was from Madrid and Jesús believed her. A fifth and a sixth day filled him up completely. Alba was that soul mate that not everyone finds in life and to whom, if that

happens, we cling on to to feel complete. It was that sixth day when he came up with a plan: to ask Alba to turn what started as a fling into a stable relationship. He thought about it while contemplating a splendid view of Formentor beach from the room they rented that same morning. It was getting dark, and from the shower came Alba’s voice –soft, perfectly modulated–. She was singing very well. On the bed, the black dress she would wear that night. The night of farewell, she told him. The next day she would take a flight to return to the Peninsula, to her Madrid, to her work.

–And what do you do for a living?, he asked her the day they met.

–I work.

–Very funny! He laughed at the other’s witticism.

What is it? Is it a state secret?

Then came a drink, then another, then a walk on the beach, a forgotten deck chair at the foot of the sea and the tiny black thong he made his own to seize Alba’s greatest intimacy.

–So you’re not going to stay with me?

Alba fell asleep before answering Jesús’ question. The next day, when he woke up, he found one side of the bed empty, still warm, and the sheet disheveled. She didn’t even say goodbye to him, nor did he ever hear from her again. Neither the e-mail address nor the phone number she gave him turned out to be real. Alba vanished from his life leaving him deprived of her warmth, of a company that filled him completely, and of the strangest and most marvelous green eyes he had ever seen in his life.



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JAÉN, END OF MARCH 2016

–You look very happy...

Martín entered the room where Jesús worked with the oil and saw him smiling. He was whistling a melody, one of those songs of his from the seventies that he liked so much. On the table, covered with a dark piece of cloth, was a test tube. Waiting for Martín to arrive. What is it?, he asked.

–Guess, answered his brother without his smile fading from his lips.

–Are you still with that?, Martín countered, making a gesture of annoyance. For God’s sake, Jesús, it’s just olive oil!

–Sssh!, said the other one. Lift up the cloth.

Martín listened to him and was amazed. What was in the test tube was an EVOO sample. The color, unique. A wonderful green.

–Now you will see.

Jesús grabbed him and pulled him closer to the window.

–Fuck!

It was the only thing Martín could say. With his mouth open, he examined the contents of the test tube. He approached his brother, who urged him to try the oil.

–What?

–You’ve outdone yourself..

Jesús sighed. He pulled the chair away from the office

table and sat down in it. He leaned back, raised his arms and put his hands behind his head.

–Now can you tell me why all this fuss about the color?, asked Martín.

–I must always surprise, brother...

Martín shook his head. A smile, half satisfaction, half not understanding his sibling, lit up his face. He opened the door and, before walking out, stopped.

–By the way, a guy from the Ministry is coming. To the presentation, I mean. Noelia has been talking to them for a month, and finally they’re sending us an undersecretary of I don’t know what. Official support, she says.

Silence fell over the office. There, sitting in his chair, Jesús contemplated the test tube. “Her eyes”. That would be the name of the new EVOO collection to be launched by the family’s oil mill.

–And who is she?, asked his sister Noelia when he went to her with the story, convinced that this is what the new extra virgin should be called.

–Anyone.

–What do you mean, anyone?

–If you choose a name, you discard the others, and that doesn’t interest us, Jesús justified himself. Anyone’s eyes. An ideal gift, don’t you think?

The morning of the previous month, Jesús left his sister’s office with her consent to the chosen name. Only he would know whose eyes the brand alluded to. And perhaps Alba, too. Wherever she was.

NATURALMENTE BIOLOGICO





JAÉN, EARLY APRIL 2016

Not another soul could fit in the room rented by Noelia in a downtown hotel in the city. Relatives mingled with local authorities and journalists from the city and beyond to attend the presentation of the latest EVOO from the Galván family. Unique, the best of the best, a great surprise. Rumors that followed one after the other. Noelia was trying to appease as best she could the questions of a couple of journalists. Martín gave hugs and kisses and shook hands. And no sign of Jesús. His whereabouts were known only to the two brothers. And, in their own way, so did the journalists, especially those from out of town. They knew of his ability to surprise, of his sense of spectacle. What else was there? The presentation of a new EVOO turned into an event. Martín apologized to the mayor of the city to go and answer a call on the phone.

—Don't tell me... Yeah, yeah... I understand... Ah, well, if that's the case, no problem. Thank you.

—Is something wrong?, asked Noelia. Her brother's expression did not bode well.

—The undersecretary who was going to come has had a last minute matter that cannot be postponed. They called last night to tell us, but I had my cell phone turned off.

—Oh, that's typical of you...!

—But they're sending someone else who is about to arrive. According to what I've been told. Martín glanced at his watch.

Martín resumed the conversation with the mayor, who was talking with another businessman of the

city, also known by the first one. Noelia saw through the window that an official car was arriving on the scene. She breathed a sigh of relief. Its presence supported the launching of the family's latest EVOO.

Jesús also looked at his watch. It was a couple of minutes before the presentation was to begin. He paced the room. He liked to enjoy the silence before such an event. It relaxed him. So he said. He focused his gaze on a small table, where the only star was a bottle of the family's latest olive oil. *Her eyes* could be read on its label. A clear glass bottle specially designed for the launch. The color. Let it show, Jesús prayed. That green. That green that he enjoyed in Formentor, that subjugated him in Cala Blava, to which he surrendered in Valldemosa and to which he swore eternal love on a night of endless passion in an obscure and inaccessible cove of Cala Rajada. There was a knock at the door. A waiter warned him that the time had come. Perfectly dressed, he arrived with a tray, ready to carry the bottle into the room where the guests were waiting. Jesús saw him take it in his white-gloved hand and followed him down the hall. At the end of the corridor he noticed the presence of a well-dressed, well-built man in a suit. Possibly the escort of the secretary of I don't know what, as his brother Martín informed him. He was standing still by the service door. He noticed his complexion as he passed by him. And also the eyes of the person who came out of the women's restroom. So beautiful, so green. Those same eyes turned into EVOO because he thought he would never see them again •



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ПАРМІСІКР



The Olive tree *murals*

By Alfredo Briega Martín

On gold or silver backgrounds, the historical paintings of Stelios Faitakis -who rose to fame as a street artist in the mid-1990s- break down architecture, geometric symbols or iconography while mixing references and techniques, from Dürer's paintings to Diego Rivera's murals, while embracing Cretan or Byzantine icons and the heritage of graffiti. In addition to political and social allegories with a strong symbolism, his street murals also portray everyday scenes linked to his childhood memories. This is how the Elais murals came about, a tribute to olive growing and the ancient relationship between man and the millenary tree.

A graduate of the School of Fine Arts in Athens, in the city where he was born, lives and works, Stelios Faitakis (Athens, 1976) is an artist famous for his allegorical paintings, where he combines Greek Orthodox iconography with street art. Pioneer and standard-bearer of the street art movement that emerged in Athens in the mid-1990s, his work draws from diverse influences such as graffiti -he signed his works with the nickname *Bizarre-*, urban culture and Diego Rivera's Mexican muralism -the famous mural at Wynwood Walls in Miami, the epicenter of street art, is one of the best examples- with his own style characterized by anthropocentrism and anachronism between the technique used and the real historical context of his characters.

His desacralized icons feature flaming haloes, Palestinian resistance fighters, scenes of street riots, or denunciations of the excesses of capitalism. Faitakis' figurative paintings and anthropocentric murals are political and social allegories, replete

with visual information, multi-layered narratives and dense symbolism, with contemporary characters disguised as Byzantine art. Indeed, the contemplation of his work takes us back to the Byzantine era as he dresses the characters in his works as if they were saints or other religious figures, with the intensive use of the color gold and halo images as trademarks, which he uses to remind the viewer that there is always a higher level of existence, even if we are not aware of it.

Classically trained, the Greek artist finds his inspiration in the street, politics and history, with works that often express the malaise of a society of which he is a privileged observer, and which have been presented at numerous international events such as the Biennials of Athens (*Destroy Athens*, 2007), Venice (2011) and Kiev (2012); the group shows *Art in the Street* at MOCA in Los Angeles (2011) and *Shit and Die* at the Palazzo Cavour in Turin (2014); or the single exhibitions *Crescendo* at The Breeder Monaco (2013) and *Scientific Dogma* at the Rabouan Moussion gallery (Paris, 2018), the city where he was



also commissioned to paint two murals for the Palais de Tokyo in 2016 on the theme of non-submission (*Elegy of May*).

“I love my land,” says Faitakis. “I can't explain it, but I get something special from it. From here, I harness the energy and ideas to produce my works. It's hard to understand, but I think that everything that happened in this land in the past seems to play a role in the way Greeks think and the decisions they take.”

His works are characterized by the golden halo as a background color. “The interesting thing about this procedure,” he says, “is that the initial sources that drew my attention to the golden color were works from Japan, which is a central motif of inspiration. After contemplating it in Japanese works, I realized that during the Byzantine period gilding was a very important element of Greek works made for Christian temples. So I had to travel to the other side of the world to recognize and adopt an important element of my own land.”



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The Elais murals

In his street murals, where he often transposes his art, Faitakis also portrays scenes from everyday life and/or related to his childhood memories. “When I was a child I spent every summer with my grandparents in a small village in Crete,” he recalls. “My grandfather would take me with him to take care of the animals and plants. I remember him eating only a few olives and some bread. Although I now work in a studio in Athens, I don’t rule out going back to that lifestyle when I return to Crete, which is my ambition.”

Thus arose the monumental murals of Elais, the name of the demigoddess of olive oil in Greek mythology -one of the *Oenotropae*, daughter of Anio and granddaughter of Dionysus, who granted her the power to turn water into wine and everything else into olive oil at will- as well as one of the largest olive oil companies in the country and patron of the work, which was commissioned in 2013: 120 meters dedicated to the cultivation of the olive tree, the harvesting of olives and the production of olive oil over the centuries, where historical and mythological episodes are also recreated as the delivery of an olive wreath at the Olympic Games or the triumph of Athena over Poseidon in his struggle for patronage and protection of the city of Athens.

The author draws on the iconographic language of the Greek Orthodox Church to tell the story of the olive tree, which is deeply rooted in Hellenic culture

As is often the case in his work, the author draws on the iconographic language of the Greek Orthodox Church to tell the story of the olive tree, deeply rooted in Hellenic culture. “The olive tree is a very important and characteristic element of the Mediterranean, a worldwide symbol of sport, culture and peace. It was very interesting for me to read about the unsuccessful attempts to take the olive tree to China, all of which failed. It seems that this tree was created specifically to live in this part of the World. It comes from the past and brings wisdom and health if used



correctly. I grew up surrounded by olive oil, it is one of the basic elements of my nutrition. Olive oil is a powerful *superfood*, as well as a fundamental basis of Greek cuisine.”

The Elais murals are composed of 120 meters dedicated to olive growing, olive harvesting and olive oil production over the centuries, where historical and mythological events are recreated

The origin of the project goes back many years, specifically to the time when the author had just finished his studies at the School of Fine Arts in Athens. “I saw the great walls of Elais and immediately began to prepare a proposition. It was quite easy for me to carry out the necessary research and I used elements from my life to construct the composition. The main difficulties were the size and location, along with the time of year (August). The execution of the project was a big challenge. I had to wake up at 5:00 a.m. to be able to work in relatively good conditions, because after 4:00 p.m. I could no longer continue painting in the sweltering heat that was burning my back and neck”.

“I’m really grateful to the people at Elais,” he continues. It was a no-brainer for them to accept work like this on their building. I hope they continue to enjoy the mural, as do all the people in the area. Soon, if the work survives, it will complete 20 years since its inception”.



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Eternal or modern?

The author sets an analogy between his art and liquid gold. Eternal or modern? “In my life I don't recognize or use the terms modern, cool or fashion. I prefer to speak of the eternal. Yes, of course things change with time, it's good to keep up with the urban rhythm, but at the same time one must be critical, researching in order to keep the elements that one considers to have real value and eliminate those that lack it. So why should olive oil become old-fashioned if science supports it as part of the Mediterranean Diet and praises its healthy properties? I have the same mindset regarding my work: I don't think it can be defined as modern. It has modern elements, of course, but its base goes back centuries and can still be kept fresh today.”

Finally, would this pioneer of Athenian street art venture to design the packaging of an EVOO brand? “It's certainly a very interesting concept to work on and I would like to do it at some point,” he answers, “although I'm totally focused on my painting right now. But I think that, sooner or later, I will spend some time designing the packaging for my family's olive oil -my mother has olive trees in Crete- which is the one I always use, an organic Premium extra virgin, and I will be very happy to do it as a special part of my work.”

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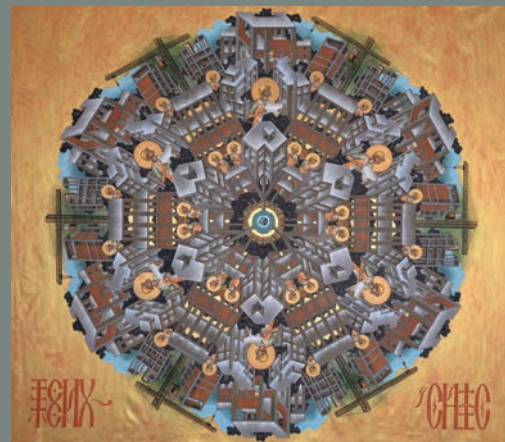


The true character of Western culture: logic and poetics

Plato stated that “civilization is the triumph of persuasion over force”. Stelios Faitakis finds the quote fascinating, but does not believe that it really expresses the true character of Western culture. An issue, that of the true character of Western culture and its role in the history of mankind, which is also the subject of his work. “Western thinking,” he argues, “which focuses primarily on practical results, has become increasingly based on logic. Logic has become the new goddess of Western culture. We are supposed to strictly follow the guidelines of logic, and to use in our lives only that which logic first verifies and approves of. I do not reject logic, of course, obviously I also employ it, but there are other ways to obtain, if not complete sets of information, at least some important data to include in our logical thinking. We Westerners have lost this, so I often find the results of their logical thinking to be false.”

And is art still a powerful weapon for social change in these troubled times? “To be honest,” he answers without hesitation, “I don’t think so. A lot of art is produced today, but in my opinion very few works have real quality. Nowadays, a work of art is a marketable product. Every author aims to produce as many pieces as possible, bright, colorful and, most importantly, with very superficial themes. In such a turbulent time as this, full of great dangers leading to a dark future, I rarely see works that are strong and deep in terms of their subject matter. I believe that other fields such as cinema or theater are much more focused on the core of today’s problems. Another dilemma, at least here in Greece, is that art should be taught in schools to be useful, and yet it has a secondary role.

Because, in my opinion, the only way to bring about social change is for each of us to cultivate our soul and, after all, this is the deepest reason for the existence of art. We live in a distinctly technological, scientific, corporate and rational age in which the soul is not only not being cultivated, but is even being rejected and disputed as a term! It is important to remember and develop the other side of our mind, the poetic, the illogical. Only in this way will we achieve the necessary equilibrium” •





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Olive trees in the city?

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By Cristina Revenga Palacios

If you want to escape from the hustle and bustle and daily stress, what better companion than the ancient tree, which is making its way into the big cities to infuse us with its vitality. Because you can also enjoy the magic of the olive tree in the city. Madrid, Rome, Berlin, Los Angeles... Join us on this tour of some of the most interesting urban olive groves on the planet!





ROME.

Italy

Parco Archeologico del Colosseo



For the Roman citizen, agriculture was considered the most morally elevated activity, since it was the highest expression of the values of their ancestors and the prosperity of the nation. Ancient publications, such as the first encyclopedia of nature, tell us that *Ficus*, *Olea et Vitis* (figus, olive trees and vines), three plants considered symbolic of Roman culture, were already flourishing in the square of the Roman Forum. Today, they have been retained in the same place as a tribute to the memory of their ancestors. The Coliseum Archaeological Park (PArCo) is home to 189 olive trees planted in various historical periods, which fit in perfectly with this landscape, characterized since ancient times by the presence of the millenary tree. This important legacy has led those responsible to promote an environmental project of great cultural and historical value based on the harvesting of the fruit of these olive trees, which prevents the waste of this precious resource and, at the same time, solves a problem of sanitation in the walkways of the archaeological area. The result of this initiative has a name of its own:



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* www.parcocolosseo.it/en/parco-green/parco-olive-oil/



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Spain

Parque Lineal del Manzanares



The recovery of traditional Mediterranean garden spaces makes this park, located south of Madrid, one of the most interesting architectural projects of the late 1990s. The orchards, olive groves and the natural course of the Manzanares River are part of the setting that surrounds the Caja Mágica, one of the most modern tennis facilities in the world, which annually hosts the Mutua Madrid Open. The highest point of the park is crowned by *La Dama del Manzanares* (Lady of Manzanares), a sculpture made in bronze and steel in 2003 by the Spanish artist Manolo Valdés and dedicated to the river that cuts through the city. Also known as the “Cabeza de Ariadna” or “Head of Ariadne”, it is 13 meters high and stands at the top of the artificial hill of La Atalaya, which was raised as a viewpoint of the city on a pyramidal platform 21 meters high, designed by the famous architect Ricardo Bofill. If you approach this site, we recommend you to do so at sunset and get lost through the olive trees of the Paseo de los Sentidos (Promenade of the Senses) until you reach the lady, who welcomes us, imposing and attentively watching



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Oporto is an exciting, amazing city, perfect for a vacation or just a weekend getaway with family or friends. The jewel of northern Portugal, located next to the mouth of the Douro River, has positioned itself as a place of culture for the younger audience thanks to its lively atmosphere, which merges with elegant neighborhoods and stately villas and a beautiful old town, declared a World Heritage Site by Unesco. Here we can lose ourselves walking through its narrow streets full of history and nostalgia. In addition, Oporto has extraordinary leisure and tourist facilities such as the Jardim das Oliveiras (Garden of Olives Trees), located in the heart of the city center. Inaugurated in 2013, it is a green space that complements the open-air commercial center of Passeio dos Clérigos, a modern shopping area between Rua das Carmelitas and Torre dos Clérigos that replaced the old Praça de Lisboa. With 4,500 square meters of lawn and 50 olive trees, the Jardim das Oliveiras offers beautiful views of the Torre dos Clérigos, the Livraria Lello -which raises passions among fans of the *Harry Potter* saga- and the Rectorate of the University of Oporto. In this unique



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enclave you will also find the BASE bar, where you can enjoy a glass of local wine surrounded by olive trees and good music. What better plan do you have for the coming weekend?

* www.onortelaemcima.pt



ATHENS.

Greece

Stavros Niarchos Foundation Cultural Center



Designed by the Renzo Piano Building Workshop, and revitalizing the Athenian neighborhood of Kallithea, the Stavros Niarchos Foundation Cultural Center (SNFCC) -an urban, sustainable, cultural and recreational complex that houses the National Library of Greece, the Greek National Opera and Stavros Niarchos Park, one of the largest green spaces in the Hellenic capital, with an area of 210,000 square meters-, has opened its doors to us. In just four years since its inauguration, it has established itself as a key cultural and inspirational destination in Athens, hosting music, dance, film, theater and art exhibitions, as well as educational workshops, lectures and a variety of sports and wellness programs. In this area, the SNFCC Lighthouse is a must-see, offering breathtaking panoramic views of Athens, Piraeus and the Saronic Gulf, as well as a clear view of the Acropolis Hill. It is also worth taking a stroll through Stavros Niarchos Park where an infinite variety of flora is spread out and olive, carob, laurel or cypress trees predominate, as well as a wide selection of aromatic plants native to Greece.



The Great Lawn, in the heart of the park, hosts a wide range of cultural activities during the summer months, such as screenings and concerts. Are you going to miss this multi-sensory experience?

* www.snfcc.org/en



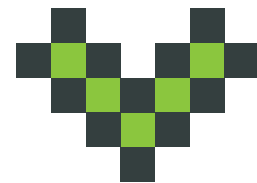
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MARRAKECH.

Morocco

La Mamounia Hotel



The history of La Mamounia, considered one of the most emblematic places in Marrakech, dates back to the 18th century when the Alaouite Sultan Sidi Mohammed Ben Abdallah offered a sumptuous 13-hectare orchard as a wedding gift to his son, Prince Al Mamoun. Two centuries later, it was decided to build a hotel in this enclave endowed with exceptional flora. Absolutely unique, the gardens of La Mamounia are as famous as they are mythical and offer a dreamlike panorama over an 8-hectare expanse of magnificent nature, accompanied by the songs of birds. Bordered by 12th century ramparts, this park boasts hundreds of olive trees, some of which are more than 700 years old. The building, for its part, combines the ancestral traditions of Moroccan architecture with Art Deco canons. La Mamounia welcomes lovers of beauty in its elegant facilities and feeds on the history of those who have had the privilege of knowing it. Did you know that Winston Churchill established his winter quarters here to regain his health? In fact, at La Mamounia he exchanged his famous statesman's suit for the clothes



of a watercolor painter without, however, giving up his inseparable cigar. The fame of Marrakech and La Mamounia also attracted personalities of the seventh art such as Alfred Hitchcock, Charlie Chaplin, Marcello Mastroianni or Francis Ford Coppola, as well as celebrities like some members of The Rolling Stones or Paul McCartney, who composed the song *Mamounia* here in 1973. Do you also dare to let yourself be carried away by the Arab enchantment?

* www.mamounia.com



ESSENCE



LOS ANGELES. USA

The Broad Museum

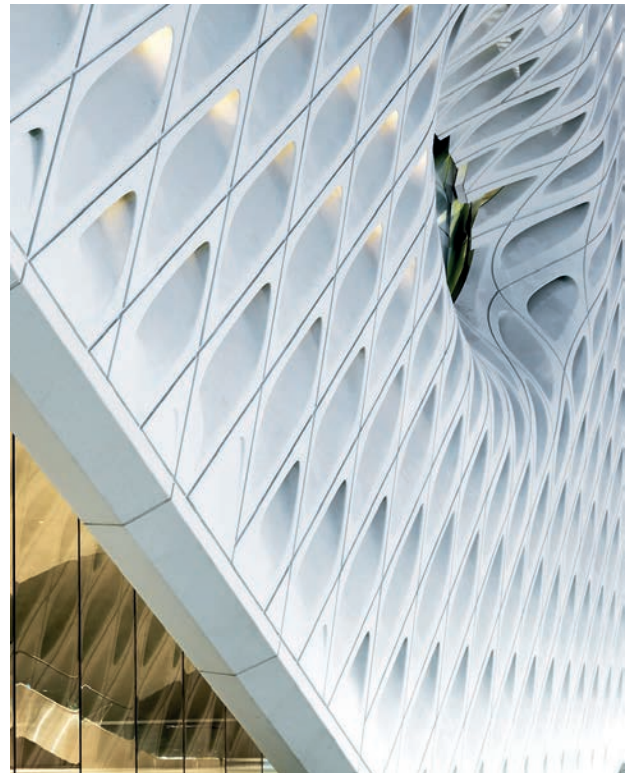


In the center of California's most populous and glamorous city, Los Angeles, is The Broad, a spectacular contemporary art museum -founded by philanthropists Eli and Edythe Broad and designed by the architectural firm Diller, Scofidio + Renfro- that presents an attractive program of rotating temporary exhibitions and interactive offerings to encourage the participation of art lovers. This museum houses around 2,000 works from The Broad private collection, one of the world's leading collections of contemporary and post-war art. It also has works by major and influential contemporary artists, as well as a growing representation of new generations of artists. The building, which welcomes more than 900,000 visitors a year, has two enormous floors that display the entire collection and serve as the home of The Broad Art Foundation's on-loan library, which has been lending priceless works to museums around the world since 1984. In addition to the main building, whose architecture is a source of great admiration for lovers of contemporary design, the museum is surrounded by centuries-old olive trees



from California's Shasta Cascade region, which form a beautiful plaza where busy downtown businessmen quickly devour their sandwiches at lunchtime. Definitely the place to be in the city of the stars.

* www.thebroad.org



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BERLIN.

Germany

Jewish Museum of Berlin



The Berlin Jewish Museum is one of the largest museums in Europe. It is located in Berlin-Kreuzberg, not far from the remains of the Berlin Wall, and is famous for its impressive building, the work of architect Daniel Libeskind, which has already become an emblematic landmark of the German capital. The permanent exhibition traces an arch from the beginnings of Jewish life in Germany to the present day. National Socialism, the Holocaust and the time after World War II also play an important role. The historical narrative constantly alternates with insights into Jewish culture and religion throughout the world. Together with objects from the museum's collection and documents donated from family heirlooms, visitors are treated to impressive art installations, immersive experiences, and interactive and virtual reality stations. However, two spaces stand out above the rest: the Holocaust Tower and the Garden of Exile, a labyrinthine outdoor park with 49 slanted concrete pillars that represent the isolation and sense of disorientation that came with living in exile. At the top of each of the



pillars, wild olive trees were planted, which can be seen from above and can be sensed from the ground, as a symbol of peace and hope. An architectural masterpiece that invites reflection and becomes the best reason to visit the always cool German capital.

* www.jmberlin.de

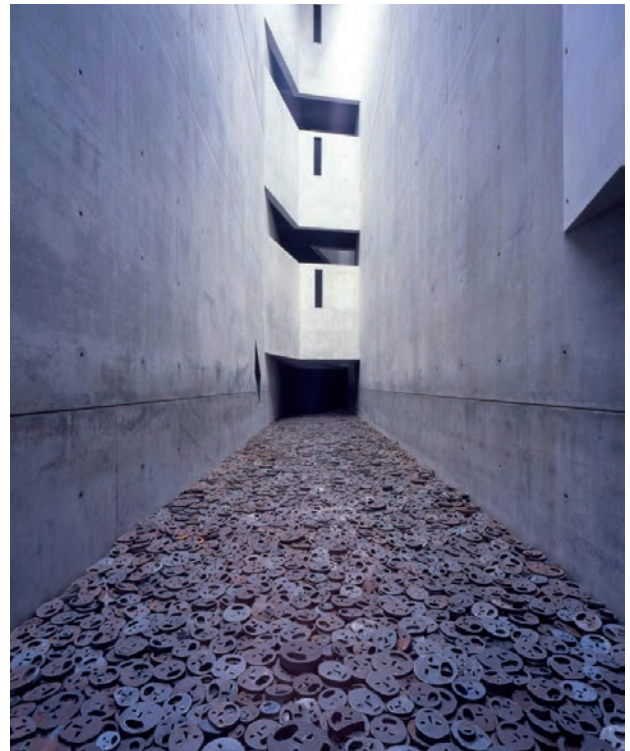


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Jüdisches Museum Berlin/Yves Sucksdorff



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LIMA.

Perú

Bosque El Olivar



Tradition, modernity and progress define San Isidro, one of the districts that make up the province of Lima and which is home to one of the greatest attractions of the colonial era, the Bosque El Olivar (The Olive Grove Forest), which is not only a living reminder of Lima's history, but also a great lung for the city. Declared a National Monument in 1959, it is a refuge for more than 1,600 olive trees and 227 trees of other species. The charm of this space is not limited only to the landscape formed by its stately trees, whose leafy canopies are home to more than 22 species of birds. In this beautiful place there is also the only surviving olive tree of the specimens planted by San Martín de Porres -the first mixed-race man canonized by the Church and known as Fray Escoba- some 400 years ago, specifically in 1637. Within this enclave it also highlights the beauty of the remodeled artificial lagoon, a very significant place within the history of the district, to house an old mill with its oil press.



Very frequented by the families of Lima, this divine place invites you to rest and contemplate. Are you ready for an almost heavenly experience? •

* www.msi.gob.pe



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Old tree

A decorative border of dark green leaves and branches frames the page. The leaves are detailed with veins and are arranged in a flowing, natural pattern around the edges of the page.

From the Pharaohs to Leonardo da Vinci

*The olive tree in its most
historic and artistic
expression!*

By Pandora Peñamil Peñafiel

The olive tree has been, together with the vine and cereals, a constant in Mediterranean culture. Revered, cultivated and spread since ancient times throughout the *Mare Nostrum* basin, Egyptians, Hebrews, Phoenicians, Cretans and Greeks considered it a sacred tree and a symbol of wisdom and eternity. Centuries later it has continued to illuminate the darkest civilizations of history until today. Pharaohs, Caesars, sultans and even Renaissance geniuses have fallen at its curved feet and fresh fruits. Here is proof that the olive tree, in its most historical and artistic expression, will never go out of fashion.

ANCIENT EGYPT (1567-1320 BC)

Three women at a banquet with perfume cones on their wigs

**Tomb of Nakht, in Thebes (Egypt).
Dynasty XVIII. The British Museum**

This mural, found in the Tomb of the nobleman Nakht, shows women of the time with perfume cones on their wigs. It is known that at that time Cleopatra VII, the last pharaoh of Ancient Egypt, prepared different creams, remedies and formulas based on olive oil and olives. In fact, the significance and value of the olive tree and olive oil became very important in Ancient Egypt. According to mythology, the Goddess Isis -wife of Osiris and considered the “Great Mother Goddess” and “Queen of the Gods”- gave men the knowledge of olive tree cultivation, the benefits of its fruits and taught them how to make olive oil. Numerous Egyptian hieroglyphs, drawings and statues contain references to the olive tree and its olive juice.

Did you know that in the famous tomb of Tutankhamen were found remains of ornaments and crowns made with olive branches? This tree was sacred to the Egyptians, such that olives were intended as food for the pharaohs in their transit to the afterlife. It is known that olive oil was already being imported at that time thanks to the fluid trade with the Syrian-Palestinian area, but it was also manufactured. Moreover, in some olive oil amphorae have also been discovered elements similar to the labels of today’s bottles, as they included information about their origin and quality. In addition, olive wood was used to make small objects and figures and for the manufacture of coffins.



ANCIENT GREECE (520 BC)

Olive Gathering-Three Olive Trees Amphora

**Painter of Antimenes.
The British Museum**



Amphorae were used in ancient times to store and transport foodstuffs such as olive oil. Used by all the great trading nations, they have become an important survivor in archaeological records, being a fundamental testimony of the life and culture of the ancient Greeks, in

which the olive tree was of great symbolism that was reflected in the decorations of the vessels, jewelry and other utensils of everyday life of the time. So much so that the British Museum in London houses this amphora with a representation of the harvesting of olives by the painter Antimenes -whose real name is unknown- who created countless works between 530 and 510 BC using the technique of black-figure pottery. In it we observe three olive trees and several men hitting them with long sticks to detach the olives. At the foot of one of the olive trees a naked young man is kneeling, picking the fruits as they fall and putting them in a basket.

In Ancient Greece, the olive tree was considered a magical tree symbolizing immortality, life, victory, fertility and peace. According to Greek mythology, the olive tree played an essential role in the creation of Athens, where a fight for the domination of the city took place. Poseidon, God of the sea, plunged his trident into the Acropolis and from it sprang a fountain of salt water. Later, Athena struck a rock with her spear to make an olive tree grow from it. Thanks to its fruits, which they used to feed themselves, soothe their wounds and light up the darkest nights, the gods of Olympus granted victory to Athena and named her protector of the capital. It is also said that the winners of the *Panathenaeans* -religious festivals held in honor of this goddess and similar in importance to the Olympic Games- received amphorae of olive oil from the sacred olive trees of Athens as trophies.



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ANCIENT ROME (79 AD)

Kantharos with decoration of olive branches. Pompeii

**Treasure of Menander.
National Museum of Naples**

The National Archaeological Museum of Naples (Italy) houses this *kantharos* - a drinking vessel used in Greek, Roman and Etruscan civilizations- decorated with olive branches that was part of the great treasure of Menander, one of the most beautiful and elegant villas of ancient Pompeii, consisting of 118 pieces of silver wrapped in woolen and cloth fabric. The luxurious crockery included vessels for serving wine, plates and cups used in the sumptuous banquets held in the prosperous city, where olive oil was a crucial product. In fact, it was part of the Roman daily diet, being used for seasoning, cooking, and frying. In addition, before serving a dish on the table it was common to sprinkle it with a few drops of olive oil.

The strong dependence of the Romans on this food became evident in the time of Emperor Lucius Septimius Severus, who agreed to collect olive oil as part of the payment of taxes on the provinces and then redistribute it to the population of Rome. On the battlefield, the survival kit of the Roman centurions included a container of olive oil, along with bread, cereals, legumes, fruits, vegetables and wine, the other foods that made up the legionaries' diet. And as if all this were not enough, the omnipresent EVOO, a faithful ally in victory, was also used to light up the long sleepless nights and even to heal the soldiers' wounds.



ROMAN HISPANIA (1st CENTURY AD)

Mosaic of the Lovers

**Cástulo, Jaén. Visitors
Center of Cástulo (Spain)**

The ancient Ibero-Roman city of Cástulo, capital of Oretania, continues to amaze us with findings such as this *Mosaic of the Lovers*, with more than 750,000 tesserae and recognized by the *National Geographic* magazine as one of the most important discoveries of this century. The archaeological interventions in the monumental center of this ancient city located in the south of Spain, in the municipality of Linares (Jaén), allowed us to document a luxurious building of large dimensions intentionally demolished by a *damnatio memoriae* between the end of the first century AD and the beginning of the second century AD. Hypotheses indicate that it may have been a building that was to be used for the cult of Emperor Domitian, who was assassinated after a conspiracy in 96 AD.

The mosaic inside -extraordinarily preserved because it was not built on top of these ruins until several centuries later- is composed of small tesserae of stone and glass paste in red, yellow, green and blue tones, with allegories in their corners of the four seasons, in which images of great quality and realism stand out that refer to the ancient tree: spring is decorated with flowers, summer with ears of corn, autumn with bunches of vines and winter with branches of millet and olive trees. A sample of the influence that the arrival of the Romans had in Betica, where they discovered the enormous olive tree plantations and promoted and expanded them throughout the Mediterranean basin.





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ROMAN HISPANIA (1st CENTURY AD)

Lucerne of Medusa

Archaeological Museum of
Córdoba (Spain)



Lucernes -or ancient Roman lamps- were small utensils made of stone or terracotta, used since prehistoric times for artificial light. However, it was the ancient Romans who exploited their mass production and widespread use. Fed with olive oil, these lamps used to display erotic scenes, gladiators,

mythological motifs or floral patterns in relief. They enjoyed great popularity in Roman times as they could be collected and were relatively inexpensive, so they were manufactured in large quantities during the empire, using molds instead of handcrafted techniques. As a result of this rapid and cheap manufacturing, several thousand examples can be admired in museums around the world.

Specifically, this specimen, which can be visited at the Archaeological Museum of Córdoba, is made of fired clay finished with an *engobe* of light reddish tones. The arm of the spout, or *rostrum*, is short and wide and is decorated with a pair of scrolls in light relief. The rostrum of the piece is circular and is covered around its perimeter by a border composed of geometric motifs that frame the representation of the mythological character, the gorgon Medusa. This character is full of expressiveness, both for the fury of its facial features, as well as for the crispness of its hair, endowed with a pair of wings. This piece was used to illuminate houses, being a precedent of the Islamic lamps. In the disc, and offset from the geometric center, is the orifice through which the olive oil was supplied as fuel, and at the end is a small circular handle that would allow its transportation.

ROMAN ERA IN SYRIA (1st CENTURY AD)

Imperial Eagle

Ruins of the Temple of Bel,
Palmyra (Syria)



Located halfway between the Mediterranean and the Euphrates, the city of Palmyra, whose name comes from the lush palm grove in which it is located, would have gone unnoticed had it not been for its sulfur springs and, above all, its strategic location on the routes from India, China or Arabia on their way to the West. Inhabited by the Amorites or *Amorrhites*, combative nomadic tribes, the oasis was the “port of the desert” to which the thirsty caravans crossing the Syrian desert regularly came and where they were supplied. Although its origin dates back to the second millennium BC, the importance of Palmyra is to be found in the first century BC, when the development of trade routes turned the city into an obligatory tollgate. It is believed that already in the first quarter of this century Palmyra was annexed to the Roman Empire, as the references to the laws of Palmyra in the provisions of the governors of Syria at that time or the existence in the city of Greco-Roman civic institutions seem to testify.

During the I to III centuries AD, the Romans extended olive cultivation to areas such as central Tunisia, Syria and western Libya, where extensive irrigation systems were necessary to make it viable. As the Roman Empire expanded, so did the demand for olive oil, with Constantinople becoming a major importer. To meet the growing demand, olive cultivation spread throughout the Mediterranean Basin, leaving in its wake symbols of this tree everywhere, such as the remains of this imperial eagle with an olive branch in its beak found in the Temple of Bel, a mixture of Greco-Roman and ancient Eastern style, built by the Roman Emperor Tiberius Julius Caesar Augustus, and consecrated to the Semitic god Bel, worshipped in Palmyra along with the lunar god Aglibol and the solar god Yarhibol.



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MEDIEVAL AL-ANDALUS (13TH CENTURY)

Le Hadîth Bayâd wa Riyâd

Painter of the story of Bayâd and Riyâd.
Apostolic Library of the Vatican (Rome)



This is a 13th century Andalusian work that is particularly valuable for providing details of the architecture, clothing and daily life of the inhabitants of

Seville in the Almohad period. In fact, it is one of only three surviving illustrated manuscripts from medieval Al-Andalus. This document, incomplete and composed of thirty pages and fourteen miniatures, tells the love story between Bayâd, son of a merchant from Damascus, and Riyâd, a singing slave and favorite of the Hâyib or master of ceremonies. Other characters are involved, including the “Old Woman”, who has a role equivalent to that of the procuress in the literature of the late Middle Ages, and the Sayyida, daughter of the Hâyib. Without going any further, in this scene we observe Bayâd playing the lute under the shade of the olive trees in front of some slave girls with flowing hair, an old woman in the background holding a jug of wine and the Sayyida, with an elegant tiara, who presides over the evening seated on a platform.

Andalusian agriculture was oriented towards food crops, although there were also others for commercial use, including textiles and medicinal plants. There was a considerable increase in agricultural production, as they were no longer serfs, but now worked their own land, as most of the old Visigoth large estates disappeared, now converted into small family farms. At this time the olive tree experienced a great increase, as the Muslims encouraged and organized its cultivation on a large scale and introduced olive oil into daily gastronomy. Such was its importance that today much of the vocabulary of olive growing has Muslim origins: oil (*zayt*), oil mill (*al-ma'sara*) or aljarafe (*al-Šaraf*).

LATE MIDDLE AGES (END OF THE 14TH CENTURY)

Olive Harvest. Tacuinum Sanitatis, Lombardy

Biblioteca Casanatense, Rome

The Tacuinum Sanitatis is a medieval manual on health and wellness based on the Taqwim al sihha (Tables of Health), an Arabic medical treatise by Ibn Butlan, which exists in several Latin versions, with profusely illustrated manuscripts. Although it describes in detail the beneficial and harmful properties of foods and plants, it is more than a herbarium as it includes extensive sections on breathing, exercise, rest, and mental health. These texts enjoyed such popularity in Western Europe in the late Middle Ages that they inspired the current term *tacuinum*, which in Italian refers to any manual or pocket book. In addition to its importance for the study of medieval medicine, the *Tacuinum* arouses great interest in the study of the agriculture of the time; for example, the cultivation of the olive tree and the harvesting of olives, which are covered therein.

It is worth noting the importance of olives in medieval banquets, the main social events of the Middle Ages, which were a time for the host to show off their power and display their wealth. In fact, olive oil and olives, considered luxury foods, were only available to the wealthiest hosts, who used them especially during Lent, when religious precepts prohibited the consumption of animal foods.



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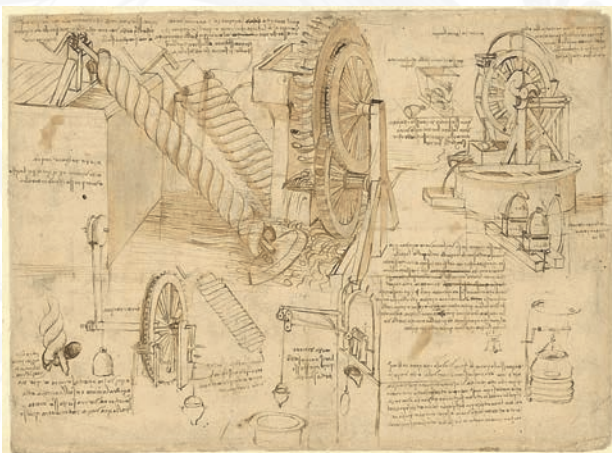
RENAISSANCE (1452-1519)

Oil press. Codex Atlanticus by Leonardo da Vinci

Ambrosian Library of Milan

The Renaissance genius Leonardo da Vinci was, among many other things, an olive grower. The young Leonardo grew up in Vinci with his grandfather and his uncle Francesco, his father's younger brother, from whom he learned to till the land, take care of the family olive trees and make olive oil. A knowledge that he would reflect years after leaving Vinci in a sketch of an oil mill, or in the drawing of a machine with which he made his own oil colors. A passion, that of olive growing, which accompanied him throughout his life and influenced his sketches of machinery and architecture.

The original *Codex Atlanticus* of Leonardo da Vinci is a journey into the fascinating world of the genius. In total, it comprises 1,119 pages in 12 volumes that include 1,750 drawings and manuscript pages in which he makes a tour of the subjects that most interested him, from studies of mechanics, astronomy, chemistry, botany, geography, sculpture, war gadgets, devices to fly, to descend under the sea... It also includes studies of anatomy, notes of his biography or philosophical reflections, which are a legacy of his time and the soul of the Italian artist, whose talent is exposed in these pages and make him the father of the scientific method.



ENLIGHTENMENT XVIII CENTURY

La Paz. Antonio Capellani

El Prado National Museum, Madrid



During the 18th century, in the cultural circles of countries such as France, England and Germany, the intellectual movement known as the Enlightenment expanded, whose principles sought to illuminate the darkness of previous ages with reason. Although the Baroque survives, intensified in the Rococo, in the first decades of the 18th century and Romanticism is anticipated in the

last decades, the characteristic artistic style of the Enlightenment is Neoclassicism. A new classicism that advocates a return to the ideals of balance of classical literature, especially Greco-Latin and Renaissance literature, which exalts nature as an element that produces feelings and beauty. A clear example of this is this work in which an olive branch is elevated to its fullest expression.

La Paz is a standing statue, crowned with laurel, wearing a sleeveless tunic and cloak, holding in her left hand an olive branch and in her right hand a flaming torch, with which she destroys the symbols of war at her feet. It is a small work in Carrera marble that represents the victorious Peace, as the image combines the laurels and the olive tree with the torch leaning towards the ground. A work of the Venetian sculptor Antonio Capellani, it is said that the piece was acquired by the Spanish monarch Charles IV during his exile in Italy and brought to Spain after his death •

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Isabella Poti *vs.* Florian Pellegrino

*The most irreverent duel in
the gastro world*

By Pandora Peñamil Peñafiel

It has been written about them that they are “the young shadow of Martín Berasategui and Paco Torreblanca in Italy”, “the most brilliant chefs of the millennial generation”, or that “from Lecce they have managed to turn their irreverent cuisine into a global brand”. But the truth is that Isabella Poti and Floriano Pellegrino (Bros’ restaurant) are unclassifiable. From the tip of Puglia, right at the heel of the boot, this couple -in and out of the kitchen-, disciples of Berasategui, regulars on the *Forbes* list of the 30 most promising young chefs in Europe and praised by the most veteran chefs in Italy, opens the doors of their kitchen to discover, to the rhythm of rock & roll and trap, a visceral love affair with extra virgin olive oil.

*“We are two kids from the south of Italy and for this reason
olive oil is the main feature in our dishes”*





» With this phrase you define your cuisine: “The essential is visible on the palate”... Could we say that to really understand your dishes the diner has to come to Bros’ with the curiosity of a child, like the main character of *The Little Prince*?

Yes, it is clear that most of the people who come to our restaurant Bros’, do so with that attitude. In fact, our goal is to further enhance this vision that both our customers and ourselves have towards our cuisine.

» When you enter the Bros’ website you don’t know if it’s a restaurant, the launch of the latest video clip of an international music star or the Autumn/Winter collection of an avant-garde fashion brand. How would you define yourselves?

Our goal, since we opened Bros’, is to be a polyhedron, that is, to show thousands of different faces, always listening to our natural instinct and avoiding betraying it. We like to show ourselves as we are. We do not give too much importance to classify ourselves, or to define if what we do is linked to other worlds, because the only thing we pursue, and that we really enjoy, is to be ourselves.

» Within your philosophy of local cuisine, olive oil should be a must. Do you like it? What role does this ingredient play in your cooking?

Yes, of course we like it! We have a visceral relationship with EVOO and, obviously, it plays a fundamental role in our cooking. We are two kids from the south of Italy and, precisely for this reason, olive oil is the main character in our dishes. We love

it that way! Of course, we do not like to serve it in a classic way, we seek to deepen, experiment, and offer the diner the maximum expression of what an EVOO can be.

» Do you remember your first experience with EVOO? Was it used and consumed in your home when you were young?

In Puglia it is common for the vast majority of families to produce their own oil, so the first memories that come to mind in relation to olive oil are from when we were very young. Floriano’s family had a small *masseria* where they produced their own oil and he has wonderful memories of that time.

However, the first serious approach we had with EVOO was in the restaurant, when we wanted to create a super-creamy appetizer to serve with bread. The problem is that the oil, in its natural form, is not creamy, so we had to work with it cold to give it the creaminess we were looking for. Because we are convinced that when cold, EVOO can offer a much wider range of perfumes.

» You have managed to eliminate the salt from your dishes and replace it with anchovy sauce, which provides a dose of umami, and the acidic notes are provided by citrus fruits and traditional pickles. What flavor would you say extra virgin olive oil adds to your dishes?

These preparations come naturally to us. Experimenting with extra virgin olive oil is something intrinsic to our cuisine and our territory. One of the flavors we



play a lot with is the bitterness of this juice, which undoubtedly plays a very important role in our tasting background.

>> Within your avant-garde cuisine, do you consider extra virgin olive oil a cool and modern food?

Of course, but not only in the work environment, but also in our daily life. We work to convey to the diner the identifying taste of our territory, and EVOO is 100%, so we do not treat it as just another component in a dish, but as the true star of the preparation.

>> You want to move the center of world gastronomy to the south of Italy... What can the gastronomy of this region add to the current scene?

Our creative process is not tied to technique, nor to the ingredient, but to the flavors that identify our territory, something that differentiates us from the rest. An approach that we believe defines the chefs of 2021 and will be a trend in the coming years.

>> Fruit jellies with the name Bros', fermented juices, whey... You are committed to a modern cuisine without complexes, unlike many Michelin-starred restaurants. Do you think that big restaurants are more rigid and should loosen up more and leave more room for the imagination?

Practically all the decisions that are made in a restaurant come from its chef. We are convinced that every restaurant is different and that is the



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most beautiful thing. What is different is always the most wonderful. It is clear that if you are looking for creativity and avant-garde dishes, in a restaurant with three Michelin stars they must be at least three times better than in a more humble restaurant.

>> With an image as groundbreaking as yours, you reach many more young people... How do you see social networks as a way to communicate with this millennial audience?

We consider ourselves millennial chefs and entrepreneurs. We live to the fullest the era that we have been called to live and we would be stupid if we did not use the tools at our disposal to get as far as possible.

>> Which of your dishes most defines you and why?

In fact, all of our dishes, from our inception to the present day, represent us. They represent our growth, our evolution, not only as professionals, but also as people. But if we had to choose one, more than a dish, it would be a flavor: the rancid or vintage one.

>> You consider Martín Berasategui and Paco Torreblanca as your mentors. What have they meant to you?

We always tell our “kids” in our team that in order to become a complete chef, they must find their own

“godfather”. A person who can accompany them during their training, give them good advice and be a role model for them. We have had them and we are very pleased with them. It changed our lives to meet masters like Martín Berasategui and Paco Torreblanca. It is clear that Spanish cuisine has been at the forefront of the world, experiencing a real gastronomic boom, and we consider ourselves very fortunate to have witnessed this first-hand and to continue collaborating with such renowned chefs. Have they influenced our menus? No. But they have had a decisive influence on our training and on the defining of our mentality and our attitude.

>> Chef Massimo Bottura confessed to us that jazz always plays in his kitchen and Rasmus Kofoed is more into hip-hop. In a team of young people like you have at Bros', are you more of a rock fans in the kitchen?

We are more of a rock fans, totally. Although we also like to put some rap in the kitchen... and even trap!

>> We cannot fail to mention the COVID-19 pandemic and the damage it has caused, not only at the health level, but also to the hospitality industry worldwide. How have you experienced this situation? Do you consider that the coronavirus has changed the way we understand this industry?





First of all, we have to be aware that things are not always going to go well in life, but we must be brave, and we millennials are used to reinventing ourselves in the face of adversity. We have experienced the pandemic period as an opportunity to improve, keep working and overcome all the problems in order to become the best version of ourselves. The goal is to come out stronger when this pandemic is finally over.

>> What menu would you choose for a last supper?

We would develop a very long menu, divided into small portions, like an appetizer, with all the Bros' dishes that we have created so far. Finally, we would choose a traditional main course linked to our region.



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Let the battle begin!

Now, after this warm-up in pairs, we begin a gastronomic battle in which the only rule is to know about extra virgin olive oil. On one side of the ring, **Floriano Pellegrino** (1990, Lecce), founding chef of the Bros' restaurant (1 Michelin star), the Roots trattoria in Scorrano and the Bros' Rugby Club. On the other, a rival ready to take up arms, **Isabella Poti** (1995, Rome), model, pastry chef, co-founder of Bros' and president of the Bros' Rugby Club -currently the youngest president of a rugby team in Italy!-



Isabella Poti:

“EVOO has always been the basis of my daily diet, from breakfast to dinner!”



Floriano Pellegrino:

“I would take to a dessert island dried beans, garlic... and extra virgin olive oil!”

3... 2... 1...
Let the battle begin!





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1— Do you remember when you first tasted olive oil? How was it?

Isabella: I tasted it when I was so small that I can't remember it, but in our region it is commonly used for everything: to season vegetables, to make pasta... and much more! It was when I tasted it with fresh tomato and toasted bread, in the form of a *bruschetta*, that I really appreciated its bitter and spicy notes. My mother had a farm when I was small and that's why EVOO has always been the basis of my daily diet, from breakfast to dinner!

Floriano: When I was very small, in my family's *masseria*.... It was something indescribable, wonderful!

2— Finish this sentence. Olive oil inspires me...

Isabella: Freshness and, above all, home.

Floriano: Flavor! The flavor that identifies our region, El Salento.

3— Your favorite dish with olive oil

Isabella: Our *bruschetta* with fresh tomatoes.

Floriano: Wild chicory seasoned with a good extra virgin olive oil and a pinch of salt.

4— What three foods would you take with you to a desert island?

Isabella: Flour, eggs and apples.

Floriano: Dried beans, garlic... and extra virgin olive oil!

5— Which chef do you admire the most?

Isabella: I really admire the whole Troisgros family of chefs.

Floriano: Martín Berasategui, a great man and a great mentor.

6— Which foodie fashion do you hate the most?

Isabella: I don't like the fact that sushi has become a trend. It has become so viral that it has suffered a huge decline in terms of quality. I would advise all those who eat sushi to eat it less frequently and with better quality.

Floriano: The fact that anyone now thinks they know about wine and food just because they have taken a 2-hour course. To me it's surreal!

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

Isabella: We always end up talking about how much time we dedicate to dessert in restaurants, a reviled part of the menu that should be revamped and placed at the same level as the rest of the menu.

Floriano: Lately we have been thinking about what our next bakery, Sista, will be like.

8— Which city you would go to again and again for lunch

Isabella: San Sebastián!

Floriano: Tokyo.

9— A song to cook with

Isabella: *I want to break free*, from Queen.

Floriano: *Girls want girls*, from Drake.

10— The drink that pairs best with your cuisine

Isabella: Different fresh fruit juices!

Floriano: Sparkling water •

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QvExtra! reaffirms its commitment to quality and health

More than 1,030 international awards from 51 competitions worldwide endorse, between 2017-2020, the brands of QvExtra! International. All of them with natural antioxidant contents above 200 ppm and fruitiness above 4, among other virtues. Coincidence or good work?

The commitment to quality and health that QvExtra! makes regarding EVOO is not a one-off event. It is a project for the future, in which the association intends to position all oils in the extra virgin category, because it cannot be otherwise, extra must be EXTRA!

The SIQEV seal is awarded only to extra virgin olive oils that meet the agreed internal standards, highly committed to excellence, more demanding than the current regulations, and which, being audited and controlled by SGS, offer the customer peace of mind and the guarantee that they are consuming a high quality EVOO during the entire period of its packaging until its desired consumption. These standards are by no means unattainable: more than 10 million kilograms certified since 2014 and more than 7.5 million seals imposed across the entire international territory, with 31 SIQEV brands alone.

Among the quality parameters that are part of the mandatory requirements for SIQEV certification, it is worth mentioning the requirement to comply with a total polyphenol content higher than 200 mg./kg. and an oleic acid content higher than 65 mg./kg., since both parameters are of vital importance for the health benefits that EVOO provides to the body and its stability throughout its shelf-life, in order to ensure that the consumer always receives an excellent extra virgin olive oil.

The sum of minority compounds that are part of extra virgin olive oils has for years promoted a large number of scientific studies in which the use of this product has been identified as having important health benefits. Among many others, the reduction of pain due to the increase of encephalins, the protective effect of EVOO on memory alterations or synaptic integration, its positive effects on the intestinal microbiota, the control of obesity due to its inverse relationship with the content of monounsaturated fatty acids or its anti-inflammatory potential stand out. These health benefits are the most important values that EVOO has as a differentiator with respect to all other edible fats, with it being one of the essential foods of the Mediterranean Diet and should be cared for and advocated by the whole sector.

QvExtra! International collaborates with important institutions such as the University of Navarra in the continuous analysis of EVOO and its impact on human life, and works tirelessly in the promotion and dissemination of the virtues of extra virgin olive oil among consumers.



www.qvextra.es



QvEXTRA! INTERNATIONAL is #trendingtopic



1. New consumers are asking:
How are you going to promote your brand in 2022?

2. Instagram, Facebook, Twitter, TikTok... Which one do your customers like the most? What content do you promote on your social networks? Can you tell us any anecdote?

3. What can we find in your online store? What is the most demanded product?
4. How do we get in touch?



ACEITES GARCÍA DE LA CRUZ • ALMAZARAS DE LA SUBBÉTICA • ALMAZARA LA ALQUERÍA • CASAS DE HUALDO • COOPERATIVA AGRÍCOLA DE CAMBRILS DEORTEGAS • FINCA DUERNAS • JACOLIVA • LASOLANA2 • LUQUE ECOLÓGICO MOLINO DEL GENIL / LAGAR DO SOBRADO • VENTA DEL BARÓN • OLEALSA-LA QUARTERA • OLEO QUIRÓS • OLIVAPALACIOS • ORO DEL DESIERTO • SOLER ROMERO

Almazaras de la Subbética

1. In 2022 we will promote our brand daily on social

networks, creating varied content, announcing news and also the prizes received. We will also launch promotions and special offers in the online store, as well as raffles of packages through Instagram or Facebook.

On the other hand, our strategy also includes collaborations with influencers to whom we send some of our products so that they can create stories, post photos or create a recipe using our EVOO. Sometimes we even provide them with a special coupon for their followers to get a discount on their online purchases or they themselves carry out raffles of our products in their networks.

2. The customers of Almazaras de la Subbética

generally prefer Instagram, while our partners choose Facebook. They particularly like the images and videos that show the olive groves and the production process of our EVOOs, as well as those contents that show their different uses: breakfasts, recipes, etc.

As an anecdote, we can highlight the birth of a solidarity project: one day an association contacted us through the networks at a time when Almazaras de la Subbética was developing a social project. Thus arose the "Bottles with Soul". The idea consists of the creation of unique bottles whose image expresses the feeling about "The Family, The Olive Grove and the Olive Oil" captured in a drawing done by the students of the schools participating in the project on a paper cardboard with FSC (Forest Stewardship Council) certification.






For each bottle sold, Almazaras de la Subbética donates €2 to the Sonrisas sin Cáncer Association for research against childhood cancer, so the project has a triple aspect: social, environmental and solidarity.

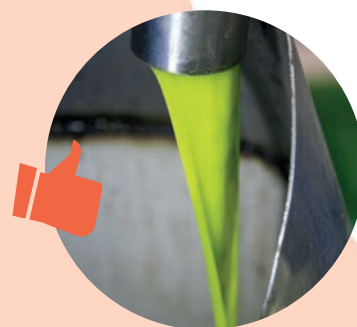
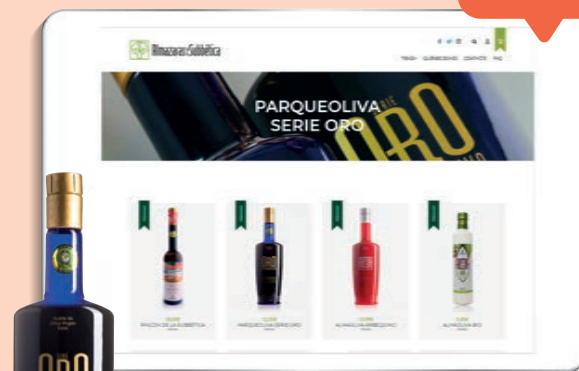
3. In the online store of Almazaras de la Subbética,

which only receives orders nationwide, you can find our entire range of EVOOs in different formats, as well as packs, cases or special gift baskets. Although orders are placed from all over Spain, most of them come from the big cities such as Madrid, Barcelona or Zaragoza. As for international orders, these are managed in our physical store by telephone or by e-mail.

Undoubtedly, our star product is *Rincón de la Subbética*, a 100% Hojiblanca organic monovarietal with PDO Priego de Córdoba, which is the most awarded EVOO in Spain -more than 250 awards in the last five years- and one of the emblems of the mill. It is followed by two other Premium EVOOs, *Parqueoliva Serie Oro*, a blend of Picuda and Hojiblanca -also with PDO Priego de Córdoba- and *Almaoliva Arbequino*, recognized with more than a hundred awards in the last decade. Also in great demand are the 5-liter container for daily use in the kitchen and, at the beginning of the season, our special unfiltered extra virgin olive oil.

4.

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Aceites García de la Cruz

1. Undoubtedly, digital showcases will play a key role, through the marketplace, social networks, web, etc. On the other hand, the physical shelves themselves will also play an important role because this is a place where we interact directly with the customer, either through POS or from the packaging itself. Both lines of promotion will work together in a very special year for us, as in 2022 we celebrate the 150th anniversary of the company.

2. We currently have profiles on all the social networks. There is no favorite one, since our followers are different. The contents are varied, but our followers feel that they identify with those in which healthy foods appear. Content related to awards also tends to have a higher number of engagements than others. In the USA, we collaborate with several well-known influencers, such as chef Dorian Hunter, the first African-American woman to win MasterChef, who has published Southern food recipes made with our EVOOs and conducted live tastings on Instagram.

3. In fact we have two online stores, one in the USA and one in Spain, and we also sell our products on Amazon throughout Europe, so we have more than one star product. In the USA the best seller is the 500 ml. bottle of *García de la Cruz Master Miller*, while in Europe the star product is the 5 l. PET format of *García de la Cruz*, both of which are organic. Two very different products that reflect the different needs of consumers in each market.

4.

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Almazara la Alquería

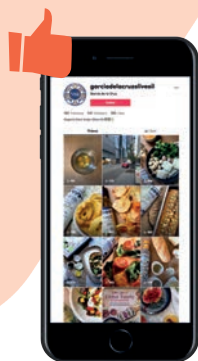
1. In social networks, specialized magazines, radio promotions, sponsoring of sports activities, etc. For the last four years we have been a sponsor of the professional cycling team Astana, providing their entire team with our EVOO: athletes, masseurs, doctors, nutritionists, etc. We also sponsor and/or collaborate with children's and youth soccer teams in Alcoy and Muro de Alcoy. And we attend fairs and events at a local, provincial, regional or national level, for example the Salón Gourmets or the WOOE, both held in Madrid. Since 2019 we also have a sponsorship program in which the sponsors -about 4,000- receive eight liters of organic EVOO from the "Verdecha" farm every year.

2. The social networks we use the most are Instagram and Facebook, because they are the most visited and the most business-oriented. The most liked contents are usually news about awards we have received, the oils of the new campaign, novelties, etc. Also the promotional videos that we post on our YouTube channel about our activity and products. And customers who contact us to visit both the olive groves and the mill usually share the experience in their own networks.

3. In our store you can purchase our full range of Premium, conventional and ecological products, packaged in 500 ml. glass bottles and 2.5 l. cans. The star product is the gift pack consisting of three bottles of *Paraje La Cabaña L'Alquería* -organic Blanqueta, Alfafarenca and Picual- our three varieties, which can also be customized to the customer's taste. The best sellers are the native varieties Alfafarenca and Blanqueta, unique EVOOs of limited production that can only be found in the Alicante Mountain area. Each season we produce about 50,000-60,000 l. of EVOO and in January we have already sold more than 60% to export markets, especially Germany.

4.

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Casas de Hualdo

1. In 2022 we expect to boost trends that Casas de Hualdo has been working on for a long time: the digital environment is here to stay and health care through natural food is once again a trending topic. Thus, the cloud becomes the mirror of our brand philosophy, it is a new way of relating to our followers and becomes even more relevant as a sales channel for healthy and sustainable food produced on our farm. Shopping comfortably from home or the office is becoming an increasingly common practice, so we will continue to work to meet the requirements of our most demanding customers, both from physical points of sale and the online channel.

2. Of the most popular social networks, we found that Instagram is the most attractive for those who want to know firsthand what is happening on our farm, although the Facebook audience is very active when it comes to leaving comments. Through our profiles we tell stories of all kinds. The contents that our followers like the most are those related to the biodiversity of our environment, because Finca Hualdo, located on the banks of the Tagus River in a privileged natural enclave that houses a multitude of crops that coexist with a wildlife of great wealth, is full of life, which allows us to share really interesting photographs.

3. In the online store you can find, on the one hand, our Arbequina, Picual, Cornicabra and Manzanilla monovarietal EVOOs; and, on the other hand, our blends *Reserva de Familia*, *Partida Real* and *Casitas de Hualdo* -specially created for children- as well as our organic blend *Casas de Hualdo*. There are multiple formats: 500 ml. glass bottle with case, packs of 6 and 12 bottles of 250 and 500 ml., packs of 50 mini-bottles of 25 ml, etc. as well as elegant cases and large format for versatile use in the kitchen (3-liter cans). Thus, customers can choose to buy the bottles separately or in cases, which is a very attractive option as they can be shared with family and friends. In fact, the most popular product in our online store is the Mixed Pack of 12 bottles of 500 ml., which allows you to enjoy different EVOOs together while experimenting with them in the kitchen.

4.



casasdehualdo.com/tienda-online/



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Cooperativa Agrícola de Cambrils

1. Undoubtedly, the COVID-19 pandemic has caused a change in consumer habits, encouraging even more online sales, so the strategy should be aimed, on the one hand, at digital sales and, on the other, at communicating our company's commitment to local producers, product quality and the SIQEV seal, without forgetting the good work of our cooperative -as evidenced by the achievement of IFS certification- and our commitment to other factors such as sustainability, which consumers are going to value highly in the future. In 2022, we want to re-launch *Mestral*, our Premium brand, and increase our presence in the regional market. To this end, and as a supplementary action, we will initiate a local collaboration with some chefs to promote our EVOOs from a culinary and gastronomic point of view.

2. Nowadays we think that Instagram is the network that most identifies us at a corporate and institutional level, although at a local level we use Facebook and Twitter as a bulletin board. The most liked are the promotions we launch in the online store and in our agro-boutique located in the oil mill itself. Other contents that generate interest are those related to the follow-up of the campaign, the awards received by the cooperative, the launching of new products and packaging or the presence in fairs such as Anuga, Alimentaria or the Salón Gourmets. Anecdotes? At the beginning of each campaign we receive a flood of messages in multiple languages on Facebook and Instagram asking when the new EVOO will go on sale. We also have great fans and prescribers of *Mestral*, such as French chef Jérôme Quilbeuf, former head chef of the Sant Pau restaurant -with two Michelin stars- and Carme Ruscalleda -another *Mestral* enthusiast who has collaborated with us- in Tokyo.

3. Although we have more than 50 different products, the most sought after products are undoubtedly the classic 5-liter PET can for home consumption and the 3-liter lithographed can, both of them of *Mestral*.

4.



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Almazara Deortegas

1. In 2022 we want to make Almazara Deortegas

even more visible and approachable, and for this we will create more content for our social networks, with more publications that bring us closer to our followers and friends, making them participants in our everyday life. Talking not only about our products, but also about our way of producing and caring for the environment, about our roots, our work, our passion.


Currently, our customers rate their shopping experience very positively on social networks -the vast majority of them rate it with 5 stars- which makes us continue to grow in this type of business. Our intention is to interact more with our clients and consumers, facilitating contact with the company and the shopping experience through any social network.


2. Although we are present in many different social networks, Instagram and Facebook are the ones in which we have more followers and that our customers use the most. We find that our followers and friends react and comment with great affection on posts about processing and farming, but we always get a great impact when we share news about awards and competitions in which we have been awarded, they are very happy about our successes and congratulate us. They make us very happy with those comments!


3. In our online store you can find a wide range of monovarietals: Arbequina, Picual, Cornicabra, Hojiblanca and Frantoio, as well as a wonderful blend. As for the formats, we have bottles of three different sizes: 500, 250 and 100 ml., the latter as a new product. Undoubtedly, one of our outstanding products are the Deortegas gift packs, with wooden and cardboard cases in which to include all the varieties or those of the customer's choice. They are a great gift!

4.

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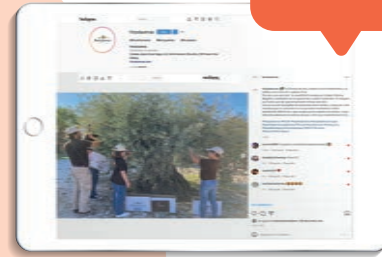
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10k ❤️ 2k



Finca Duernas

1. Young consumers want to get closer to the land and

the people behind it. In 2022, we will continue to help them dream of the beauty of everyday life in the countryside and care for the olive grove, without forgetting about the evolution of Nature and our love for it. Because 200 years of history of a farm appeals to the novice consumer.

2. Although all social networks bring us closer to

consumers in one way or another, the favorite in the last year has undoubtedly been Instagram, because of its visual character.

Our followers look for real content that shows our daily life and reinforces our identity and authenticity. The beginning of the campaign, the production process or the harvest of Grandma Ana's olive tree -a tree more than 300 years old that is the most precious olive tree of Finca Duernas, that was replanted in a very visible place in the heart of the estate in order to always have her figure present- fascinate the public. The fact that there is total traceability, from the olive tree to the bottle without leaving the estate, is also something that they find amazing.

3. In the Finca Duernas store you can find all the brand's EVOO lines:

- *Duernas Oleum* (Arbequina and Picual BIO 250 and 500 ml.)
- *Duernas Envero* (Arbequina and Picual BIO 250 and 500 ml.)
- *Duernas Cuisine* (Picual, 3 l. can)
- *Duernas Bakery-Especial Repostería* (Picual, 500 ml. bottle)

Duernas Oleum Arbequina BIO is the product preferred by our customers. It is an extra virgin olive oil with its own personality, unique in the world, very fruity but with that spicy aftertaste typical of the juices from the countryside of the Lower Guadalquivir. Harvested at its peak and obtained in less than an hour, it is a guarantee of excellence.

4.

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Truly Extraordinary

Oleoestepa was born from a cooperative commitment of more than seven thousand olive families with excellence and sustainability, among olive groves located in the heart of Andalusia, in an extensive valley of olive trees that enjoys unbeatable conditions for its cultivation, within the limits of the Estepa Designation of Origin. By virtue of its olive tradition, excellence and respect for the environment, we are dealing with truly extraordinary extra virgin olive oils.









Jacoliva

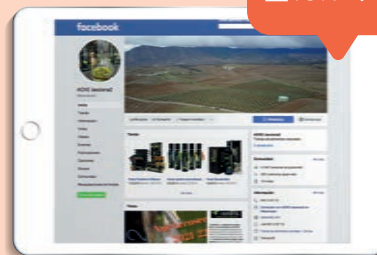
1. The best promotion is the word of mouth of those who try our excellent monovarietal of Manzanilla Cacereña, a variety native to the region. In 2022 we will attend fairs such as WOOE, Alimentaria, Salón Gourmets or Biocultura, in Spain; and we will publicize our activities in social networks and media. We organize tastings among our customers, oleotourism activities with visits to the field and the mill, etc. We also receive arranged visits from groups of primary school children that we treat with great affection and dedication, because children are like sponges, they are open to everything and show great interest and curiosity, besides being potential consumers of the future. We also collaborate from time to time with *gastronomic influencers* and chefs, especially from Extremadura.

2. We mainly use Instagram (3,290 followers), Facebook (4,846 followers) and, since mid-July 2021, TikTok, because we have found that the latter is a good way to reach new customers, and not only young people. As it is a relatively new network, any publication has a great impact. If on Facebook what is most liked by far are the sweepstakes and promotions and on Instagram are the recipes, on TikTok and on our own YouTube channel what is most viewed and shared are informative videos where we talk about our products and explain what an *early EVOO* is, the organoleptic characteristics of our oils and their health benefits, terminology, recipes and preparations, etc. The inquiring questions come almost all from South America: many users ask us about the use of extra virgin olive oil on the body and hair, or what is a *lampante* oil.

3. In our online store you can find our full range of conventional, organic and Premium EVOOs (*Jacoliva, Oligata, El Lagar del Soto* and *MO*), as well as the products of the cosmetic line with extra virgin olive oil *OlivaOlivae*: soap, hand, facial and foot cream, body milk, shampoo, scrub and lip protector. Most orders are national, especially from Madrid, Basque Country and Catalonia, and the star product is undoubtedly *El Lagar del Soto BIO*. In mid-2019 we started selling on Amazon at a national level and, given the good reception, a year later we began to do so internationally; we mainly receive orders from Germany and also from Italy, France and the Netherlands, with *El Lagar del Soto* being the best-selling product. Something curious is to observe how on Amazon all the comments we receive are very positive, while in Spain people are more critical.

4.

-  jacoliva.com/es/2-home
-  es-es.facebook.com/pg/jacoliva
-  instagram.com/jacolivaalmazar/
-  twitter.com/aoveJacoliva
-  youtube.com/c/Jacoliva-almazara
-  tiktok.com/@jacoliva_aove?



Lasolana2






1. Firstly, we are going to promote our products in the five social networks where we have a profile (Facebook, Instagram, Twitter, YouTube and Pinterest) through contests and raffles for *likes*. On the other hand, we want to increase our penetration in the gourmet market by expanding the number of stores where we sell our products, both in Spain, especially in Madrid, Córdoba and Seville, and in Europe, mainly in France, Germany, Denmark and the Netherlands.

2. Our customers' favorite networks are Instagram, where we have more than 8,500 followers, and YouTube, with more than 2,200 followers and nearly one million views. The most popular content is news published in media such as *Mercacei*, which we share because of their interest, as well as news related to healthy eating, farming and production or cooking recipes with our EVOOs.

3. In our store you can find the entire lasolana2 product catalog: our organic Picual monovarietal from regenerative agriculture, early harvest and limited production; the range of flavored EVOOs; *ChocAOVE*, a delicious dark chocolate with 70% cocoa made with our Picual EVOO; wine vinegar spray; and a regenerative balm for the skin made with EVOO and shea butters.

Our star product is the 500 ml. bottle with case of our Picual Premium organic monovarietal. The *ChocAOVE*, which we launched four years ago in 2018, is also very well accepted; and the packs, both the flavored EVOOs (oregano, Buddha's hand, rosemary and cayenne) and the *Goloso* (500 ml. bottle + 5 tablets of *ChocAOVE*) and the *Sostenible* (2 l. bag-in-box + 500 ml. bottle with case + bottle adapter). We are proud that our *ChocAOVE* reaches the five continents thanks to an important multinational company from Almeria (Cosentino Group) that includes it in their Christmas baskets.

4.

-  lasolana2.com/tienda/
-  facebook.com/lasolana2/
-  instagram.com/aove_lasolana2/
-  twitter.com/lasolana2
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Luque Ecológico

1. The social media will be our big gamble to transmit

our new environmental projects and initiatives and to ensure that our brand continues to be associated with sustainable activities. Without forgetting, of course, the direct contact with them through our stakeholders in each country where we are present, Europe, USA, Japan, Canada, Australia, etc., and our participation in their promotional actions, at the point of sale, through their social networks, etc.

On the other hand, our corporate social responsibility (CSR) policy includes sponsorship of sports activities and collaboration with solidarity initiatives, both at a provincial and national level: food banks, soup kitchens, NGOs such as Baobab Mozambique, which carries out development projects in this African country, etc.

2. Instagram and Facebook for end consumers, and

LinkedIn for professionals. The contents most appreciated by our followers refer both to participation in environmental projects to contributing to the reduction of the carbon footprint and awarding of prizes, as well as the presentation of new products and packaging or the activities in our ecological olive grove and everything related to the circular economy. As an anecdote we can highlight that our friend Cisco García, a wheelchair tennis player with whom we have been collaborating since 2017, the face of several well-known brands and TV collaborator, is a staunch fan of LUQUE products and, when he uploads a story related to them, the peaks of activity in our social networks are significant. Nothing like having an influencer among your friends...

3. Early harvest organic EVOOs, both of Picual and Pajarera, are the main protagonists of sales, although we cannot forget the perfect match: our Premium organic vinegars!

4.



luque.bio/nuestros-productos/



facebook.com/aceiteecologicoluque



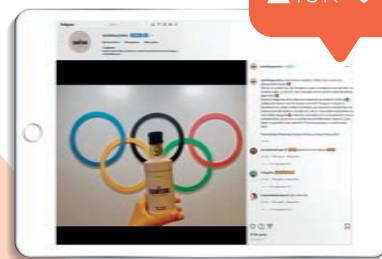
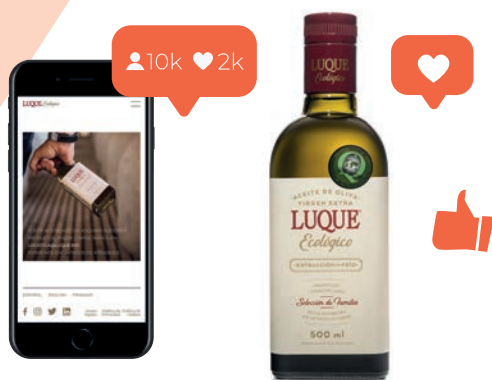
instagram.com/luqueorganic/?hl=es



twitter.com/EcologicoLuque



linkedin.com/company/alcubilla-2000---luque-organic



Olealsa-La Quartera

1. In 2022 we will have several national collaborations

with chefs, *instagramers* and restaurants that will help us to highlight the value of EVOOs and distinguish the different qualities of olive oil, as well as some other surprises such as tastings, *showcookings* and pairings in one of our farms. We will also participate with our EVOOs in the Makro workshops organized by Spanish chef Firo Vázquez.

2. For now we have focused on Instagram. Our

commitment to this social network is due to the fact that, as of today, it seems to us to be the most interesting for interacting with our collaborators and potential customers and showing the quality of our products. The most valued contents are undoubtedly the recipes, but we should not forget the tips and advice on the health benefits of EVOO. As an anecdote, last year we were present at the Olympic Games in Tokyo thanks to Sara Saldaña, a member of the Spanish artistic swimming team, who took a batch of our *La Quartera* EVOOs to Japan and posted photos on Instagram. But the most important is the one that refers to our origin: in 1911, in Les Borges del Camp, the Borràs family and specifically L'Àvia Teresa, a pioneer and daring entrepreneur, decided to set up an oil mill with the aim of serving all the olive farmers in the area. An oil full of authenticity produced for their own consumption and for its commercialization in squares and markets of the villages. Thus, for more than a century, *La Quartera* has enriched the dishes of the whole Baix Camp region, where the famous architect Antoni Gaudí was born.

3. In our store you will find exclusively EVOOs of the

Arbequina variety from the Baix Camp region, in Tarragona, in its different presentations: 250 and 500 ml. bottles, which is the format chosen for our *La Quartera* EVOOs -the first one is preferred by the Horeca channel and the second one by the mass consumption segment-; and 2 and 5 l. PET, marketed under our other brand, *Aberoliva*. Our star product is *La Quartera* Premium EVOO with the SIGEV seal of approval, to which around 10,000 liters are destined, obtained from the best batches of olives.

In addition, we have a physical store in Riudoms (Tarragona) where all the products of our Group are sold, especially EVOOs and tree nuts 100% Origin Spain.

4.



olealsa.com/aceites/



instagram.com/aceitelaquartera/?hl=es

ICE Dop. Para los grandes aceites extra vírgenes.



ICE Dop de línea simple y funcional, se caracteriza por unas proporciones armoniosas. Con hombro delicado y cuerpo cilíndrico, se conecta a la base con un ángulo bien definido: un detalle de gran valor estético que hace único el contenedor. **ICE Dop** está dotada de boca Dop para asegurar la inviolabilidad del contenido y es producida en el característico color Verdetrusco®.

ICE Dop has a clean and simple design based on a balance of proportion between the soft shoulders and the body which transitions through a minimal radius to the base. The aesthetics give the container a unique look and feel.

ICE Dop has been designed with a Dop finish which provides tamper-evidence and an internal pourer for premium products. It is produced in our unique Verdetrusco® glass colour.



Venta del Barón

1. In 2022, we face a big challenge. At a time when all brands have realized the importance of having a presence on the Internet and that buying habits have changed, we are filling the *timelines* of our consumers by bombarding them with content 24 hours a day. So much so that we have been able, thanks to channels like TikTok, to enter the homes of the audience.

In this sense, at Mueloliva we work not to follow the trend and protect the intrusion and privacy of each channel, so our efforts are aimed at continuing to encourage promotional activities without falling into the invasion and continuous connection, taking care of our audience and their privacy.

Therefore, in 2022 we are thinking of creating digital meeting spaces where our consumers can travel, if they wish, to a place where the content enriches them and where they can enjoy the stories behind our oils and the people who make them possible.

2. Our consumers' favorite channels are Instagram and Facebook. They love the posts where we collect the secrets of our mill and share with them the technical characteristics and novelties behind the production of our EVOOs, from the olive tree to their table. Contents that, in addition to adding value and being educational, highlight and show the real work and effort involved in producing a liter of extra virgin olive oil.

As an anecdote, one of the funniest, and also surreal, was the one that took place one day when we went into a live interview for the Asian market, on the occasion of Alibaba's 11:11 Global Festival Shopping, and we came up with the brilliant idea of showing them our traditional olive groves so that the Chinese could somehow travel to the fields of Andalusia and its many contrasts. The adventure ended when we realized that we were so far out in the middle of nowhere that we had no coverage. So imagine watching it live!

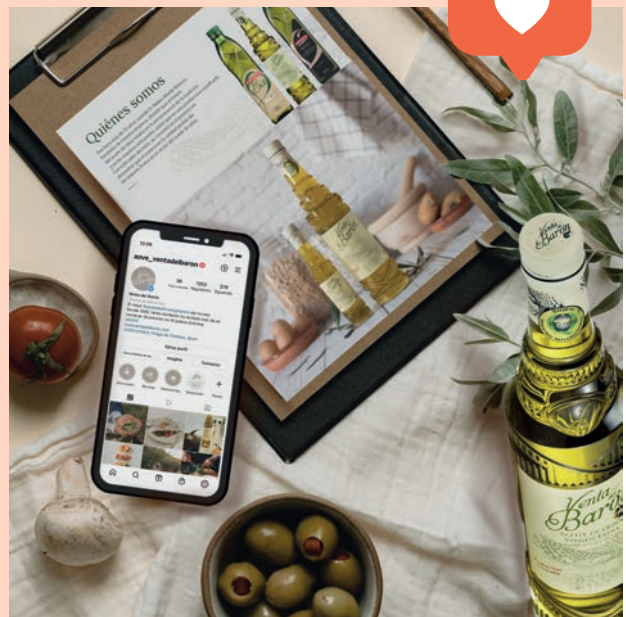
3. In our online store you can only find authentic extra virgin olive oils of first extraction, that is, real olive juices.

We have a wide portfolio of varieties: from our *Mueloliva BIO*, made with 100% organically grown olives, to our *Venta del Barón* gourmet EVOO, which has been considered the best extra virgin in the world for four consecutive years and of which we are truly proud.

But perhaps the most remarkable thing that can be found on our website is the wide range of formats and prices, as we have a container and oil for each type of customer. Because for us the most important thing is to be accessible and to promote the tradition of traditionally grown extra virgin olive oil, of which we are proud to be a part.

4.

-  mueloliva.es/tienda-aceite-oliva-online/
-  es-es.facebook.com/Venta.del.Baron
-  instagram.com/aove_ventadelbaron
-  twitter.com/ventadelbaron
-  youtube.com/user/Mueloliva
-  es.linkedin.com/company/mueloliva



Oleo Quirós

1. Coinciding with the 20th anniversary of our mill, we have launched an important novelty: a special first day of campaign and limited edition EVOO (*Finca La Moncloa Gran Selección*) presented in an elegant case that is a tribute to the promoters of this family project that has managed to position itself as a benchmark in the sector. A magnificent blend of Cornicabra and Picuda that all our customers will first receive free of charge, in gratitude for their support and loyalty over the years.

2. We have profiles on Facebook, Twitter, Instagram and YouTube. Because of the age range and the type of audience we are targeting, the most interesting social network for us is Instagram.

The most popular posts are those related to the olive harvesting process, the production and packaging of the oils... in other words, everything related to the origin of the product, and what makes us different as private producers.

A few weeks ago we were contacted from Germany by a woman from Toledo who saw our products in a supermarket and was so excited to find an extra virgin olive oil of the Cornicabra variety there that she looked for us on social networks to congratulate us.

3. In our store you can find our full range of EVOOs, marketed under the brands *Finca La Moncloa*, *Oleo Quirós*, *Pago de Quirós* and *ART OF OIL*: Arbequina, Picual and Cornicabra monovarietal, blends -conventional and ecological production- and flavored organic oils with truffle, rosemary, chili and lemon and garlic. All of them are presented in different formats: individual (500 ml. and 1.5 l. bottle; 3 l. can), packs, gift boxes... So far, the best sellers are the pack containing the three monovarietals and the 500 ml. bottle of *Oleo Quirós Cornicabra*, but this year we are convinced that our star product will be the 20th anniversary box.

4.

oleoquiros.com/shop

facebook.com/oleoquiros/

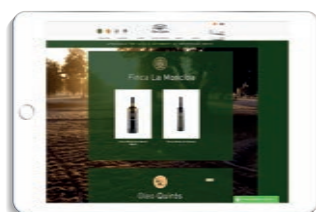
instagram.com/oleoquiros/

twitter.com/oleoquiros

youtube.com/channel/UCzPjO_mgz3exBwn2NZNFcWg



10k 2k



Olivapalacios

1. The combination of the increase in the use of multiple and varied social networks, together with the pandemic with its lockdowns and re-openings, have created the perfect conditions for a real explosion of Internet shopping (websites and social networks). Therefore, in 2022 our promotional work will have more influence in online actions, but without leaving aside physical sales, for all those customers who like to go out and socialize -and support businesses- in addition to restaurants that use it for cooking and tasting at the tables and other professionals such as importers and distributors. We will also attend national and international trade fairs to support our digital presence with our physical presence, and we will even promote oleotourism to complete the shopping experience.

2. We are most active on Instagram and Twitter.

Depending on the type of customer, there are those who are more interested in the technical aspects of production, tasting, gastronomy, aesthetics, etc. I remember a Spanish customer living in Switzerland who saw our *Palacio de los Olivos Picual* oil on Instagram and bought it through the online store. He used it in a family event with his in-laws and they all loved it, despite the fact that the Swiss usually like smoother and less potent oils than Picual. They liked it so much, they were so in love with its aromas and flavor, that when the family visited Spain a few months ago, in October, they contacted us and included in their visit a stop at the oil mill to learn about the process of production of our EVOOs.

3. In our online store you can find our EVOOs

Palacio de los Olivos Picual and *Palacio de los Olivos Arbequina* in different formats: box and gift box of 6 bottles of 500 ml., box of 16 bottles of 250 ml. and box with Magnum case of 1 and 3 bottles of 1.5 l. Our star product is the 500 ml. bottle of Picual, a high quality extra virgin with fresh herbaceous and fruity aromas, very balanced between bitter and spicy, with very unique tasting notes thanks to the climate and soil in which our olive trees grow, the early harvesting of the olives and their green milling, as well as the meticulous and strict production process, which makes our oil full of healthy micronutrients.

Our customers appreciate the fact that our production is family-owned and family-run, sustainable and environmentally friendly, and the fact that we win numerous awards each season, having accumulated more than 150 awards since 2018.

4.

olivapalacios.es/productos/

es-es.facebook.com/Palaciodelosolivos/

instagram.com/palaciodelosolivos/?hl=es

twitter.com/olivapalacios



Molino del Genil / Lagar do Sobrado

1. Since its birth in 2007, the objective of Molino del Genil -AEMO Prize for Best Oil Mill in Spain 2021- has been the continuous search for excellence, from the field to the mill. Of our production, 99%, both in the case of Molino del Genil and our other mill in Portugal, Lagar do Sobrado, is destined for bulk sales, reserving 1% for the bottling of our best early harvest EVOOs. Apart from Spain, we have focused a lot on the North American market, which is why we attend the Winter and Summer Fancy Food Shows. Other fairs we usually attend are the WOOE and Alimentaria in Spain and, occasionally, we have also attended some in Dubai, China and Japan. In addition to the USA, another important market for us is Italy.

We do not invest much in advertising; our promotion strategy consists of taking care of our customers and farmers. It is worth mentioning the lunch we hold every year -alternating between Spain and Portugal- with customers, suppliers and local authorities. And in Portugal we also distribute our oils in establishments (bars, cafeterias, restaurants) in Ferreira do Alentejo and Beja.





2. The truth is that we do not stand out for our activity in social networks. In fact, Lagar do Sobrado has hardly any online activity, neither store nor social networks, only a website as a letter of introduction. Molino del Genil has profiles on Twitter (since 2014), Facebook (2015) and, more recently, Instagram (2017). Our audience is quite traditional and the network that has most *likes* is Facebook.

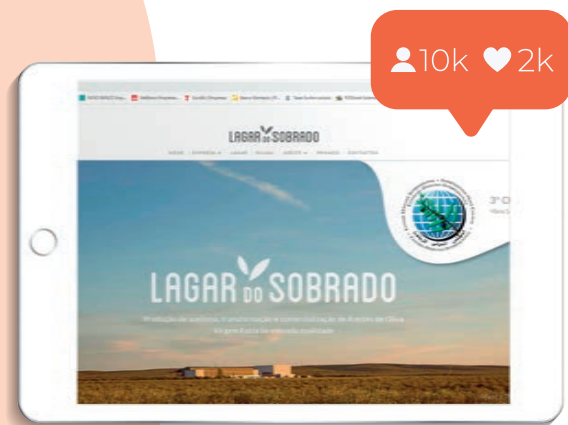
In them we basically inform about the awards received by our oils and mills, and we also share news of the sector that we consider interesting. In this sense, the awarding of the AEMO Prize for the Best Olive Oil Mill in Spain in 2021 has had a large repercussion at a national and international level, and has helped us to increase our portfolio of large customers, who come directly to us, without intermediaries.

As an anecdote, I remember that once we announced that from a certain amount the shipping costs were free, sales increased a lot, mainly from customers in the area.

3. In our website www.molinodelegenil.com we sell the different formats of our EVOO *Molino del Genil*: 500 ml. glass bottle and 2 and 5 l. PET container, always in boxes of 3 or 6 units; in addition to the box of 24 bottles of 250 ml. and the gift box of 3 bottles of 500 ml., one of each variety -Arbequina, Picual and coupage-, which is one of our star products, especially at Christmas time. The best-selling product is the 2-liter PET bottle in Spain and the 5-liter bottle in Portugal, in both cases of our coupage. At Lagar do Sobrado, as we do not have an online store, orders are placed by telephone or at the mill itself, and one of the star products is a gift box with two 750 ml. bottles.

4.

-  tienda.molinodelegenil.com/
-  es-es.facebook.com/WWW.molinodelegenil.es/
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Oro del Desierto

1. After the pandemic, we have learned that changes in buying habits happen very quickly and it is necessary to adapt to customer needs. In 2022, health conditions permitting, we want to resume our presence at national and international trade fairs and showrooms. We will focus on digital marketing (inbound marketing) combined with traditional marketing, a strategy that usually yields positive results.

2. We use all social networks except Tik Tok -we do not rule it out in the future- although we believe that Facebook and Instagram are the most appropriate channels for the olive company profile or product/service. Twitter also brings some followers and potential customers, as well as immediate communication capacity. We also have Pinterest, although this network has a lower volume of access. And the most popular content is our blog, which we update weekly and is mainly fed by our own and original content about our activity, the world of olive oil and the culture of extra virgin olive oil, organic farming, etc.

3. In our online store you can find the full range of our organic EVOOs, balsamic vinegar, capers, olive pâté, organic wine, etc. Since its launch in 2014, online sales have not stopped growing and in 2020 accounted for 8% of total sales, a trend that has continued in 2021. Nowadays it would be unthinkable not to have a webshop, but it has always been clear for us... *Oro del Desierto Coupage* is the most sold product throughout the year, although during October and the first half of November the star product is our EVOO from the first day of harvest, *Oro del Desierto Edición Limitada 1/10*.

4.



orodeldesierto.com/tienda/



facebook.com/orodeldesierto/



instagram.com/orodeldesierto/

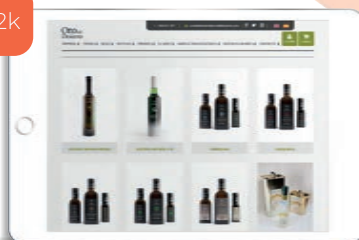


twitter.com/orodeldesierto



youtube.com/channel/UCF-OTefY3i5_r9K0vTATQ

10k 2k



Soler Romero

1. Up to now we have been very focused on finding distributors and importers abroad. It should be noted that 85% of our sales are international, with a presence in the markets of Europe (Germany, the Netherlands, Denmark, Poland, etc.), Asia (South Korea, Taiwan, Singapore, China, etc.) and the USA. Soler Romero is a family company that has always accompanied and collaborated closely with its distributors, who take great care of the brand and visit us frequently, offering them the most direct and accessible information possible about our company and our EVOO so that they can transmit it in their respective markets through their channels and social networks. They also carry out television campaigns, some with chefs or doctors and nutrition experts.

On the other hand, we regularly attend the main fairs and events in the ecological segment, such as Biofach and Anuga in Germany and others in Asia, as well as Alimentaria in Spain.

In 2022 we will completely update and renew our website and, being aware of the importance of social networks as a communication tool, we will pay special attention to these channels, in addition to launching an online store. We want to focus more on the domestic market and increase our brand awareness and image in Spain, as well as enter the Eastern European markets.

2. We currently have profiles on Facebook, Instagram

and Twitter, although we scarcely use the last two. In terms of content, the most popular are usually videos of the campaign and harvesting of the fruit, the flowering and evolution of the olive groves, their care (composting, pruning, weeding, etc.), the production process of our EVOOs or news related to awards and events held by our importers in their markets. We also like very much the photos of the animals that live in our olive grove, where we promote biodiversity: rabbits, birds -we participate in the *Olivares Vivos* project-, sheep, etc.

3. When we have it, in our online store you will find

our full range of organic EVOOs, consisting of two Picual monovarietals, one of them of early harvest (*Soler Romero Primer Día de Campaña*), and another one of Arbequina. The best-selling product is the 500 ml. bottle of our Picual monovarietal, followed by the 3-liter can and bag-in-box formats. The latter is the latest packaging to be added to our catalog. Our most Premium EVOO, *Soler Romero Primer Día de Campaña*, also enjoys great acceptance, without forgetting our organic vinegars (balsamic, sherry and cider).

4.



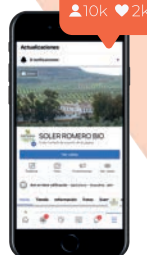
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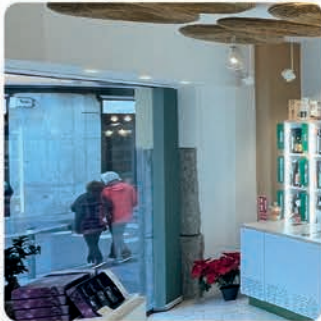


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Olive Oil Experience, *when EVOO tasting is imbued with poetry*

By Alfredo Briega Martín

A hedonistic EVOO tasting box. That is the *Olive Oil Experience*, the original tasting pack created by More&More Design, the design studio of the Moreno siblings -Marta, Manuel and Esther- in which all their works have a common denominator: uniqueness. Three very gifted heads that form a chimera of pure talent, brimming with creativity and new ideas, and which on this occasion have put their ingenuity at the service of the noble art of tasting.

From the heart of Renaissance Andalusia -their showroom is located inside a 13th-century Arab tower in the city of Úbeda, a World Heritage Site- the Moreno siblings are the third generation of a family history that has always been linked to the world of furniture, decoration and art: Marta (cool hunter of trends, curator and set design), Manuel (design, planning and execution of projects) and Esther (conceptualization of projects, art direction and creation of pictorial work) lead a team made up of architects, designers and artists that represents haute couture in interior design, always suffused in a genuinely Mediterranean style.

With its *Olive Oil Experience* pack, the art of tasting transcends its significance by extending the experience to the senses of touch and sight. In short, it is a matter of avoiding the academic and betting on the hedonistic side of extra virgin olive oil. While the outside of the box reproduces a gold leaf and oil painting by Esther Moreno, the inside houses a tasting cup with a cover and a saucer made of white porcelain, as well as a tray made of olive wood.

For the creation process, the More&More Design team was inspired by the olive blossom, “in those small, white bunches that usually go unnoticed,” says the middle Moreno sibling. “For the cup and the tasting saucer, we thought that the best material would be ceramic. In Úbeda there is a long tradition of pottery in red clay fired at low temperature, but the items that can be obtained with this material are thicker than what we had conceived for the pieces. The olive flower is small and subtle, so we decided to work with porcelain.”

“We made several silicone molds from the olive blossom that we picked in spring,” Esther continues, “to apply them to the plates and glasses that we modeled by hand one by one. The porcelain is fired and glazed at a high temperature at the Alfarería Góngora pottery workshop in Úbeda. For the tray that accompanies these elements we decided on olive wood, which provides robustness and consistency, in contrast to the fragility of the white porcelain.”



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Austerity vs. paradise within

The origin of *Olive Oil Experience* lies in a pilot project of contemporary crafts promoted by the Council of Jaén, *Craft in Progress* -Spain's National Craft Award in 2019- in which More&More participated in the development of a craft inspired by the identity of the territory.

“Our work has always been closely linked to craftsmanship -explains Esther-, incorporating it in our interior design projects with a new language and meaning. With this project we wanted to play with concepts from our imagination of Jaén, to explain how Jaén is perceived from the outside, the olive grove and its austerity as opposed to the part that deserves to be discovered, the part that hides its inner paradise, its mountain ranges. It was a work of co-creation, the designers went into the artisans' workshops to understand the materials and they went into our studios. We developed some dishes to taste EVOO and analyzing the market we saw that olive oil tastings lacked poetry.”

If there is one thing that distinguishes More&More Design's projects, it's their uniqueness and personalization. “The ability to create unique spaces and designs guarantees that each project is exclusive and adapted to the client's needs,” Esther points out. A member of Luxury Spain, the Spanish Luxury Association, More&More brings together tradition and the avant-garde, establishing a dialogue between contemporary craftsmanship and luxury design and interior design. Its broad portfolio includes projects of integral interior design, decoration, furniture, mural painting, branding and artistic production. With projects in Spain and Mexico, the studio, which also has offices in Madrid and Mexico City, received the National Craftsmanship Award in 2012 and is currently immersed in several oleotourism projects.

The truth is that the Moreno brothers had already successfully approached the world of olive groves and olive oil through the interior design of several renowned oil mills: Oleícola Jaén, with a combination of geometric elements and movement, dynamism and colorful wallpaper designed exclusively with allegorical drawings of olive leaves and branches; Aires de Jaén, a multipurpose space where balance and sophistication are used with



natural materials to express the union between tradition and innovation; and Nobleza del Sur, in Castellar (Jaén), with product exhibition spaces and a tasting area where a clever combination of craftsmanship, forging and pottery is used, composing geometric and circular structures and dialoguing with artificial materials such as methacrylate with photo-prints and glass. With the latter, the collaboration goes even further, since the branding and packaging of *Nobleza del Sur Day & Night* is based on paintings created by Esther Moreno for the labeling of this organic EVOO brand, using gold leaf as a background to emphasize its exclusive character. The studio was also in charge of the branding of the new brand of Aceites Elizondo, *Olivia y Olé*, and of the illustrations for the 2020 limited edition of *Uno* EVOO.

For the moment, the *Olive Oil Experience* tasting pack, which was presented at the last edition of Expoliva (Jaén, Spain), held at the end of September, can be purchased at More&More Design's premises and on its website, as well as at the Olive Grove and Olive Oil Center in Úbeda, although the studio is open to collaborating with those EVOO brands interested in this hedonistic box that enhances the tasting experience. The idea, concludes Esther Moreno, is to also include a QR code to access a video “where the brand itself carries out a tasting session of its extra virgin using the elements of our box and explaining its origin, characteristics or pairing suggestions” •

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THE SUCCESS
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1970-2020

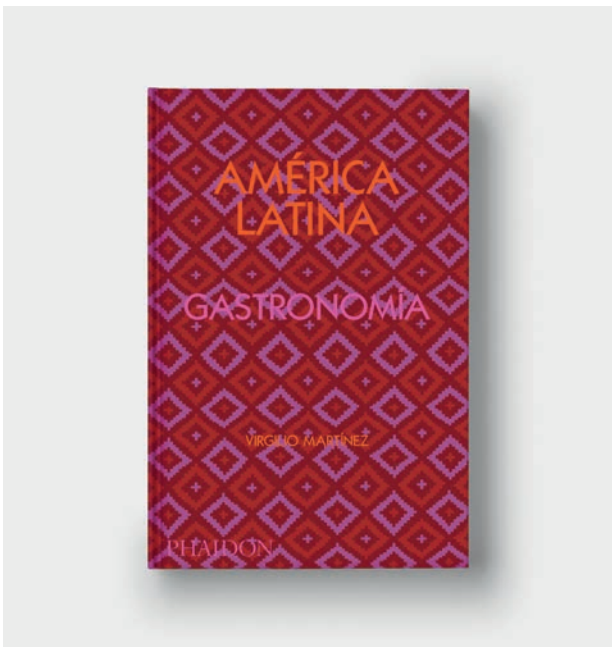


Bibliothèque

By Alfredo Briega Martín



Although it may be hard to believe, the coronavirus has also brought good things. For example, taking refuge in mundane pleasures such as reading, one of the activities that has made the pandemic more bearable, and which has reached historical records. Here are five attractive proposals to further stimulate the voracious appetite of our readers. A tribute to the extraordinary diversity and culinary heritage of Latin America, the world's pantry. Delicious family recipes to take care of the nutrition of the youngest members of the family. A personal interpretation of the traditional flavors and techniques of Arabic cuisine in a contemporary way. The reissue of a classic ten years after its appearance. The 100 most emerging chefs in the world and the recipe books of the future stars of the culinary scene. No, these books are not edible, but almost.



Latin America Gastronomy

Latin America Gastronomy, by Peruvian chef Virgilio Martínez, thoroughly documents the vibrant food and culture of one of the planet's most extraordinary geographic regions. Known as the “pantry of the world,” the lands and coasts of Latin America offer an almost endless variety of ingredients and have given rise to globally popular dishes such as arepas, empanadas, sweet breads, tacos, tortillas, tamales and many others. After years of exhaustive research, Central's prestigious chef -who since 2013 has been on *The World's 50 Best Restaurants* list and has been recognized as Latin America's No. 1 restaurant on multiple occasions- pays extraordinary homage to this rich culinary diversity and heritage through 600 delicious regional recipes from 22 countries, from the tropical coasts of Mexico to the icy islands located in the lower reaches of South America. Goat stew, Chilean cookies, green mango salad, fermented corn juice... With evocative landscape images captured by the book's co-author, food and travel writer Nicholas Gill, the book also includes abundant texts such as a beautiful introduction by the author dedicated to the gastronomic culture of the region, 50 stories about the ingredients, introductory texts to each chapter and a complete glossary at the end.

Latin America Gastronomy

By: Virgilio Martínez Publisher: Phaidon Press





Cooking for Your Kids

Cooking for Your Kids: At Home with the World's Greatest Chefs, by Joshua David Stein, author of numerous children's books and cookbooks, brings together a unique collection of 100 family-friendly recipes from the repertoire of 50 renowned chefs, including Ana Roš (Slovenia), Edouardo Jordan (USA), Pía León and Virgilio Martínez (Peru) or Margot and Fergus Henderson (UK). The book includes breakfasts, lunches, dinners, snacks and delicacies from cuisines around the world, with recipes that show shortcuts, tricks and strategies to bring delicious food to the family table for the most discerning diners. The various icons guide readers to identify vegan, vegetarian, dairy-free and gluten-free dishes, as well as those that can be prepared in less than 30 minutes and with only five ingredients. Each recipe is presented with a personal story from the chef (or chef couple), a menu and a photograph of the dish. A definitive family-friendly guide that is a must-have for any enthusiastic cook's home.

Cooking for Your Kids: At Home with the World's Greatest Chefs

By: Joshua David Stein Publisher: Phaidon Press





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The Arabesque Table

Following the enormous success of *The Palestinian Table* (2017), the first cookbook by Palestinian writer Reem Kassis, now comes *The Arabesque Table: Contemporary Recipes from the Arab World*, a compilation of 130 contemporary recipes from the Arab world resulting from the author's in-depth knowledge and research. The work integrates traditional flavors and techniques with Kassis' modern reinterpretation of the region's cuisine. With a personal and engaging look, the author connects the past and present of Middle Eastern cuisine through a mosaic of 130 delicious, fresh and simple homemade recipes, from simple salads to savory main dishes and aromatic desserts. The "Ingredients" section shows the history and origins of the basic ingredients, while "Basics" includes a spice mix, chili paste, and various starters. All chapters, organized according to their main ingredient, open with an essay and each recipe begins with a personal header note. From his global experiences of cooking and eating throughout the Arab world to his thorough research into the cross-cultural influences behind each and every recipe, Kassis' voice weaves together knowledge, stories and reflections to bring contemporary Arab cuisine to life, showcasing recipes steeped in history but reinvented and transposed to the present day.

The Arabesque Table: Contemporary Recipes from the Arab World

By: Reem Kassis **Publisher:** Phaidon Press



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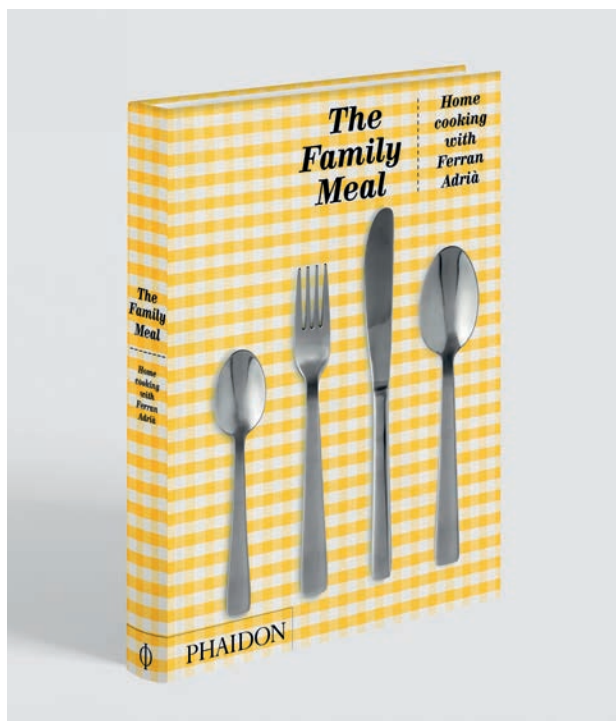
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The Family Meal

Published in 2011, *The Family Meal* was the first home cookbook by the world's best chef, Ferran Adrià. The iconic work, which enjoyed enormous success and popularity, selling more than 150,000 copies over the last decade, includes nearly a hundred delicious, lavishly illustrated, easy-to-prepare recipes largely inspired by the dishes eaten daily by the elBulli staff at the legendary restaurant in Roses, Girona, which was named World's Best Restaurant five times before its closure, also in 2011. To celebrate both anniversaries, this special 10th anniversary edition now appears with a new cover design and a foreword written by Adrià himself. As in the original volume, the recipes in this edition stand out for their simplicity and are designed for family dinners at home: roast chicken with potato straws, sea bass baked in salt, Mexican-style slow-cooked pork, white chocolate cake and baked apples with whipped cream, etc. A wide selection of balanced and affordable everyday classics whose ingredients can be easily found in your local supermarket. Each recipe is accompanied by numerous full-color, step-by-step photographs and directions on how to prepare a meal for 2, 6, 20 or up to 75 guests. Organized into 30 three-course menus, with appetizers, main courses and desserts, *The Family Meal* is part of Ferran Adrià and elBulli's lasting legacy on the world culinary stage.



The Family Meal: Home Cooking with Ferran Adrià (10th Anniversary Edition)

By: Ferran Adrià Publisher: Phaidon Press



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Today's Special

In *Today's Special*, twenty iconic chefs from around the world –ten men and ten women- choose the 100 most emerging chefs of the moment in a tribute to the next generation of culinary leaders. The book includes more than 300 recipes –one menu per chef- and 500 images that offer a unique look at the extraordinarily creative diversity of the stars of the future: exclusive tasting menus, innovative local cuisine offerings, ephemeral restaurants, etc. The alphabetical profile of each of these emerging talents consists of an essay on their profile and the name of the chef who chose them –they were asked to propose five names- as well as a menu, recipes and photographs of their dishes and restaurants. An exciting miscellany of the global culinary scene, *Today's Special* is a celebration for food enthusiasts that aims to pay tribute to the 100 chefs who are shaping the future of cuisine. Who's next?•

**Today's Special: 20 Leading Chefs Choose
100 Emerging Chefs**

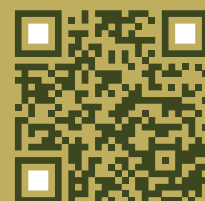
By: Various authors Publisher: Phaidon Press



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Olive Oils from Spain:

*More sustainable
quality and
variety*

A small brown bird with a white breast and a dark stripe through its eye is perched on a thick, textured tree trunk. The background is a soft-focus green, suggesting a natural outdoor setting.

Years ago, we consumers had very clear priorities. We wanted safe, quality food and, of course, at a reasonable price. Over time, we added another new requirement: we also demanded much healthier food. It was our response to the discovery that poor eating habits were responsible for the most common diseases in advanced societies. Something similar happened when the concept of "climate change" became popular around the world. Suddenly, many consumers became aware that our purchasing decisions had a clear effect on the environment. Logically, we began to care about more than just quality or price, to go a little further.



Sustainability is on its way to becoming one of the main drivers for mobilizing consumption. “It is no longer enough to lead the markets in quality or production,” says Pedro Barato, president of the Interprofessional Organization of Spanish Olive Oil. “Now the consumer wants to know how we produce that oil. They want to know that their purchasing decision contributes a grain of sand to ensure the future of the planet.” The great advantage we have in Spain is that not only do we lead the world in olive oil production, but we have also been working for years to understand the effect of our activity on the environment, as well as adapting cultivation and processes to minimize its impact.

A path that, logically, begins in the olive grove. Here we have innovative projects such as LIFE Olivares Vivos, which has evaluated the role of this crop in the maintenance of biodiversity, as José Eugenio Gutiérrez, delegate in Andalusia of SEO Birdlife and project coordinator, explains. “It is still an exceptional refuge of biodiversity and the figures we have obtained in those 40 olive groves in Andalusia that we have studied in the LIFE Olivares Vivos project have been surprising: there are more than 180 species of birds, we have found more than 60 types of ants, more than 200 types of bees, more than 700 species of plants... It still maintains a very important biodiversity,” he stresses. “And what we have also seen is that it has an extraordinary potential to recover biodiversity. It has been demonstrated in Olivares Vivos that by implementing this model of olive growing in just three years, we have had a very significant recovery of flora and fauna.”

A weapon against climate change

Logically, work is also being done to find out what role the olive grove plays in the great challenge facing humanity, climate change. A field in which Emilio González, professor of Forestry Engineering at the University of Córdoba, has been working for years. “When we talk about climate change we should not think that it is something that is going to come in the future, but that it is something that is already happening now. The olive grove, managed sustainably, is offsetting the equivalent of the emissions of 300,000 homes in our country. That is a reality that we are living today. A reality that is not very tangible for the society in general that we must value from the agricultural sector since it is a service that farmers are giving for the whole of society”, assures the professor.

And no less important is the role that the olive grove can play in the production of cleaner energy. Moreover, we can already speak of a reality, as the Andalusian Energy Agency of the Spanish Ministry of Finance, Industry and Energy shows in its study “*Bioenergy in Andalusia*”. It estimates that the olive grove and its related industries generate an average of 6,433,423 tons of biomass per year (2,524,419 tons of agricultural by-products and 3,909,004 tons of by-products from the extractive industry, consisting



Pedro Barato, president of the Interprofessional Organization of Spanish Olive Oil.

of olive leaves, olive pits and wet fatty olive pomace). That is to say the equivalent in energy generated by 1,225,000 tons of crude oil or 1,225 ktoe. It is estimated that primary energy consumption in Andalusia in 2018 was 19,247.7 ktoe, which means that, only the Andalusian olive grove has the potential to generate more than 6% of the energy used by that community. But the most important thing is that around 70% of the olive pits are already being used for thermal uses, around 360,000 tons. A resource that Sebastián Sánchez, professor of Chemical Engineering at the University of Jaén and director of the University Institute for Research in Olives and Olive Oil, describes as a real treasure. “Why do we have to pay for fuel oil that comes from Arabia at double the price, at three or four times the price of our own fuel?” he asks.

“Olive Oils from Spain are a highly sustainable food, focusing on those current consumers who are becoming aware of the lack of sustainability”

Olive groves as a lifeline for the social fabric

But to speak of sustainability is also to speak of the survival of the social fabric that is linked to the olive tree and its industry, something about which Julio Berbel, professor and director of the Department of Agricultural Economics at the University of Córdoba, has no doubt: “It brings wealth to the rural territory, which is much needed. In the last five years everyone has been talking a lot about the uninhabited Spain, about the demographic challenge, and the fact is that we really have a depopulation problem. There are areas in the interior of Castile that are a demographic desert with the same population density as Siberia, nobody lives there. This does not happen in Andalusia and not even where there are olive groves. Where there are olive groves, there is life”.


Thanks to the contribution of these and many other experts, we can speak of *Olive Oils from Spain* as a highly sustainable food. Precisely at a time when consumers are becoming aware of the lack of sustainability and environmental problems generated by the production of other widely



consumed vegetable fats in the world. For this reason, the Interprofessional has been working on this line of communication in its campaigns for some time and it is clear that it will gain even more weight in the immediate future, as its president, Pedro Barato, says. “That is the objective we are now setting ourselves: to give visibility to the aspects of economic, social and environmental sustainability, linked to production and to transfer this information to consumers. The most immediate example is the new promotional campaign in Germany that we launched in October 2021, with the support of the European Union, to give continuity to the global promotional strategy *Olive Oil World Tour*. This is a market that is particularly sensitive to the environmental component of food, and we are working hard to get our message across” •



**OLIVE OILS
FROM SPAIN**



A sensory & interactive journey into the world of the olive tree

By Alfredo Briega Martín

Located in a privileged setting, the 5 Elementos Olive Grove Interpretation Center at Finca La Pontezuela in Los Navalmorales (Toledo), in the center of Spain, is a unique national and international project that was created with the purpose of promoting and disseminating the culture of the olive grove and spreading knowledge of the olive juice, a pillar of the Mediterranean Diet, through a multi-sensory and interactive experience thanks to the use of state-of-the-art audiovisual resources. A journey to fall in love with.







It could be said that the philosophy of Finca La Pontezuela -a company dedicated to producing and marketing Premium quality extra virgin olive oil with a wide range of varieties and formats, recognized with fifty national and international awards in some of the most prestigious competitions and contests- revolves around the number 5. Indeed, five are the natural elements inherited from Western thinking (earth, water, air, fire and wood -that of its centenary olive trees-); five are the varieties cultivated on the estate (Cornicabra, Picual, Arbequina, Hojiblanca and the exclusive Redondilla); and five are the colors that represent them (orange, green, blue, white and pink).

The 5 Elementos Olive Grove Interpretation Center (CIO) of Finca La Pontezuela, which opened its doors to the public in December 2020, is a further step in its firm commitment to the dissemination of knowledge of the olive grove and the culture of extra virgin olive oil. In total, more than 600 square meters in a space full of surprises, curiosities, interactive resources and the latest generation that benefits from a privileged natural environment with unbeatable views of the Montes de Toledo, next to the Cabañeros National Park, refuge of a great diversity of flora and fauna, typical of the central system and the Mediterranean climate, where it is common to find, among others,

deer, foxes or wild boars. Here, the olive grove is the protagonist and imprints a disruptive and yet aesthetic character with its straight lines, while the scattered oaks are the ones that soothe the landscape in the vast Castilian dehesas.

In this unique enclave, the CIO 5 Elementos -awarded last June at the XIX Awards for the Dissemination of Olive Culture granted every year by AEMO, the Spanish Association of Olive Municipalities- has its own soul and personality, showing both a passion for the olive tree and its magical elixir and respect for the environment that characterizes the activity of Finca La Pontezuela. The first objective is undoubtedly to promote the dissemination of knowledge of “this treasure that is the extra virgin, as well as the richness of the different varieties,” the company says, which does not hide its aspiration to become a benchmark in the sector “by doing things differently, where quality and excellence in all processes serve as an example. It is worth mentioning the generosity of the promoter of this project,” Juan Antonio Gómez-Pintado, owner and CEO of Finca La Pontezuela, whose initiative “goes beyond the search for profitability and can be considered a sponsorship action for the general benefit of the olive sector”, as assessed by the jury of the AEMO Awards.

Two spaces and a sensory tasting experience

The center that can be visited consists of two spaces, the reception and the so-called black box. The first is a journey through time where the visitor will discover the historical and cultural richness of the region of La Jara, as well as its olive-growing tradition; and the origin of the Finca La Pontezuela project.

In the black box -which represents a complete immersion in the ecosystem of the olive grove-, a virtual guide, the hologram called Irene, explains from the techniques of cultivation of the olive tree and its seasons, recreated in a centenary specimen, explaining in instants the phases of flowering, fruiting, growth and ripening of the fruit, to the tasting of the liquid gold, through the world of

varieties or the technological process of olive milling. For this purpose, an interactive oil mill has been designed in which the visitor can even watch the physico-chemical processes that take place inside the milling, beating and centrifuging machines.

Next, and to appreciate the richness and versatility of *5 Elementos* EVOO, a multisensory tasting experience takes place in which the visitor, through its aromas and flavors, discovers the characteristics of the five varieties of olives grown at Finca La Pontezuela, perfect for pairing with all kinds of food.

An entire *EVOO Experience* perfectly designed and presented with impeccable scientific-technical rigor, accompanied by the most advanced technology -video mapping, touch walls, magic books, etc.- in a fully interactive tour designed to enjoy learning and learn while enjoying.



Training center and dynamic space

The CIO 5 Elementos of Finca La Pontezuela was created to introduce visitors to the world of the olive tree and educate consumers in many aspects related to the ancient tree and the olive juice: the nutritional qualities and health benefits of EVOO, the different stages of the production process, the secrets of the elaboration of *5 Elementos EVOO*, the art of tasting, good food practices and the importance of opting for local and zero-kilometer products...

In the same way, the center intends to become a leading and dynamic space for the olive sector of Castile-La Mancha where training sessions and exchange of experiences for producers are held. And, of course, the company says, “we wanted the CIO to be a training center for young people and children, bringing them closer to the natural environment that surrounds them, as well as to the culture, traditions and know-how of the region’s olive growers”.

In addition to guided tours of the center, for groups or individuals, the olive grove and the oil mill, the CIO 5 Elementos will host EVOO tastings, training activities for olive growers, environmental education and olive culture workshops for schools and institutes, company meetings and conventions. There will also be outdoor recreational and sports activities such as buggy, quad or 4x4 routes, archery, paintball, guidance or hiking.



More than 600 square meters dedicated to knowledge of the olive grove and the culture of extra virgin olive oil in an innovative space full of surprises, curiosities and state-of-the-art interactive resources that benefits from a privileged natural environment



5 Elementos Gastronomic Area

To all this must be added the recent opening, at the end of October 2021, of the Gastronomic Space 5 Elementos Finca La Pontezuela, which offers delicious dishes of traditional cuisine prepared with typical products of the area -the Montes de Toledo region- and two special menus with extra virgin olive oil as the main ingredient: La Pontezuela Menu and Montes de Toledo Menu. Both start with a tasting of artisan breads made with *5 Elementos Gran Selección EVOOs* (Arbequina, Picual, Hojiblanca, Redondilla and Cornicabra).

With capacity for 60 diners -prior reservation and choice of menu- and although it can be enjoyed independently, this cozy gastronomic space is undoubtedly the best possible culmination to a visit to the CIO. The space can also be booked for events (weddings, baptisms, communions, birthday parties), team building days for companies, family meals, meetings with friends, etc. It is equipped with state-of-the-art audiovisual equipment: projector, projection screen and display, sound system, microphones, WiFi and accessories.

In order to guarantee the necessary conditions and safety measures required by the health situation caused by COVID-19, all visits are made by prior reservation by phone, e-mail or through the contact form on the website under a strict protocol in small groups of no more than 10 people •

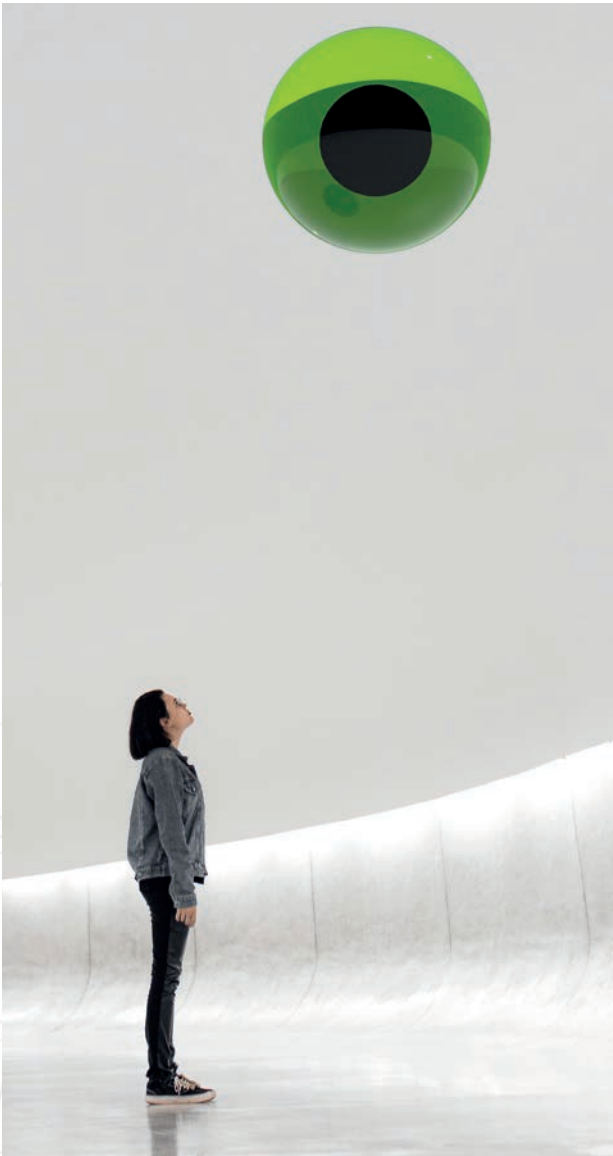
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OLEA, the first digital EVOO *with a cryptocurrency soul*

By Alfredo Briega Martín

Sculptures and cryptocurrencies inspired by the molecules of extra virgin olive oil. Science fiction? No. Or yes... We are talking about OLEA, the innovative work of Spanish artist Solimán López that combines the purity of olive oil with the biotechnological universe and cryptocurrencies. Because who says that a product as ancestral and millenary as EVOO could not be futuristic?



Founder of the first virtual museum stored in DNA, the Harddiskmuseum, and considered one of the great representatives of Spanish digital art in recent years, Solimán López (Burgos, 1981) is a media artist who uses his art to reflect on the relationship between analog and digital.

With OLEA, his latest project, the Spanish artist and researcher has been able to develop a new space for reflection in which new economies and new digital storage systems based on genetic code are combined with the illusion of a future marked by the hybridization of species and the creation of a new cryptocurrency, which aspires to become a benchmark for the world of gastronomy and agriculture, to converge in a unique artistic piece that speaks about one of the greatest revolutions in the history of mankind: the digital era and decentralized economies.

“An approach of species, concepts, economies, societies and information flows that converge in a unique oleic fluid”, in the words of its author, in which the properties of olive oil are mixed with the molecular synthesis of the code that gives life to a cryptocurrency in the blockchain environments.

But what exactly is OLEA? OLEA is a unique olive oil, the first to contain a cryptocurrency in its DNA, the result of the work developed between different disciplines. Presented last September 2, 2021 at the Espronceda Institute of Barcelona –collaborator and promoter of the project– in the framework of the international festival Ars Electronica Garden Barcelona, a world leader in art, science and technology, OLEA introduces a historic innovation in the world of contemporary art and the environment of cryptocurrencies and NFT’s (non-fungible tokens), developing a series of sculptures, audiovisuals and installations that revolve around olive oil.

And why olive oil? “On the one hand,” Solimán argues, “the oil reflects the idea of liquid payments that were formerly made as currency. In addition, this liquid gold responds to the way of life prevailing throughout the Mediterranean Basin, one of the epicenters of the development of classical art and culture. Likewise, olive oil has historically been related to deities, health or abundance, with an implicit look at the sky, the earth and its harvests; a concern that has always turned the human species upside down. And that look is now oriented towards the new digital economies.”

“On the other hand,” he continues, “extra virgin olive oil is the authentic natural olive juice”, pure essence that the artist turns into a work of art also from the visual point of view since this food has unique properties of viscosity, color and brilliance.

A project that has made history

Several companies and institutions have participated in the project. Thus, the Genscript laboratory has carried out the DNA synthesis of the smart contract of the OLEA cryptocurrency -programmed by the company Blue Room Innovation- while the Instituto de la Grasa (CSIC) in Sevilla, one of the key partners in the R+D+i part, has been in charge of encapsulating the DNA molecule in an emulsion of unfiltered EVOO to incorporate it into a limited series of 1,250 liters of extra virgin olive oil. Solimán has also had the support of Javier Forment, head of the Bioinformatics Service of the Institute of Molecular and Cellular Biology of Plants of the Valencia Polytechnic University (UPV), who has been in charge of transcribing the digital file of the smart contract into a DNA sequence.



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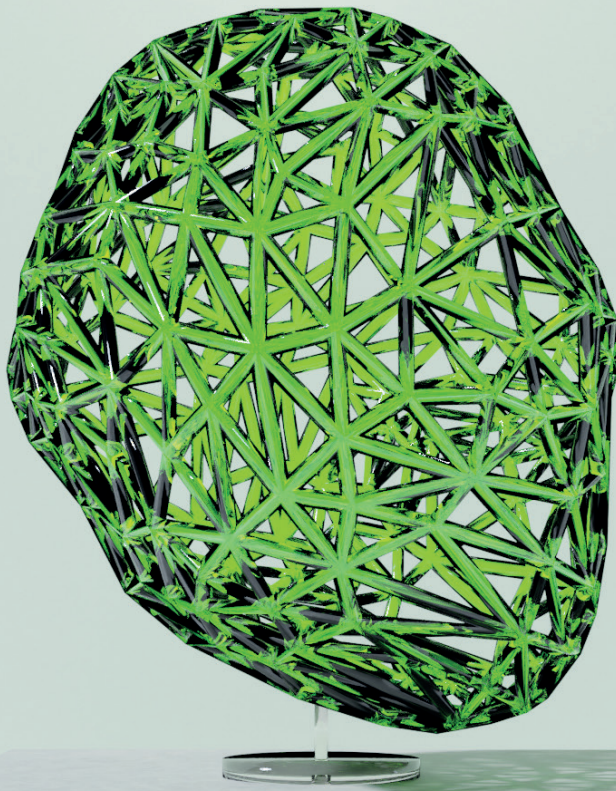





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OLEA GENESIS is a sculpted piece containing a trace of EVOO that incorporates in its interior a DNA molecule, identified in the blockchain through an NFT that makes it unique and irreplaceable

The first stage kicked off last September 2 with the launch of the first 250 NFT's –priced at 3,000 euros–, which could be purchased as a pre-order through the Known Origin platform. These units will be expanded to a total of 1,250 NFT's and tokens before the end of the first quarter of 2022, when the new cryptocurrency will be available both on the most important exchange platforms and on the artist's own website (www.solimanlopez.com) at a price of 3,500 euros.

With each NFT, the holder obtains a unit of OLEA currency (1 token) and an OLEA GENESIS sculpture. The latter, a serialized piece in physical format, contains a trace of EVOO that is incorporated inside the DNA molecule, identified in the blockchain through an NFT that makes it unique and unrepeatable. In fact, the Spanish artist has been the first to sell an NFT work at the ARCO contemporary art fair in Madrid, acquired by the foundation The Secret of Philanthropy at a price of 14,000 euros through the Baró Gallery. In addition, OLEA has made history by being the first certified art project acquired through a traditional auction at the most important Spanish auction house, Durán. The work was sold for 6,500 euros.

Despite its short life, the OLEA project has already been presented at the Digital Art Biennial of Ukraine, the Contemporary Art Fair Artissima -through the Piero Atchugarry gallery-, the Sónar+D festival, the Art Army and Mito platforms or the Share Festival, as well as at the Baró Gallery in Palma de Mallorca, where an exhibition is planned for spring 2022. But undoubtedly the most ambitious installation will take place at the Karachi Art Biennale (Pakistan), where more than 1,000 liters of extra virgin olive oil will move to the sound of transactions in blockchain technology through a looping circulation system that simulates an oil fountain, where we will no longer see metal coins or water, but olive oil with the DNA that represents the code of a cryptocurrency. Solimán is also confident in collaborating with great chefs of the international arena to continue to evolve in these formats as well as to explore new concepts.

Although the artist has not yet revealed the provenance of the EVOO that will be used for this first historic shipment, while waiting for the fruitful outcome of the conversations held with several Andalusian families of great olive growing tradition, what is clear is that it will be a unique extra virgin for a unique work of art •



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OleotourJaén

or how to discover the magic hidden in olive groves and olive oil

OleotourJaén, the pioneering tourist product designed by the Provincial Council of Jaén, brings together a multitude of experiences that leave no room for indifference and allow you to immerse yourself in the magical world of the olive grove and olive oil.

If there is an ideal territory to live unique experiences linked to the millenary culture of the olive grove, it is the province of Jaén, where the best olive oil in the world is produced. In this land, the olive grove is much more than a just crop because it defines the landscape, the way of life, the customs and the daily life of many of its towns and cities. The olive oil culture has generated a wide variety of activities and tourist attractions on which the Provincial Council of Jaén has designed OleotourJaén, a fascinating product that brings together a multitude of experiences that allow you to immerse yourself in the magical world of the olive grove and olive oil.

Any traveler can absolutely tell when they arrive in the province of Jaén. Its more than 66 million olive trees cover its entire territory and make up a spectacular landscape formed by a forest that is unique in the world, and which aspires to being declared a World Heritage Site by Unesco. But Jaén is much more than just its olive groves. This land has, among other treasures, four natural parks, the best Renaissance of the South, the largest concentration of castles and fortresses in Europe and very well preserved Iberian sites, which are enhanced by being surrounded by the impressive sea of olive trees of Jaén.

In this magical setting, the countless leisure and relaxation options offered by OleotourJaén unfold, bringing together around 130 resources of all kinds: from restaurants and oil mills that can be visited to spas, unique accommodations, olive oil libraries, museums and interpretation centers, cosmetics companies, tourist services and EVOO tastings, olive wood craft companies or farmhouses and unique areas.

In this way, OleotourJaén offers travelers the possibility of walking or horseback riding among centenary



olive trees; staying in old farmhouses, country estates or rural houses that have preserved their traditional architecture; savoring the best EVOOs in the world or tasting, thanks to the recognized talent of Jaén's chefs, succulent dishes prepared with this ingredient that is a main pillar of the healthy Mediterranean Diet.

In addition, visitors can also learn about the process of making extra virgin olive oil at oil mills and cooperatives; purchase this product that has many beneficial properties for health in specialized stores; visit thematic spaces about the culture of the olive grove; enjoy events and traditions linked to this crop; visit white olive villages with cobblestone streets; or enjoy spas and hotels that offer specialized treatments with olive oil.

These are the many attractions that make up a tourist destination promoted by the Provincial Council through a specific strategy launched in 2013, and that in recent years has added as many resources as followers, with travelers captivated by the irresistible charm of this ancient culture, as evidenced each year in the *Fiesta del Primer Aceite* (First Oil Festival) of Jaén, which promotes early EVOOs, the best that are produced in Jaén at the beginning of each harvest, both in the cities of Jaén and outside the province •

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Taste Slovenia: *green, beautiful and sustainable*

By Alfredo Briega Martín

In the heart of Europe, Slovenia -named European Region of Gastronomy in 2021- is emerging as a green, safe and healthy global destination that is committed to sustainability and exclusivity. History, culture, gastronomy -with Istria's extra virgin olive oil as one of its main protagonists- and nature merge into a wonderful symphony that offers unique experiences as evocative as the *Vintage Gourmet Tour*, an educational and nostalgic journey to discover the history of the olive groves of Istria and delve into the culture of extra virgin olive oil.







It is difficult to find such a small place with so much to show as green Slovenia, where nature offers its most friendly face. About 60% of the country's surface is covered by forests -it is the territory with the highest density of brown bears and the largest number of remnants of primeval forest in Europe- and almost 40% of its territory is protected natural areas. Away from mass tourism, its incredible biodiversity and varied landscape -high mountains and ancient forests, crystal clear lakes and rivers, karst caves, untouched corners of unspoiled nature- offer a wide range of unique experiences and outdoor activities throughout the year, always in a safe and environmentally friendly setting. The options for enjoying a green, active, healthy and safe vacation are almost endless.

The Green & Safe seal combines sustainable orientation and high standards of health and hygiene. We are talking about one of the safest countries in the world and the first to receive the prestigious *Global Green Destination* title, obtaining the Safe Travels certificate from the World Travel and Tourism Council (WTTC).

Moreover, the title of European Region of Gastronomy in 2021 rewards its commitment to the sustainable development of gastronomy through close links with agriculture and the promotion of short supply chains of high-quality food produced sustainably by local producers, reducing the carbon footprint; while recognizing its efforts to preserve its rich culinary heritage and vast beekeeping tradition, in the interest of promoting authentic experiences that masterfully combine Slovenian culinary traditions with modern trends in a sustainable manner.

From farm to table, much more than just a slogan

Slovenian gastronomy thrives on the products and ingredients offered by its lush nature: this is not a trend, but a tradition aimed at sustainable development. Here the famous slogan "From farm to table", a focus on seasonal, fresh, local and organic dishes, is a matter of course, not just a marketing strategy, making this small country in Central Europe a perfect place to enjoy a passion for food and drink. What grows in Slovenia's 20,000 sq. km. always has



a short journey to the kitchen. *The Slovenia Green Cuisine* label represents a guarantee of sustainability for food lovers who care about the environment, as well as promoting local and seasonal food, supporting short supply chains and organizing and promoting gastronomic experiences.

From the Alps to the Mediterranean, from the Karst to the Pannonian Plain: the culinary specialties of these four very different geographical areas are an excellent reason to visit the country. While Alpine Slovenia features mountain pasture products such as typical meats and cheeses, Mediterranean and Karst Slovenia incorporates the flavors of salt and charcuterie aged by the Bora -the cold Slovenian wind that blows from the north at extreme speeds- as well as fish, olive oil and wild asparagus. For its part, Slovenian Pannonia, synonymous with thermals and healthy waters -the country is also famous for its spas- offers excellent wines, breads, pumpkin seed oils and flour-based foods, while in central Slovenia the lively and cosmopolitan Ljubljana -just a two-hour drive from the most remote corners of the country- offers an original cuisine with multiple influences.

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“Our food is like Slovenia: diverse and interesting,” says Ana Roš, Best Female Chef in 2017 and ambassador of the European Region of Gastronomy 2021. Top Slovenian chefs, such as Roš herself (Hiša Franko, two Michelin stars) or Uroš Fakuč (Dam Restaurant, one star), incorporate into their dishes typical Slovenian ingredients such as salt from traditional salt pans, honey collected by indigenous bees, pumpkin seeds, extra virgin olive oil and wine, which have been consumed here since antiquity; all enlivened with wild plants gathered in nature. When the countryside meets the city, traditional cuisine is modernized, while contemporary cuisine finds its best partner in nature. The typical Slovenian dishes that serve as a source of inspiration for the creations of the best chefs are still prepared in the countryside in the same way as in the old days. A curiosity: the first Slovenian cookbook, published more than 220 years ago, was one of the first to talk about healthy food.

Excellent quality EVOOs

Slovenian Istria is synonymous with Premium EVOOs with their own Protected Designation of

Origin, and present in all the best local restaurants. Its location in the northernmost part of the Mediterranean and the mildness of its climate, together with the excellent soil composition, make this region a favorable land for the cultivation of olive trees and the production of magnificent organic extra virgin olive oils that are increasingly recognized internationally. The predominant variety is the native Istrska Bjelica, which accounts for up to 70% of the region's olive trees and produces a highly appreciated oil with powerful aromas, intense bitterness and pleasant spiciness.

Although Istria is the region of Slovenia with the most olive groves, they are also scattered in the green hills of Brda, known as the Slovenian Tuscany, where sun-drenched olive groves share the stage with vast vineyards and orchards nestled among picturesque villages such as Smartno, a medieval village with cobblestone streets and a proud past, the Vipava Valley -famous for its excellent wines- and the Karst, a region with a rich cultural heritage.

EVOO producers -some with more than a century of tradition- and owners of tourist and ecological farms such as Tonin, Jerko, Bočaj, Obad or Gec kindly invite



Top Slovenian chefs as Ana Roš incorporate into their dishes typical Slovenian ingredients such as extra virgin olive oil.

Slovenian Istria is synonymous with Premium EVOOs that have their own PDO, present in all top-quality local restaurants

the visitor to embark on a journey from the olive groves to the oil presses known as “torklje”, as well as to actively participate in the olive harvest in the months of October and November, and some oil mills also organize guided tastings of EVOO.

At events and festivals dedicated to the king of the Mediterranean Diet, held mostly in spring and summer -Traditional Rebula and Olive Oil Festival in Višnjevik (May); Wine and Olive Oil Festival in Šempas, Nova Gorica (March-April); Olive Oil and Chard Festival in Padna (April-May); or Olives, Wine and Fish Festival in Izola (June)- you can taste the olive juices of each season along with other local delicacies such as delicate truffles or the best farm-raised branzino (European sea bass) in the world.

Vintage Gourmet Tour, a unique experience

At the farm of the Lisjak family (Gregor, Matej and Barbara) -the largest producer of olive oil in Slovenia, whose EVOOs have won numerous national and international awards and are used not only in the best Slovenian restaurants, but in more than 30 countries- located in Krkavče, a small village in the municipality of Koper, each year just over a million kilos of olives from up to 27 different varieties are processed: the native and majority Istrska Bjelica, the Italian Leccino, Maurino, Itrana, Frantoio, Pendolino or Ascolana and other less known varieties such as the also native Črnica, Buga, Mata or Šorta.

Here, visitors can choose between a visit to the family oil mill to learn about the production process of their renowned Premium EVOOs, including a tasting of their juices, or complete the experience by taking the *Vintage Gourmet Tour*: an educational and nostalgic trip in the legendary and colorful vintage Fiat and Zastava vans of the *flower power* generation -recycled with the wood of old olive trees and named after the Lisjak's youngest son, Oliver- to discover the history of Istria's olive groves following the traces of ancient indigenous varieties -some have survived up to 300 years- that grow in the most

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beautiful vantage points of the Slovenian coast and the Istria countryside.

With one of the members of the Lisjak family as an outstanding guide, this is undoubtedly the best way to learn all about olive growing, olive oil production and the characteristics of traditional Istria cuisine. In less than three hours, visitors will learn how to recognize quality EVOO and make their own blend, taste traditional Istria dishes or discover the applications and uses of the olive tree in cosmetics and industry. The picturesque route through Portorož and along the coastal road runs through vineyards and olive groves to the Belvedere viewpoint overlooking the fishing town of Izola.

After a walk through the old olive groves of different varieties, the tour makes a memorable stop at a picturesque olive orchard situated on the beautiful Flysch cliff of Strunjan, the tallest on the Adriatic coast at 80 meters high, located in the nature reserve of the same name. In this incredible enclave, known as the Slovenian Riviera and made up of four kilometers of unspoiled coastline, participants can delight in the breathtaking panoramic views of the Gulf of Trieste, extending to the Julian Alps and its highest peak, Triglav -on clear days the city of Trieste is easily visible- while tasting Istria's famous *prosciutto* (cured ham) accompanied by its no less popular sparkling wines.

The tour continues along the coastal road through Izola to end at the family mill located in the village of Šalara, where participants are welcomed with traditional Istria dishes, starting with the traditional *bobiči* and continuing with *fusi*. The former is a hearty soup based on beans, corn, potatoes and pork that is prepared a day in advance and served in an olive wood bowl with an olive wood spoon; while the latter is a typical Istria type of pasta served with truffles -white or black, depending on the season- in a family recipe.

After the feast, a guided tour begins where the process of making the green gold is explained and the benefits of olive oil in cosmetics -free of silicone and dyes- are shown, to end the trip with a guided tasting of eight EVOOs of the *Lisjak* brand: single varieties, blends and flavored oils made with natural ingredients without extracts such as organic orange and lemon, chili, truffle or Slovenian garlic. Then the lucky participants will return to the starting point after an authentic *Slovenia Unique Experience*.



An ancient tradition



In Slovenian Istria, the cultivation of olive trees and the consumption of their delicacies -olives and olive oil- dates back many centuries. When the Romans occupied Istria in 177 BC, the olive industry was already established in this region and Istria's olive oil was highly valued. In the 19th century, almost every village in Slovenian Istria had an olive press. In the 20th century, however, several factors -decline of the rural population due to industrialization, heavy frosts that substantially reduced the number of trees- led to a reduction in the production of olive oil. Today, the number of hectares of olive groves exceeds 2,000 and the number continues to grow. In the Forma Viva park near Portorož, you can see the seven indigenous varieties of olive trees of Piran, the most beautiful town on the Slovenian coast: Komuna, Zizula, Zmartel, Štorta, Mata, Črnica and Buga. Also, family farms such as Gramona, Forte or Pucer organize gourmet olive tours with visits to their olive groves, tasting among olive trees of local homemade delicacies or guided tastings of organic EVOOs •




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Dan Barber *and the fine line between the ethical and the delectable*

By Pandora Peñamil Peñafiel

Cereals and vegetables in the center of the plate. Meat as a secondary player. To give a 180° turn to the concept of haute cuisine and find a glimpse of hope through sustainable gastronomy, going back to the roots, to the land. Dan Barber, the man behind Blue Hill at Stone Barns (2 Michelin stars and 1 Michelin green star), the successful ranch just an hour by train from Manhattan, and Blue Hill (1 Michelin star), his refined namesake in the heart of the Big Apple, is much more than just a chef. We chatted with the promoter of a new agricultural culture in the United States, the true inventor of the “farm-to-table” concept, writer and member of former President Barack Obama's Presidential Council on Nutrition, Fitness and Sports, who is convinced that this pandemic has made us stronger while recalling the first time he tasted an EVOO in the Dehesa of Extremadura.







Photo Credit
Richard Boll



The search for original flavor

» You say that a restaurant must have a message, a meaning: What message do you want to convey from Blue Hill to this post-pandemic world?

Today, the evidence that has been warning us for the past twenty years about our industrial food system has become impossible to ignore. In my case, when I started cooking, there was no doubt in my mind that I should buy directly from the farmers of our region and pay homage to their ingredients in my menu. In other words, I have been the quintessential “farm-to-table” chef, but for all the successes achieved with this movement, I don't feel that there has been a real change in the economic and political forces that dictate how our food is planted and grown. As much as Blue Hill and our partner Stone Barns Center—a non-profit educational center dedicated to culinary R&D+i—have been dubbed “ground zero” for this concept, I think we are still scratching the surface.

The pandemic has revealed that we are living in a system of food insecurity that we must urgently address, making a food apartheid, so to speak,

generalized and forgetting the cultural prejudices of the past. To improve public health and equality, we need to prioritize conscious and sustainable food and agriculture. Our gastronomic heritage is driving us towards sustainable communities, so I have no doubt that the immediate future of food is about integrating the indigenous traditions of the past, prioritizing inclusiveness and the search for original flavor.

I also envision a food culture in the USA where “processed food” is not a derogatory concept. Rather, I am hopeful that we can redefine it through the perspective and experience of chefs and farmers, and incorporate historical traditions such as lacto fermentation, seed breeding, soil regeneration or butchery to promote good nutrition and a deliciousness.

The key is in the soil

» For you, the concept of community is very important. What values does gastronomy bring to a community?

I not only care about local agriculture, but also about the cuisine and the community that goes with it. We



Photo Credit
Alice Gao

need to define the basis of a new agriculture and a new food in a way that is adapted to each landscape. This is by no means a new idea. The world's most advanced food cultures have already evolved to adapt to their environments. I am convinced that in the future we will see a resurgence of this type of place-based cuisine sustained by community investment.

The soil is, in many ways, the true protagonist of this story, the foundation of the community. I have visited farms in search of ingredients with a unique flavor and in all of them I ended up looking directly at the soil. I understood long ago that the soil is a living community. One “teaspoon” of good soil contains over a billion living organisms, and their health determines the health of the entire food chain. However, soil is still quite a mystery, and this is a debate I share on a daily basis with many brilliant farmers. The field of soil science is still on the cusp of much new knowledge. But farmers, chefs and scientists can all agree that soil is undoubtedly the arbitrator between deliciousness and nutrition.



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R&D+i for the gastronomy of the future

» You have been described as a “research journalist”. Are R&D+i and traceability the keys to the gastronomy of the future?

The problem with addressing concerns in our food culture separately—for example, the environmental costs of grain-fed meat or chemical amendments—rather than tackling them at a global level, is that they lead us to single solutions. Don’t support grain-fed meat? All right, so buy grass-fed meat! Worried about the harmful effects of chemical fertilizers and pesticides? Go organic! Want to improve consumer confidence? Increase traceability! In reality, all of these problems are symptoms of the same flawed system that erodes natural resources and destroys public health in the name of cheap food. But by tackling them separately, we are never going to change anything.

To face the challenges of the future we must radically rethink the way we feed ourselves, from the ground up. How can we grow and cook in a way that maximizes ecology, nutrition and flavor? From our Stone Barns Center, we are committed to culinary and agricultural R&D+i from an interdisciplinary point of view in order to find paths towards a new gastronomy of the future founded on culture.

» An important part of your dishes are plant-based. In addition to butter from your cows, do you also use vegetable fats in your cooking or would this be a departure from your zero-kilometer culture?

At Blue Hill we cook with animal fats, a practice that is essential to our concept of whole animal utilization. Lard and tallow bring an infinite richness of flavor to every dish, especially those that feature vegetables, of which there are many.

Spain and the best EVOOs in the world

» Even though you don't cook with this ingredient, do you remember when you first tried olive oil?

The most delicious olive oil I have ever tasted comes from the Dehesa of Extremadura, a 2,000-year-old agricultural system in southwestern Spain. Although famous for producing Iberian ham, the Dehesa could not produce this product without a magnificent diversity of other crops, including cereals, dairy, vegetables and olives, often all on the same landscape.

From a naturally difficult landscape, Spanish farmers were able to create a model of biodiversity that has served as an example for us all. Seen from an

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What binds us together



ethical approach to land regeneration and with deep cultural roots, for me the Spanish Dehesa produces some of the best EVOOs in the world.

“The most delicious olive oil I have ever tasted comes from the Dehesa of Extremadura, a 2,000-year-old farming system in southwestern Spain”

»» **When you were in Spain, what did you think of its cuisine? What do you remember about your stay there?**

All over Spain you can find millions of incredibly rich micro-cuisines. Spaniards celebrate diversity—rice, legumes, vegetables and a handful of great cuts of meat—a kind of abundance rooted in what the land can easily provide. There is much to learn from these food cultures, and I think collectively we should challenge ourselves to think about how to apply new technologies and tools, such as plant breeding, soil science or new techniques in the kitchen, that can improve these systems.

The chef’s role should always be to seek out the best and tastiest ingredients to create their menu. But what I have learned over and over again is that, if you are looking for the best flavor, you are also, by definition, looking for the right kind of ecology, community and nutrition. We chefs are more interdisciplinary than we seem to be!

One of the most memorable culinary experiences I have ever had also took place in the Dehesa. There I met the farmer Eduardo Sosa, who farms using the ancestral farming system I mentioned earlier, and who has produced the world’s first ethical *foie gras*. Every autumn, when the temperature drops, he lets his geese gorge themselves naturally on the earth’s bounty, including its famous acorns, to prepare for winter. In this way, he “harvests” the livers without force-feeding them, producing a meaty and complex *foie gras* unlike anything you’ve ever tasted.

Life beyond “farm-to-table”

»» **In a globalized world, it is increasingly difficult to find authentic seasonal and zero-kilometer products. What would you say to consumers, especially young people, to encourage them to eat this type of food?**



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Taste drives everything I do: it's about hedonism, not prescription. Farmers and cooks have understood what works best for their locality and have maximized ingenuity in the field and in the kitchen. Thanks to this, food cultures around the world have evolved. How can we translate that system to modernity? How can we learn to exploit a landscape to the fullest, using forward-thinking tools and techniques? That is the real challenge.

I see hope in that cross-section between ethical and delicious because food grown the right way, with the right kind of ecology behind it, always tastes better. That taste differential is what gives power to this movement. Through our natural appetite for good food, we can change the world for the better.

But if I had to provide prescriptive advice to the next generation of consumers, it wouldn't be to eat local or eat organic, it would be to eat with a lot of diversity. True culinary diversity means incorporating those parts of our landscape that are often overlooked, from soil-supporting crops like buckwheat, secondary cuts of meat, bruised and fallen fruits, to foraged crops. Let's challenge ourselves to deal with these types of ingredients to adapt our cooking to the

ecological realities of agriculture. Not only will we be better serving our landscape, but we will begin to think more creatively in the kitchen.

More diversity and less chemicals

» **Your cuisine is full of local products. How do you achieve that in a globalized world? Do you believe that the true luxury of the 21st century is the natural and sustainable?**

The future of the food industry involves many food sub-industries: regional networks of farmers, breeders, processors, millers, maltsters and distributors, each tailored to their locality and working together to maximize the ecology, economics and taste.

I think the most pressing question now is, can our current system of agriculture feed the world forever? And the answer is, almost certainly not. For the past 50 years we have been able to afford an "industrial" model of agriculture based on three factors: cheap energy, abundant water and predictable weather. As those certainties cease to exist, we will have to change the structure of how we grow and consume food. This means more diversity and fewer chemical additives on our farms, as well as diets more in line with ecological realities. Such a food system is not only necessary, but has the potential to be much more productive.

The idea of using culinary techniques to elevate "humble" ingredients does not belong to haute cuisine, quite the contrary. Most of the world's great gastronomic cultures are based on using what is not immediately desired. Peasant cooks learned the fullest and most flavorful use of their ingredients because they could not afford to throw food away. Unfortunately, many of those traditions and techniques have been lost on the everyday consumer—which is why projects like *wastED* exist to fight global food waste—, but to me they are the basis of all delicious and nutritious food.

I've mentioned what I see wrong with the farm-to-table concept, but I want to emphasize what's right with it as well. It's a movement driven by people who want to be more informed about what they eat, want to be more connected to nature and the people who grow their food. Of course I still identify with



Photo Credit
Tommi Anttonen

“If I had to provide one piece of advice to the next generation of consumers, it wouldn't be to eat local or eat organic, it would be to eat with great diversity”

all of those things, but the knowledge I gained from writing my book *The Third Plate* convinced me that farm-to-table thinking doesn't go far enough. It still allows for a kind of “supermarket aisle” mentality, with chefs and consumers choosing the most aesthetically pleasing and in-demand ingredients. What we really need is a much more participatory relationship between chefs, farmers and diners, where we don't privilege some ingredients and discard others, but rather create a food model that responds to and respects the health of the entire landscape. This is not a new idea; the best cuisines in the world have managed to evolve in harmony with their environment. Let's learn from them!•

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Olive Trees

*reconcile with
biodiversity*

By Cristina Revenga Palacios

How, in a world in a permanent struggle against deforestation and climate change, the olive tree has become a natural refuge for plant and animal species, restoring a damaged ecosystem and sharing its majesty, beauty, strength and mystery. The millenary tree is reconciled with biodiversity and once again becomes a source of life and a connection with the eternal.



In turbulent times such as those we are currently experiencing, a glimmer of hope is needed. The climate crisis, deforestation and atmospheric pollution have become global concerns in recent decades. Ecosystems support all forms of life on Earth and the vitality of the planet and its inhabitants depends directly on their health. According to the United Nations, restoring our damaged ecosystems can help end poverty, combat climate change and prevent mass extinction. And here, the ancient tree has much to contribute. The olive grove is an ideal environment for providing food and shelter for various animal species, such as birds, which are so beneficial for pest control, living together symbiotically and in harmony. In addition, it plays an essential role in the fight against desertification and climate change as it is a powerful carbon dioxide absorber, without forgetting the energy potential of its by-products and its important role in fixing the population to the rural environment, avoiding degradation of the landscape and forest fires.

That is why we are currently in luck. We are facing an olive cultivation that respects Mother Earth thanks to the implementation of various projects that revitalize agriculture and biodiversity of our environment. In these projects, the olive grove is placed as a key player in sustainable development, the fight against climate change and as a source of renewable energy for future generations. Would you like to find out more about them?



Olivares de Miel *(Olive Groves of Honey)*

Did you know that olive trees, aromatic plants and honey bees coexist in the southeast of Spain's capital? Now you do, thanks to a project called *Olivares de Miel* (Olive Groves of Honey), whose aim is to demonstrate that new uses can be made of olive groves in Madrid, traditionally not very profitable, but with great potential. To this end and through this study, hedges of aromatic plants have been planted between the rows of olive trees, so that where olives were only produced once a year until now, a better quality EVOO, bee products and essential oils can be obtained. In addition, the presence of aromatic plants favors a greater variety of fauna in the environment, serves as a biological corridor and gives an extra beauty to the olive groves. The idea is to provide pollinators with several consecutive blooms so that the hives can stay all year round and to facilitate the presence of other insects that act as natural pesticides. In addition to the advantages of soil conservation, the benefits for biological and landscape diversity and the promotion of agrotourism attracted by the chromatic contrasts of the colorful blooms of aromatic plants in the olive grove. Will they make the next cover of *Architectural Digest* magazine?

- www.olivaresdemiel.es



Olivares Vivos
(Living Olive Groves)

The olive groves of the Iberian Peninsula not only represent a gigantic green lung, but also form part of the

habitat of a large number of species, many of which are currently threatened. Now that reconciling agriculture and biodiversity is key to the survival of species, the *LIFE Olivares Vivos* (Living Olive Groves) project is being undertaken, the world's largest study on the biodiversity of olive groves, which has shown that the ancient tree is a true refuge for flora and fauna. After three years of agri-environmental measures in olive groves that in 2016 began the reconversion to this model of olive growing -maintenance and management of herbaceous covers, restoration of streams and roadsides through plantations with native species and the installation of infrastructure for nesting and shelter for wildlife- the results have been very encouraging, with the recovery of several species and a very significant increase in plants, birds, ants and bees. In addition, it is highly profitable for growers, as their productivity is not reduced and they save on fertilizers and phytosanitary products. The effectiveness of the *Olivares Vivos* model confirms the importance of the olive grove for the conservation of biodiversity in Europe, respecting nature and ensuring the quality of the EVOOs obtained. Is there still any doubt that the olive tree is the tree of immortality?

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Diverfarming

Disappearing forests and pollinators, shrinking grasslands and wetlands... an almost apocalyptic scenario where the decline in biodiversity is leading to increased exposure of crops to pests, erosion and soil loss, as well as increased expenditure on fertilizers and pesticides. Diverfarming, a project that seeks a paradigm shift in European agriculture through crop diversification and rational use of resources, was born to address this cataclysm by establishing 25 experimental plots in six European countries. In Andalusia, olive grove orchards have been covered with saffron, a mixture of vetch and oats, and lavender. The marketing of saffron as a gourmet product, of vetch and oats as livestock feed and of lavender as a base for essential oils and cosmetics allows farmers to diversify their olive groves, to have a second income and to have at least one of their harvests assured. In addition, to solve the high erosion of these soils and the low amount of organic matter in bare soils, techniques such as the inclusion of plant covers or the incorporation of pruning residues are used. In this way, while recovering soil fertility and, consequently, its productivity, the costs derived from the excessive use of fertilizers or pesticides are also reduced. In short, a system that cares for the planet and ensures the sustainability of farmers' lives. As an ancient Chinese proverb says: "that which for the caterpillar is the end of the world, for the rest of the world is called a butterfly".

www.diverfarming.eu



Project Olive Tree

For beer lovers, the Project Olive Tree was launched in 2016 with the aim of protecting water sources and returning to the environment the resources used in the production of this ancestral beverage. Thus, Heineken Spain, with its *Cruzcampo* brand, and the Ministry of Agriculture, Fisheries and Rural Development of the Andalusian Regional Government have promoted the cultivation of barley in the olive groves of Jaén to save water. This research, a world pioneer, promotes the cultivation of barley among olive trees in Jaén with the aim of protecting the water conditions and the natural biodiversity of the area, as well as boosting the local economy with new agricultural techniques that improve profitability for the farmer. This initiative enabled the market launch of the first beer brewed with barley grown in olive groves, *Cruzcampo Bock Olivarera*, created by the master brewers of The Cruzcampo Factory in Málaga as one of its 2018 limited editions. A unique product distinguished by the purity of its malty aroma with caramel notes that, together with its copper color and balance with herbaceous touches, make this drink a momentary return to the countryside and to the deepest flavor and aroma of this region. Shall we order a round?

www.heinekenespana.es



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“Italy and Spain are two incredible Mediterranean countries. It is impossible not to be attracted by their culture”



Dolce & Gabbana

*From catwalks
to traditional
Italian food*

By Pandora Peñamil Peñafiel

The world's most famous fashion designers -they have dressed Adele, Madonna, Lady Gaga, Monica Bellucci, Helen Mirren, Christian Bale... Who haven't they?- have moved into the gastro world. Those responsible for the creation of the most important image search engine on the planet -it has been said that the dress worn by Jennifer Lopez at the 2000 Grammy Awards aroused such excitement that it inspired the creation of Google Images- have wanted to pay tribute to their homeland by designing the packaging of some of the most emblematic products of Italian gastronomy: wine, pasta and colomba. What is it that attracts them most about the food and the Mediterranean landscape? I asked Domenico Dolce and Stefano Gabbana, the geniuses behind the global *Made in Italy Dolce&Gabbana* brand, exclusively during the pandemic.



It all began in 1980, when Sicilian Domenico Dolce and Milanese Stefano Gabbana met in the fashion capital. Domenico's talent as a couturier and Stefano's taste and training as a graphic designer made their merger second nature. Their chemistry was so great that five years later they founded Dolce & Gabbana (D&G) and renewed the image of *Made in Italy* worldwide.

In 1989 they staged their first media revolution by introducing the corset as an emblem, which Madonna made her own on her tours in the 1990s. It was later worn by Isabella Rossellini in the brand's autumn-winter campaign and by Monica Bellucci in the 2000s to highlight her curvaceous figure. Other brand insignias were the feline print or the masculine white shirt. Outside the catwalks, their advertising campaigns, always in black and white, have been the best interpretation of their way of understanding fashion.

Although musical culture has been very present in their work, their main source of inspiration has always been the Italian woman, the *mamma*. In fact, their first muse and representative of their concept of *Real Women* -the name of their debut catwalk in 1985- was Anna Magnani, the great actress of the Italian post-war period and the eternal Maddalena Cecconi in Luchino Visconti's classic *Bellissima*.



Four decades later, Dolce & Gabbana has an annual turnover of 1.4 billion euros -according to a recent publication by *Il Corriere della Sera*-, 4,547 employees worldwide, 323 stores and 24 published literary works. The latest of these, the book *Queens*, shows hundreds of photographs by Domenico Dolce of some of their best customers as if they were queens, dressed in the firm's haute couture and fine jewelry pieces, inspired by court portraits.



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Their latest muse, Italian gastronomy

In 2017, Italian gastronomy snuck into Milan Fashion Week and paraded in its best clothes: pizza, cookies, pasta and ice cream outfits, at the service of Dolce & Gabbana's haute couture. Domenico Dolce and Stefano Gabbana did it again. They abandoned the textile traditions that set the fashion patterns and went back to their origins, the south of Italy, to do, once again, what they do best: symbolize the Italian culture with bright, electric, colorful and shocking prints.

At the end of the same year, the designers teamed up with the Italian appliance brand *Smeg* to produce 100 limited-edition units of the *FAB28* refrigerator model, all hand-painted by artists with designs specially supervised by Dolce & Gabbana themselves. The result of this collaboration was a collection of small appliances called "*Sicily is my Love*" in which the typical ornaments of the south, the sun and the colorful landscapes, the atmosphere and its people, the food and its geography, condensed in the colorful illustrations of the Italian designers, predominated.



With this background it is easy to understand how they have now wanted to go a step further and go deep into the branding and packaging of the most demanded gastronomic products in Italy: pasta, wine and colomba, the traditional sweet that is prepared and consumed during the Easter week.



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MARY KATRANTZOU



In love with the Mediterranean

“Wine, pasta, olive oil, colomba... What do these products and the *Made in Italy* concept mean to you?”, I ask them in the midst of the pandemic. It took me a while to reach them, but I felt close to them once we connected. “Italy as a whole is about craftsmanship, not just in fashion. In food, wine, painting, art... There is craftsmanship in every aspect of our culture. Know-how, quality, craftsmanship are clearly symbols of *Made in Italy*. People from all over the world come to Italy in search of all this beauty and we are proud to support it and tell about it through our collaborations,” they said.

“You have based some of your most legendary collections on the classic style of Italian muses, as well as the Spanish heritage of flamenco. What do you think it is about these two Mediterranean countries -Italy and Spain- that is so appealing to the rest of the world?”, I insist. “Italy and Spain are two incredible Mediterranean countries, warm, welcoming... very



similar in many ways. It is impossible not to be attracted by their culture, traditions and love for good food. We are looking forward to traveling again soon and enjoying the beauty of our wonderful countries,” conclude the designers.

Dolce & Gabbana's collections exude the love and respect they feel for the Mediterranean culture. There is color, passion, tradition... and, now, gastronomy.

Let's get to know a little more about the protagonists of its new gastro collection:

» *Pastificio Di Martino:*

Combining the vibrant colors of majolica -the traditional ceramic decoration dating back to the Renaissance- with images of Italy's most famous monuments and symbols, Dolce & Gabbana and Pastificio Di Martino have created a very special packaging for this pasta that celebrates the quintessential emblem of transalpine culinary culture.

After 105 years of making traditional pasta, Pastificio Di Martino has radically changed its look thanks to the creativity of the Italian designers. The new packaging becomes a real postcard, sent from Italy to the rest of the world, adorning customers' tables, bringing color to their cupboards with Mediterranean light and images. Sicilian carts, puppets and the figure of Pulcinella, all iconic elements of Italian culture, are the new framework for the historic company.

Formats range from the most popular ones, such as spaghetti and penne mezzani rigate, to Neapolitan classics such as mista corta and paccheri. This product, which is protected under the Gragnano PGI, is made with 100% Italian durum wheat semolina and water from the Lattari mountain spring. Available in Di Martino stores and at Naples and Bologna airports, the D&G special edition can be purchased online from anywhere in the world.



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» Donnafugata Wines:

Tancredi, the historic red wine of the Sicilian winery Donnafugata, is renewed and shows the creativity of Dolce & Gabbana in a limited and numbered edition of the 2016 vintage. Inspired by the eponymous character of *Il Gattopardo*, *Tancredi* stands out with an original packaging that combines tradition and modernity. The gold, blue and baroque-inspired lines refer to the prestige of the aristocracy, while the red, green and geometries evoke the revolutionary values that were established in Sicily after the unification of Italy.

This prestigious red wine made from grapes of the Nero d'Avola, Cabernet Sauvignon and Tannat varieties is offered in a limited edition of 8,013 bottles. Produced at the Contessa Entellina estate, after barrel maturation and an even longer aging in bottle, the special edition stands out for its pervasive Mediterranean personality: fruity, balsamic and spicy aromas make this wine a passionate and undoubtedly Sicilian character wine.



La Vie en Rose, according to Dolce & Gabbana, deserves a toast. Because the fact of being able to dine with the family with all five senses is a renewed moment, especially after this ordeal we have gone through in the last two years. To this end, the Italian firm has created, also in collaboration with Donnafugata, a delicate rosé wine. It is called Rosa and is born from the 2019 vintage, combining an original blend of two of Sicily's most important native vines: Nerello Mascalese and Nocera.

The Nerello Mascalese variety gives the wine particular mineral notes and a floral delicacy derived from the volcanic soil and the microclimate of the northern slopes of Mount Etna, where it is produced. For its part, the Nocera grape, an ancient variety that after years of experimentation Donnafugata decided to cultivate on the hills of Contessa Entellina, gives this delicate rosé a captivating fruity component.

With a beautiful packaging inspired by the iconic Sicilian carriage, *Rosa* embodies the atmosphere, tradition and culture of the island, elements that will be repeated in all future projects arising from this collaboration.



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“Italy as a whole is about craftsmanship, not just in fashion. In food, wine, painting, art... There is craftsmanship in every aspect of our culture. Knowledge, quality, craftsmanship are clearly symbols of Made in Italy. People from all over the world come to Italy in search of all this beauty and we are proud to support it and tell about it through our collaborations”

» Colomba:

The creative mind of Dolce & Gabbana has joined the art of the confectionery of Fiasconaro -one of the most famous Italian pastry shops- resulting in a unique recipe: the typical Milanese panetone, colomba, which this time is presented with the classic flavors of Sicily.

The symbol of peace and rebirth, the search for the most genuine raw materials, a skillful attention to traditional craftsmanship, the fragrance of family vacations... These are the unmistakable ingredients of the colomba.

Since March 2021, this delicacy is available in three versions, each adorned with its own magnificent Dolce & Gabbana box: the colomba with Sicilian almonds; the one with Sicilian chocolate and wild strawberry jam; and the classic one with Sicilian chocolate only.

The natural yeast used in its production ensures an incomparable lightness and fragrance, at the same



time enhancing the authenticity of the ingredients selected with scrupulous care among the best of the territory. An artisan process at every stage, from the dough to the baking, that pays homage to the *Bel Paese* pastry tradition, passing on its secrets with love. Magnificent tin boxes, specially decorated with ornaments by the best Sicilian artists, inspired by the blue and white majolica of the island, help to preserve the intense aroma of these sweet creations that bring the intense memory of the “Blue Mediterranean” and the freshness of a sea breeze to every table in the world.



Dolce & Gabbana and Fiasconaro's colomba tells the new chapter of a true Italian story about excellence, knowledge and passion for quality food: an unconditional love, shared by two different realities that continue to enthusiastically promote beauty and craftsmanship in the world.



As the packaging of Pastificio Di Martino by Dolce & Gabbana says: “Long live the family, pasta and Italy!”

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- 5° Show your love for nature. Exhibit ISO 14001 environmental certification.
- 6° Leave it to others to speak highly of you (Gold Medal @ Japan Olive Oil Prize, NY, Canada and London International Olive Oil Competition 2021).
- 7° Enhance and give joy to every ingredient.



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The Olive Tree House,

*a summer house
among olive trees in
the land of giants*

By Alfredo Briega Martín

Architect Eva Sopéoglou's acclaimed project on the beautiful peninsula of Halkidiki (Greece) has used prefabricated elements and cutting-edge digital CAD/CAM technology to design an innovative construction -winner of several international awards- in direct contact with nature and surrounded by olive trees that offers an interesting shadow play.







The almost unknown Halkidiki is a wooded and rugged peninsula in the northeastern part of mainland Greece, 100 kilometers from Thessaloniki, south of Macedonia and Thrace, which in reality are three other finger-like peninsulas: Cassandra, Sithonia and Mount Athos, a sacred place reserved for men where you can visit around twenty monasteries full of treasures of sacred art.

A splendid climate, the crystal clear waters of the Aegean, landscapes of dazzling beauty, vibrant nature with Mediterranean forests that give way to golden sandy beaches in protected bays, ancient culture with interesting archaeological remains -in Stagira, the birthplace of Aristotle, and Olinto, famous for its mosaics- and mythological reminiscences -it was said that Halkidiki was inhabited by giants-, excellent Mediterranean food in charming taverns, simple and hospitable people.... What more could you ask for?

Perhaps, living in The Olive Tree House, a small, almost tiny, poetic, low-maintenance, ecologically designed summer house in Sithonia, on a pristine hillside of olive trees overlooking the sea and beyond to the monasteries of Mount Athos, is a great way to enjoy the beauty of the sea.

The project is part of a research on sustainability and the provision of human comfort in architecture that questions the definition of indoor and outdoor living spaces

An experimental project born in 2011 and completed in 2016 in which its author, London-based Greek architect Eva Sópéoglou, innovatively employs cutting-edge digital CAD/CAM technology and is part of an investigation into sustainability and the provision of human comfort in architecture, by questioning the definition of indoor and outdoor



living space. All elements of the building, which is privately owned and has an area of 21 sq. m., were prefabricated, in a design that took into account the position of the sun to provide shade and complement the views, reflecting the progression of sunlight each day and season of the year. The rectangular floor plan, measuring 3 x 7 m., is aligned with the cardinal points and subdivided into smaller rooms. A corridor connects these spaces while aligning with the adjacent olive trees, which thus become an integral part of the house's design.

The exterior cladding, developed in close collaboration with the manufacturer METALSO and whose perforated fabric pattern -in the shapes of olives, leaves and olive branches- is inspired by the shade of olive trees, is a lightweight textile-like metallic surface that wraps around and is mobile to provide maximum flexibility. Thus, the metal side walls open up and expand the living space to the outside, generating new environments, while the interior spaces are bathed in a constantly changing play of light and shadow as the sun moves throughout the day.

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Ecological and sustainable

The design, from the outside in, has a clearly ecological approach. The view of the sea, trees and shrubs are part of the layout; the rooms are protected from direct sunlight, turning to the north and east, which are favorable orientations during the hot summer months. Likewise, a study of the winds and local thermal phenomena, as well as natural ventilation through the sloping roof, were basic principles to guarantee the interior comfort of the house. And something else that is very important: the entire construction is prefabricated and can be disassembled at any time, minimizing the environmental footprint in the natural environment.

Punching and bending of the exterior cladding was performed using a CNC punch press on standard sheet metal of the highest quality. Each panel used a single sheet of galvanized metal with minimal wasted material, which received a powder coat finish. The final design followed an innovative method of cutting and folding, combining digital fabrication and craftsmanship; the sheets were machine punched

and then partially CNC folded as well as hand folded to produce a three-dimensional texture. Thanks to the building's aligned orientation to the cardinal points, each elevation and each room possesses its own character, derived from the quality and intensity of its shadows. Thus, the east sends colorful shadows in the mornings while the southern sun at noon dissolves the metal cladding, creating a dramatic and spectacular light effect in the main space.

The Olive Tree House won the popular vote in the Architecture + Light category of the Architizer A+ Award 2017 (New York), which defined it as “simple and impressive”; as well as the Best First Project by a Young Architect 2012-2016 at the Domes Awards 2017 (Athens) and the Surface Design Award 2016 (London) in the Light & Exterior Surface category, where it was also shortlisted in the Housing Exterior Surface category. An original project that can be enjoyed in the video directed by Kirsten Dirksen, *Olive Tree prefab follows sun and Athos views (2019)*, available on YouTube, and which shows, as a member of the Domes Awards 2017 jury pointed out, “the bright and hopeful future of new Greek architecture.”



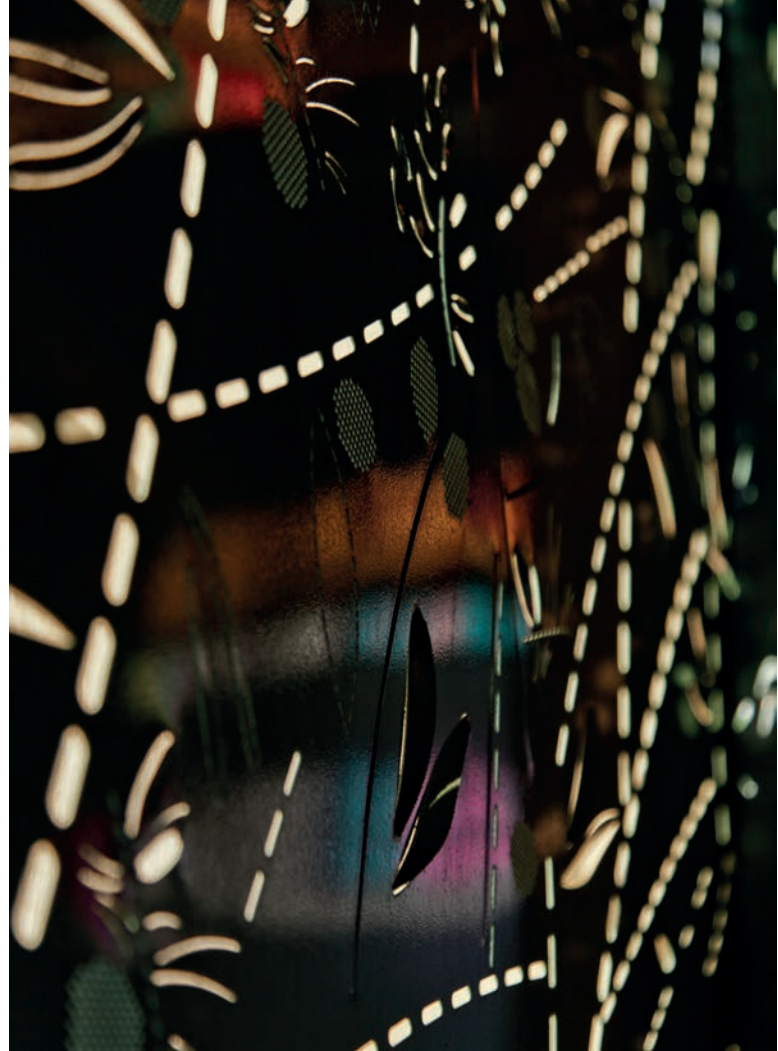
The entire construction is prefabricated and can be dismantled at any time, leaving little trace in the natural surroundings



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An architect with a committed and multidisciplinary vision

Born in Thessaloniki and based in London for 12 years, Eva Sopéoglou is an architect, academic researcher and university lecturer at the Sheffield School of Architecture. Her architectural designs address ecological, technological or social agendas. Sustainability; urban ecology and bioclimatic and microclimatic design of urban open spaces, private residences and prefabricated houses; comfort and thermal perception; or technology and digital fabrication and installation are some of the priority concepts and interests in her work and in her research and teaching.

“My work is concerned with the interaction of human beings with the environment in both urban and natural contexts -she explains-. It explores the notion

of comfort in architecture as a multidimensional quality of living space, place, and environment; while considering a tectonic, aesthetic, and socio-cultural definition of sustainability, noting its implications for the design of spaces. A recurring theme in my work is the relationship between interior, exterior and semi-enclosed spaces; this is an often overlooked aspect that I consider crucial, both in the public and domestic sphere.”

Her creative engagement with technology is based on her knowledge of architectural engineering, structures and advanced building design. Through multidisciplinary collaborations with fashion and textile designers, Sopéoglou explores surface designs and patterns with a new sensitivity, the use of materials and lights or manufacturing processes. Moreover, her close collaboration with metal fabricator METALSO allows her to conceive and build 1:1 prototype enclosures, perforated facades



and environmental screens with cutting-edge CAD/CAM digital fabrication technologies.

A member of the Technical Chamber of Greece (TEE) in her native country, and of the Architecture Registration Board (ARB) and member of the Royal Institute of British Architects (RIBA) in the UK, she previously worked in New York as Architectural designer and Assistant project manager at Gruzen Samton Architects, Planners and Interior Designers LLP, on projects characterized by their strong sustainable approach; and was part of Bernard Tschumi Architects' design team at the Acropolis Museum in Athens. Recognized with several international design awards, her work has been exhibited in Athens, Piran (Slovenia) and London, while her academic side has brought her numerous grants and fellowships, with research projects in Thessaloniki (Greece), Rotterdam (The Netherlands), Burgenland (Austria) or Tuscany (Italy) •



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Tastings and children

By Alfonso J. Fernández
Businessman, gastronome, expert taster
-EVOOLEUM Awards jury member-
and sommelier

Tasting with children is working at another level. As always, they are way ahead of us. Because they are stripped of complexes and without fear of failure, and with curiosity and self-confidence, they are great tasters. Definitely, the youngest are an extraordinary and appreciative audience, with them everything is fun and new. Simply great!



Recently, in the last and long-awaited edition of the *Salón Gourmets* in Madrid, the Interprofessional Organization of Spanish Olive Oil, together with Scolarest, a school catering company of the Compass Group, organized workshops on healthy and sustainable food for children. An event that was born from the agreement reached by both parties to make olive oils the only vegetable fat in their caterings in more than 700 schools throughout the country and that will also include training activities on healthy nutrition aimed at schoolchildren and their families. I would like to applaud this initiative. Every day, 200 schoolchildren aged 8 and 9 passed through this gastronomic fair, and I had the good fortune to be commissioned by the Spanish Interprofessional to be the master of ceremonies for this activity.

The idea was to explain how an EVOO is tasted, why it is tasted alone and without bread. And most importantly, how to apply it in the kitchen. Too bad that, due to the COVID protocol, we were not able to give them a taste of the result; they did, however, take their booklet with them to “play” *MasterChef Junior* at home with their families. The four recipes chosen were obviously quick, healthy and with

zero complication. To wit, a fruit salad of yogurt, fresh fruit, dried fruit, honey (let's get away from refined sugar!), EVOO and cinnamon. A convertible sandwich, namely a toast of sourdough or whole wheat bread with EVOO, fresh spinach leaves, cooked ham, tomato and seeds. We moved on to the third, chickpea hummus with *crudités*. Little to explain here. The last one we left in their hands to be made at home: an *Olivecilla*, cocoa cream and a little snack in the Periko Ortega version (ReComiendo restaurant, Córdoba): cocoa powder, hazelnut powder, EVOO, honey, milk; let's get the mixer going! A note: it takes less time to make the four recipes than to go down to the supermarket to buy a packet of industrial pastries.

The experience could not have been more intense and satisfying. Every half hour, the schoolchildren passed by, 50 at a time. During this time they were playing with the extra virgin, with a lot of confidence and enthusiasm, great enthusiasm. Tasting with children is working at another level. They approach extra virgin olive oil with a different perspective and a keen ear and they ask questions that more than one adult would like to note for themselves. They kept asking and commenting: my grandfather has olive trees in the village, this smells like the olive oil of the toast at home (what a great joy to hear that), whether the color is important to taste it or not... If for ordinary mortals tasting extra virgin olive oil is like discovering a new world, imagine what it means for a child. As always, they are way ahead of us: *Alfonso, this smells like tomato! It smells like banana to me!...* What a sense of smell children have! Without inhibitions and without fear of failure, they are great at tasting, they are an extraordinary and appreciative audience.

“Cooking awakens the imagination and we have the best fat in the world to make it fun and healthy”

The interaction was constant, they kept raising their hands to ask questions and the expressions on their faces while tasting the EVOOs were just great. From the most enjoyable to the most comical. The saying “the face is the mirror of the soul” was true to the letter. And what can we say about their faces when we were preparing the recipes, which lit up the workshop. They licked their lips, wanted to get closer to see them up close, and regretted not being able to taste them - damned COVID protocol. One by



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one, we handed them a diploma for their attendance and, logically, asked the question *Did you like it?* The answer was unanimous: they loved it. Oh, kids! They are simply great.

Honorary Diploma

A similar activity took place some years ago in the same scenario and I have to say that we have made progress. Children recognize quality extra virgins and like them. We assume that they will opt for sweet and delicate EVOOs. Wrong, don't take it for granted. There are many who like olive oils that are strong in spiciness and with green notes instead of ripe and smooth. Quite a few asked for permission to drink all the olive oil in the glass, something I sincerely did not expect. Some even wanted to repeat or take it with them to taste it along the way. Most of them got an Honorary Diploma. And I was very happy, of course.

I can't give much advice on how to explain it to children, apart from stressing the simplicity and honesty of the message. I think that telling it truthfully and with simple -not childish- messages is the right way to approach this audience of the future. It sounds like a cliché, but if we were to teach our children what good EVOO is, we would be much better off. Half an hour is hardly enough to impress them and try to plant a little seed of curiosity in them, but we have to start somewhere and, of course, we must not let such a great opportunity pass us by.

“There were many who asked for permission to drink all the olive oil in the small glass”

It would be good to bring olive oil to children as our grandmothers did with us when they made us those delicious EVOO muffins, cooking, teaching them how and why, and not leaving something as serious as food in the hands of children's advertising. Extra virgin olive oil is health and flavor, it is authentic liquid gold which, moreover, in many parts of the world is a zero-kilometer product, as in Spain and in the rest of the Mediterranean region. Tasting without cooking is more theory than anything else, but theory is of little use if it is not put into practice. EVOO is used in the kitchen and in our recipes, so let's give it a try and share it with the consumer of the future for its splendid future. This workshop demonstrates that a



10-minute snack can be prepared with EVOO in just two minutes, but also be delicious. Cooking awakens the imagination and we have the best fat in the world to make it fun and healthy.

I know that there are fellow tasters who have already conducted tastings with children, but I would like to invite anyone who has not done so to try it, leaving aside technicalities and bringing the essence of good EVOO wherever a workshop aimed at young people is held. And to those who do not have a taster at hand, to get down to work with healthy and quick recipes. You don't need to be a chef, the Internet knows and explains everything, just a little browser time and you will see the ocean of ideas that emerge. The best of all is watching the children, with them everything is fun and new. They share their enthusiasm and we feed their spirits. EVOO for snacks with a healthy touch, write it down in the calendar of your cell phone and try it one of these afternoons. Enjoy! ●

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Masseria
Moroseta,
*a paradise on
earth among
centuries-old olive
trees in the
Pugliese countryside*

By Alfredo Briega Martín

At 500 years old, Masseria Moroseta, a white stone farmhouse standing proudly among centuries-old olive trees with a view overlooking the sea, is a minimalist and genuinely rural relaxation space that aims to connect us with a past based on the values of tradition, authenticity and simplicity.







Photos Credit: Saiva López

Conceived by the Barcelona-based Australian designer Andrew Trotter –founder of the Openhouse project (concept store, gallery and magazine)– during a three-year process that marked its architectural baptism, Masseria Moroseta was built following traditional techniques and using local suppliers and materials, such as the volcanic sandstone typical of the region, the main material used in the project. The owner of the Masseria, Carlo Lanzini, wanted a modern, elegant building with a family atmosphere that would not alter the olive grove landscape and would fit in perfectly with the surroundings without being a foreign element.

Its modern and minimalist architecture is strongly influenced by the ancient *masserie* –typical farmhouses of the Puglia region in southern Italy– and its careful eco-friendly design is based on respect for the surroundings and the environment. Thus, the nearly one-meter thick walls with recycled and environmentally friendly thermal insulation mean that air conditioning is used sparingly during the hottest times of the year and heating during the coldest months of the winter – the living space does

not require air conditioning thanks to its cross-ventilated windows. Solar panels provide sufficient electricity and heat for the entire building, which has its own water supply for the organic farm. All food comes from the Masseria's organic crops or is purchased directly from local farmers, producers and artisans.

The entrance is the only opening visible from the front wall that hides the facade, a fortress that offers no clue as to what lies beyond. Once inside, as in a traditional country house, everything revolves around the central courtyard: the living room and veranda overlooking the sea, the staircase to the roof that divides the six rooms (doubles and suites) on each side, and which occupy what were once the stables. Half of them, those on the left, have private gardens filled with orange trees; and the other half, on the right, have terraces overlooking the fields surrounding the property, five hectares of olive groves that are home to specimens up to 500 years old. Vaulted ceilings and dry stone floors and walls keep the interior cool even on the hottest summer days. All the stones of the exterior walls were recovered from the excavations carried out during construction.

Masseria Moroseta is an oasis of peace and tranquility nestled among centuries-old olive trees where relaxation is almost an obligation

The distribution of the communal spaces, simple and austere, encourages interrelation and a community spirit, while providing multiple corners to enjoy intimate moments of solitude, both indoors and outdoors: the living room –with its large window overlooking the pool, olive trees and the sea–, the gallery with its outdoor kitchen and barbecue, the spa –with indoor pool, sauna and steam bath–, the gym and the large swimming pool. The rustic and vintage style furniture, essentially second hand, was obtained from local establishments, markets and antique fairs.

In Masseria Moroseta we find different types of rooms -of 24 and 30 sq. m.-, cozy spaces with access to the outside where naturalness is mixed with sophistication, all equipped with king size

bed, bathroom with shower and luxury bed linen. Some have a large private garden –even two– and a stone sofa that invites relaxation and reading; and others have a private terrace whose main feature is a 200-year-old olive tree. As for the 45 sq. m. suites, in addition to a large private garden or two private terraces with stone sofas and the majestic bicentennial specimens, they include a bathroom with double shower, private living room with fireplace and sofa bed to accommodate a third guest.

EVOO, protagonist in the kitchen

The Masseria’s cuisine, based on seasonality, territoriality and experimentation, combines the agricultural tradition of Puglia with contemporary recipes from all over the world. The inviting gastronomic offer is born from the desire to share with their guests and customers the extraordinary richness of this area, using local products in a respectful but unconventional way. “Our way of understanding food is reflected in our lifestyle,” says



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Masseria Moroseta's chef Giorgia Eugenia Goggi. We are talking about concepts such as sustainability and the commitment to zero-kilometer products, but also the ritual nature of meals, the succession of seasons and constant research.

Every day this young graduate in architectural design from Milan invents an *ad hoc* menu from a careful selection of the products available in the farm's garden, mixing them freely with modern techniques, spices and influences. The result is a melting pot of flavors and aromas that perfectly combines tradition and creativity. In this place with its warm climate and fertile soil, "almost anything you can plant thrives", says Goggi, who recognizes that "what we do every day in the kitchen depends on what we discover in the garden". A highlight is the exquisite organic breakfast with eggs from free-range hens from the farm itself, the best way to start the day.

Masseria Moroseta obtains its own organic extra virgin olive oil, which can be purchased by both its guests and the general public, from the precious fruits hand-picked from its more than 650 hundred-year-old olive trees, which coexist with other younger trees. EVOO is the undisputed protagonist in the Masseria's cuisine, present in all kinds of preparations and even in desserts such as *cake de olio d'oliva e limone* (olive oil and lemon cake). Extra virgin olive oil is also the main ingredient of the Masseria's organic cosmetics line, in combination with the essences of aromatic herbs from the Pugliese countryside.

Nature, good food, design and beauty. Masseria Moroseta is all that and much more. An oasis of peace and tranquility where relaxation is almost an obligation.

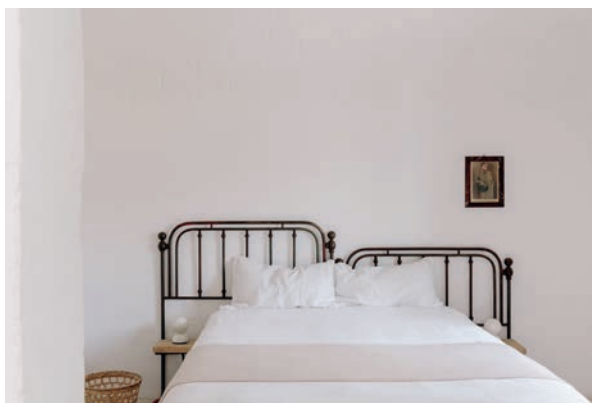




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A day at the Masseria

A new day dawns at Masseria Moroseta. Splendorous, with a clear blue sky that invites you to dream, to let yourself be carried away by the slow spirit of the place. No more stress, goodbye to worries.

Wood, iron and stone with white as the main protagonist, small and large windows open to the outside. Open and clean spaces clad with neatness and good taste. Austerity at the service of functionality. A vintage bicycle rests leaning against the wall sighing for someone to take it for a ride or even to (re)discover the magical surroundings.

The swimming pool emerges in front of the olive grove, forming a picture of bucolic beauty that inspires calm and invites you to relax. On the other side, the cacti gaze with a mixture of curiosity and wholesome envy at the lucky guests who choose to cool off or sunbathe in comfortable white deckchairs -here, white is everywhere-. We are in Ostuni, the white city, the Italian Ibiza.

A dog -also white- keeps a wary watch, drawing a pout of displeasure on a menacing face. In reality he is harmless and good-natured, we are told. Just a facade.

Beyond, the centuries-old olive trees of Ostuni, with their twisted branches and impossible gestures, faithful and silent witnesses to the passage of time, recite ancient stories to those who wish to listen to them. All you have to do is embrace them tightly and open your heart.

Yes, dear friends, the paradise among olive trees exists, and it is called Masseria Moroseta.

www.masseriamoroseta.it

Photos Credits
Salva López
Marina Denisova

Photo Credit
Marina Denisova



A privileged environment

In the heart of the beautiful Puglia countryside, Masseria Moroseta is located just three kilometers from Ostuni, a seaside town known as *la città bianca* (the white city) for its whitewashed houses, blindingly bright buildings and sun-bleached squares, and offers guests and visitors spectacular views of the Adriatic Sea. Close to beautiful beaches, with the fantastic Torre Guacetto just 12 km. away, the historic towns of Cisternino, Alberobello, Martina Franca, Lecce and stunning Polignano al Mare are within easy driving distance.

In addition to hosting weddings and events, the Masseria offers its guests day trips along the southern coast of Puglia in Margherita Moroseta, its recently restored ancient *gozzo*, as well as visits to local workshops, massages and yoga classes. In short, everything you need to make your stay in this corner of Puglia an unforgettable experience •



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Materia Olivo, *contemporary craftsmanship full of character*

By Alfredo Briega Martín

Inspired by the principles of a circular economy and a commitment to sustainability, Kabuki Contemporary Craft's *Materia Olivo* collection uses olive residues to create organic jewelry full of symbolism.







It is clear that we are destroying the planet. And sooner or later we will pay the consequences for our irresponsibility. One of the main challenges we must take on is the excess consumption and the enormous amount of waste we generate. The circular economy is based on the use of the nearest resources so as not to generate more waste in production processes, and their conversion into reusable, organic and compostable raw materials. In this sense, biomaterials are presented as one of the possible answers to the serious problem of the impact caused by excess waste by reducing the carbon footprint and not consuming non-renewable energy or fossil fuels.

Materia Olivo by Kabuki Contemporary Craft, a contemporary crafts and jewelry firm from Jaén, in the south of Spain, was born in 2010 as an experimental laboratory of new materials and conceptual languages, under the essential premise of sustainability. A collection created as a result of being awarded with the National Crafts Prize in 2019 to the Craft in Progress initiative, an experimental project linked to the promotion and revitalization of contemporary craftsmanship in Jaén. “We want to show through small pieces that a more sustainable and renewable world is possible”, says its founder and Designer Maker, Nati Rodríguez (Jaén, 1976), better

known as Nati Kabuki, a craftswoman and designer who adheres to “the sustainable revolution as a weapon of transformation through beauty”.

Indeed, Kabuki is but a metaphor for the tireless search for beauty that has always inspired its creator, through a personal interpretation of the ephemeral, of the transformation of life cycles that regenerate over and over again, of the strength and power contained in the seemingly fragile.

For Nati Kabuki, contemporary craftsmanship plays a fundamental role in the search for new imagery where a paradigm shift is inevitable. Thus, the dialogue between materials, tradition and new technologies appears in the current context as a key element to understand and reinterpret the world with a new vision that is more sustainable and responsible with the environment that surrounds us.

Emotional design, *conceptual design*

The jewels of the *Materia Olivo* collection, born from research and experimentation in biomaterials from olive tree waste, are an intimate reflection on the greatness of small things. The collection pays homage



to the centuries-old tree, the heart of the land where the author was born, Jaén, and its immense sea of olive trees. This project, she acknowledges, “led me to observe my surroundings from a different perspective: Jaén and its more than 60 million olive trees. I firmly believe in the enormous power of small things and that any great change must begin with individual reflection. And these pieces of jewelry are just that, a reflection made of identity, a synthesis of a tree, the olive tree, a metaphor of my roots...” In short, the south concentrated in a small poetic piece.

The collection consists of two lines: floral and geometric. The first is composed entirely of pieces with floral motifs made in biomaterial with olive wood sawdust, eggshell powder, rice powder, gelatin and glycerol. The center is made of organic PLA 3D filament, while the base of the jewelry is made of ecological silver.

The geometric line, in turn, is divided into three parts by the different components of the material from which they are made, all of which come from the olive tree: the sawdust of the wood, the leaves and the flowers. “All the jewels in this line,” Nati points out, “seek in their geometry the purification of shapes that evoke the simplicity of this land, as well as the sculptural roundness of a tree such as the olive tree.”


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Processes and materials

But let's return to the materials. The main protagonists are bio-plastics: natural polymers obtained from olive residues made from biodegradable organic matter from renewable sources, which are widely used in different sectors (agricultural, textile, medical) due to their durability and versatility. Its choice over others, such as resin, enamel or ceramic, helps to reduce the carbon footprint and represents a considerable energy saving in production, as well as reducing non-biodegradable waste, which pollutes the environment, and does not contain additives harmful to health such as phthalates or bisphenol A.

“This collection represents the most refined synthesis of the elements we use in it,” says Nati Kabuki. It involves turning into powder flowers discarded after an occurrence; leaves and branches from the fields of Jaén during the pruning season; thousands of olive blossoms -the most ethereal part of the tree- that fall to the ground every year without pollination in late spring; olive wood sawdust from the workshop of the artisan carpenters of *El Arte del Olivo*, in Torreperogil (Jaén); eggshells and orange peels; poppy seeds, etc.

Once the raw material is collected, it is carefully dried for weeks under controlled conditions of light and humidity to minimize the alteration of the natural tones. It is then crushed and sieved to separate as much fiber as possible to obtain a very fine olive powder.

In addition to bio-plastics, the materials used in the different pieces of the collection -single and double rings in spherical, geometric and oval shapes, as well as bracelets, earrings and brooches- include PLA, a 3D filament obtained by extracting starch and converting it into dextrose, in a process that continues with fermentation by microorganisms in lactic acid. To manufacture 1 kilo of PLA, approximately 2 kilos of corn are required.

Another component is eggshell powder, which is obtained by pasteurizing the shells and drying, grinding and sieving them, as well as glycerol, gelatin, water and cinnamon, the latter to prevent the growth of bacteria.

The use of recycled silver also responds to sustainability criteria, as it generates less environmental impact, as well as incorporating other





Materia Olivo is a collection of organic jewellery made from biomaterials from olive tree waste; the south of Spain concentrated in a small poetic piece

metals such as aluminum, brass and gold-plated stainless steel. The metal enters into dialogue with the olive material and its soft lines in a subtle way,” says Nati; “the golden brass represents the threads of olive oil and the ecological silver is inspired by that silvery tone that I have seen since I was a child on the hills of the olive groves when they are caressed by the evening light and swayed by the wind”.

“All of them,” concludes the founder of Kabuki Contemporary Craft, “are raw materials loaded with identity and beauty, universes concentrated in perfect balance that require long processes full of poetry”. Because what would olive trees be without poetry? •



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Olival da Risca, *the green gold of Portugal*

By Alfredo Briega Martín

The commitment to biodynamic agriculture and the promotion of biodiversity, the adoption of the highest quality standards and the capacity for innovation are some of the features that distinguish this exemplary company from the Portuguese Alentejo, which exports almost all of its production and controls the entire production process of its magnificent organic EVOOs with Demeter certification, from the tree to the bottle.





To produce the best and most delicious organic extra virgin olive oil in Portugal. That is the ambitious goal of Risca Grande, Lda., a family company dedicated to the production of organic EVOO that has embraced the principles of biodynamic agriculture established by Demeter certification, whose holistic approach and strict requirements -from field cultivation to the bottling process- go one step further than those required of ecological products.

It all began in 2000, when the Bernhard and Zehnder families, originally from Pfäffikon SZ and Einsiedeln (Switzerland), 30 kilometers from Zurich, acquired the Monte Novo da Fonte Corcho estate in Santa Iria (Serpa), in the Beja district of Portugal's Alentejo region, where the ancient Romans already cultivated olive trees to extract and transport their liquid gold to Italy. The following year, out of pure curiosity, both families decided to produce olive oil from the estate's olive trees -the bottles containing the production of the first harvest (500 liters) could fit in the Bernhard's car- and at the same time they started the ecological certification of Monte Novo da Fonte Corcho. It was the beginning of a beautiful story starring two families captivated by the magic of extra virgin olive oil, joined in 2002 by Susanne Mäder-Zehnder, who raised the farm's herd of cows, together with her husband Ralph Mäder -partner of Risca Grande, Lda.- and their two children.

In 2003 the construction of the oil mill began and since 2005 young olive trees were planted in intensive and hedge row systems on land previously used for other crops that today coexist with centenary specimens of native varieties that are less productive. In 2007 the company Risca Grande, Lda. was founded, and a year later the process of conversion to biodynamic agriculture was initiated in accordance with the guidelines of the Demeter organization. In 2013, the first expansion and modernization of the mill took place with the installation of an automatic bottling line, and in the same year, the construction of a 6-kilometer water pipe connecting their irrigation system to the Alqueva reservoir distribution system for irrigation was undertaken. At the end of 2021, the second expansion was completed, which included the installation of a new extraction line from Peralisi.



Fertility, biodiversity and love of nature

On the 320 ha. estate, of which 190 ha. are olive groves -approximately 100,000 trees up to 800 years old, after successive extensions from 2012 to 2018-, the Portuguese varieties Cobrançosa, Cordovil de Serpa, Galega Vulgar, Galega Grada de Serpa, Gamenha and Verdeal are cultivated in harmony with nature, as well as others such as Arbequina, Arbosana and Frantoio. The olive trees, of different ages and planting densities, grow at 200 meters above sea level and benefit from the advantages of a climate characterized by hot, dry summers and mild winters, using drip irrigation.

Cultivation methods aim to promote soil fertility, knowing that a rich and balanced soil has a positive influence on the intensity of the flavor of the oil obtained. Thus, the vegetation that grows between the rows of olive trees is cut three times a year and then shredded and spread under the trees, protecting the soil from erosion; at the same time, the vegetation cover prevents dehydration and encourages its development. Manure and olive pomace are the ingredients of the biodynamic compost produced on the farm for fertilization and maintenance and the promotion of biodiversity in uncultivated areas, the investment in green covering that offers another habitat for beneficial organisms or the company's own production of electricity from renewable sources -thanks to the installation of photovoltaic systems- are all examples of the company's concern for developing its activity in a way that is as close and friendly as possible to nature.

Pieralisi, the perfect partner

The olives are harvested between the end of October and December and the fruits are milled in less than four hours from their collection in the modern mill located in the center of the property which occupies an area of 2,350 sq. m. With a milling capacity of 100 tons/day, the Risca Grande, Lda. mill is equipped with the latest extraction technology and its machinery is free of materials containing phthalates.

In its efforts to increase the production of high-quality EVOOs, Risca Grande, Lda. opted for Gruppo Pieralisi's technology as the best partner to accompany it in this new and exciting stage. As Alfred Zehnder, one of the company's managers, points out, "we believe that our philosophy based on excellence is in line with Pieralisi's approach, which prioritizes its



In its effort to increase the production of high-quality EVOOs, Risca Grande, Lda. opted for the Gruppo Pieralisi technology as the best partner to accompany it in this new and exciting stage

R&D+i policy with the aim of offering efficient and reliable machines designed to produce high-quality olive oil". Thus, the processing area has two extraction lines of the Italian multinational installed in November 2021. The first has a 60 HP counter-rotating screen mill with frequency inverter, an LP6 *Protoreattore* partiaro, three *Molinova* mixers with a capacity of 2,000 l., a *Scorpio* 5.9 RTV decanter and a *Marte* vertical centrifuge. The second consists of a TEM Mori knife mill, two *Molinova* mixers with a capacity of 2,000 l. and another *Scorpio* 5.5 RTV decanter.

Wide range of organic EVOOs

The export activity accounts for 95% of Risca Grande, Lda.'s turnover, with Switzerland and Germany as the main markets, which account for 85% of sales.

The collection of *Olival da Risca* EVOOs -the brand was launched in 2016- is composed of *Reserva da Familia*, the real jewel in the crown, an exclusive blend of traditional Portuguese varieties; *Selection Original*, perfect for daily use in cooking; *Selection mild*, smooth and balanced, that adds a delicate flavor to dishes; *Primeur*, a powerful early harvest extra virgin available for a limited time starting in November; *Antique*, a limited production extra virgin obtained from centenary olive trees; without forgetting the line of flavored EVOOs: lemon, mandarin, basil, garlic, chili and Mediterranean herbs. Since 2008, these juices have accumulated more than fifty awards in important international competitions •

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