

oliva tessen

BY MERCACEI

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



crazy about EVOO

*Eva Longoria
and the secret of
pairing tequila
with EVOO*

chefs

*Riccardo Camanini
and the art of not
losing the essence when
you run the best
Italian restaurant in
the world*

it food

High-flying gastronomy

the Ring

*Mario, Diego and Rafael
Sandoval: Three sensibilities,
three points of view and one
shared passion, EVOO*

COOLture

*EVOO sneaks
into the series*

trends

*Michelin-starred
music festivals*

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oliva tessen

BY MERCACEI

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"The circus allows one to
be logical and unreal at
the same time. In the
circus, all is possible"
Fernando Botero



Editorial

Pandora Peñamil Peñafiel
Editor in Chief



The Olive Tree Circus

I was born in times of gods, mystery and magic. Where the divine and the earthly frolicked in an endless game, blurring the fine line that separated both worlds. At that time I was revered by those men whom I fed, illuminated and sheltered. The beautiful Athena, goddess of wisdom, fought a battle against Poseidon, which she won by plunging her spear into a rock, from which I, the first olive tree in the world, sprouted at the gates of the Acropolis. Considering her gift as the most valuable that could exist, the citizens of Attica declared themselves Athenians for life. From then on they would use olive oil to anoint their kings and priests during consecration ceremonies.

Soon the first Olympics would be inaugurated, held in 776 BC, where I would play a critical role. The first torch in history was made by my flaming branches. The winners of those tournaments wore my crown and the olive oil they received as a prize was made from my fruits. From that moment on, my branches would symbolize peace and a truce from any kind of hostility.

Then other men would come and, with them, countless beliefs. None of them would cease to admire me. My olives and my olive oil would soon become a symbol of Christianity. Later I would spread all over the world, like a wild tribe eager for colonization. Asia Minor, Syria, Greece, Anatolia... but also Egypt, Ethiopia and some areas of Europe.

In the 16th century BC, the Phoenicians began to spread my cultivation throughout the Greek islands, where the politician and legislator Solon (IV BC) consecrated me, issuing the first decrees to regulate my plantations. From there I would embark on my journey to Italy, from

south to north, from Calabria to Liguria. When the Romans arrived in North Africa, the barbarians already knew how to graft wild olive trees and had developed my crop in the territories they occupied.

I arrived in Marseilles and, from there, I spread throughout the Gallic territory, appearing in Corsica and Sardinia when the Empire fell. And, finally, I landed in Spain, at the height of the Phoenicians' maritime dominion (1050 BC). I watched the arrival of General Scipio and witnessed with horror the third Punic War, with my crops already occupying almost the entire valley of Baetica, extending towards the center and the coasts of the Mediterranean, until reaching Portugal.

The Arabs also dominated me and baptized me with evocative names that still resonate: az-zaytūna, al-ma'sara or zayt are what we know today as the olive, oil mill and olive oil. With the discovery of America I went where no one else had dared to go. Veni, vidi, vici. I came, I saw, I conquered.

With thousands of years behind me I have seen cities, empires, Caesars and presidents rise and fall. I will still be here watching history repeat itself over and over again. I have believed myself immortal, and so I have been. Perhaps that is why I am still standing today, twisted, aged, rough and out of breath. But still with a lot of life in my innumerable rings. Still with plenty of golden sap in my truncated veins and even with a publication that worships me, Olivatessen. I am the olive tree, and through these pages I continue and will keep on narrating my story, like a circus attraction that never stops.

Welcome to the Olive Tree Circus! •

Michelin-starred *music festivals*



By Pandora Peñamil Peñafiel

Tasting a 16-course menu designed by two-starred chef Phillip Frankland Lee while listening to Billie Eilish live; enjoying the latest culinary creations of Asia's most awarded chef, Gaggan Anand, in a VIP box on a stage where David Guetta, Afrojack or Tiësto perform on the same night; or eating a gourmet burger just prepared by Mauro Colagreco to the rhythm of Rosalía. Now all this, and more, is possible in the framework of Tomorrowland, Coachella, Primavera Sound or Lollapalooza. The most important music festivals in the world are joining the gastro trend with posters that combine pop, techno and rock artists with a cast of chefs who are true stars... of the kitchen! Are you ready for the new era of Michelin-starred music festivals?



COACHELLA * TOMORROWLAND * THE BIG FEASTIVAL * PRIMAVERA SOUND
LAZARETO MUSIC & GASTRO FESTIVAL * PORTAMÉRICA
LOLLAPALOOZA * CHEFS ON FIRE MUSIC FESTIVAL





COACHELLA

California, USA

Indio, in California, is the setting for the festival of festivals, Coachella, an event that emerged in the late 90's after a dispute between the group Pearl Jam and the ticketing platform Ticketmaster for the abusive price of their tickets and that, two decades later, brings together once a year all the pretty faces of Hollywood. Harry Styles, Billie Eilish or The Weekend are some of the artists who performed in the last event for an estimated 750,000 people who visited the festival during the six days it lasted. But if the artists performing on the main stage are impressive, the culinary stars serving food just a few feet away are even more so. Aware that the music lover can't live by chords alone, Coachella organizers have recruited a brigade of chefs to prepare haute cuisine in the Palm Springs desert.

The best known is undoubtedly Gaggan Anand, head of the Gaggan restaurant in Bangkok (2 Michelin stars). "Twenty years ago there was no food at festivals, only drugs!", said Anand, laughing, during the presentation of this collaboration. The menu of this Calcutta-born chef, who dreamed of being a

drummer like Dave Grohl (Nirvana and Foo Fighters), includes dishes such as blue corn tortillas stuffed with simmered black bell pepper or Mottainai lamb chop bao -fed with a diet of carrots and sediment from the olive oil processing- and dry-aged for 21 days. The privileged 350 diners who enjoy this menu will have to pay US\$ 275 each (in addition to the festival entrance fee, which averages about US\$ 500 per day).

For those visitors seeking even more exclusive experiences, there is also a 12-person secret speakeasy from chefs and entrepreneurs Phillip Frankland Lee and Margarita Kallas-Lee, owners of Scratch Restaurants Group (2 Michelin stars), who recreate a version of their Los Angeles establishment, Sushi by Scratch, acclaimed by the country's coolest food critics. They offer a set menu of 16 sushi dishes of the highest quality -marrow nigiris with eel or white tuna wrapped in nori soaked in sake and topped with ponzu, fresh wasabi and crispy onions- paired with an exclusive selection of sakes for the modest price of US\$ 375.





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TOMORROWLAND

Boom, Belgium

More than 700 DJs of the stature of Martin Garrix, Steve Aoki, David Guetta, Afrojack or Tiësto share the stage at the world's most important electronic music festival held in the Belgian town of Boom: the name could not be more appropriate! Magnificent art deco stages, impressive visual effects, young people from all over the world and a display of decibels from another planet are the ingredients that every year bring together this techno macro-fest that welcomes more than 600,000 people during three consecutive weekends. One would expect that in this environment there would be no room for haute cuisine, but Tomorrowland enjoys an enviable culinary atmosphere. In addition to Gaggan Anand -who seems to have taken a liking to feeding festival-goers and also participates in this event at the head of the Brasa restaurant, some of the best Belgian chefs offer their latest creations while the famous mixologist Paul Morel creates spectacular cocktails.

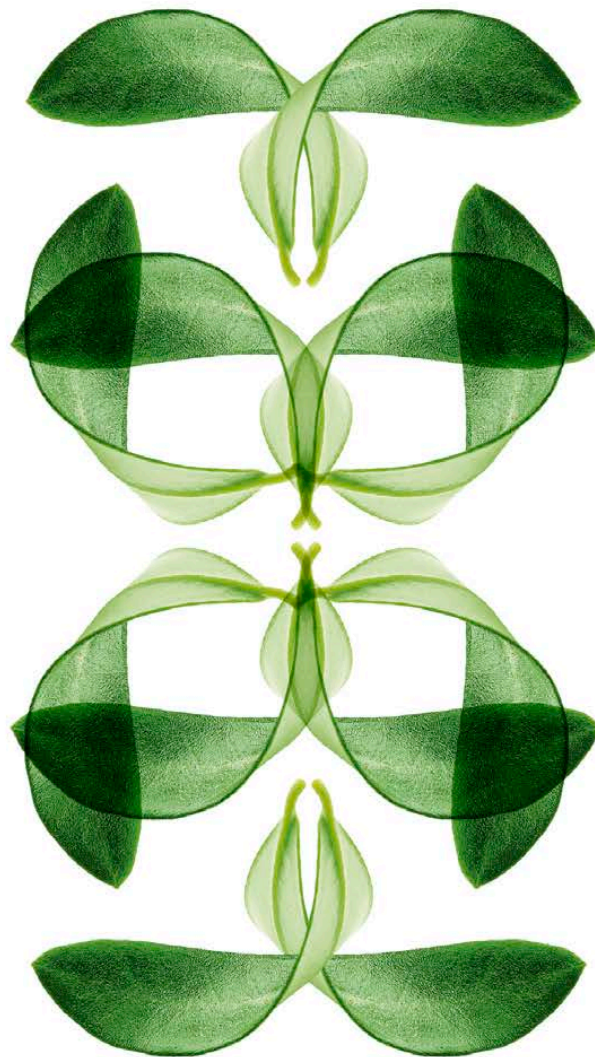
While chef Xavier Van Hecke (Restaurant Graanmarkt 13) brings together typical and authentic flavors from all corners of the world at Mesa where, of course, you will share a table with other festival goers; at Mesa Garden, cocktail maker Paul Morel offers an extensive menu of combinations to be enjoyed outdoors along with a selection of grilled dishes, with interesting vegan options, from the German family Wussler, known for its restaurant Ponyhof and the culinary platform ChefsTalk. For gourmets, a personal sommelier guides you through the extensive wine list available in both restaurants.

Before leaving the venue, it is worth stopping by the Solo Vida Bar, which offers stunning views of the main stage, and where visitors can taste the sparkling wine produced by the Spanish winery Vallformosa exclusively for Tomorrowland.





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THE BIG FEASTIVAL

Oxfordshire, United Kingdom

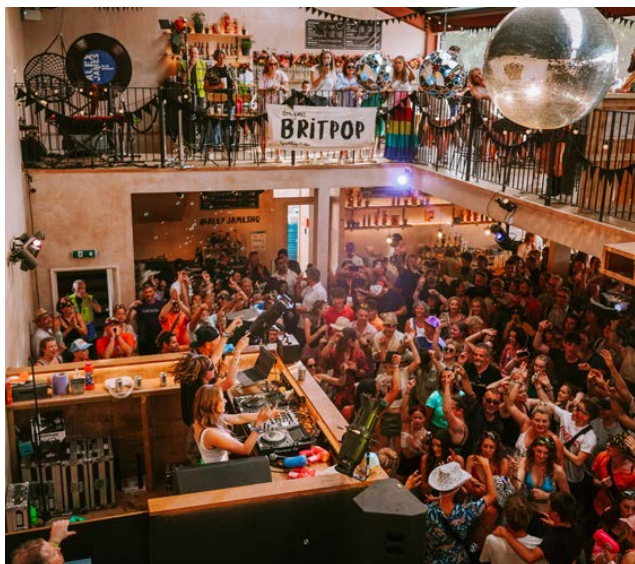
Farmer/festival creator and Blur guitarist Alex James knows how to attract all the chefs and food critics to his Oxfordshire farm, and each year's lineup is packed with talent. He is joined by journalists and British television stars such as Ravneet Gill, Thomasina Miers, Robin Gill, James Cochran and Ching-He Huang (MBE); while chefs Lee Tiernan (BAM), Brad Carter of Carters (Moseley) and Ixta Belfrage (Ottolenghi) are in the kitchen.

Marks & Spencer is the exclusive sponsor of this event and has an area dedicated to the celebration

of multiple activities such as talks, showcookings and live and streaming tastings under the title "The Table Sessions".

The Big Feastival is one of the ultimate Anglo-Saxon summer parties and, for many, the best. With a genuine indie pop legend at the helm, it has no trouble attracting some of the biggest and most exciting names on the music scene: Sugababes, Basement Jaxx, The Sherlocks or Stereophonics.

Do you dare to become a gourmet festival-goer?



Casa Rinaldi



PRIMAVERA SOUND

Barcelona, Spain

Year after year, Primavera Sound has been expanding and sophisticating its gastronomic offer with the aim of demonstrating what not long ago seemed a fantasy and a lost battle: that at a music festival you can eat (very) well. In the same way that the artistic line-up of this event understood some time ago that it was necessary to break with inertia and bring on stage unexpected and different artists -alongside Massive Attack, The Strokes, Interpol or Nick Cave, emerging groups such as Carolina Durante or Bad Gyal perform- the catering line-up presented by this festival integrates the same criteria as its musical equivalent, presenting all imaginable gastronomic trends, from the traditional to the most avant-garde.

Verbena Foodie is the gastronomic project of Primavera Sound, consisting of a variety of stands and food trucks to suit the tastes and needs of all palates, taking care of the local product and

promising to save the visitor from a hangover or two. In this space the hamburgers, a classic in any multitudinous event, have special prominence, highlighting those of El Filete Ruso, which are also zero-kilometre and ecological; and those of La Porca, composed of 100% Iberian pork. If you are in the mood for Asian fusion, Casa Xica never disappoints; and the same goes for the Indian specialties that Kuldeep Singh prepares at Masala 73, a leader in curries that began the first years of the festival as a food truck. For the sea lovers, The Fish & Chips Shop, an emblem of British cuisine, completes the fish offer of the festival, always accompanied by crispy fried potatoes. There is no shortage of Japanese onigiri and dorayaki from Omu; the delights of Pakistani cuisine prepared by the Baby Jalebi team and the succulent Peruvian proposals from Lúcumá & Camote or Ceviche 103.





There is also room for the delicious empanadas of Las Muns, the poke bowls of Poke Sí and the Mexican snacks of Corazón de Agave, the latter linked for years to the most trendy gastronomic markets and street food of the Barcelona gastronomic scene, alongside projects such as Canalla Urban Food, Pulponeta, Q Street or Cal Pastor.

Last year, Grosso Napoletano's pizzas -already known as *Primmaveras*- made freshly in a wood-fired oven, as well as several options designed for those who live with intolerances or follow vegetarian and vegan diets, with the seal of Rasoterra, Quinoa and Hanna, were premiered at this gastronomic festival. The sweet touch will be provided by the Italian artisan ice creams of Parallelo Gelato and the popsicles of the Argentinean Guapaletas. They never fail!



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LAZARETO MUSIC & GASTRO FESTIVAL

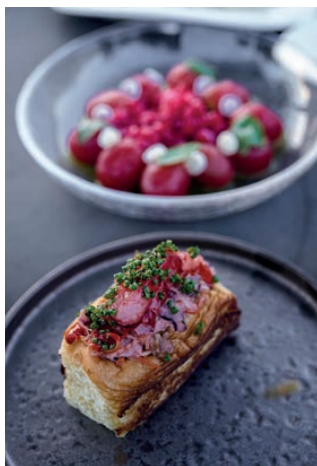
Menorca, Spain

Ten days of festival, ten concerts, exclusive Michelin-starred menus, street food with 100% local produce and a unique setting: the island of Lazareto, located inside the port of Mahón, in Menorca. Thus was born in the summer of 2022 Lazareto Music & Gastro Festival, which combines, as if it were a Dry Martini, musicians like Ara Malikian, Kool and the Gang, UB40 or Dire Straits with chefs like Diego Guerrero (DSTAgE, 2 Michelin stars) and Paco Roncero (Paco Roncero Restaurante, 2 Michelin stars).

As the concerts are held from 10:00 pm to 11:30 pm, the only daily pass offered by both chefs is served at 8:00 pm. In the case of Roncero, the party starts with his foie gras *filipino* with white chocolate and cardamom and continues with a repertoire of classic dishes such as the chef's famous vegetable garden with EVOO, lobster ravioli with galley stock or skate with black butter. In the case of Diego Guerrero, the

menu starts with seven starters to share -avocado vegetable butter with pickled chilies or creamy Mahón PDO cheese and beet topping, among others- and a main course to choose from -rice from the land or the sea- and ends with a soufflé of vanilla, rum, spicy carob, roses and almonds. At the end of the concerts, both will offer visitors a four-handed proposal at the *Cocktail Experience*, where diners can enjoy four bites of the two starred chefs' cuisine, paired with two different cocktails.

For those who prefer a more informal atmosphere while enjoying the concerts that can be heard in this idyllic space -Biosphere Reserve and proclaimed of Cultural Interest by UNESCO in 1993- there are more than twenty street food stalls offering everything from pizzas and hamburgers to oysters or sausages and typical Menorcan products.





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PORTAMÉRICA

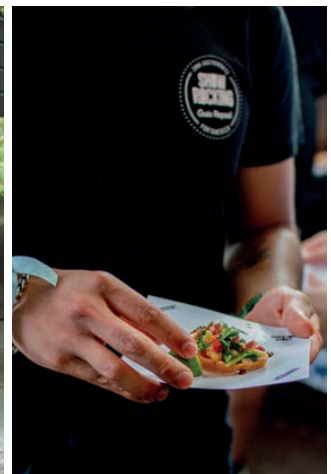
Pontevedra, Spain

In the summer of 2022, the Roman municipality of Caldas de Rei (Pontevedra, Spain) hosted the tenth anniversary of the multidisciplinary PortAmérica festival, which focuses on music, gastronomy, nature and the community. The festival proposes a fusion between rhythm and cuisine, known as ShowRocking, in which 39 internationally renowned chefs with a total of 24 Michelin stars, led by Pepe Solla -his restaurant Casa Solla is known as the longest Michelin star in Galicia- come to the three days of the festival to offer attendees a selection of dishes and tapas created by and for this event. Some of the most important names are Ángel León (Aponiente), Eneko Atxa (Azurmendi), Roberto Ruiz (Barracuda MX), Andoni Luis Aduriz (Mugaritz) or the pastry chef Oriol Balaguer (La Duquesita), who provides the sweet touch. All of them cook side by side with students from hotel and catering

schools to offer them the opportunity to enhance their knowledge by sharing this experience to the rhythm of groups such as Lori Meyers, Nathy Peluso, Delaporte or La La Love You.

This most appetizing gastronomic offer is designed in low-cost mode, since each tapa of these artists of the kitchen -more than 20,000 were served in the last edition- can be tasted for only 4 euros. In addition, there are multiple options for coeliacs, vegetarians and vegans, both in the ShowRocking area and in the food truck area of the festival.

In 2023 PortAmérica will live up to its name and will cross the Ocean to be held in Guadalajara (Mexico) with performances by eleven bands and artists, including Vetusta Morla, Siddhartha and La Santa Cecilia.



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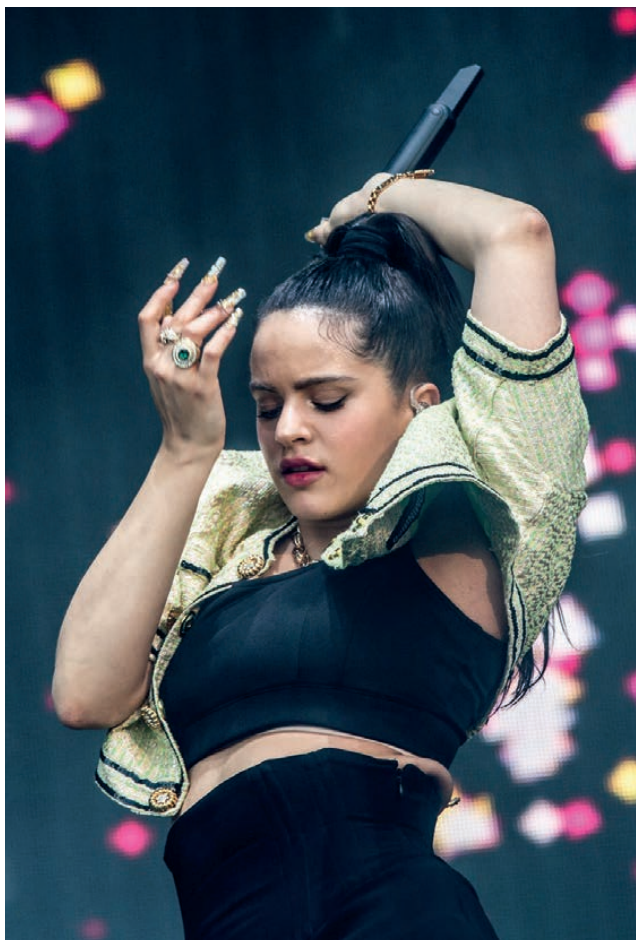
LOLLAPALOOZA

Buenos Aires, Argentine

Artists such as Miley Cyrus, Foo Fighters, Drake or Rosalía come together in this festival originally from Chicago that celebrates different versions in Santiago de Chile, Berlin, Paris or Buenos Aires. Just in the latter there are as many options to eat as to enjoy musical shows. Sandwiches, pizzas and hamburgers, the most common alternatives at this type of event, are spread throughout the “Food Truck Camp” at Lollapalooza and come from large chains such as Hell’s Pizza, Kentucky, Burger 54 and Carne, the hamburger restaurant of the multi-award-winning chef Mauro Colagreco (Mirazur, 3 Michelin stars). Here, music and food lovers can enjoy dishes such as the mushroom burger, the vegetarian portobello burger or the fries with bacon and chives. All of this washed down with Taggiasca EVOO, with which he finishes all his creations.

“Lollapalooza Food Town” is the ideal place to live a unique culinary experience that revolves around several thematic axes. The most popular is “Street Food Argentina”, where the flavor is defined by the protagonists of the regional gastronomy: choripanes. But not in its classic presentation, but the most gourmet variations on this typically Argentinean dish will range from salsa criolla to combinations with arugula, garlic, roasted tomatoes, scrambled eggs and guacamole.

On the other hand, “Food Cities” will bring together international proposals with flavors from the great cities of the world such as Berlin, Tokyo, San Francisco, Paris and London. But there will also be the “Green Spirit” space, with special options for celiacs, vegetarians, vegans and naturists; and in “Kidzapalooza” there will be special menus for children.





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CHEFS ON FIRE MUSIC FESTIVAL

Estoril, Portugal

Fire, music and very good food. Portugal's largest gastronomic festival is held in Estoril in an intimate atmosphere in the middle of nature, where every day you have the opportunity to taste dishes from different Michelin-starred national chefs such as Alexandre Silva (Fogo) -he admits that he always cooks all his dishes with extra virgin olive oil from the Portuguese Alentejo- or Henrique Sá Pessoa (Alma) -one of his star desserts is the chocolate and EVOO cake-, cooked directly on the embers.

This festival does justice to the new Portuguese gastronomy, sustainable and creative. More than a dozen starred chef's version dishes as different as the traditional octopus "à lagareiro" or tuna stew in Hokkaido pumpkin brioche, serving more than 2,000

portions a day, while the "rising stars", as they call the new talents, bring out another 1,000 servings.

Good food is joined, as usual, with good music. Thus, artists such as Carolina Deslandes, David Fonseca, Bruno Pernadas or Luísa Sobral are part of the soundtrack of these evenings.

One of the most beautiful initiatives of this event is the result of the collaboration with the project "Pan con Corazón" through which eight scholarship holders of CERCICA -an association that educates and reintegrates citizens at risk of exclusion- offer bread made by themselves in the gastronomic area of the festival •





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Eva Longoria

and the secret of pairing tequila with EVOO

“The best olive oil in the world comes from Spain!”

By Pandora Peñamil Peñafiel

This Texan by birth and Spanish at heart –her family comes from Asturias– is a true lover of extra virgin olive oil. Since her friend, Spanish businesswoman María Bravo, recruited her years ago for the NGO Global Fit Foundation, Longoria has been a regular in Marbella's summer. “I ask for jamón from the moment I get off the plane until I leave” or “the real secret of fried eggs is that they are made with EVOO”, are some of the phrases she repeats the most. She claims that she could eat 100 plates of bread with olive oil and *jamón* without any problem. Which leads me to believe that this must be the secret to her eternal youth. In person, she is still the Gabrielle Solis –the *Desperate Housewives* role that made her famous– of 2004. Now she wants to convince us that tequila –she has just launched her own ultra-premium brand *Casa del Sol*– and EVOO are the perfect pairing. If she says so, we believe it.

Photo Credits

Lifestyle Images by Brian Bowen Smith

Bottle Imagery by Casa del Sol





» You have recently embarked on a business adventure with *Casa del Sol Tequila*. How did this project come about? What made you fall in love with it?

When I started researching the world of tequila I discovered that, despite the fact that this liquor is consumed by a much larger number of women than men around the world, the companies are still dominated by the male gender. I started to look at TV spots or magazine ads and I realized that the image of tequila is always associated with masculinity, with men on motorcycles or very “macho” figures that have nothing to do with the target audience of this product. Where are the women? And, even more so, where are the Mexican women?

I see other celebrities, mostly white male colleagues, launching their tequila brands and I think they are not able to understand and spread the true essence of this product. I consider it fundamental to promote tequila from its origin, which is that of the Mexican women, and to make it known from that point of view, since it has not been done so far.

» In fact, women have traditionally been the great cooks of history; however, in the current panorama, male chefs seem to have the leading role, as I recently commented with important chefs such as Dominique Crenn or Ana Roš. Do you think that women are taken seriously in the business and gastronomic world, or is there still some sexism?

Today, I believe that we are taken seriously. Women have always been the main actors in the kitchen and today we have great women chefs who are recognized all over the world. But I think that the media is also to blame for not going outside the box and not talking more about these women, being more influenced by the male chefs with more marketing.

» During this process you will have delved deep into your roots. What has this journey of introspection been like? What have you discovered about your origins?

It has been incredible. Being Mexican-American is a very strange and interesting life experience because we spend our lives constantly moving between the

two cultures. But being able to honor the craft of tequila making in Jalisco is deeply fulfilling for me. 100% of the tequila marketed in the world is made in Mexico, but the same is not true for the percentage of owners of those companies. That's why it was really important to me that the *"tequileras"* were Mexican.

Both Mariana Padilla, our artisan tequila maker, and Alejandra Pelayo, head of production, are from there. In fact, Alejandra is the goddaughter of the late Francisco Alcaraz, and represents the fourth generation of master distillers of one of Jalisco's most famous tequila companies, having managed to become the only female CEO of a tequila company.

More than just discovering, I have also rediscovered the essence of being Mexican, with all that it entails: the craftsmanship of making tequila, the colors of the golden hour or the legend of the Aztec goddess of agave, Mayahuel. Our goal with this project is to honor all those traditions and the people of that region, who are the guardians of Mexican culture. And tequila is a big part of that identity.



Alejandra
Pelayo



Mariana
Padilla



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Our goal is the production of high quality extra virgin olive oil, LECTUS Brand. We grow the olive trees in our fields and the olives arrive at our processing plant, where the most modern technology and the ancient artisan tradition are united.



»» In *Casa del Sol* we find luxury, but also craftsmanship and mysticism. What does Mexican culture mean to you?

Ufff... Mexican culture is beauty! It is one of the most beautiful countries in the world, not to mention its gastronomy... The importance of cuisine in Mexico is so great that in 2010 it was declared an Intangible Cultural Heritage of Humanity by UNESCO. The culture, the food, the language, the traditions, the family... It all takes me back to my homeland.

“Every time they serve me bread in a restaurant I finish the whole basket by dipping it in EVOO”

»» By the way, you also have Spanish roots! We've seen you more than once on the beaches of Marbella, so I'm sure you consume olive oil... Do you like this food?

Oh my God, of course! I'm shooting in Spain right now and I'm going crazy over fried eggs. But I've realized that it's not because of the eggs, but because of the olive oil they're fried in. In fact, every time I am served bread in a restaurant, I finish the whole basket by dipping it in EVOO. The best olive oil in the world comes from Spain!

»» Look, would you start creating your own brand of oil as you've done with tequila?

Oh no, I wouldn't dare! I'm staying in my comfort zone!



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»» Being an actress, and now a businesswoman, is one of the most demanding professions and one that leaves the least amount of free time. When you eat with your family and friends, do you prefer to go out or cook at home? What is the best topic for the eternal after-dinner chats?

No, no, no, we definitely prefer to stay at home! I'm super homemade and very much a cook, the kitchen is the heart of the house! I've even recently launched my own brand of kitchenware, it's called *Risa*. Without doubt, I always prefer to stay at home preparing food for my guests and encouraging them to give me a hand while we have a glass of tequila. Besides, I'm very good at preparing Mexican food, but I can make anything: chili, chicken stew, cookies... You name it!

And as for the topics, I'll say one thing, my friends and I have known each other for thirty years so we talk about everything, food, our professions, our goals and aspirations in life... But most of all we are there to listen to each other, have a few laughs and support one another.

»» You're a strong, brave, genuine and successful woman. At this beautiful moment in your life, what would you say to your ancestors if you could talk to them?

I would thank them. Every cell of my DNA gives me the strength and courage to face life. I look to my ancestors for strength and perseverance, I ask them to accompany me, to share with me every step I take and to shed their light on my path.

»» Because of your profession you travel all over the world all the time. Where would you return to again and again for its gastronomy? Any particular dish that drives you crazy?

To France! Well, first I would say Mexico, but since I live there it doesn't count. So I'll stick with French food, it drives me crazy.

»» Where would you celebrate a last supper and what menu would you choose to pair with one of your tequilas?

No need to think about it: Mexico and tacos!!



www.laudemiofrescobaldi.com



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Casa del Sol, much more than just tequila

At the end of 2021, Eva Longoria announced through her social networks the official launch of her own brand of tequila *Casa del Sol*: a 100% Mexican company with which she seeks to demonstrate the pride she feels for her roots.

The Altos de Jalisco region, northwest of Mexico City, can boast of producing the best agave in the world thanks to its rich red clay soil and a cool climate almost all year round. Using natural and sustainable practices that rely solely on rainwater and the sun's rays, *Casa del Sol* hand-selects the finest 7-year-old 100% Blue Weber agave, ensuring the highest quality of each *piña* used to produce its prized liqueur.

These *piñas* are expertly hand-picked by *jimadores* -a type of farmer native to Mexico who harvests agave plants- who then cut them in half and cook them for 8-10 hours in an autoclave heated with steam produced sustainably by burning the plant's waste. The *piñas* are then removed from the fire and crushed to extract the agave sugars, which are transformed into alcohol or must. Once this process is completed, it is distilled several times, first in

stainless steel and then in copper stills, to reduce the roughness and eliminate natural impurities. The experience, knowledge, skill and intuition of this company's team allows them to carefully strike a delicate balance between capturing the essential alcohols and draining the other components to achieve a product that is unique in quality and taste.

But what really sets *Casa del Sol* apart from any other tequila on the market is that, while other brands age their spirits in whiskey barrels from the United States, Eva Longoria's company has an agreement with Martell, one of France's oldest cognac houses, to use their handmade cognac barrels made from French Limousin oak. These barrels are unique in the world thanks to their open grain, which imparts unique oak characteristics that soften and enhance the spirit of tequila.

In addition, *Casa del Sol* is a socially responsible company committed to caring for each person involved in the creation of its product. Thus, they provide medical attention to all their workers and develop programs to offer more employment opportunities to women in the Altos de Jalisco region. All of this has earned them the ESR® (Socially Responsible Company) distinction.



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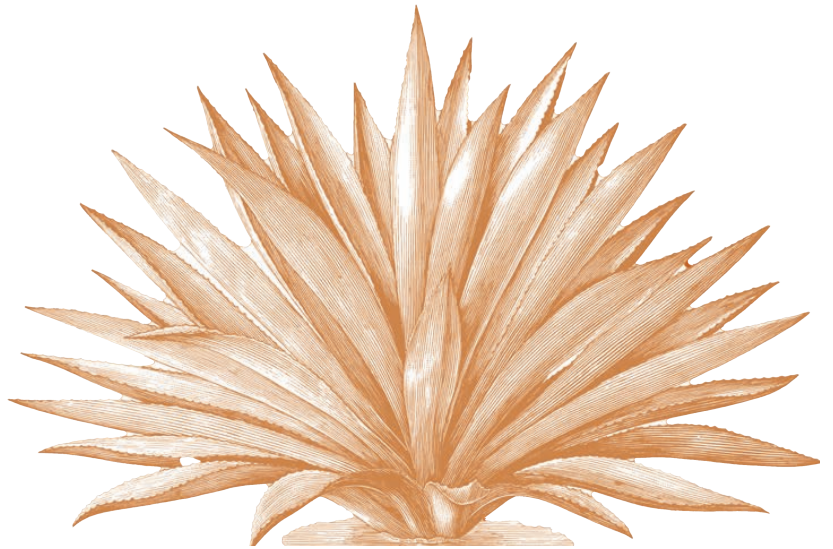


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The collection

The *Casa del Sol* collection consists of *Blanco*, *Reposado*, *Añejo* and *11:11 Añejo Angels Reserve*. Let's get to know them a little better before pouring a glass...

» *Blanco* represents the pure essence of agave, with a smooth and complex body. It is a round and warm tequila, with pleasant hints of fresh agave, mint, spice notes and caramelized green apple.

» *Reposado* rests for a minimum of four months in selected handcrafted French Limousin oak and cognac barrels. The aroma of this wood evokes soft vanilla with hints of raisins and sweet tobacco. On the palate, it is notable for its notes of wild honey, raisins and caramel.

» *Añejo*, a masterfully crafted tequila, is matured for more than 14 months using the same barrel aging process as *Reposado*. In the nose it is elegant, sweet and indulgent, with notes of dark cocoa, nuts, toasted oak and vanilla. With each sip, notes of caramel, apricot, oak and chestnut emerge.

The exclusive *11:11 Añejo Angels Reserve* comes from an elegant blend of *Añejo* and *Extra Añejo* aged in French oak and XO cognac barrels. Notes of honey, caramel and dried fruits combine perfectly to create this smooth and balanced tequila with luxury packaging dedicated to the Aztec goddess of agave, Mayahuel •

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Grain de Sail,

*a maritime adventure
full of taste, quality and
sustainability*

By Alfredo Briega Martín

The taste of adventure. Grain de Sail's motto sums up perfectly this bold project conceived in 2010 in Morlaix (Brittany) to travel to the other side of the world in the most ecological way possible and collect chocolate, coffee and organic wines with their own means of transport, the Grain de Sail cargo sailing ship. The company, which has an extensive distribution network in France and the USA, has just added olive oil to its product portfolio. Welcome aboard.







The Grain de Sail project was born in 2010 in the Breton town of Morlaix from the privileged minds of Jacques and Olivier Barreau, twin brothers, experts in renewable energies, who shared the same vision: to select, produce and sell Premium organic products using their own means of transport. The first coffee roasting facility, opened in 2013, was followed three years later in 2016 by a chocolate factory, and in October 2018 the company began construction of the first transatlantic cargo sailing ship. In essence, Grain de Sail is a French carbon-free shipping company that has incorporated land-based activities, such as coffee roasting and chocolate manufacturing, to finance this unique vessel and generate transportation needs.

Grain de Sail, a 24-meter long and 6-meter wide sailboat with an aluminum structure and a payload capacity of up to 50 tons, is the world's first modern cargo sailing ship to meet international shipping standards. Since October 2020, when it was launched, the ship, which cost some two million euros, has traveled the equivalent of two world circumnavigations and transported more than 250 tons of goods on both sides of the Atlantic. The

sailing ship makes two transatlantic loops per year (Brittany-New York-Caribbean-Brittany), one in spring and one in autumn, each lasting between three and four months.

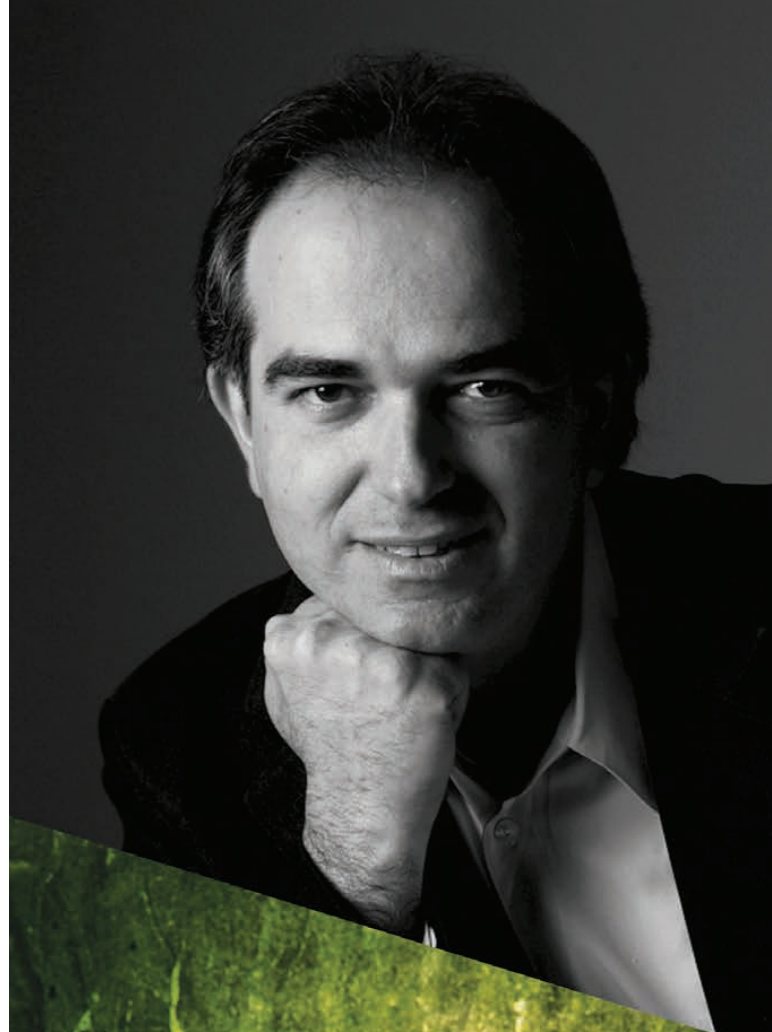
Although the project initially envisaged importing organic cocoa and coffee from Central America and the Caribbean to France, in 2016 Grain de Sail decided to go for wine exports as well, converting its cargo sailing ship into the first purpose-built floating wine cellar. During its first voyage, the ship transported 15,000 bottles of organic French wines to New York.

Thus, the sailing ship serves a dual function: on the one hand, it is used to import organic cocoa and coffee from Latin America to France; and, on the other hand, it transports wines and other gourmet products (liquors, chocolates and olive oil) from France and other European countries to New York City. And humanitarian medical supplies are delivered from New York to the Dominican Republic.

The success of the project has made it possible for the company to undertake the construction of a second cargo sailing ship of 52 meters in length that will

carry up to 350 tons, which is scheduled for delivery by the end of 2023. With the arrival of the next ship, Grain de Sail is also considering new routes within Europe to be carried out by its first sailing ship, as the second one will take over the transatlantic routes.

Thus, in 2023, Grain de Sail plans to launch a commercial line by cargo sailing ship between Sines (Portugal) and St. Malo (France), in order to transport IBC containers of 1,000 liters of organic olive oil -initially 8,000 l. each way- which will then be bottled in Brittany in 0.75 l. bottles and marketed directly under the *Grain de Sail* brand in France and the USA -some bottles will be distributed in the states of New York and New Jersey-. To do so, the company has carried out market research and visited potential suppliers in Spain and Portugal to obtain two types of genuine extra virgin olive oils in bulk from both countries. In addition to ensuring maximum traceability, Grain de Sail's shipping model also provides a sustainable alternative to conventional sea or air transport of this product.



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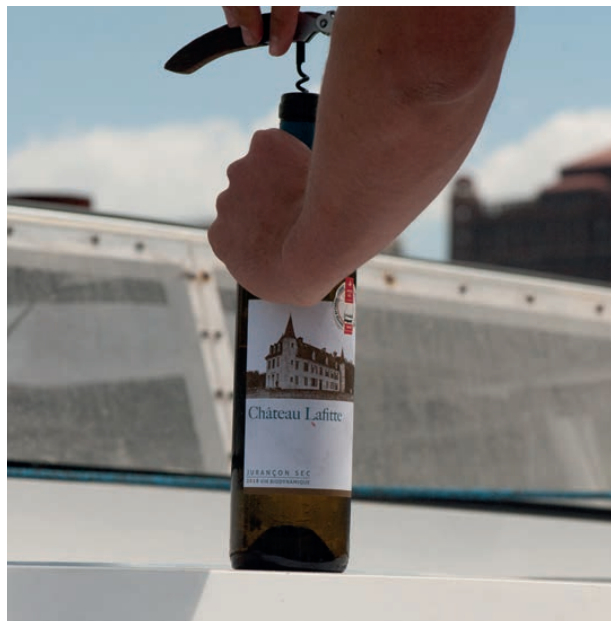
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Flavor and quality, the priority aspects

Grain de Sail selects only organic raw materials (cocoa, coffee, olive oil) in the search for high-quality Premium products at reasonable prices for the end consumer, which it distributes in bulk through its network of partners, retailers and restaurants, mainly grocery stores in France -more than 1,000 points of sale- and the USA, which have already expressed their interest in stocking *Grain de Sail* EVOOs in their establishments. Currently, 16 types of chocolate bars, 11 organic coffee bars and 24 wine varieties from eight producers are marketed under the *Grain de Sail* brand. By selecting only organically grown products and transporting them on cargo sailing ships, the company seeks to reduce its carbon footprint as much as possible.

The main selection criteria are related to taste and quality. As Stefan Gallard, Marketing Director of Grain de Sail, points out, "everything we do will be meaningless if consumers don't like our products. Taste and quality are top priorities for us. Since

Grain de Sail is a story of sailing, gastronomy and passion, but also of environmental awareness and sustainable development



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our cargo sailing ship has limited space, we select ingredients carefully and work hard to deliver the best products to our customers.”

Regarding olive oil, Gallard points out that “we are looking for Spanish and Portuguese producers and cooperatives specialized in ecological agriculture that have organic certification and are able to deliver high-quality ecological extra virgin olive oils, of varieties such as Picual and Hojiblanca, that are different from each other year after year. In this sense, the fact that they are protected under the quality seal of a PDO or PGI represents an advantage in terms of marketing”. The areas chosen are Jaén and other regions of Andalusia in Spain and Alentejo in Portugal.

Grain de Sail seeks quality products at competitive prices. Due to the high costs related to its unique way of transportation, the company's target price for certified organic extra virgin olive oil should not exceed 5.5 euros per liter. “We believe that the high volumes we are aiming for will allow us to achieve significant margins for the producer or cooperative,” Gallard says.



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Two types of EVOO and maximum traceability

The olive oil supply will start in the 2022/23 season and includes ambitious growth plans for the following years, with increasing volumes purchased and distributed year after year and long-term contracts. The objective is to establish long-term partnerships with carefully selected producers who believe in and match Grain de Sail's values (adventure, taste and sustainability).

Thus, producers must provide a total of 15 tons in bulk in 2023, in a single annual shipment due to logistical constraints, in IBCs of 1,000 l. that will be transported directly from the nearest port to the place of production. Grain de Sail explains that the two varieties correspond to green fruity and ripe fruity juices, and both must present a distinctive flavor of the green and ripe fruitiness that the consumer can identify, as well as the general qualities of the product. In the first case, it should be an intense oil from olives harvested between early October and mid-November, characterized by its strong spiciness and bitterness, and vegetable aromas of almond and green apple typical of this fruitiness. As for the ripe fruity EVOO, it will be

a smooth oil from olives harvested at the end of November and December with very moderate pungency and bitterness and aromas of ripe fruit, banana, wood, chocolate or cocoa, among others.

Likewise, the company attaches great importance to traceability when marketing its *Grain de Sail* product line, from cultivation to transport and packaging of the olive oil, stressing that “throughout the supply process we will be extremely attentive to the abilities of the producer to inform about the origin of the olives, the history and specificities of the production area and the olive oil extraction process”. In this respect, the oil mill should be located in the same area where the fruit is harvested and, ideally, the producer should control the entire production process or do so in collaboration with a nearby cooperative.

“We maintain an ongoing dialogue with producers to ensure that the traceability and origin of the product is easily conveyed to end consumers, whether digitally via website, social media, etc., or directly on the packaging itself,” says Stefan Gallard. In addition, each producer will be able to benefit from Grain de Sail's communication, marketing and product promotion activities in France and the USA, developed through its website, social networks, press releases and newsletters.



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Facing the impossible

Facing the impossible. This is another of the company's *leitmotifs*. "Grain de Sail is both an adventure and a business that unites people around the same values. We challenge the status quo and push the boundaries to find better solutions," says the Breton company's marketing manager.

Stefan Gallard concludes by stating that "what is really important for us is not only to demonstrate the feasibility of cargo shipping, both technically and financially, but to raise awareness of the problems related to maritime transport. There are too many ships in our oceans, too much pollution, destabilization of maritime ecosystems, etc. We support the idea that products should be sourced primarily locally whenever possible and, when

this is not the case, as with coffee, cocoa or olive oil, we try to find ways to transport them with the smallest possible carbon footprint. This is what we at Grain de Sail call retro-innovation, drawing inspiration from historical sailing techniques such as wind while using modern technology such as computers, renewable energy, electronic winches, aluminum hulls, etc." The use of renewable energy on board is implemented through two hydro-generators of electricity and two other wind turbines, three solar panels (plus an emergency generator set), a diesel propulsion engine of 115 horsepower and a cooling unit with water exchanger. Grain de Sail is a story of sailing, gastronomy and passion, but also of environmental awareness and sustainable development •



Dinner as it should be



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Mario, Diego and Rafael Sandoval

Inherited passion and shared strength

By Alfredo Briega Martín

After more than 40 years in the same building in the Madrid town of Humanes, the Sandoval family's former catering house and restaurant took a step forward on August 22, 2017 and moved to the heart of the capital in order to expand its operations. In Coque (2 Michelin stars), an original 1,100 sq ft gastronomic space where illusions, dreams and, above all, a lot of respect can be found, Mario, Diego and Rafael Sandoval, the third generation, have created the space they longed for, stamping each of their specialties –always complementary– with the same strength, under the global supervision of the renowned Mexican designer Jean Porsche. Kitchen, dining room and wine cellar, a role distribution that the brothers play in perfect dialogue and harmony. It is the Sandoval universe, the restaurant seen as a whole in which passion shines in every discipline. Three sensibilities, three points of view that also share their passion for EVOO.







MARIO SANDOVAL

»» Chef and partner of the restaurant Coque Madrid, 2 Michelin stars

“Extra virgin olive oil inspires me to cook every day”



DIEGO SANDOVAL

»» Dining room manager and partner of the restaurant Coque Madrid, 2 Michelin stars

“EVOO reminds me of the Christmas cakes my mother used to bake in a wood-fired oven”





RAFAEL SANDOVAL

»» Sommelier and partner of the restaurant Coque Madrid, 2 Michelin stars

"We should not always try to win, but rather live and enjoy life. Everything good always happens around a table"



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Let the battle begin!

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

Mario: The first image that comes to my mind is that of the oil cruets to dress the salads on the table of my parents' restaurant. I remember that unique taste of ripe tomato and crispy onion dressed with olive oil, salt and vinegar... it makes my mouth water when I remember it.

Diego: Yes, I still remember it. It was something wonderful.

Rafael: It was at my grandmother Amparo's house. She brought me a slice of toasted bread from a large fireplace from which hung large copper pans and served me with special affection a thick greenish liquid that disappeared through the holes in the toasted bread crumb, finishing it off with a small handful of sugar. That was 50 years ago and I still remember it.

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

Mario: Cooking every day.

Diego: To the Christmas cakes my mother used to bake in a wood-fired oven.

Rafael: A Spain with a free, hard-working generation with an awareness of self-improvement, not the Spain of today, of course, but the Spain of my parents and grandparents.

3 — Your favorite dish with olive oil

Mario: The Andalusian gazpacho.

Diego: Salad.

Rafael: Cocochas al pil pil.

4 — Dip into it. Your favorite extra virgin olive oil is...

Mario: *Castillo de Canena*, Arbequina variety.

Diego: *Castillo de Canena*.

Rafael: *Castillo de Canena*.

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

Mario: EVOO, rice and Iberian ham.

Diego: Three that are not perishable, hahaha!

Rafael: Of course a great wine, onion and olive oil, the rest I would get on the island, I'm a survivor.

6 — Which foodie trend do you hate the most?

Mario: The olive oil supposedly flavored with truffle.

Diego: I don't hate anything but I don't like any of them.

Rafael: This undercurrent of getting food that pretends to be healthier like, for example, vegan burgers made with strange techniques. And for the record, I'm a fan of healthy cooking.

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



Mario: Of new projects, of shared anecdotes, of trips made and of all the ones we still have to do, together if possible.

Diego: It depends on the after-dinner conversation and the friends. With my friend Isidoro I talk about art, with Gabi about soccer, I wouldn't talk with José...

Rafael: Not always trying to win, but trying to live and enjoy life. Everything good always happens around a table.

8 — A city you would go to to eat over and over again

Mario: Tokyo.

Diego: San Sebastián.

Rafael: Madrid. It's currently, without doubt, the most gastronomic city in Spain.

9 — A song to cook by

Mario: *Viva la vida*, by Coldplay.

Diego: *A thousand years*, by Christina Perri.

Rafael: *Robarle tiempo al tiempo*, by Café Quijano.

10 — A beverage that goes best with your cooking

Mario: A wine from Jerez.

Diego: Champagne.

Rafael: A Castilian wine, Tempranillo, for example a *Mauro Vendimia Seleccionada*.



POWERED BY NATURE

High-flying *gastronomy*



By Alfredo Briega Martin

Being curious by nature, at *Olivatessen* we wondered about the gastronomic options offered by the most important and exclusive airlines in the world. So, we traveled in Business and First Class in ten airlines to, in addition to enjoying all their privileges and comforts, confirm their sustainable commitment and whether EVOO, an icon of the Mediterranean Diet, also has a place on their menus. Do you want to come on board with us?





SWISS Airlines

The Business and First Class menus of SWISS Airlines -consisting of starters, main courses and desserts- are designed by Hiltl, the world's first and oldest vegetarian restaurant -open since 1898- and by Laurent Eperon and Maximilian Müller of the gourmet restaurant Pavillon, with two Michelin stars, located in the luxury hotel Baur au Lac (5*), both in Zurich. The Bistro menu -available after the main service and up to 90 minutes before landing- offers salads, vegan pasties, meat or vegetarian sandwiches,

cheese tartlets and ice cream, as well as a wide range of sweet and savory snacks.

Apart from the menus, for those who prefer to work or simply relax and rest, the quickest option -served immediately after take-off- consists of a cold starter and cheese, followed by dessert. Similarly, casual dining, available at any time after the main meal service, consists of a starter and main course accompanied by cheese and dessert.

Along with local specialties such as meats and cheeses from the canton of Zurich, olive oil plays an



important role in the SWISS First and Business Class menus and is always offered in the main courses of the menus as an option to the excellent Swiss butter. The Swiss airline points out that its extra virgin olive oil comes from Castello di Monte Vibiano, located in the heart of the Fasola Bologna estate, 282 hectares of centenary olive groves of native varieties in the hills of Perugia, a magical place in the heart of Umbria. A pioneer in sustainability, it was the first farm in the world (2009) to be certified with zero CO² emissions (UNI ISO 14064).



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Air France

Sustainable catering is part of Air France's roadmap in its drive for more responsible travel and the airline has developed its initiatives under the Air France ACT label. By 2023, the airline is committed to offering 100% French meat, dairy products and eggs, as well as sustainably caught fish, on all its flights from Paris and in all classes. A vegetarian meal will also be routinely offered and all meals will be prepared entirely in France. The company focuses on local products, respecting seasonal products and promoting sustainable agriculture; at the same

time, children's and babies' menus will be prepared exclusively with ecological products.

In addition, as part of the fight against food waste, Air France offers its customers the option of pre-selecting a hot meal in Business Class before departure, a service that combines guaranteed availability with a fairer consumption. The airline also pledges to recycle and eliminate 90% of single-use plastic on board its aircraft by 2023, while items that can no longer be used on board are donated to charities.

Recently, between July and October 2022, on its long-haul flights from Paris in La Première -the airline's





most exclusive class and available on selected flights- and Business class, Air France offered Premium menus with an appetizer by Michel Roth (two Michelin stars, Bocuse d'Or and Meilleur Ouvrier de France in 1991) and Anne-Sophie Pic (three Michelin stars and named World's Best Female Chef at the San Pellegrino World's 50 Best Restaurants Awards). All of them are based on carefully selected seasonal products: vegetables, red and white meats, fish... In this way, the French airline aims to continue offering its customers the best gourmet, sustainable and responsible French cuisine.





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Etihad Airways

Etihad Airways, the Abu Dhabi-based airline of the United Arab Emirates, uses fresh ingredients and seasonal products in its dishes, both traditional Emirati flavors and dishes inspired by the destinations it serves (Middle East, Europe, Asia, Australia and America). Its collaboration with local and regional suppliers is aligned with the principles of the “Farm to Table” strategy and all food served on board is Halal certified, with at least one vegetarian option offered and special requests due to allergies or dietary needs can be accommodated with at least

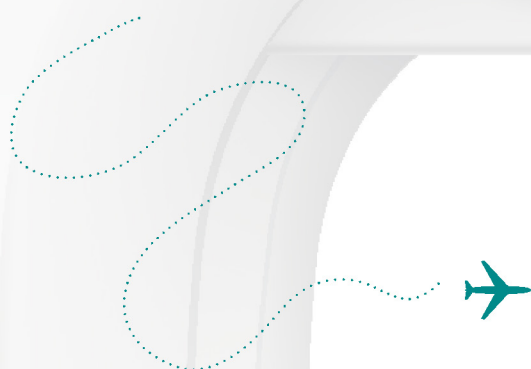
24 hours’ notice, as well as special meals and menus for children.

Business and First class passengers can start their journey with a chauffeur service and relax in the exclusive Etihad First Lounge at the airport. Once on the plane, they are greeted with a welcome glass of champagne or freshly squeezed juice and an extensive *à la carte* menu, plus a menu for lunch at any time of day, with its famous steak sandwich, while enjoying the same quality and service they would expect from a great restaurant, with recommendations and pairing suggestions for each dish. The exclusive Superior Business Class, launched



in December 2022, offers a premium experience featuring an exclusive collaboration with celebrated Italian designer Giorgio Armani and Armani Home.

In its commitment to a greener future, the airline is testing lightweight stainless steel cutlery to reduce more than 900 single-use plastic items per flight -the goal is to reduce them by 80% by replacing them with more sustainable alternatives- and is exploring the use of 100% recycled biodegradable and compostable sugar cane products. These initiatives are currently limited to its sustainable flights, but will soon be implemented throughout the fleet.



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We have discovered that with patience (a lot, actually), we could obtain an excellent organic extra virgin olive oil that respects the land and our workers.

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Finally, we have had the pleasure of being included by Agriculture100 in the list of the 100 best innovative and sustainable farms in Italy.

And now what's next? For the future we still have a lot to do.



Pride of Sardinia.®



Singapore Airlines

When it comes to preparing their meals, Singapore Airlines chefs value every element, including cabin pressure, as it changes the way taste is perceived: intense flavors become soft, aromas are more subtle and a greater richness of nuance is missing. That is why at this Asian airline all of its chefs' creations are tasted under pressure, literally. The dishes are taken to a simulated pressurized cabin and there they are tasted for hours, adjusting the flavors so that the food can be fully enjoyed at 30,000 feet. Customers

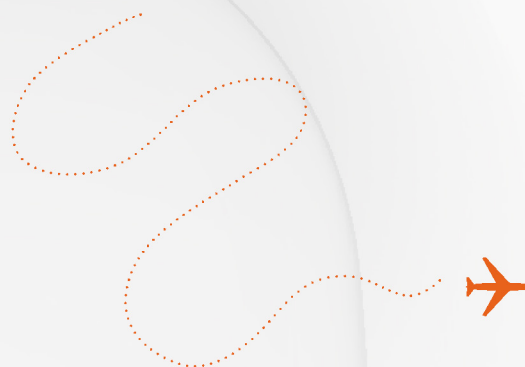
with confirmed reservations in Suites, First, Business or Premium Economy Class can consult the food and beverage menu online from eight days prior to departure, and pre-select the main course for all in-flight meal services up to 15 days prior to departure. Seven world-renowned celebrity chefs make up Singapore Airlines' International Culinary Panel (ICP), tasked with constantly creating new dishes inspired by their culture and culinary expertise, as well as the destinations the airline flies to: Carlo Gracco (Milan, Italy), Georges Blanc (Vonnas, France), Matthew Moran (Sydney, Australia), Sanjeev Kapoor (Mumbai, India), Suzanne Goin (Los Angeles,





USA), Yoshihiro Murata (Kyoto, Japan) and Zhu Jun (Shanghai, China).

Available in Suites, First and Business Class for flights of more than 90 minutes, *Book the Cook* offers an unforgettable dining experience by allowing customers to choose from a wide selection of dishes, including creations inspired by its International Culinary Panel, up to 24 hours before the flight. The company also offers a wide range of special menus for customers with allergies or special dietary needs.



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AWARDS CEREMONY AT OVIBEJA :

APRIL 29TH, 2023

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British Airways

In early 2022, with the end of COVID-19 restrictions, British Airways customers could return to pre-pandemic standards, enjoying premium dining experiences and a revised choice across all classes and categories: Club World Business Class, First Class, Premium Economy World Traveler Plus, Economy World Traveller and Club Europe Business Class. To celebrate “The best of British cuisine,” each course on the Club World brasserie-style menu is now served individually,

starting with soups and salads before moving on to heartier classics such as *cottage pie* and a warm chocolate fondant with *crème anglaise*.

The company has also incorporated new seasonal menus that were previously tested by the cabin crew to ensure that they met the expectations of its customers. Regional specialties will also be present on selected routes, such as grilled *mahi-mahi* with lemon and herbs over Caribbean hops and chicken *dum biryani* on flights from India; or prawn *machbous* on flights from the Middle East.



Beyond gastronomy, it is worth noting that the lucky passengers in the First and Business Class suites of the refurbished Boeing 777 flying between London and Sydney enjoy, in the former case, a 24-inch HD video screen with state-of-the-art Meridian noise-cancelling headphones; in addition to other amenities such as luxurious Alice Temperley pajamas and Elemis amenity kits. In Business Class, modern Club Suites have sliding doors for more privacy, much more personal space and, perhaps most importantly, direct access to the passageway.



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ACEITES CASTELANOTTI MONOVARIETAL EVOOS HAN BEEN RECOGNIZED IN 2022 WITH THE 'SPAIN FOOD AWARD FOR BEST EXTRA VIRGIN OLIVE OILS OF THE 2021/22 CAMPAIGN IN THE RIPE FRUITY CATEGORY' BY THE SPANISH MINISTRY OF AGRICULTURE, FISHERIES AND FOOD



Qatar Airways

Named “Airline of the Year” at the 2022 Skytrax World Airline Awards -the only airline to win the award for a record seventh time- and also awarded for World’s Best Business Class, Best Middle East Airline and Business Class Lounge Dining Experience, the culinary journey on board Qatar Airways begins with a selection of light delicacies, such as wasabi poached prawns or lamb loin with zucchini, and mouth-watering fresh starters and hors d’oeuvres with a variety of flavors. The *à la carte* menu allows you to savor at any time delicious dishes created by renowned chefs of international stature that combine gourmet specialties from around the world with a sophisticated touch, paired with a selection of exclusive wines served by expert hands. All the

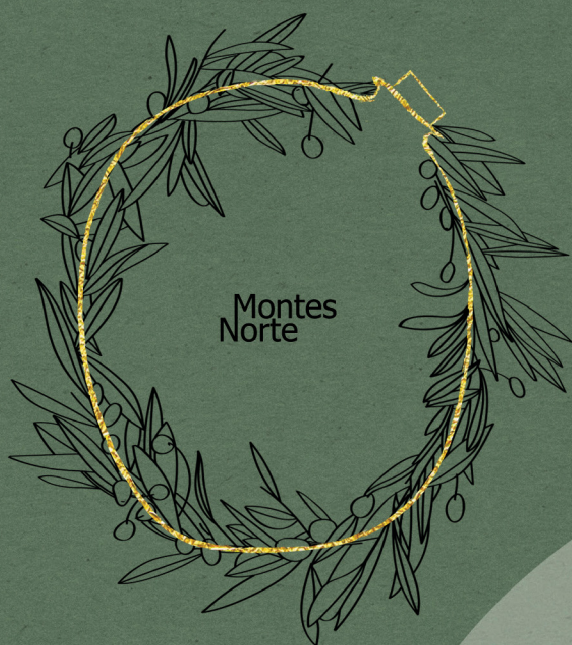
menus, with a wide variety of appetizers, main courses and desserts -a tasty selection of hot and sweet creations- are prepared with an emphasis on the quality and freshness of the ingredients and are presented on delicate tableware with luxurious table linen and cutlery. Thus, for example, the finest herbs and spices give rise to a fusion of flavors, while the artisan bread is served with delicate butter and a selection of olive oils.

Business class combines luxury, space and elegant design with a service fully focused on the care for and full satisfaction of all the passengers’ needs. The experience includes a luxurious selection of toiletries from the Italian brand Castello Monte Vibiano Vecchio consisting of lip balm, hydrating facial mist and anti-wrinkle moisturizer.





First Class passengers enjoy refined personal service in their private space, with numerous storage options and a fully flat bed with Frette linens and quilts. In addition, they can pre-select in-flight menus, enjoy legendary Qatari hospitality and up to 4,000 in-flight entertainment options, not to mention other exclusive services such as toiletry kits from Bric's and designer pajamas and slippers from The White Company. A gourmet vegan *à la carte* menu is available in Business Class on all flights with delicious vegetable-based dishes. Qatar Airways also offers a wide selection of special in-flight meals in response to the different dietary needs of its passengers, which must be notified at the time of booking or at least 24 hours prior to departure. All meals offered by the airline are Halal.



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Lufthansa

At Lufthansa, exquisite food, an award-winning and extensive selection of fine wines and personalized service -with a crew member ever attentive to passengers' needs during the flight- are some of the hallmarks of the in-flight service in Business and First Class on its long-haul flights from Germany, with a very special service on short-haul night flights. Under the motto "*Exclusivity born of tradition, Excellence born of passion*", the new Lufthansa Business Class dining service includes a high-quality menu served on luxurious porcelain tableware. The meals change every two months and take into account the culinary preferences of travelers as the company has identified the most popular dishes and combinations of its menus through an online survey. The new Lufthansa Business Class menus allow you to discover the culinary roots of six major German metropolises -Frankfurt, Munich, Berlin, Hamburg, Leipzig and Düsseldorf- with the help of

star chefs Dennis Puchert and Julia Komp, thanks to *Tasting HEIMAT*, which offers the possibility of tasting classic regional dishes of German cuisine through modern and perfected reinterpretations that vary periodically, resulting in unique delicacies nuanced with culinary influences from all over the world that represent the authentic taste of Germany. All ingredients are freshly harvested in the fields of each region, processed by German producers and prepared on the spot every day to be served on board. In collaboration with Gategroup, its partner in the catering sector, the company always purchases its products, as far as possible, from regional partners, giving preference to sustainable and local supply chains. The new menus are accompanied by a traditional assortment of 12 types of bread and 10 types of rolls, fresh from the oven, which also vary periodically. It is not in vain that nothing is as typical of German gastronomic culture as its bread, with more than 300 varieties that have been declared Intangible Cultural Heritage of Humanity by UNESCO.



First Class customers also enjoy excellent menus and a wide selection of hot and cold appetizers and small dishes that vary according to the time and duration of the flight, made with regional and seasonal products, with red rose and caviar as two of the main protagonists of the gastronomic offer and different starters with a wide variety of small savory morsels. This offer also includes baby food, children's menus with a fun presentation adapted to the tastes of the little ones and a total of 11 special menus -diet, vegetarian or whole grain, Kosher and Halal- that can be ordered up to 24 hours before departure.

The onboard experience is completed with refined designer tableware including salt and pepper mills for each passenger, an additional olive oil bowl, elegant glass carafes containing three different types of water, a fine porcelain cheese board, high quality cutlery and an elegant serviette ring.



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Emirates

With 19 million passengers carried during 2021/22, 152 destinations and a fleet of 262 aircrafts, Emirates connects the world from its global hub in Dubai and is one of the world's largest airlines. Its Business Class menus, with sweet and savory appetizers, gourmet dishes and complimentary champagne, in addition to a wide selection of wines, cocktails and spirits, make for a high-flying dining experience. On both short and long-haul journeys, meals -all Halal-certified and served with olive oil as a garnish- are presented on exclusive Royal Doulton fine china accompanied by Robert Welch cutlery, designed exclusively for Emirates. Their chefs never stop learning about regional cuisines and techniques to offer passengers the flavors of their destination before they even arrive: traditional Arab mezze on flights from Dubai, chicken curry when traveling to Mauritius or *moqueca* from Brazil

are some examples that allow you to explore the world with every mouthful. In addition, to discover the authentic flavors of Japan en route to Tokyo or Osaka, Emirates' chefs have worked closely with local experts and considered taste, design and even tableware placement when creating a new culinary experience. On the grandiose Airbus A380, the last unit of which was delivered to Emirates in mid-December 2021, Business Class customers have at their disposal an onboard lounge where they can enjoy fresh fruit, canapés and pastries, as well as cocktails, wines and premium spirits.

In First Class, passengers can choose from a wide range of *amuse-bouche* and gourmet dishes, snacks while enjoying a movie on board (Movie Snack menu) or midnight snacks served in their private suite, accompanied by the finest wines, refreshing cocktails or a limited edition vintage champagne. A gastronomic adventure made up of authentic dishes





prepared with local seasonal ingredients: Angus beef and Australian Yarra Valley cheese, typical Japanese products, Italian extra virgin olive oil... as well as enjoying a generous portion of exquisite caviar at any time during the flight, served with a mother-of-pearl spoon to protect its flavor and seven accompaniments. The extensive selection of chocolates and luxury sweets is not limited to the journey, but the traveler can ask the crew to prepare a small box to take away as a gift or simply to treat themselves. For its part, the creative vegan menu -appetizer or full three-course menu without meat or dairy products- includes dishes such as *zucchini* quiche, jackfruit biryani or vegan *mapo tofu*, as well as delicious desserts such as chocolate truffle cake with toasted hazelnuts. In addition to vegan meals, Emirates has multiple healthy options with low levels of saturated and trans fats, salt and sugar, and meals tailored to the dietary needs of its customers that can be requested up to 24 hours before the flight.



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La Compagnie

Launched in July 2014, La Compagnie is an exclusive 100% Smart Business Class French airline operating scheduled transatlantic flights between New York (Newark International Airport) and Paris (Paris-Orly Airport), in addition to a seasonal service between New York and the cities of Nice (Nice Côte d'Azur International Airport) and Milan (Milan Malpensa Airport) -the latter being launched in mid-April 2022- all of which feature lounges and

priority boarding. With highly competitive Business Class fares, La Compagnie's Airbus A321neo fleet is equipped with 76 fully flat-bed sleeper seats and offers thoughtful amenities including a state-of-the-art entertainment system, unlimited Wi-Fi service and a unique dining experience featuring menus from renowned chefs. The new New York-Milan route, with five weekly flights, is a celebration of Italian culture thanks to partnerships such as "comfort zone", which provides *amenities* kits, a brand of skin care products with effective and sustainable Made in Italy formulas that use





renewable energies. The experience also includes a new gastronomic proposal inspired by local products by renowned Michelin-starred chefs such as Isabella Potì and Floriano Pellegrino, from the Bros' restaurant in Lecce, or Lorenzo Cogo, from the Dama

restaurant in Venice; and wine pairings with selected wines from the best Italian organic wineries. As you would expect, 100% Italian extra virgin olive oil is present in all their menus.



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Iberia

On its medium and long-haul Business Class flights, Iberia offers menus prepared daily from the best raw materials with fresh, local and seasonal products and a strong Spanish accent, which can be consulted in real time. Created by the chefs of DO&CO, its catering partner, a team of experts recognized for their quality and innovation that is in charge of both the catering of its Premium Lounges and the food for all flights from Madrid, they consist of appetizers, a large number of main course options and dessert. Depending on the time zone and destination, the gastronomic proposal, offering the best flavors of Spain and the rest of the world, ranges from breakfast or snacks to lunch or dinner, all with a careful presentation that includes new table linen and tableware, with the “Las Meninas”

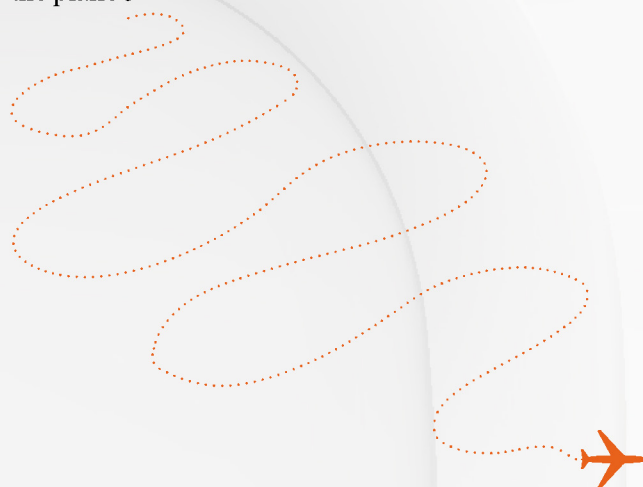
salt and pepper shaker as the company’s new iconic piece, and a very personalized service. Business class customers also enjoy an excellent selection of red, white and sparkling wines from the most prestigious wineries and Protected Designations of Origin in Spain, as well as cosmetic kits from the Spanish brand *Germaine de Capuccini*.

Proud of its Spanish origin, the Mediterranean Diet is very present in its onboard meals. Spain’s leading airline uses extra virgin olive oil in all its menus and has a new pre-order service for fresh dishes on demand -up to eight hours in advance for flights departing from Madrid and 24 hours in advance if flying from other cities- as well as for special meals and menus (vegetarian, low-fat, low-calorie or lactose, diabetic and gluten intolerant, baby, Halal and Kosher, etc.). In its commitment to sustainability, Iberia has joined the 5 through 2025





reduces the environmental impact. In this sense, the company avoids generating 30 tons of plastic waste in lounges and more than 2,000 kilos on board by eliminating plastics in product packaging and opting for reusable and recyclable packaging, with the goal of eliminating 100% of single-use plastics by 2025; while achieving a 30% reduction in food waste by encouraging passengers to choose their menus in advance and expanding its pre-selection services, such as *Deliverfly*, to load the essential food on board the plane •



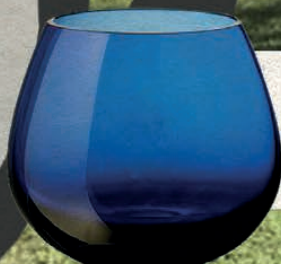
strategy promoted by the IAG Group, which seeks, on the one hand, to reduce waste generation and, on the other, to maximize the recycling of waste already generated, based on the three R's of the circular economy -Reduce, Reuse, Recycle- to move from a linear consumption model to a circular one that

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Many adjectives can be applied to the delicious pairing of EVOO and cheese: daring, beautiful, passionate, amazing, erotic, marvelous, dreamy, adorable... Welcome to a new way of enjoying olive oil that opens new horizons of a most authentic flavor.



By Maria Katsouli. Wine and olive oil sommelier and director of the ATHENA International Olive Oil Competition (ATHIOOC)

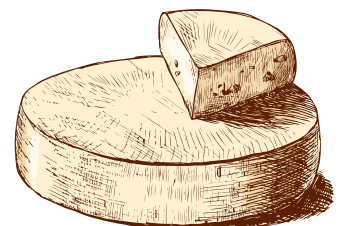




Extra virgin olive oil and cheese share a strong character and play a key role in our diet, but they are totally different foods: one is the natural juice of the fruit of the olive tree; the other is the product of fermentation. However, despite their differences, cheese and olive oil are important allies in the kitchen. Depending on their use, they add a touch of flavor to many dishes, contributing greatly to the final result. So essential is its contribution that even a small amount can alter the dynamics of the ingredients, change the texture and density of the food, and assimilate aromas and flavors or add new ones. Ultimately, the overall effect is powerful, positive or not, on many levels.

But what happens when cheese and olive oil are paired alone, that is, without any accompanying ingredients, in search of a naked truth revealed during an exclusively bilateral agreement or, perhaps, disagreement? Can the pairing of olive oil and cheese be as elegant and emotional as that of wine and cheese? The answer is YES, since both

are based on the same fundamentals that govern the complementarity or neutralization, harmony or contrast of aromas and flavors. Thus, in terms of flavor, the plurality of olive oil reserves numerous surprises, being intense enough to tame cheeses of very strong character and long maturation, such as parmigiano reggiano, or high density and intensity, as in the case of munster (semisoft cow's-milk cheese). The following are the pairings of some popular cheeses with olive oils of the main olive varieties. An amazing experience that reveals a whole new world to explore. You are invited to take part in the game and discover this exciting territory, using your palate as a guide!

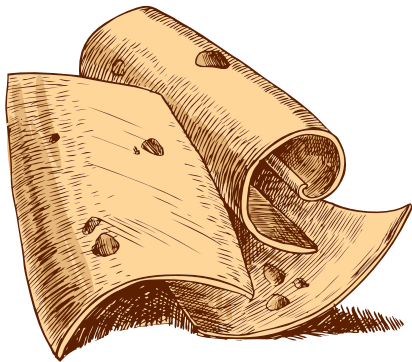




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PARMIGIANO REGGIANO (4 years) & FRANTOIO: *Fire*

Parmigiano reggiano, the undisputed king of the world cheese market, is made from cow's milk and is aged for up to four years. Italian in temperament, it is named after its place of origin, Parma. It has a straw color, hard mass with low humidity and a fragile appearance with a grainy texture. Its strong personality -from intense to memorable- manifests itself in a spicy semi-salty flavor and an even more impressive aftertaste. This cheese shows a perfect harmony with both a Frantoio monovarietal and a blend of Moraiolo and Leccino. Its intense green fruitiness (grass, foliage, green nuts), combined with the acidity of artichoke and walnut and a spicy, slightly bitter taste, enhances the flavor of the parmesan and provides the necessary sweetness and freshness. Other delicious combinations pair it with Picual, Coratina or a blend of Sicilian varieties.



FETA & KORONEIKI: *Everlasting love*

Made exclusively from a mixture of sheep's and goat's milk (30%), Feta is the best fresh white cheese from Greece. It has a smooth to semi-smooth texture and a distinctive flavor of herbs, salt and milk, ranging from sub-sour to sour, sub-salty to salty and from sub-sweet to slightly spicy with an intense aftertaste. The marriage between Feta cheese and the Koroneiki variety is a classic combo of Greek culture in which the sweetness of the fruity olive oil perfectly balances the milky, sour and salty flavor of the cheese, reinforcing it with herbaceous aromas and bitter notes at the end. Perhaps this is the reason why on most Greek tables Feta cheese is enriched with olive oil. Its excellent pairing with Arbequina is also worth mentioning, being very pleasant with Picual or with a 100% Italian blend in which the Frantoio variety predominates.

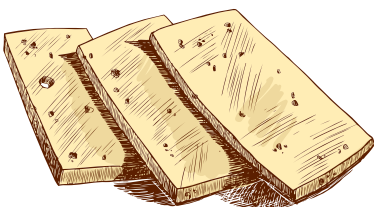




EMMENTALER (18 months) & HOJIBLANCA: *Addiction or dream?*

The original Emmentaler cheese is produced in Switzerland from cow's milk and is one of the most exported cheeses. With a powerful flavor that transforms according to the length of its maturation, it has a yellowish color, semi-hard to hard texture and a connective mass with large holes. Buttery sweetness on the palate with aromas reminiscent of passion fruit, wheat, nuts and butterscotch.

If the Swiss had olive oils, they would be Hojiblanca, as this variety harmonizes with the flavor of their cheeses (Emmentaler & Gruyere), creating an addictive result. In this case, the spicy character of Hojiblanca, together with its bitter taste, balances the buttery flavor of Emmentaler cheese, giving it freshness. At the same time, the intensity of its fruitiness, with an emphasis on botanical and herbaceous nuances, revitalizes the aromatic palette, enriching it with aromas of green walnut and flowery spring grass, exhibiting bitter notes in the aftertaste. Another splendid combination is to pair this cheese with a Spanish blend, as well as with the Italian Coratina.



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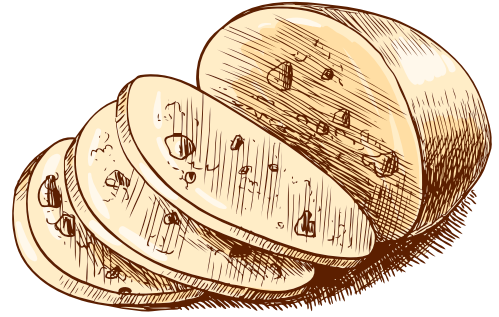
★★★★★



CHÈVRE & SPANISH BLEND OF PICUDA+HOJIBLANCA+PICUAL:

Adoration

Chèvre is a soft, unctuous, creamy cheese -generally without rind-, slightly salty, with a taste of lemon and aromas of meadow and milk. It is a cheese widely used with olive oil, since the latter works as a catalyst and has the ability to balance the sour taste of the cheese, giving it a charming finesse; hence the olive juice is used as an ingredient for marinating or seasoning the cheese. When more mature, Chèvre cheese acquires a greater complexity of aromas and a more savory and condensed flavor. It is very harmonious in combination with a Spanish blend where the Picuda variety is the protagonist, as it balances and enhances its flavor with botanical and spicy touches at the same time. It is also worth mentioning the wonderful and pleasant result of its combination with the Picual and Coratina varieties.



MOZZARELLA & ARBEQUINA:

Happiness

Mozzarella is a fresh, white, soft cheese from southern Italy made from buffalo or cow's milk. Sweet and smooth, it has a chewy and slightly creamy texture with an intense aroma of fresh milk and salty notes in the aftertaste. We are talking about one of the few cheeses that has olive oil as an inseparable companion and is harmoniously related to it. Its encounter with the Arbequina variety results in an unexpectedly pleasant surprise, as the combination of its spicy notes and herbaceous aromas combined with the sweetness of the cheese soften the milky sensation and offer rich herbaceous aromas on the palette, showing a delicate spiciness in the aftertaste. Apart from Arbequina, this cheese pairs wonderfully with the Italian Coratina variety and is pleasant with a Frantoio blend.

CAMEMBERT & PICUAL:

Attraction

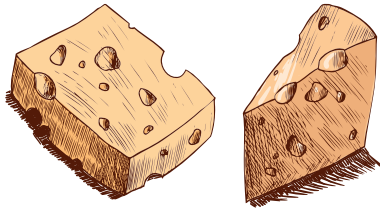
Camembert, the most popular French cheese, is produced in Normandy from cow's milk. It is a soft cheese with a thick body and a thin, velvety, snowy rind that contributes to its oily, sweet, creamy and sticky flavor, with penetrating terroir aromas reminiscent of autumn rain, mushrooms, dried nuts and... the farm! Rarely used with olive oil, its encounter with the Picual variety is an unexpected taste surprise, transforming the penetrating and aromatic flavor of Camembert into a Cinderella! The combination of freshness and aromatic complexity that this olive oil possesses, together with its spicy flavor, converts the creaminess of the cheese into an elegant sweetness, while drastically reducing its earthy and buttery aromas and, finally, bringing freshness to the whole through the spicy chili aftertaste that it leaves. Another wonderful combination is to mix it with a typical Spanish blend or with the Hojiblanca variety.



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MANCHEGO (2 years) & CORATINA: *Passion*

Manchego, the king of Spanish cheeses, is made from sheep's milk and is a semi-hard to hard cheese with a cohesive body and a rich flavor that depends on the maturation time. On the palate it is unctuous and buttery with a discreet semi-salty flavor, slightly bitter and spicy, mainly in the aftertaste, exhibiting a complex palette with a predominance of hazelnut and spicy aromas. Its pairing with Coratina leads to a delicious game of tasty exchanges in which the intense volatility of this variety absorbs the buttery character of the cheese, which at the same time is "dressed" with the sweet and spicy flavor of the olive oil, giving it spring-like aromas with lovely semi-salty and bitter notes at the finish. On the other hand, the relationship established between Manchego cheese and the Picual variety offers emotive tango moves, while its pairing with Arbequina exudes joy.



In conclusion...

- » The origins of the milk play an important role in making sheep's milk prevail over others.
- » Salinity and the way the cheese is salted, for example on the surface or inside it, also play a role. Olive oil has a positive effect on unique cheeses, as it reduces the semi-salty flavor, while offering a balanced sweetness and harmony.
- » The fresher the cheese, the more options there are for pairing it with olive oil.
- » Another important factor is the maturation time -longer aged cheeses are more robust-. However, olive oil acts in certain cases as a catalyst by softening the aromatic and flavor intensity of the cheeses, offering an exquisite result.
- » Blue cheeses, because of the fungi that grow on them, are resistant to olive oil. EVOOs with high fruitiness transform the acidity of their flavor, resulting in a tasty freshness, as in the case of Coratina or a Spanish blend.
- » Tender or creamy cheeses desperately seek olive oil with its freshness and complexity of taste.
- » Cheeses from a certain area relate more closely to olive oils from the same area •





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QvExtra! International contributes to the environmental sustainability of the planet

QvExtra! International was founded in 2013 as a non-profit association with the aim of spreading the culture of extra virgin olive oil nationally and internationally and thus contribute to the development of a sector that lacks economic sustainability in the vast majority of its area.



Formed initially by 12 farmers, it currently has 33

members that cover the entire value chain from the field to packaging, with more than 100 brands of top quality EVOO, national and international benchmarks in the production and marketing of extra virgin olive oil through the international recognition of the SIQEV Seal of Quality. The SIQEV seal is awarded only to extra virgin olive oils that meet the agreed internal standards (www.qvextra.es), highly committed to excellence and more exacting than the current regulations, and which, being audited and controlled annually by SGS on the shelf a year after bottling, offer consumers the peace of mind and the guarantee that they are consuming a high quality EVOO. More than 10 million seals will have been issued since the foundation of the association by the end of 2022.

QVExtra! International covers more than 95,000 hectares of olive groves and has more than 12.5 million olive trees in rain-fed, irrigated, traditional, intensive, super-intensive, ecological and conventional crops throughout Spain and part of Portugal. The members are spread throughout Spain, in nine Autonomous Communities and 17 provinces. QvExtra!'s EVOO production last year exceeded 130 million kilograms, which represents approximately 10% of the national production.

Its contribution to CO² capture is indisputable, being one of the most powerful CO² fixers in existence, having become the best tool to fight against climate change. As the olive tree is capable of absorbing 2 kilos of CO² per day, QvExtra! and its more than 12 million olive trees make an important contribution to the environmental sustainability of the planet.

What else does QvExtra! do? We are committed to the dissemination of EVOO and its physical-chemical and organoleptic valorization, as well as its inclusion and acceptance, not just as an ingredient but as a healthy food, as an important factor in improving the economic and cultural sustainability of the sector, both fundamental to achieve adequate global sustainability for the towns and their people.



www.qvextra.es

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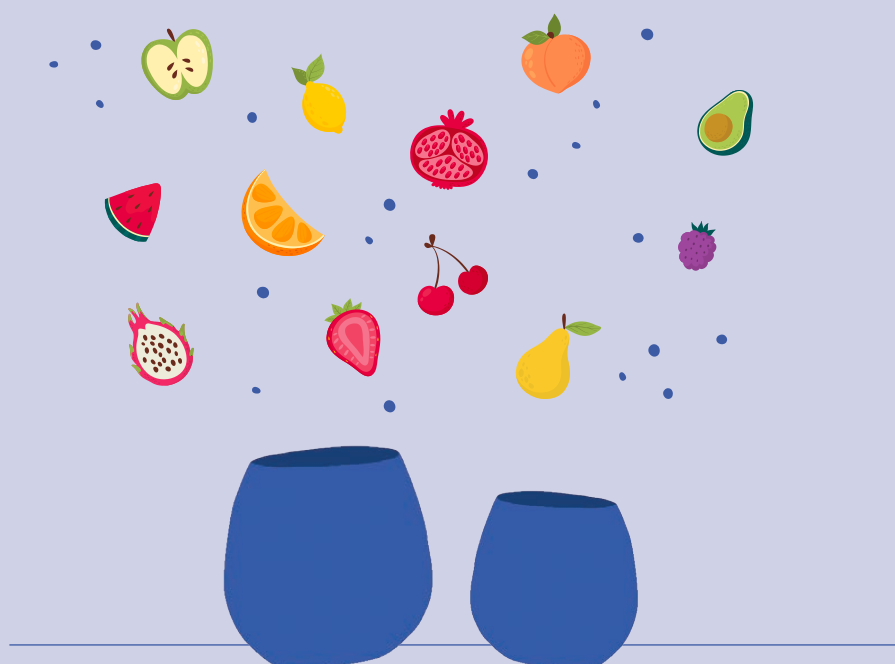
QVEXTRA! MEMBERS' DATA

HECTARES	> 95.000
OLIVE TREES	> 12.500.000
EVOO KILOS	> 130.500.000
VARIETIES	> 20
TYPE OF CROP	DRY INTENSIVE IRRIGATION HEDGE ROW ORGANIC CONVENTIONAL
BRANDS	> 100
AUTONOMOUS COMMUNITIES	9
PROVINCES	17

QVEXTRA! INTERNATIONAL

presents...

Mediterranean Diet & Oleoturism, the perfect couple



1. Despite the fact that some people insist on putting obstacles in the way, EVOO is the star food of the Mediterranean Diet and the healthiest in the world. How does your brand contribute to vindicate this affirmation? (promotions, communication line, marketing actions...)

2. Tastings and pairings, millers' breakfasts, visits to the fields and the mill... What oleoturism activities or experiences do you offer to your customers?

3. Why should I choose your company to immerse myself in the exciting world of EVOO?

4. What is the profile of the customer or "oleotourist" who visits you?



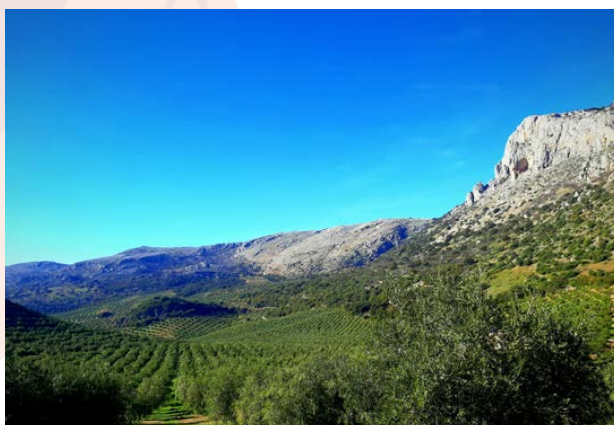
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DEORTEGAS • JACOLIVA • LA SOLANA2 • OOPERATIVA AGRÍCOLA DE
CAMBRILS • LA PONTEZUELA • LUQUE ECOLÓGICO • MUELA-OLIVES •
MOLINO DEL GENIL • LAGAR DO SOBRADO • MONTEOLIVA •
OLEO QUIRÓS • ORO DEL DESIERTO • O-MED



Almazaras de la Subbética

1.— Almazaras de la Subbética are working together with the Priego de Cordoba Designation of Origin in the joint development and promotion of both their oils and the tourist attractions of the region. Our actions focus on several aspects: passion for the land and the olive grove and heritage conservation (human), respect for nature and the environment (sustainable) and support for the social and cultural development of the area (solidarity). We try to communicate the added value that a company like ours can bring to society, respecting and caring for the environment, with a sustainable model and a circular economy, and focusing on excellence in the production of our juices, maintaining the highest quality over the years. Our company has numerous projects (biodiversity plan, *Botellas con Alma*; *Un nacimiento, un olivo*) that emphasize our firm commitment to social and environmental sustainability.

2.— The catalog is very wide: tourist visits to the Parque Natural de las Sierras Subbéticas, in the heart of Andalusia; guided visits to the facilities of our oil mill, with tasting of its multi award-winning EVOOs; hiking routes through traditional olive groves; tastings, pairings, themed lunches and dinners; olive harvesting during the harvesting period... and even a total immersion in the environment and culture of the olive grove, all fully adapted and customized according to the needs, available time and preferences of the visitors. We call this flexibility of services, where the activity or experience is adapted to the visitor and not the other way around, "liquid tourism".



3.— Because in addition to living with a passion for the olive grove, the culture and the environment, we offer something unique in an area with centenary and even millenary olive trees where some of the best olive oils in the world are born and produced. The services we offer are the result of more than 25 years of experience not only in the knowledge of the natural environment, its art and culture, but also in the know-how of everything related to the life cycle of the oils and their characteristics that make the juices produced in the region so special.

4.— We have a wide profile of clients interested in our services. The national oil tourist tends to be middle-aged, between 30 and 45 years old, with a high cultural level and purchasing power. As for their origin, they are usually from regions other than Andalusia, especially Madrid, Catalonia and the northern part of Spain. We also guide users, professionals and gourmets from all over Spain who know and use our oils and are looking to learn more about them and the gastronomy and culinary culture of the area. Finally, we also have a large group of nature lovers attracted by the special ecosystem and biodiversity of this protected natural area.

The international clientele tends to be older, between 45 and 60 years of age, and of various origins –Americans, Canadians, French, Belgians and, more recently, Orientals– with individual visitors or couples attracted by the positive and healthy image of olive oil and the prestige derived from the multiple awards obtained by the EVOOs of the PDO Priego de Córdoba.

www.almazarasdelasubbetica.com



Aceites García de la Cruz

1.— García de la Cruz constantly promotes the benefits of EVOO as a basic pillar of the Mediterranean Diet. For this, we continuously develop training courses on tasting with both clients and final consumers, we create video-recipes to educate the consumer on the different uses of EVOO and we give training talks on the healthy properties of this product, as well as on the Mediterranean Diet in general. Let's not forget that talking about extra virgin olive oil is not only talking about a food, but also about a way of life, and this is what we convey to our visitors when they decide to learn about EVOO through our company.

2.— The objective of olive oil tourism is to create a local and unique experience with a gastronomic approach highlighting the most special products of Spain, the importance of olive oil in the Mediterranean and the wonderful culture of our country. Some of the experiences clients enjoy include typical cooking classes, visits to local markets, dinners with chefs in unique locations, tastings of the freshest products and food and wine pairings.

3.— With a history of 150 years, García de la Cruz is one of the oldest oil mills in Spain. We know perfectly not only the EVOO production process, but all the stages of production from the tree, so we can transmit to our visitors the essence of olive oil from its roots.

4.— The profile corresponds to an American client with a medium-high level of education, with a great passion for cooking, eager to learn and immerse themselves in the Spanish culture with the objective of returning home with the right tools to add the Mediterranean culture to their daily life.

www.garciadelacruz.com



Deortegas

1.— At Almazara Deortegas we have been raising dry land olive trees for 35 years with traditional planting systems in an ecological way, following the criteria and actions of regenerative agriculture (plant covers, bio-inputs that we produce such as activated native microorganisms and biofertilizers, etc.). All these tasks carried out during the year, taking into account that we are in a very extreme region in terms of water, help us to keep our trees healthy and extremely strong. In Almazara Deortegas we like to tell our story, how we work in the field and about the production process of our EVOOs, showing the different juices that amaze us every year.

2.— We offer tastings and millers breakfasts where people can learn more about our juices, their differences and varieties. We also carry out activities such as "Yoga among olive trees", where people come to relax and enjoy nature, finishing with a good breakfast with different EVOO pairings. Likewise, we receive visits from groups of cyclists who include us as an obligatory stop on their route. These types of activities are very interesting, as they promote sustainable development, health, local tourism and the possibility of getting to know more closely this liquid gold that is part of our culture but is not so well known.

3.— Because we are a family with a long history in agriculture and dedicated for more than 30 years to the ecological agriculture of the olive grove, which decided a decade ago to create its own oil mill and controls the entire production process, from the field to the bottle, taking care of every detail. Throughout this time we have been discovering the essences that our olive trees guard in order to transmit and share them with our customers and with anyone who wants to discover this wonderful world.

4.— The people who visit us are curious people not only from the region, but from all over the world -mainly Europeans (Germans, Dutch, French...), but also Asians and Americans-, who want to care about themselves and learn more about extra virgin olive oil and its culture; people who value the quality, the care of the product and the history that sustains it. And at Almazara Deortegas we are very proud of this.

www.deortegas.com



#alimentosdespaña AWARDS

FOOD INDUSTRY & FOOD INTERNATIONALIZATION



Jacoliva

1.— First of all, taking care of every stage of the production process to obtain an excellent EVOO. If the consumer perceives the quality, part of the road is already covered. In addition, we carry out communication activities aimed at highlighting the magnificent healthy qualities of our Manzanilla Cacereña oils, mainly in terms of its high percentage of oleic acid and polyphenols, which, together with its magnificent organoleptic qualities, make it an excellent foodstuff. We also participate in workshops, forums, conferences, gastronomic contests and competitions, sports, cultural and philanthropic events or activities, often as a sponsor. Examples of this are the gastronomic event Marbella All Stars or the sponsorship since 2016 of the Montehermoso Cycling Team of Cáceres. Finally, we collaborate with activities organized by different institutions, such as Extremadura Gourmet, the gastronomic products club of the Regional Government of Extremadura, or the Asociación Extremeña de la Empresa Familiar (AEFF).

2.— Olive oil tourism has always been an important activity within the company. Seven years ago, Jacoliva decided to put training in the spotlight and the result was the first private tasting school in Extremadura, the Escuela de Cata Jacoliva, with a basic training degree in tasting of Manzanilla Cacereña recognized by the Centro Universitario Santa Ana of the University of Extremadura. With meetings throughout the year and its own Facebook page, the School is supported by the Jacoliva Club subscribers platform –another of the company's happy initiatives– who can thus be informed at all times about the School's activities, as well as having access to free courses. In addition, we offer visits to the oil mill to learn about the milling process during the milling season, emphasizing the fundamental role of the mill master.

3.— If what you want is to discover a monovarietal EVOO of Manzanilla Cacereña, rain fed and traditionally grown, ecological and/or conventional, produced by a family company with a history of more than 150 years, and in the natural environment where this olive tree is born, then Jacoliva is the benchmark.

4.— Mainly long-time customers, many of them from several generations, starting with grandparents and continuing with the younger ones, who during the visits are the ones who show more curiosity to learn about the exciting world of extra virgin olive oil, our Manzanilla Cacereña olive grove and the olive culture of the north of Cáceres.

www.jacoliva.com



La Solana2

1.— At lasolana2 EVOO we have been firmly committed to quality and health since our origins. We invest an important part of our annual turnover in certifying the quality and composition of our EVOO. We apply ecological agriculture and regenerative soil cultivation techniques to obtain olives of the highest quality. We take care of the timing of our harvest and the production of our EVOO so that it has the highest possible content of polyphenols. And we are continuously informing, training and disseminating information about congresses and publications on olive oil and health.

2.— At present, we do not carry out olive oil tourism activities aimed at the general public, but we do present our plantation and facilities to small groups interested in learning about our operation and the regenerative agriculture techniques we are applying. We are a reference and spearhead in the implementation of the same in our territory, with water collection and sowing techniques and introduction of aromatic herbs to enhance biodiversity. If everything goes according to plan, in the near future we hope to turn our farm into the little Provence of Almeria and then we will be in a position to promote olive oil tourism. We also organize talks and presentations of the product as an introduction in those restaurants that have chosen to serve our EVOO at their tables.

3.— The lasolana2 EVOO is a micro-company that has been and is able to compete with the best in terms of quality, despite having very limited means and resources, and that offers an excellent 100% ecological EVOO with high health properties. In our company, the slogan "From the field to the table" is a reality: we take care of the ecological cultivation, harvesting, packaging, marketing and distribution of lasolana2 EVOO. Choosing lasolana2 EVOO is a guarantee of quality and a recognition of our constant work and sacrifice to achieve excellence.

www.lasolana2.com



Cooperativa Agrícola de Cambrils

1.— We always try to highlight both the quality

—with seals such as SIGEV and quality certifications such as IFS— and the origin of our products, through the seal of the PDO Siurana and the seal of proximity, also mentioning the awards obtained. We also promote our brands —*Mestral*, *Aragem* and *Masos*— and we have recently appointed Carme Rusalleda, a renowned international chef, as ambassador of our *Mestral* EVOO. She has been using our product in all her restaurants for more than 20 years! In fact, in 2023 we intend to launch a book of recipes prepared by her with EVOO as the main ingredient, among other promotional activities.

2.— Undoubtedly, the most popular event for more than two decades has been the organization of the "Festa de l'oli Nou", a miller's breakfast based on sausage, local bread and

fruit with EVOO as the main protagonist, which is held in early November and attended by a thousand people. In addition, together with the Hospitality Association and the Cambrils City Council, we organize Gastronomic Days of the new harvest oil, where 30 restaurants offer our product together with an aperitif. It is also worth mentioning our guided visits to the olive groves in the area, where we pick the olives together with the youngest children and take them to the mill to see how these olives are transformed into oil.

3.— Because of our tradition and know-how in the world of Arbequina, which we have been cultivating in our region for centuries. We are true experts in the production of Arbequina EVOO, produced in our modern high-capacity facilities, committed to excellence both in terms of food safety and product quality.

4.— The customer who comes to visit us is usually connected to the tourism of Cambrils and the Costa Daurada, a privileged enclave where the visitor, in addition to enjoying the beaches and the gastronomic and cultural offer, is increasingly looking for a touristic option linked to the product and the territory, and that is where we focus our offer. After visiting the cooperative, many of the customers buy our products through the online sales channel or in the supermarkets where it is available in their place of origin. Thus, we are making an effort to be present as a regional product in Catalonia and neighboring communities.

www.mestralcambrils.com

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“The art that gives new look to your bottle”



La Pontezuela

1.— At the Finca La Pontezuela-5 Elementos we are very clear that one of the main challenges we face is the promotion of the innumerable properties and health benefits of EVOO. In this sense, we collaborate closely with various associations and entities, such as the University of Castilla-La Mancha, which are developing research projects on extra virgin olive oil. In addition, we are constantly informed about the latest advances and discoveries in order to echo them on our social channels. In fact, it is one of the fundamental pillars on which our content pivots. With the launch a few months ago of our new line of 100% natural cosmetics made with EVOO, we wanted to go even a step further, aware that its properties are so wonderful that they transcend its healthy food aspects and its enormous benefits for skin and hair are increasingly recognized. In the same sense, we offer free EVOO tastings for small groups in our retail stores in Madrid, and so far –we have been running the initiative for a couple of months– it has been a great success.

2.— We offer a wide range of experiences in olive oil tourism. The undisputed star is our 5 Elementos Olive Grove Interpretation Center, a unique project both nationally and internationally that has been awarded by the Spanish Association of Olive Tree Municipalities (AEMO). Visitors can enjoy a fully immersive and interactive tour through the different stages of production of one of the best EVOOs in the world, *5 Elementos*, finishing with a tasting of the different varieties produced at the Finca La Pontezuela. In addition, the visit can culminate with a lunch in our restaurant of traditional cuisine paired with EVOO, which



offers the best cuisine in the Toledo Mountains.

As well as the Interpretation Center, our olive groves and oil mills can also be visited, offering a complete experience around the world of EVOO. And we adapt 100% to the client's needs, offering a personalized service for their events and family reunions, team building days, product launches...

3.— We stand out for our quality and an exhaustive and total control of the production process. We own our own olive groves and oil mill, located on the same farm; we harvest, bottle and distribute to the final customer. But, above all, we are distinguished by our eagerness to share this process with those who visit us through the Interpretation Center.

4.— The profile is quite diverse: from families with young children to schools, universities, groups of friends, companies and associations of all kinds (young entrepreneurs, food lovers, sports clubs...). In fact, we believe that the success of the initiative lies precisely in the fact that our offer is accessible and aimed at all audiences, maintaining the utmost rigor but avoiding technicalities and adapting the message to the consumers. We do observe some shared characteristics in those who visit us, such as a love for the rich natural environment that surrounds us; a concern for a natural and healthy diet; the search for local products directly from the producer; and, above all, an eagerness to learn more about EVOO, a product so much ours that, paradoxically, is still largely unknown.



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, within the limits of the Protected Designation of Origin Estepa.

By virtue of its olive tradition, excellence and respect for the environment, we are dealing with truly extraordinary extra virgin olive oils.





Luque Ecológico

1.— In our case, since it is organic EVOO, we

emphasize that it is the healthiest vegetable oil –and of the highest organoleptic quality– due to its composition and the way it is obtained, as well as being free of chemical residues. There can be no healthier way of accompanying and seasoning dishes.

2.— In our mill we receive visits from people from very

different backgrounds and interests and therefore we offer personalized experiences: educational visits to the mill and the organic olive grove, tastings and samplings of different types of EVOO, millers' breakfasts, brunch consisting of dishes/tapas made with EVOO...

3.— At Luque Ecológico visitors will be able to plunge

themselves into the world of the organic olive grove and discover the tradition that has been passed down to us by several generations of olive growers and millers in our family. Respect for the environment and quality are always present in carrying out our activity.

4.— As we have mentioned before, the type of customer

that visits us is very diverse. We receive both national and international visitors, individuals and groups, young and old... and all show a special interest in organic EVOO. It gives us great satisfaction to clarify concepts so that when they are faced with a shelf they have the right information to be able to choose the type of EVOO that best suits their needs and tastes. There is still a lot of work to be done, but...

Take a walk on the ORGANIC SIDE!

www.luque.bio



Venta del Barón

1.— In our family business (Muela-Olives) we advocate

promoting the value of the traditional olive grove of the 21st century through the artisan work that is hidden behind each of our extra virgin olive oils, with the aim of continuing to focus on our fields and the future of our people so that, together, we can continue to promote the oldest art in the world, highlighting the dedication, effort and legacy that this ancient art represents for our gastronomy and the Mediterranean Diet. Also, we boost actions to continue promoting olive oil as a reference both inside and outside our borders, informing about promotions, news and offers through our monthly digital newsletter.

2.— Although our oil mill is not oriented to a face-to-face

experience, we work with the objective of transferring the aroma of our fields and the sensory pleasure of the nuances of our EVOO to our customers, so that they can travel to the territory of the PDO Priego de Córdoba and feel in first person the wonders that surround our historic craft. We have a direct sales service in our own mill where customers can learn and discover all the attributes of our extra virgin olive oil, *Venta del Barón*.

3.— They say that to learn you need to surround yourself

with the best. And we have had the great fortune of being able to soak up the history and family tradition of our mill. We have learned the true meaning of respect for the olive grove, from which each and every one of the initiatives we promote are born. That is why, after more than 80 years of tradition, effort and dedication, our company, producer of some of the best EVOOs in the world, has managed to establish itself as a benchmark of quality and excellence thanks to the same recipe as always, a unique and exclusive system that allows the cold extraction of the best olive oil without the need to add heat or water to the process.

4.— We are fortunate to be located in a municipality

such as Priego de Córdoba, which gives its name to a PDO surrounded by more than 30,000 hectares of traditional olive groves in the heart of the Parque Nacional Sierras Subbéticas. The profile of our olive oil tourists is very diverse, particularly the international visitor. It is a visitor who knows the benefits of the Mediterranean Diet and comes willing to soak up the ancestral knowledge of all the olive mills that are part of this territory, with the aim of being captivated by the history, roots and quality of our EVOOs.

www.mueloliva.es

Molino del Genil / Lagar do Sobrado

1.— From Molino del Genil (Ecija, Spain) and Lagar do Sobrado (Ferreira do Alentejo, Portugal) we understand this commitment to extra virgin olive oil as one of the fundamental objectives of the company. Our daily commitment is to obtain the highest quality by selecting the fruit and working with the latest milling technologies so that the result is an oil that maintains all the healthy properties described in the medical literature and that are linked to the different components of the oil, such as polyphenols, oleic acid and oleocanthal, among others. We also collaborate with different associations in the dissemination of EVOO culture. For example, as members of Prodetur, a society of the Seville Provincial Council whose objectives are innovation, promotion and local economic development and tourism in the province, we participate in fairs and promotional activities with our EVOOs, as our company is a member of the brand *Sabores de la Provincia de Sevilla*.

2.— Currently, and given the industrial dimension of our company, we do not offer public olive oil tourism activities. However, the visitors we receive at our mills are offered the possibility of a guided tour of the field and a tasting in which we explain the main sensory characteristics of our EVOOs and their descriptors, as well as the differences between the varieties we work with. Undoubtedly, olive oil tourism is one of the company's commitments for the future.



3.— For our firm commitment to obtain the highest quality and the commitment to continuous improvement in the production process. A search for excellence that was recognized by the Asociación Española de Municipios del Olivo (AEMO) in 2021, when we were awarded the prize for the Best Olive Oil Mill in Spain. Sustainability is another of the company's major concerns, both in the field and in the mill. In this sense, we use the rainwater stored in our ponds for irrigation and we sell olive pits that at the same time serve to feed our boiler. Since our creation 15 years ago, in 2008, we have grown to become two of the leading oil mills in Spain and Portugal, something we are very proud of.

4.— At present, as we have indicated above, our company does not offer olive oil tourism activities in either of the two factories, but receives visits from farmers who give us their olives or from customers to whom we supply oil and who are interested in learning about the production process and the characteristics of the oils obtained. In the medium to long term, it could be interesting to include olive oil tourism activities in the offer of a company or institution in the areas where we are located, Ecija and Ferreira do Alentejo, in the heart of the Portuguese olive groves.

Monteoliva

1.— Two years ago, the Cooperativa Olivarera Virgen de la Sierra de Cabra started a new project based on a strategic plan that combines tradition with innovation whose main objective is focused on improving the quality and positioning of our *Monteoliva* brand. Without ceasing to be the people's cooperative, since we are more than 1,800 families working on this project, our approach is based on market orientation; hence we launched a range of Premium EVOOs produced in early October that includes the monovarietals Pajarera and Hojiblanca, and our natural blend of native varieties of the Sierra de Cabra (Jardúo, Carrasqueño, Chorrúo, Alameño, Pajarera, Hojiblanca...). We know that customers demand quality, design and health. But also authenticity and a return to our roots. Many of our olive groves are centuries old and in our factory, which is more than 50 years old, we continue to work with the "alberquillas" and "trujales" system, although everything is now automated to ensure the high quality standard of our oils. That is where our difference with respect to the modern mills in the sector lies, in continuing to preserve the essence of our cooperative.

With this new direction of promotion and branding, we rely on commercial actions and attend trade fairs both at a national and international level, while participating in different competitions: in the last campaign we received more than 25 international awards.



2.— Once the pandemic was over, we have resumed

visits and olive oil tourism activities. Thus, at the beginning of the campaign, we organized miller's breakfast days for schools with the aim of immersing our youngsters in the world of EVOO. In these seminars, participants learn about the extra virgin olive oil production process and everything related to harvesting, processing and marketing.

3.— We continue to transmit the essence and values of a cooperative with 70 years of history, merging them with new production systems and guaranteeing a unique quality. We are located in the heart of Andalusia, in a scenic and multi-varietal enclave that gives our liquid gold a great richness.

4.— The return to the origins, the search for the traditional, the lifelong ... and in the end it brings back families who come to visit the village and leave with their cars loaded with our oil to be consumed throughout the year. Although they can buy it through our website, they insist on coming to the Cooperative to buy the oil for the whole year, just as their parents did...

On the other hand, we are starting to receive international tourists thanks to our prime location. Cabra is in the center of Andalusia, with Cordoba at 45 minutes, Malaga at one hour and Granada and Seville at one hour and a half. This makes the visitor decide to spend the night in our town, seeking to know Andalusia and, of course, the exciting world of EVOO.

www.monteoliva.com

Oleo Quirós

1.— Our brand is attached to the PDO Montes de Toledo Oil, one of the few Denominations of Origin that are part of the Mediterranean Diet Foundation, so that our bottles of EVOO of the Cornicabra variety bear the seal of the Mediterranean Diet.

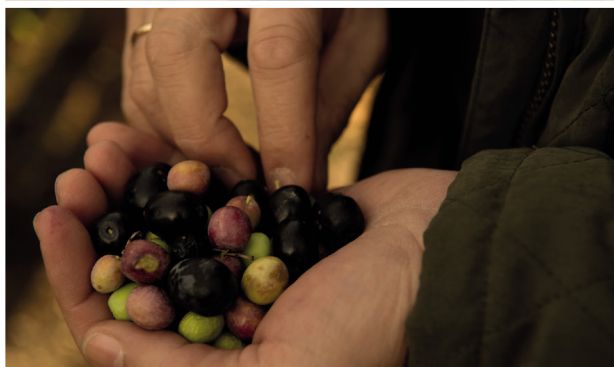
In addition to this action, we are carrying out actions on Instagram through influencers to publicize the benefits of extra virgin olive oil, although the current legislation is very restrictive in this regard and we can not dwell too much in this regard, even though there are many validated medical studies that endorse the health properties of this superfood.

2.— Our farms and facilities have been visited by countless people interested in the culture of extra virgin olive oil, starting with opinion leaders such as chefs, restaurateurs, specialized press –with organized tastings– or allergist doctors who have visited our olive groves to carry out studies on extra virgin olive oil. Some years ago, the most interesting actions were aimed at children, with visits to schools to instill healthy eating habits in schoolchildren.

3.— The main attraction lies in being able to attend the complete process, that is, harvesting, processing and packaging, in an ecological production company located in a rural environment surrounded by centuries-old olive groves, and with the possibility of visiting the Felipe Vegue Olive Oil Museum of the Fundación Patrimonio Comunal Olivarero in Mora de Toledo.

4.— There is no specific profile, but we are open to receive anyone who wants to know more about the world of EVOO, although we have a type of public that complements their experience with a visit to our hunting tourism farm.

www.oleoquiros.com



Oro del Desierto

1.— In our olive mill/restaurant/museum we offer

daily tastings in which the health properties of EVOO, as scientifically endorsed, are at the center of the message. We also have a blog on our website where we spend a lot of time and content talking about the quality of EVOO, how it is cultivated, production details... Therefore, we do our bit through each of the channels we have to promote extra virgin olive oil and its benefits.

2.— In addition to the tastings in our restaurant-

museum, we also offer guided tours of the estate, olive mill and museum upon reservation. Finally, we have a rural lodge where the customer can stay to enjoy a complete experience that combines olive groves, culture, gastronomy and EVOO.

3.— There is no doubt that there are many great EVOOs, but if we can highlight one thing about our production, it is the environment where they are born, the Tabernas Desert, unique in Europe, which confers a specific character to our extra virgin olive oils.

On the other hand, our company reuses all the waste, reintegrating the pomace as compost and the stone as biomass, and using exclusively solar energy both on the farm and in the mill. Therefore, it is a 100% sustainable product in every sense, in addition to being certified as ecological.

It should also be noted that our olive groves and farms are part of the *Olivares Vivos* project, which has yielded surprising results in terms of biodiversity, given that the landscape is not limited to olive trees, but also has a rich, unexploited natural surrounding environment.

4.— The clients who visit us are mainly interested

in several different factors: landscape, culture, quality, sustainability... Most of them are middle-aged Europeans (40-65 years old), tourists who are in the area and want to experience more than just the beach and the coast. And also national customers who come to visit the desert and discover our EVOOs.

www.orodeldesierto.com



O-Med

1.— Those of us who are committed to quality EVOO

represent a small percentage in terms of production, so each one of us contributes our little grain of sand and together we try to make a little more effort in terms of promotion. In our particular case, O-Med was born with a clear vocation to export and since our beginnings we travel with our oils all over the world, presenting them to the most renowned chefs, importers and stores at an international level, thus spreading the importance of such a basic ingredient as EVOO and how it can enrich a dish. In addition, we proudly display the SIQUEV seal on all our bottles, a mark of quality that is already becoming recognized inside and outside our borders.

2.— At O-Med we have just completed a complete

refurbishment of the olive mill, aimed at fully enjoying an experience "from the olive grove to the plate". Bringing the olive grove closer to our customers and promoting the EVOO culture are our main objectives. We have created an area where our customers, or anyone who wants to visit us, can fully immerse themselves in the world of the olive grove: a unique tour to understand each of the processes involved in the production of a high quality EVOO, including a showcooking area to discover how to pair the product with different dishes, all with stunning views of the Sierra Nevada and our olive grove. Not to mention that the mill itself is a unique and sustainable industrial building and its architecture is worth a visit. We also offer the possibility of renting the space for the organization of events for up to 100 people –congresses, trainings, personalized events or guided tastings, visits of chefs and importers, etc.– so that our customers can enjoy a complete and exclusive experience.



3.— O-Med is a family company obsessed with quality

and focused on the pursuit of excellence. We have been in business for 20 years, characterized by a spirit of continuous improvement, offering EVOOs of excellent quality endorsed by awards as important as the Mario Solinas of the IOC or the Ministry of Agriculture. In order to enjoy a complete experience, we needed a building to match our O-Med EVOO, and we finally have it.

4.— At O-Med we receive all kinds of visitors, usually

people interested in gastronomy and the culture of extra virgin olive oil, lovers of authenticity and unique experiences. From the most exclusive ones, which offer a private visit of about two hours that includes a tasting of our EVOOs and sampling some dishes; to group visits where from 15 euros you can visit the facilities and learn about the entire production process with a final tasting, which lasts approximately 70 minutes. It is true that, due to the profile of O-Med as a company, which is mainly an exporter, we tend to receive more foreign visitors, who show great interest in the local gastronomy and culture. We also organize visits more focused on professionals of the gastronomic sector, chefs, who can cook in our showcooking area, sommeliers or distributors. And finally, it is worth mentioning that we have two unique and exclusive rooms to complete the O-Med experience in the best possible way, reserved for professional visitors, chefs, influencers, VIP customers, etc.



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Riccardo Camanini

and the art of not losing the essence when you run the best Italian restaurant in the world

By Pandora Peñamil Peñafiel

On the shores of Lake Garda, in the Lombardy region, the Lido 84 fortress imposes itself, with its unbreakable stone walls, its huge windows, its dim lights that recreate a magical atmosphere and its delicate pieces of contemporary art in the image and likeness of the dishes that the diner is about to taste. Chef Riccardo Camanini, together with his brother Giancarlo, leads his team like an orchestra, to the rhythm of the sounds emitted by the food they cook, with cooks who also show their faces in the dining room to soak up the atmosphere of the best Italian restaurant in the world, according to *The World's 50 Best Restaurants*. Rumor has it that the *Cacio e pepe in vessie* cooked by Camanini, a self-confessed lover of pasta and EVOO, is a pleasure you should experience at least once in your life.



*“EVOO is the living representation
of the Mediterranean, of the sun
and of the work that men and
women of the countryside have
been doing all their lives”*



You recently confessed that you can't imagine your kitchen without extra virgin olive oil. What does this ingredient mean to you and what role does it play in your cooking?

Extra virgin olive oil is the living representation of the Mediterranean, of the sun and of the work that men and women of the countryside have been doing all their lives. As an ingredient it gives me the opportunity to enhance all my dishes with subtle vegetable notes. And that is what I love most about my land, products like EVOO that give way to an immense richness of aromas that can only be found in the Mediterranean region.

Do you and your brother remember your first experience with it, and was olive oil used

and consumed in your home when you were growing up?

In recent years extra virgin olive oil has been playing a fundamental role. However, I remember that when I was a child in northern Italy it was not used as much in home cooking, that is to say, at home. At that time it was much more common to use butter as a vehicle for cooking. Only in places like Garda or Lake Iseo, in small villages like Marone and Zorzino thanks to their particular exposure to the sun, was there the cultivation of olive trees and, therefore, the production and consumption of extra virgin olive oil. Now, paradoxically, the opposite is true: EVOO has almost completely replaced butter in the daily routine of everyone in northern Italy.



Photo Credit
Giulia Bussei



Is there any favorite dish in which olive oil is the protagonist?

Without doubt, *bruschetta*! It has the ability to exploit to the maximum the vegetal expression of extra virgin olive oil. The greatness of this ingredient lies in the incredible variety of olives -and therefore of oil-, which makes each *bruschetta* different in terms of flavor and aroma depending on the variety of EVOO used in it.

Your menus recreate an authentic Made in Italy experience for diners from all over the world who are surely familiar with some of Italy's "more commercial" dishes such as pizza or pasta. But what dish or food would you say Northern Italy really tastes like?

The richness of our country lies in the multitude of

flavors and recipes that characterize it. There is no ingredient or dish from northern Italy with the ability to describe all its characteristics!

Which of your dishes best defines you?

It is difficult, if not impossible, to consider one dish or ingredient better than another, but I would definitely say pasta. My approach to this food has been easier in terms of creativity because it is intrinsic to my culture.

In the kitchen, as in football, is teamwork the most important?

One of the most important aspects for the daily work to flow is the meaning and feeling of teamwork. Getting involved and sharing the daily pursuit and

enjoyment of what we do makes each sacrifice more meaningful. Contrary to the world of sports, which is mainly about sharing a physical effort, we experience a deep need to share the “*why*” of things. Historical and cultural references are some of the fundamental aspects involved in our teamwork.

Massimo Bottura confessed to us that jazz always plays in his kitchen, and Rasmus Kofoed told us that he is more into hip-hop... What music is played in the kitchens of Lido 84?

Unfortunately I don't have a musical culture that would allow me to give you a full answer in this sense. What I can tell you is that the act of cooking produces fascinating sounds: listening to the sound that the crust of a loaf of bread makes when pressed by your fingers is pure poetry and pleasure!

On a visit to a gastronomy congress in Madrid you said that “pasta on a simple, square, waxed

“EVOO has almost completely replaced butter in the daily routine of everyone in northern Italy”

tablecloth, sharing it in the warmth of the sun on a Sunday, that's the essence”. Do you think that in such a digitalized world that this essence is being lost?

“Beauty resides in the eye of the beholder”. Everyone has their own sense of pleasure but, in my opinion, the essence is always there, accompanying us in every moment of our lives, in our memories and through our emotions.





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Lido 84 is considered the best Italian restaurant according to *The World's 50 Best Restaurants*. For a chef who considers his trade as that of a craftsman, how do you digest success so as not to lose that essence we were talking about before?

The constant search for personal and professional growth keeps you grounded. True success lies in the ability to tell your own story, which is what ultimately gives meaning to your routine.

How do you think diners have changed since you opened the restaurant in 2014 until now? Have they become more demanding, do they know more about the product, do they keep taking pictures of everything with their cell phones...?

From 2014 to the present day we have seen a gradual increase in the trust shown by our diners towards the menu we offer and that explains who we are, which we consider a gift. We consider it a privilege to have before us a customer who dedicates part of their time

to listening to us. I personally take few photographs, as I still consider memory to be the best album to search for recollections. Storing images of an evening in your cell phone is always less attractive than the experience that memory can give you.

You and your brother have chosen the works of art that decorate the walls of your restaurant. How important is art in your vision of gastronomy?

Art, in general, conveys emotions and figurative arts, in particular, offer a way to reinterpret the everyday life, a concept that can be applied to cuisine.

Giancarlo and I love everything that is unusual and harmonious, we try to be inspired by this concept, traveling to the past to project the creative paths we will take in the present and in the future.



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Amely Vincen



As part of your gastronomic training you have traveled and lived in different countries. Which of them would you return to again and again to eat?

Certainly to France. This country has always been very attractive to me, especially when in the 1990s it was the only place to go for a source of inspiration for good food. Today, finally, there are many destinations for people to share their cultures, listen and eat well.

What do you like to talk about over dinner with your friends?

Probably travel, movies, experiences at the table... and everything else the imagination can think of!

In a post-pandemic context, with the scenario of a war between Ukraine and Russia and in the midst of a serious energy and supply crisis, what advice would you give to all young chefs who want to take the plunge and open a restaurant?

It is difficult to answer this question. Young people, whether or not they want to enter the world of gastronomy, not only need advice, but also support and positive messages about their approach to everyday life and the world in general, they need new role models to inspire them. COVID has left us with a sense that the present is all we have and that





Photo Credit
Amely Vincen



“tomorrow” you will have the opportunity to be free and to change everything that has led us to these great crises and fears that we harbor today. I strongly believe that the messages of those who lead us are important and should be more tangible, solid and inspiring.

Finally... What menu would you choose for a last supper?

I would subscribe to and recreate everything fantastically narrated in Marco Ferreri's film *“La Grande Abbuffata”* of 1973, the year I was born •



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"Jaén Selección 2023" *will include EVOOs from five olive oil mills and three cooperatives*

Oro Bailén Picual, Dominus Cosecha Temprana, Puerta de las Villas, Oro de Cánava, Esencial Olive, Pradolivo, Señorío de Camarasa and the organic *Supremo* are the *Magnificent 8* of "Jaén Selección 2023", the seal of quality promoted by the Provincial Council of Jaén to show the firm commitment to excellence of Jaén companies in recent decades when producing their renowned ecological EVOOs.

In total, 71 EVOOs -52 conventional and 19 organic- from 58 companies from 38 municipalities in the province competed in the tasting-contest held in Jaén in mid-December 2022. The selected extra virgin olive oils are *Oro Bailén Picual*, from Aceites Oro Bailén-Galgón 99 (Villanueva de la Reina); *Dominus Cosecha Temprana*, from Monva (Mancha Real); *Puerta de las Villas*, from the San Vicente de Mogón cooperative (Villacarrillo); *Oro de Cánava*, from the cooperative Nuestra Señora de los Remedios de Jimena; *Esencial Olive*, from Oleícola San Francisco, from Baeza; *Pradolivo*, from Oleoperales (Baeza); *Señorio de Camarasa*, from the cooperative Santa Isabel de Torres; and the ecological royal *Supremo*, from Aceites Supremo (Jaén).

The eight EVOOs -seven conventional and one organic- that will wear the distinctive "Jaén Selección" label will be present in all promotional activities in which the Jaén Provincial Council participates during 2023. "If anything characterizes our farmers -said the president of the Provincial Council, Francisco Reyes- it is the commitment to quality -to the expense of quantity- that has been carried out in the last 25 years, adopting innovative practices and contrary to tradition as the campaign advances".

Reyes thanked the members of the tasting panel for their hard work in choosing "these eight magnificent EVOOs, which are the *Oscars* of extra virgin olive oil". A panel led by the director of the Institute for Agricultural and Fisheries Research and Training (IFAPA), Brígida Jiménez, and also composed of experts from the Instituto de la Grasa of Seville, the Regulatory Council



of the Protected Designation of Origin Priego de Córdoba, the Oleoestepa cooperative, the Ministry of Agriculture, Fisheries and Food or the Agrifood Laboratory of Seville. "In a year as complicated as this one, and where the harvest has had to be carried out in hours of intense heat, which affects the quality of the oils, it is a great satisfaction to see the high level of the EVOOs presented to the competition, all of them complex, balanced and high intensity juices," said Brígida Jiménez.

The eight EVOOs -seven conventional and one organic- that will bear the "Jaén Selección" label will be present in all promotional activities in which the Jaén Provincial Council participates during 2023

The "Jaén Selección 2023" of eight EVOOs will lead the promotion of Jaén's liquid gold that the Provincial Council will carry out in the different tourist and gastronomic events in which it will be present over the next year, such as Fitur and Madrid Fusión in the capital of Spain; San Sebastián Gastronomika and Alimentaria Barcelona; the *World's 50 Best Restaurants* gala; provincial, national and international tourism fairs and exhibitions; and the Fiesta del Primer Aceite de Jaén (First Oil Festival of Jaén) •

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12 months, 12 dishes with EVOO

By Cristina Revenga Palacios

We propose for this 2023 a gastronomic compilation to replace that endless list of resolutions that we make before midnight on December 31 and that we never fulfill. Let's follow a healthy and balanced, but also delicious and surprising, diet this year. To help you achieve this goal, we offer you a tour of 12 countries and 12 typical dishes -one from each destination- prepared with the superfood of the 21st century: EVOO. Put on your apron, pour yourself a nice glass of fresh Chardonnay, take out your repertoire of extra virgin olive oils from the pantry and get ready to be the king of family dinners. You can do it!



JANUARY.

İmam Bayıldı

Turkey



A source of flavors and creativity, Turkish cuisine will captivate any food lover. Beyond some icons such as the kebab, Turkish gastronomy offers us other typical dishes in which EVOO is the main protagonist. This is the case of *İmam Bayıldı*, whose main ingredient is eggplant, stuffed with onion, garlic and tomatoes. All these products are previously fried in extra virgin olive oil and once the eggplants have been stuffed, they are cooked further in the oven. Several Turkish folk tales talk about how this dish got its name, which means "*fainting imam*". The most popular one tells the story of a Turkish imam who married the daughter of a wealthy olive oil merchant. On their wedding day, her father gave them 12 jars of this product. For twelve nights the imam found his favorite food on the table, but on the thirteenth night there was no dish of eggplant. Surprised and exasperated, the imam demanded an explanation. His beautiful wife confessed that she could no longer cook her favorite food because she had no olive oil left. Hearing this, the imam fainted. If you want to avoid scares, put EVOO on your grocery list and indulge in Turkish gastronomic passion!





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FEBRUARY.

Pastel de choclo

Chile and Uruguay



Pastel de choclo is a traditional dish of Chilean and Uruguayan cuisine. It comes from the central zone -from the countryside-, and in Chile is usually accompanied with Chilean salad, made with tomato and onion and seasoned with lots of EVOO, which is named after its appearance, showing the colors of the Chilean flag. This traditional recipe of mestizo cuisine consists of a *pino de carne* -a seasoned mixture of minced meat from a soft cut that is fried with onion and seasonings such as cumin and colored chili pepper- covered with a paste of ground corn. In addition, hard-boiled eggs, raisins, olives and chicken pieces are added, and it's put in the oven with a little sugar to brown it. According to the story, this dish has its origins in colonial times, which makes it a mestizo dish that combines the Spanish pine with the corn paste prepared by the native peoples of Chile. Although it was traditionally made with lard or refined fats, today it is prepared with extra virgin olive oil, a symbol of the Mediterranean Diet. Are you ready for a sensory journey through time?



Photo Credit
Guillermo Rodríguez



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MARCH.

Aïoli provençal

—
France



Provence is one of the most beautiful regions of France and a traveler's dream, mainly because of its beautiful landscapes, its Roman ruins and its charming towns and villages with incredible views. But it also stands out for its abundant gastronomic delicacies such as *aïoli provençal*, a classic of Provençal cuisine, simple and familiar, prepared with desalted cod and seasonal vegetables from the garden, cooked in water or steamed and served whole, drizzled with EVOO and aioli sauce, formed by the emulsion of olive oil and garlic, one of the most classic and oldest in the Mediterranean, whose origin dates back to the 1st century. In France, it is a dish that is usually eaten on Ash Wednesday, when Lent begins for the Catholic population - a 40-day period that will lead the faithful until Easter- and is shared among friends and family. With the taste of this dish, you will be transported to this magical and mystical land of vineyards, olive trees and lavender fields. *Bon appétit!*



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APRIL.

Chicken tajine with lemon confit

—
Morocco



Do you like to try new flavors and different dishes? A good reason to travel to this country of beautiful contrasts is its gastronomy, full of exquisite culinary options that leave no one indifferent. Much of Moroccan gastronomy began in the 14th century, in the times of the Merinid dynasty, mainly in its rich palatial kitchens, with recipes and ingredients that ended up reaching domestic kitchens as well. It has much in common with other Maghreb cuisines, but has its own personality because it has not been influenced by Turkish cuisine. One of its star dishes is the *chicken tajine* made with extra virgin olive oil, spiced with lemon confit and prepared with olives and that takes its name from the cone-shaped clay container in which it is prepared. A classic of Moroccan cuisine that will turn any dinner into a magical evening where we can show off with a uniquely delicious dish.



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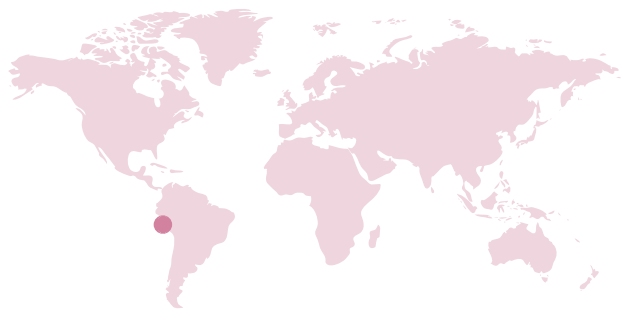
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MAY.

Pulpo al olivo

—
Perú



The art of good food stands out among Peruvians as one of the most distinctive signs of identity, which makes its gastronomy a source of national pride. This gastronomic richness is based on the mixture of cultures as well as on the great biodiversity of its lands. *Pulpo al olivo* (olive tree octopus) is one of the most requested dishes of Nikkei gastronomy (fusion food from Peru and Japan), a traditional cuisine that emerged more than a century ago as a result of the immigration of Japanese citizens to Peru. One of the first promoters of this gastronomy was Rosita Yimura, one of the most famous chefs of the Andean country and mother of this spectacular and well-known recipe of octopus slices with a delicious black olive sauce. The story goes that it was a customer who asked this cook for a dish of octopus with a creamy sauce with a dark color, so Rosita Yimura began a particular research and got this successful mayonnaise with olives. The natural black olive or *botija olive* is the main ingredient of many typical dishes from the coast, highlands and jungle of Peru. A must for lovers of good food!



With thousands of years of history, Korean cuisine is based on the philosophy that "body and mind are one". Korean ancestors not only ate to fill the stomach and provide the nutrition required by the body, but they also believed that food was the medicine by which physical ailments could be cured. One of the star dishes of Korean cuisine, which can be prepared with EVOO, is *makguksu*, which contains buckwheat noodles served in a cold broth and also contains, among other ingredients, soy sauce, crispy seaweed, spring onion and egg, according to the recipe. It is a local specialty of Gangwon province (South Korea) and its capital Chuncheon, where it is a true hallmark. In fact, the city center has a street with more than a dozen makguksu restaurants and celebrates, among other events, the Chuncheon Makguksu Noodle Festival, with tastings of this tasty dish. And if you want to learn about its history and preparation, just visit the Makguksu Museum in Chuncheon. Prepare your taste buds and don't miss this delicious dish!

JUNE. Makguksu



—
South Korea



JULY.

Gazpacho

Spain



There is no summer without a good *gazpacho*. This typical summer dish is a kind of cold soup whose main ingredients are tomato and, of course, extra virgin olive oil, which gives it a fresh and intense flavor. It also contains vinegar, bell pepper, cucumber and garlic. Did you know that we could already find this dish in the Roman recipe books and even in the Bible? However, it seems that at the beginning it did not contain vegetables of any kind, but only bread soaked in water, vinegar and olive oil, and occasionally garlic or almonds were added. This type of *gazpacho* was already consumed during the 8th century in the Spain of Al-Andalus, but it is from the 16th century, when tomatoes and peppers arrived from America, that what we know today as Andalusian gazpacho emerged. Originally, this delicious dish was part of the basic diet of the Andalusian peasant, being a sufficient food to support the long hours of work in the sun, and it was in the 19th century when it also became popular among the bourgeois class. It is one of the hallmarks of Spain and especially of Andalusia. An Andalusian jewel to triumph in your picnics this next summer!







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AUGUST.

Greek salad

—
Greece



With the arrival of heat and good weather, fresh food is always in season and here one of the main dishes of Hellenic gastronomy, the traditional Greek salad, very healthy, quick and easy to prepare, enters the scene. The Greeks call it "*Horiatiki*", which means village or peasant salad, and it is one of the most popular dishes in the restaurants of the Mediterranean country. Originally, however, it had no tomato, an ingredient that became popular in the 19th century. Today the recipe combines simple ingredients: tomato, cucumber, green bell pepper, kalamata olives and onion, all with diced feta cheese, salt, black pepper, oregano and, of course, extra virgin olive oil. Greek cuisine is one of the richest, healthiest and also most popular cuisines outside its borders. If you are heading for the evocative Hellenic coasts, don't miss the queen of Mediterranean salads on your table!



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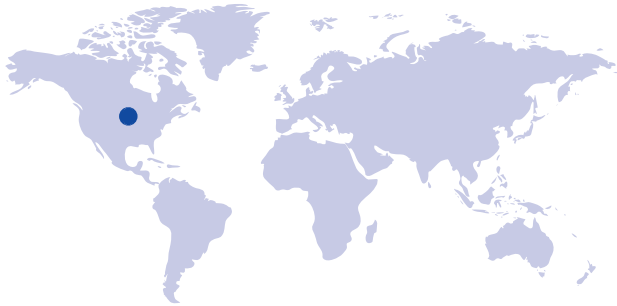
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SEPTEMBER.

Olive Oil Cake

United States



Olive Oil Cake is the trendiest dessert in the United States. Kim Kardashian, Kylie Jenner or Kourtney Kardashian, among other celebrities, have declared themselves passionate about this cake covered with a layer of powdered sugar, whose main ingredient is extra virgin olive oil, and which has become the favorite cake of many famous faces and a real sensation on social networks like TikTok or Instagram. It all started during the COVID-19 lockdown when the Little House Confections charity company came up with the recipe for this fluffy and delicious EVOO cake that found its way into the hands of one of the Kardashian-Jenner clan members who made it go viral. Want to make your own version at home? Go to the supermarket and then prepare a homemade mix with EVOO, flour, freshly squeezed oranges, orange zest, sugar, eggs, baking powder and baking soda. You'll become a real influencer!



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OCTOBER.

Bruschetta

—
Italy



Originally from transalpine cuisine, it is considered one of the most popular and traditional Italian *antipasti*, admired all over the world. The preparation of *bruschetta* dates back to Tuscany in the 15th century and originated as a recipe for peasants to make use of stale bread. Originally the ingredients that were essential to add to this bread were extra virgin olive oil, garlic and salt, so the use of tomato and other ingredients, such as arugula, are a more recent addition. Extremely easy and delicious, this dish has its own recipe in every Italian region and there are many festivals that pay tribute to it. Autumn is an ideal season to enjoy a delicious *bruschetta* and discover the flavors and aromas of the new, fresher EVOO. *Semplicemente delizioso!*



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NOVEMBER.

Bacalhau à Lagareiro

—
Portugal



Portuguese history, culture and gastronomy are closely linked to the sea. This destination, so desired by travelers of all ages and backgrounds, has a cuisine as rich and varied as its wonderful scenery, with its legendary spots and spectacular sunsets. When visiting Portugal it is essential to enjoy a good codfish dish in any of its various preparations. But one of the most famous national dishes, and with a lot of EVOO, is the *Bacalhau à Lagareiro*, that is to say, the codfish in the way of the oil mill master in charge of obtaining the precious liquid gold in the "lagares" (oil mills). This recipe has different nuances, but the common denominator in all the preparations are these three main ingredients: codfish, extra virgin olive oil and potatoes. Undoubtedly, a dish that grabs you in which codfish and olive juice merge in a purely *Made in Portugal* explosion.



As an appetizer, as a starter... *Hummus* is in fashion! It is a cream or puree made with cooked chickpeas, tahini paste (sesame paste), lemon, garlic and extra virgin olive oil from the Middle East that is eaten with pita bread. It is one of the main dishes of Lebanese cuisine, although several countries have claimed its origin. In fact, in order to resolve the "hummus war" and to give Lebanon the dish's ownership once and for all against Israel, in 2009 the Lebanese Minister of Tourism, Fadi Abboud, decided that Lebanon should prepare a hummus dish so enormous that it would be recognized by the Guinness Book of Records. The goal was achieved and the dish presented reached 2,000 kilos! But despite the uncertainty about its origin, what is clear is that it is a dish of high nutritional value, versatile and one that we all love. Why are you waiting for the king of snacks to become the star dish of your Christmas meals? *Ho, ho, ho!* •

DECEMBER.

Hummus



Lebanon



Interview with Pedro Barato, *president of the Spanish Olive Oil Interprofessional*

*“The priority is to make the world
consumer associate olive oil with Spain,
as a leader in quality and quantity”*



>> We are undoubtedly facing the most complicated olive growing season in recent years: low production, high olive oil prices, high costs of raw materials and inputs, rainfall deficit, etc. The perfect storm. How is the sector and, therefore, the Spanish Olive Oil Interprofessional facing such an extraordinary situation?

Let me be honest with you. I have long since learned to put the term crisis into perspective. And if you prefer, every day I question more and more the term normality when talking about the agricultural sector. Are some crises worse than others? If so, which one do we choose? That of a short campaign in which we will hardly reach 800,000 tons, extra virgin olive oil prices above 5 euros and with skyrocketing costs? Or are we left with a good harvest, with an extra virgin that did not reach two euros as happened in the 2019/20 campaign? Look at the date! It was, as it were, yesterday. We are living in a kind of permanent crisis that is putting the olive oil value chain under constant stress. I am not one to give advice to the sector on how to deal with this crisis, other than to recommend that we all apply common sense. What I can tell you is how the Interprofessional is facing this situation. It is clear that we have to make a much greater effort than on other occasions to promote the consumption of our food. Because let's not fool ourselves, the consumer does not understand droughts or heat waves during flowering. They only remember that not so long ago they paid 3 euros for a bottle and now they see how the same bottle is priced at 6 euros. And this is happening in a widespread scenario of rising prices in the shopping basket. The only way we can face this complex market situation is to boost the image of the product. By demonstrating to consumers that it is worth the extra effort to buy a food of the highest quality that offers them a health benefit, something to which they are attaching increasing importance. Our worldwide promotional strategy is currently centered around the theme of health. Although sales remain strong in our market, we assume that this is going to be a difficult year.

“We are living in a kind of permanent crisis that is putting the olive oil value chain under constant strain”

>> What would you say are the main challenges facing the industry and the Organization in the short, medium and long term?

The challenge is the same as the one we took on when the Organization was founded 20 years ago: to sell more and better *Olive Oils from Spain* and, in this way, guarantee the sustainability of the sector and our olive groves. Although it is true that we face this challenge in a different way, especially in our promotional work. Fourteen years ago we opted to make the product known in a group of countries where we detected a capacity to assume an increase in the demand for olive oils, without forgetting the domestic market. Now that we have managed to double the volume of our exports, consolidating the figure of one million tons per season, we have an even more ambitious goal. Without giving up on increasing our sales, the priority now is to get the world consumer to associate this food with Spain, as a leader in quality and quantity of olive oils marketed. And I can assure you that this is no easy task. As with everything in promotion, we are talking about work that bears fruit in the medium and long term. But we have no doubt that the effort is worth it. We always say that we not only have to be leaders, we also have to be acting as such. That's in the world markets, because in Spain we are also fighting our own battle to bring the olive oil culture to





the consumers. We run the risk of this food becoming a commodity, an anonymous product of marginal value. That is what we are fighting against. And, of course, we don't forget that innovation is one of the driving forces of our sector. We will continue to promote research in the fields of agronomy, product and health.

"The only way we can deal with this complex market situation is to boost the product's image"

>> Let's talk about promotion, a fundamental tool to make *Olive Oils from Spain* known in our country and around the world. What campaigns are currently being developed at a national and international level and what results do you hope to achieve?

In the last four months of 2022, we were extremely busy on multiple fronts. We began in September with the launch of a new promotional campaign in China, the first after a pandemic that disrupted all our plans in that market. Now we are making up for lost time with spectacular actions in the main cities of the country. It is clear to us that this is a

market that we have to nurture. And what can we say about the domestic market, which we pamper year after year? In October we were loyal once again to the Spanish consumer. This year we had it easy and we have once again chosen our most successful ambassador, the actor José Coronado. The novelty has consisted in incorporating another well-known face to reach a younger consumer profile, for which we have counted on his son Nicolás. And both of them, highlighting the healthy values of our product. I sincerely believe that the campaign came at the right time and with a message adapted to the specific circumstances we are facing at the moment. And in November, we launched a new campaign in Japan. And we did so with a high-impact communication action aimed at potential Japanese consumers. We brought five Japanese influencers to immerse them in the Spanish olive grove and the culture of our oils. We celebrated World Olive Day with them, flying in a balloon over the sea of olive trees. From here we launched a complete set of actions such as an 8-episode TV miniseries in which a celebrity, who is a model, actor and chef, will explain how to use *Olive Oils from Spain* in a simple and attractive way, providing information about their nutritional values. All this without forgetting that we have active campaigns both in Germany and Mexico with the *Olive Oil World Tour* initiative, carried out in collaboration with the European Union. And I can announce that we are currently working on the imminent launching of two other campaigns, one in Europe and the other in America.

>> At the beginning of November, the Spanish Olive Oil Interprofessional presented "*Olive Oils and Health. Benefits of virgin olive oils*", a new publication that is a thorough compilation of scientific evidence that demonstrates their numerous health benefits and the relationship between their consumption and well-being. Is health the most powerful weapon to reach the consumer and increase the worldwide consumption of olive oils?

We have no doubt that it is a driver that mobilizes consumers above a certain age. Every time we conduct or analyze a survey on buyer behavior around the world, we see the same thing: health is often the first reason for consuming olive oil. In fact, it is one of the foods with the best image. It would be a contradiction in terms to waste this advantage. Moreover, the sector has been working for years to offer new healthy arguments for those who want to



OLIVE OILS FROM SPAIN

eat better, with our oils as a key element. Not only do we support leading research groups in this field, we also help them to bring their messages to the medical community and the general public. This is the interest that has led the Fundación Patrimonio Comunal Olivarero and the Spanish Olive Oil Interprofessional to sponsor the publication of this work. For this we have counted on Dr. Eduard Escrich, who has a very long career in the research of the effects of fats on breast cancer. He has been able to surround himself with some thirty top-level authors to achieve a work that can serve as a reference to know the advances in the knowledge of the healthy effects of our food. But just having the book is not enough. We have also embarked on an ambitious project to promote the book to groups in the health sector.

“The challenge is to sell more and better Olive Oils from Spain to guarantee the sustainability of the sector and our olive groves”

»» Finally, why should we consume Olive Oils from Spain?

The truth is that there is no shortage of arguments. Undoubtedly, the Spanish olive oil sector is the one that has taken this product to its peak. We have the most productive olive trees in the world, which has led us to lead world production. But the real leadership is not so much in absolute figures, but in the quality of our oils. Decades ago we became aware that we could only guarantee our future through quality production. Right now we are the benchmark producer. We have achieved something that is very difficult: having a very wide range of products that are capable of satisfying the needs of any customer all over the world. And that is possible because we also know how to take the product to the farthest corners of the world. Leadership in the most prestigious international quality contests endorses our offer.

“Not only do we have to be leaders, we also have to act as such”

In addition, the size has other advantages. Having the largest olive grove on the planet, where more than 200 varieties are grown, allows us to have an infinite range of aromas and flavors. We have oils with medium and light fruitiness, green, sweet, obtained on the shores of the Mediterranean... but also other robust oils, intense in aroma and flavor, early or ripe, produced in the mountains of the interior and in places with a unique olive grove landscape. No one else can showcase such a wide variety of EVOOs in sufficient quantity to supply consumers around the world. But figures are not everything. Behind our oils is a heritage that is becoming increasingly important to consumers. A natural heritage with a very rich ecosystem that our producers have strived to make increasingly diverse, adopting more environmentally friendly practices. Moreover, we bring to the world a unique landscape, a culture and an outstanding gastronomy that in recent years have placed Spain at the top of the world's cuisine •



EVOO

*sneaks into
the series*

By Alfredo Briega Martín

Undoubtedly, food can have a great capacity for attraction when it appears on the small screen. Gastronomy is a central and recurring element in a multitude of series and fictions. Here are our delicious recommendations, ten series (+1) that will make you salivate and in which olive oil sneaks into the kitchen.

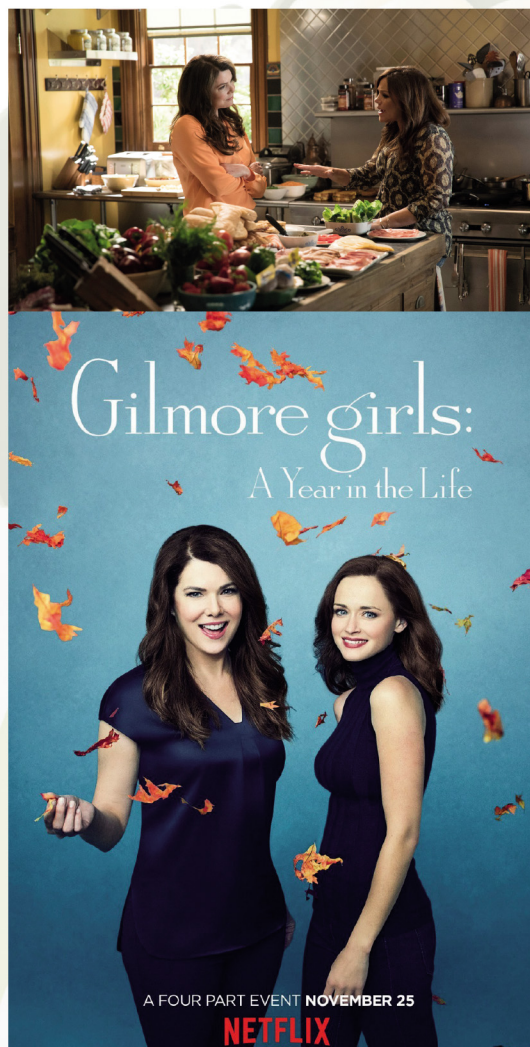




1. The Sopranos

(HBO Max, 6 seasons)

Fans of *The Sopranos*, a series about the world of the Mafia that premiered more than two decades ago and has been rated by critics as one of the best of all time, know that gastronomy plays a very important role in the plots starring New Jersey mobster Tony Soprano (James Gandolfini) and his extended family: huge plates of pasta, lasagna, antipasti, cannoli -a traditional Sicilian sweet-, red meat, salami, *prosciutto*, *mortadella*, *gabagool* (known as *capicola*, a type of salami that is a cross between *prosciutto* and sausage), seafood... and lots of extra virgin olive oil. An icon of 21st century American popular culture, the series, which was initially conceived as a feature film about “a mobster in therapy who has problems with his mother”, has spawned a host of products: books, soundtracks and even a video game. *The Sopranos Family Cookbook* gathers two hundred recipes typical of Italian, Neapolitan and Avellino, the town that Tony Soprano is from, cuisine where EVOO is the main ingredient.



2. Gilmore Girls

(Netflix, 7 seasons)

“*Life is short, talk fast*” is the motto of the famous American genre series *Gilmore Girls*, still a must more than two decades after its premiere, known for its snappy dialogue and witty repartee, full of continuous references to movies, television, music, literature -339 different books are mentioned during the seven seasons of the series- politics or feminism. Defined by critics as “a charming, funny and witty product capable of appealing to all ages,” in the story of Lorelai (Lauren Graham) and Rory Gilmore (Alexis Bledel) -a single mother and her teenage daughter living in the fictional town of Stars Hollow (Connecticut), addicted to coffee, comfort food and pop culture- food is the great silent protagonist of a series that speaks fast, very fast. For its creator, Amy Sherman-Palladino, fast talking is synonymous with intelligence, enjoyment and good laughs. Just like extra virgin olive oil!



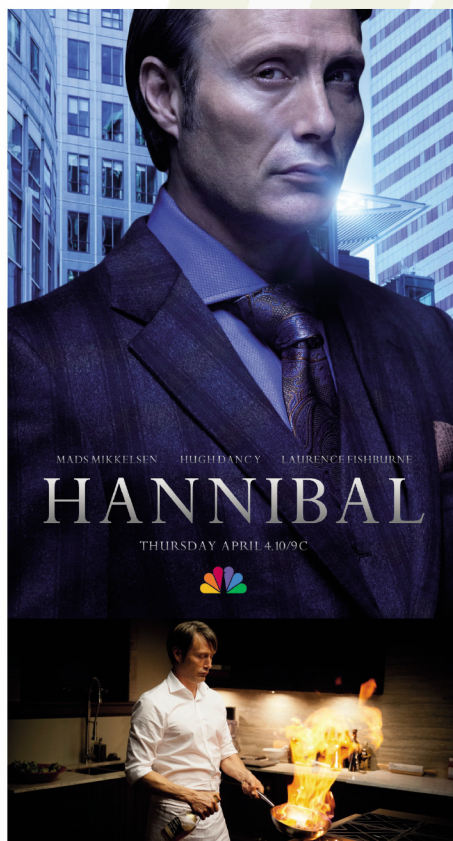
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3. Hannibal

(Amazon Prime Video, 3 seasons)

Created by Bryan Fuller and based on the characters of the books *Red Dragon* and *Hannibal* by Thomas Harris, *Hannibal* is an acclaimed series that focuses on the relationship between FBI analyst and investigator Will Graham (Hugh Dancy) and Dr. Hannibal Lecter (Mads Mikkelsen), a reputed psychiatrist and serial killer, lover of good food and fond of human flesh and destined to become Graham's most cunning enemy who at the same time is the only person capable of understanding him. Indebted to the films of Alfred Hitchcock, David Lynch or Stanley Kubrick, and praised as one of the best psychological horror series of all time, *Hannibal* counted on the Asturian chef José Andrés as culinary consultant to advise the team on how to prepare elaborate stews with human flesh. Filmed in Toronto (Canada), each episode of the first and second season is titled after a French and Japanese dish or cooking concept, respectively, while in the third and final season Italian specialties take over -some scenes were shot in Italy, mainly in Florence and Palermo. Thus, Dr. Lecter's refined and sophisticated palate enjoys exclusive wines and exquisite dishes -pork loin served with red fruit Cumberland sauce, *veal tête de veal* with green sauce, *foie gras au torchon* with late harvest Vidal sauce, dried and fresh figs or silk chicken with red date and star anise-based broth- whose ingredients include EVOO, along with others that are not suitable for all stomachs.



4. Servant

(Apple TV+, 4 seasons)

Behind *Servant* is the talent of M. Night Shyamalan, executive producer and director of two episodes of this psychological horror series, his second foray into television, centered on the story of the Turners, a wealthy couple in mourning after the terrible loss of their baby, whom they replace with a reborn doll following the post-traumatic shock suffered by Dorothy, the mother of the child. A tragedy that causes a rift in the marriage, while opening the doors of their home to a mysterious force. This is a chilling supernatural thriller of impeccable technical workmanship, and an original formal treatment that avoids conventionality, and solid performances that perfectly combines a suffocating atmosphere -most of the action takes place inside the protagonists' house- with a demented tone, sprinkled with good doses of black humor that almost borders on the absurd. A crazy cocktail of genres, a pressure cooker about to explode and not suitable for all palates, like the lobster ice cream with strawberry that Sean Turner, the neurotic character of Toby Kebbell, a prestigious chef who spends many hours preparing sophisticated gourmet dishes in his home kitchen -food is a character in the series-, some generously drizzled with olive oil.





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5. Feed the Beast

(Amazon Prime Video, 1 season)

In *Feed the Beast* (2016), an adaptation of Kim Fupz Aakeson's Danish fiction *Bankerot*, David Schwimmer (the unforgettable Ross Geller from *Friends*) is a widowed sommelier and father of a teenage son who fulfills his dream of opening a Mediterranean cuisine restaurant in New York with his best friend (Jim Sturgess), a brilliant young chef with a penchant for getting into trouble with the police and the mob, complicating both the project and their own lives. Centered in the underworld of the Bronx, where crime, corrupt officials and violent mobsters flood the streets, *Feed the Beast* is about friendship, love, work and overcoming day-to-day problems in the world of business and personal relationships. Of course, *Thirio's* kitchen is one of the main protagonists of the story, with extra virgin olive oil as one of the star ingredients, and the series' directors were advised by chefs and restaurant professionals in order to recreate in a realistic way what happens inside a restaurant.



6. Billions

(Netflix, 6 seasons)

Starring Paul Giamatti and Damian Lewis, and inspired by the Wall Street collapse of 2007, *Billions* explores the close and dark relationship between power and politics in the world of high finance in New York, where nothing is what it seems and huge amounts of money are at stake. The series, a fast-paced thriller about the double face of the American dream that describes the hidden drives of the spoiled children of the system, narrates the personal crusade waged by federal prosecutor Chuck Rhoades (Giamatti) against the ambitious investment fund manager Bobby "Axe" Axelrod (Lewis), the king of hedge funds, starting a titanic battle where only one can remain. Power, megalomania, destruction, corruption, deceit, betrayal... Based on real events, *Billions* portrays a ruthless world where Wall Street is presented as the battlefield of financial elites and the most prestigious prosecutors in search of their weak spots, for which the risk is measured in billions of dollars. Gastronomy is a recurring element in all the episodes of the series: Dominican *mangh*, *hortelano al Armagnac* -a small bird in danger of extinction that gives its name to a recipe banned in the European Union since 1999 whose tasting includes a shameful liturgy-, street pizza... are some of the delicacies that appear in *Billions*, turned into a small informal guide about the most exclusive restaurants in Manhattan, with the presence of real chefs cooking exquisite dishes in private meals. With extra virgin olive oil, of course.





7. Julia

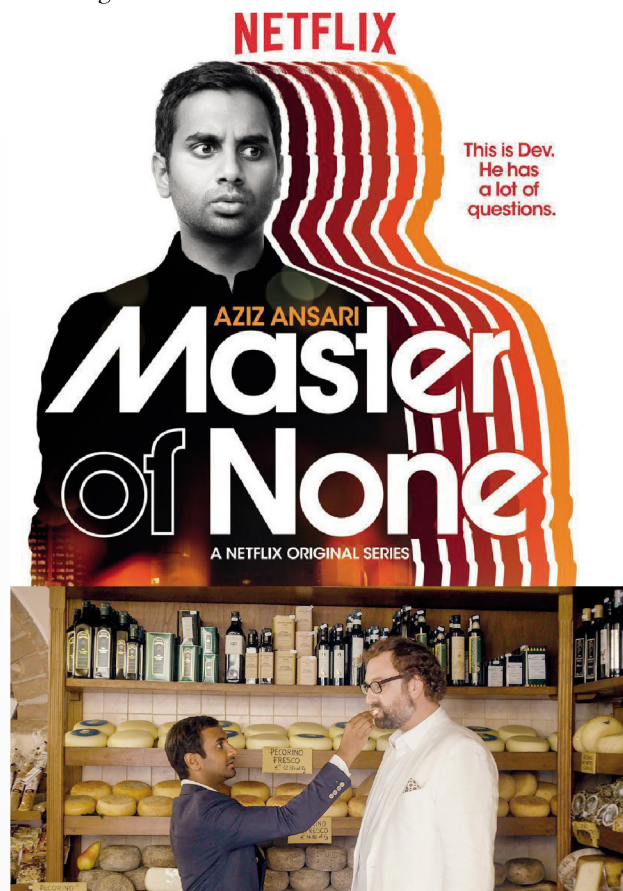
(HBO Max, 1 season)

Julia recreates the story of chef Julia Child (Sarah Lancashire), a pioneer of television cooking shows with *The French Chef*, who, thanks to her talent, freshness, wit and enthusiasm, became a media phenomenon in the 60's, an icon of the screen and of the kitchen. Trained at Le Cordon Bleu and author of the book *The Art of French Cooking*, which was received with enthusiasm in middle-class American homes, her recipes and sense of humor broke the mold at a time of change in the history of the country, which was witnessing the emergence of public television as a new social institution and the second feminist wave. Julia Child's was both a feminist and cultural revolutionist: the program remained on the air for ten years, reaping a resounding success and contributing to the happiness of millions of Americans who enjoyed this carefree way of teaching cooking ("If we know how to read, we know how to cook", says the protagonist with conviction). The cooking scenes in the eight episodes of the first season, each named after a dish, are shot in a way that allows the viewer to savor the different dishes, such as the juicy omelet Julia lovingly prepares for her husband Paul for breakfast in the first episode. Perfect tables with wonderful and appetizing food, lots of burgundy, oysters, chocolate desserts, tons of butter and also olive oil... a celebration of food and the love for cooking.

8. Master of None

(Netflix, 3 seasons)

Dev (Aziz Ansari) is an Indian-born actor in his thirties with too many questions who lives in New York and is still not too clear about what he wants to do with his life. Co-created and starring Aziz Ansari, *Master of None* is a fun sitcom with an indie feel and an accurate reflection on the issues that occupy and concern the millennial generation in which gastronomy, whether Italian, Thai or Mexican, with nods to Spain (paella, ham, *crema catalana* or the world-famous tapas), is an ever-present element. Good old Dev has a hard time deciding what to eat. Its protagonists visit many of New York's most popular restaurants and even some of the most renowned in the world, such as chef Massimo Bottura's Osteria Francescana in Modena. Not surprisingly, Dev loves pasta and at the beginning of the second season is studying cooking in Italy. Each episode -his agile and intelligent dialogues are certainly engaging- revolves around some aspect of his daily life, such as his experience as a second-generation immigrant, his family and love relationships, racial discrimination in the workplace, the plight of the elderly -Dev's parents are also Aziz Ansari's parents in real life- or how to find the best Italian restaurant in Italy. Some of the funniest moments in this acclaimed fiction take place while the characters are gathered around a table, drinking or eating.



9. The Trip

(Amazon Prime Video, 4 seasons)

In *The Trip* (2010), by prolific British director Michael Winterbottom, food critic Steve Coogan and his quirky friend and traveling companion Rob Brydon, two comedians playing themselves in self-parody, sample exquisite dishes and improvise clever dialogue as they go on an all -expenses- paid food tour of northern England for *The Observer* newspaper. Original, brilliant, funny and at times melancholic, this atypical road movie was continued in the form of a trilogy that follows Steve and Rob's gastronomic journey through southern Europe. Thus, in the first film, they travel to Italy, following in the footsteps of the great romantic poets of the 19th century, and discover beautiful landscapes and many of its traditional dishes. The second follows the culinary road trip of the two friends through Spain, from Santander and the Bay of Biscay to Castilla-La Mancha and the coast of Málaga, tasting the delicacies of each region. In the third film, released ten years after the original series, the duo moves to Greece to follow in the footsteps of Odysseus in *The Odyssey*, starting in Troy and ending in Ithaca, on a tour of the country's classic gastronomy. In 2019, *The Trip* ranked 95th on The Guardian's list of the 100 best television shows of the 21st century.



10. The Bear

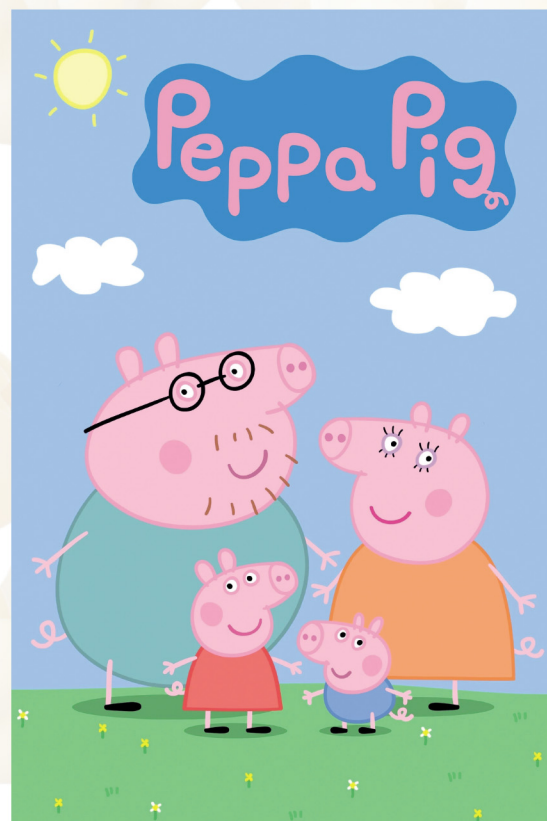
(Disney+, 1 season)

The Bear is at its authentic best, because it portrays, like few others, the frenetic chaos between shouting and cooking that takes place in a restaurant kitchen and the precarious sense of family. Hailed as one of the best series of the year, and with a lauded soundtrack comprised of mainstream and alternative rock classics from the 1980s through 2000s, it features a talented young chef from the world of fine dining (Jeremy Allen White) returning to Chicago to run his family's dilapidated sandwich joint, the *Original Beef of Chicagoland*, after the tragic death of his brother. As he struggles to transform both the business and himself, he works alongside an ill-prepared and change-averse team that eventually becomes his family. With a perfect mix of ingredients, we find ourselves before an original and surprising show that boasts a fast-paced rhythm -like the one that is breathed in the kitchen-, full of tension, intensity and even comedy, showing in all its harshness the reality of the hard business of the catering industry, where professional yearnings and personal relationships intertwine. In this suffocating portrait of anxiety and grief, stress and exhaustion, Chicago becomes one of the main characters, from the Italian Beef, the typical meat sandwich of the city, to the many real locations in a modest neighborhood of working people. This is a real *Hell's Kitchen*, not recommended for those who suffer from tachycardia.

10 + 1. Peppa Pig

(Netflix, 6 seasons)

Peppa is a charming little cheeky pig who lives with her little brother George and Mommy and Daddy Pig. Fearless Peppa loves to play, dress up, see interesting places and make new friends, but her favorite thing to do is jump in muddy puddles. Between games, adventures and some mischief, there is also room to introduce the little ones to healthy eating habits. And of course, when it's time to go to the supermarket, olive oil is always on the shopping list •



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A new life *for the olive wood*

By Cristina Revenga Palacios

Countertops, sideboards, mirrors, lamps, headboards, beauty items... Olive wood unfolds before us its infinite range of uses, offering exclusive objects and furniture to feel the magic that surrounds the ancient tree in our own home. It is one of the most beautiful and noble woods in the world thanks to its curves, patterns and tones. Not to mention its history, its handcrafted production process and its sustainable character, since it comes from the pruning of the olive grove, going through a long process of special drying until the craftsman selects it, molds it and gives it a second life.







The olive tree is an icon of the Mediterranean region. Undoubtedly, it is a unique species of astonishing resistance, whose thick, glossy dark green leaves hide a beautiful white flower that blooms in spring and a fruit, the olive, from which EVOO, the superfood of the 21st century, is obtained.

In Ancient Greece, the olive tree was already considered a magical tree representing immortality, life, victory, fertility and peace, whose origin was traced back to the gods. Long-lived, resistant, generous... the millenary tree has been offering us its magic since time immemorial. In addition to its fruits, the olive tree was highly valued for its wood and there were numerous statues of the gods, scepters of kings or instruments of priests made from its wood. The Greeks thought that if the tree could resprout once cut down, there was no doubt about its immortality.

Beautiful in appearance, olive wood is very characteristic and appreciated worldwide. The irregular grain and intricate patterns give each object a unique character, whether for decorative accessories, furniture -tables, chairs, sideboards,

kitchen and bathroom countertops, stair treads and parquet flooring- or for the manufacture of kitchen utensils. Thanks to its natural resistance and antibacterial properties -resistant to fungi and odors- this type of wood is ideal for use in the kitchen. In addition, its low porosity prevents liquids from leaking out. Smooth and silky in appearance, olive wood requires little special care other than varnishing with olive oil from time to time, another of its great virtues.

Tradition, vanguard and precision

The production of olive wood pieces is maintained in an artisanal way in Mediterranean villages, where this tree remains a hallmark of their culture, their landscapes and their gastronomy. A unique and unrepeatable work that artisans carry out with great care, respect and complete esteem. This is the case of Mergaoliva, a small company with a family tradition located in Jaén in southern Spain, the world's leading olive oil producing region. In addition to producing EVOO, the company works with this type of wood, offering, among other

items, table mats, cups, glasses and other more complex objects such as lamps, washbasin tops and office or dining room tables, incorporating epoxy resin. For the production of these objects, each log requires specific treatment, subjecting it to an initial drying process that can last from 12 to 18 months or even years. After being sawn, they are left to air for some time so that the boards lose the remaining humidity and undergo minimal alterations. After a second drying, this wood is left in the hands of the craftsman who will shape it and transform it to make all those wonderful objects and utensils.

Doors, counters, kitchen furniture, table tops, mirrors, stairs, seats, poufs, coat racks or headboards are some of the spectacular designs created by the master carpenters of Encimeras de Olivo (Seville, Spain) with the aim of decorating areas with beauty and elegance and making them stand out with these natural pieces whose finishes are impeccable. This section of the Carpintería Santa Clara family business has been working with wood since 1895, when Esteban Torres García, great-grandfather of the four brothers who today make up this business, began as the first artisan carpenter.



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Wood returns to the Hellenic lands

Crossing the Mediterranean and reaching the Greek coast, Olivewood Pens, a company created in 2014 by George Zalokostas and his wife Polina Myroshnychenko, opens its doors to us. What started as a woodturning hobby turned into a much larger project that today they share with the rest of the world: office pens, ballpoint pens or letter openers in the stationery segment; shaving sets, facial cleansing brushes or mirrors as beauty and personal care products; bracelets, necklaces and rings as jewelry accessories; numerous kitchen items such as cutting boards, coasters, stoppers, bottle openers or pepper mills; and home decor items. All of them are beautiful handcrafted olive wood items that we can add to our unending wish list.

If we are looking for something more exclusive in the range of comfort and well-being we can browse the catalog of the Greek company Wood You Light, which contributes to create warm and cozy spaces through handmade lamps that adapt to all tastes, combining



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with any aesthetics, design and style. The lighting provided by these lamps changes the look and feel of every room, powerfully influencing ones mood. In addition, it is ideal for relaxing and making us feel closer to nature, as the light that passes through this wood highlights its grain, making it look more alive and impressive than ever. Its creators ensure that this material blends perfectly with metal, brick and even wood in different styles.

Without leaving Hellenic lands, Olive Wood Corfu invests a great deal of time and effort in creating successful designs and objects with olive tree wood. With imagination and passion, its craftsmen build a large collection of items, characterized by impeccable quality and aesthetics. Napkin rings, cutting boards, wine glasses, mortars, cups, containers, olive dishes, bracelets, earrings, necklaces and jewelry boxes that convey the same balance and harmony as the olive tree from which they originate.



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In the neighboring country, Italy, we find Arte Legno that, for two generations, has been handcrafting very distinctive objects with professionalism and care. Expert craftsmen model the precious olive wood with their experience and mastery, giving life to unique and very useful pieces in our everyday life. "We carry out our work with passion and we believe that the secret of our success lies precisely in being able to transmit to our customers our love for handmade objects", stress those in charge of this company that, among its many and varied objects, offers photo frames, chess boards, hourglasses, tape measures, ashtrays, globes, key rings and religious articles such as figures of angels, crucifixes and cribs.

They also make religious articles as well as Christmas ornaments a group of olive wood artisans from the city of Bethlehem (West Bank) who were affected by the travel restrictions imposed by COVID-19 and who do their best to make their products accessible to all those who wish to



have a little piece of the Holy Land in their homes. These craftsmen dry the wood in the sun, as well as in a kiln for a couple of years before starting to work with it, in order to prevent it from cracking over time.

Our trip ends in the beautiful French Provence, specifically in the charming medieval and artisan village of Tournettes-sur-Loup. This is where Dubosq et Fils is located, a company that since 1958 has been manufacturing unique pieces of decoration and tableware, such as bowls, fruit bowls, cheese boards, table mats and spoons, which has been handed down from father to son, who fell in love with the olive tree and decided to build its business around it. According to them, the techniques have changed, but the desire and taste for shaping olive wood have always remained. Today they monitor each piece during the three years of drying and maturation. We are not talking about ordinary pieces, this French craftsman recently met the challenge of making a violin out of olive wood! The result more than met his expectations in terms of balance and sound power. Can't you hear the chords emanating from the thousand-year-old tree? With any of these pieces, you will •



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By Alfredo Briega Martín

We present five delicious gastroludic proposals as diverse as inspiring. A perfect combination of minimalist architecture and simple, unpretentious cuisine. A new way of approaching the first, and for many, the most important meal of the day. The literary adaptation of a famous podcast that explores the deep relationship between chefs and music. Unique recipes brimming with creativity and spontaneity from the perspective of 70 of the world's best and most interesting contemporary artists. A look book aimed at cooks of all ages based on the classic recipes of the famous London Italian restaurant The River Cafe. Undoubtedly, a finger-licking selection.

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The River Cafe

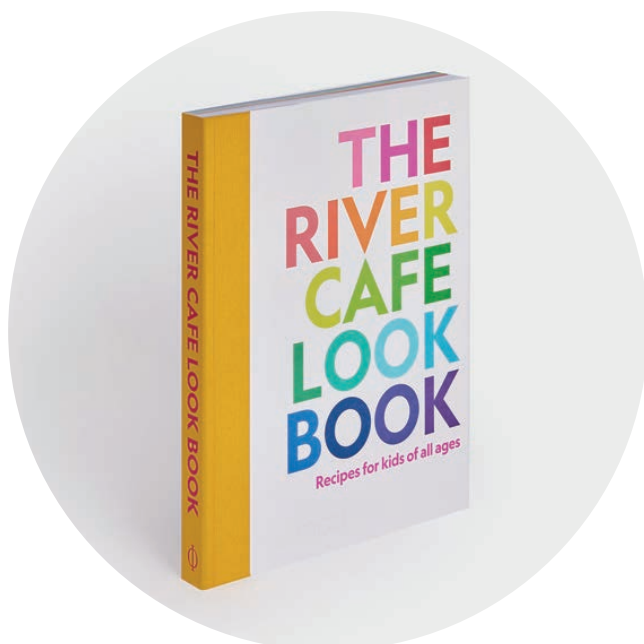
Look Book

In *The River Cafe Look Book: Recipes for kids of all ages*, Ruth Rogers, chef and co-founder of this renowned Michelin-starred London restaurant, along with executive chefs Sian Wyn Owen and Joseph Trivelli, share 50 delicious and simple recipes inspired by The River Cafe Classics. With brilliant photography by Matthew Donaldson and beautiful design by Michael Nash Associates, the first part of this look book combines recipe images with evocative, contemporary snapshots: a vase of dramatically wilting tulips placed next to spaghetti *alle vongole*, roasted triangles of red and yellow peppers soften in front of a floppy straw hat.... They all serve as an immersive and inspiring reminder that the art of cooking “engages all your senses and, above all, engages your imagination”. The cook pages that follow convey the warmth, beauty and sumptuous ease of Italian food to cooks of all levels and ages. The selection of recipes includes both inventive dishes such as *Smashed Broad Bean Bruschetta*, *Fusilli Zucchini* and *Strawberry Meringue* and comforting timeless favorites such as *Focaccia* and *Carbonara*.

The River Cafe Look Book: Recipes for kids of all ages

By: Ruth Rogers, Sian Wyn Owen y Joseph Trivelli

Publisher: Phaidon Press





The Kitchen Studio

Creativity doesn't stop at an artist's studio door: it permeates every facet of their life, and for many, that includes the kitchen. *The Kitchen Studio: Culinary Creations by Artists* champions the creativity and spontaneity of cooking from the perspective of 70 of the world's best and most interesting contemporary artists through 100 unique recipes, among them Ghada Amer, Jimmie Durham, Studio Olafur Eliasson, Subodh Gupta, Nikolai Haas, Jeppe Hein, Carsten Höller, Dorothy Iannone, Ragnar Kjartansson, John Lyons, Philippe Parreno, Nicolas Party, Zina Saro-Wiwa, Tiffany Sia and Rirkrit Tiravanija. The result is a multimedia recipe book, from the real to the imaginary, from the simple to the elaborate, from the serious to the humorous, that defies genres for all kinds of dishes and drinks, both savory and sweet, from all over the world. With a playful introduction by art enthusiast and star chef Massimo Bottura, the book is illustrated with a wonderful and varied selection of personal photographs, paintings, collages, sketches, iPhone snapshots and illustrations, many of them previously unpublished and others created expressly for the book. Diverse, surprising and captivating, *The Kitchen Studio* leads us to reflect on our own relationship with food, inspires out-of-the-box cooking and takes us into the extraordinary universes of contemporary artists and their culinary creations.

The Kitchen Studio: Culinary Creations by Artists

By: Various authors

Publisher: Phaidon Press



Spring peppers



Autumn crevette



Summer jelly

Home Farm Cooking

Home Farm Cooking is the second cookbook by renowned British architectural designer John Pawson, known for his clean lines and minimalist aesthetic. In it, John and his wife Catherine compile their 100 favorite recipes prepared and cooked at Home Farm, the Pawson family home in the Oxfordshire countryside, a farmhouse on the edge of a Cotswolds village restored and renovated by John. Organized by season -spring, summer, autumn and winter- *Home Farm Cooking's* recipes and the way the food is prepared and served is a true reflection of life on the farm. Each dish photographed in the book is an invitation to eat in this magical place, while each of the evocative images illustrates how the architecture lends itself to the different ways John and Catherine like to eat as the seasons change. Simple, unpretentious food that is easy to prepare and uses seasonal produce. At the beginning of each seasonal chapter there is also a menu suggestion: a spring brunch, a summer picnic, an autumn barbecue and a festive winter lunch, transporting readers into the world of the Pawsons' family life.

Home Farm Cooking

By: Catherine & John Pawson

Publisher: Phaidon Press



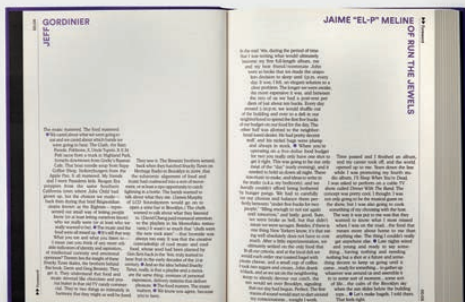
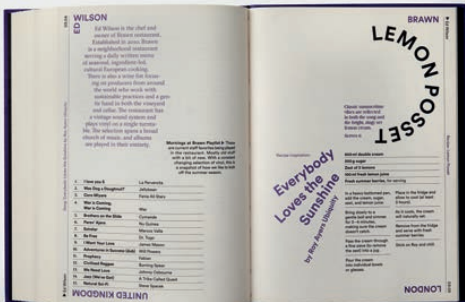
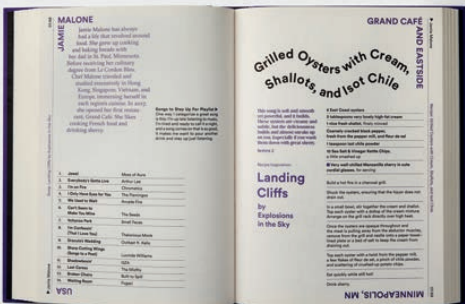
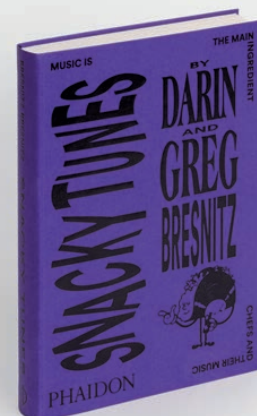
Snacky Tunes

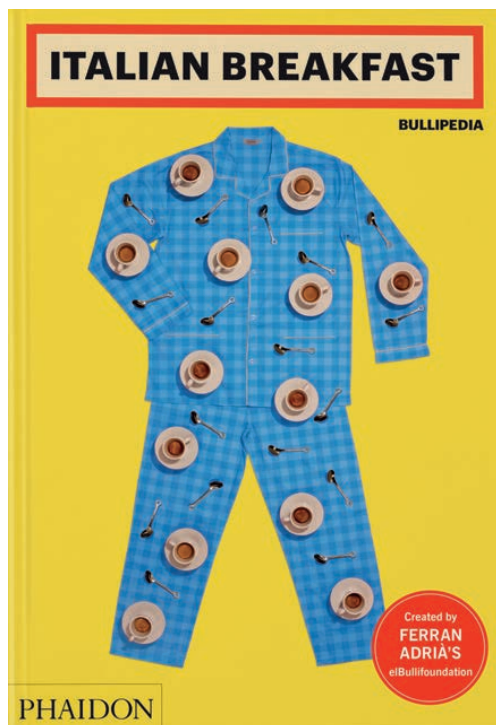
Since the twins Darin and Greg Bresnitz aired the first episode of their unique and successful weekly podcast *Snacky Tunes* on July 13, 2009 as a platform to talk about food and music, as well as a space for chefs, restaurateurs and bands to share their stories and creative processes, the Bresnitz brothers have produced more than 450 shows, interviewed more than 1,000 guests and recorded hundreds of live musical performances; all while talking about their shared love of food and how music has inspired them to live creatively. *Snacky Tunes: Music is the Main Ingredient, Chefs and their Music* explores the chefs' deep relationship with music through an engaging collection of candid and personal stories, selected recipes and personalized playlists. The book, with a fun graphic design and typography that almost dances on every page, features previously unpublished material from 77 of the world's top chefs, spanning a diverse mix of countries, cultures, genders and races, while giving readers an intimate understanding and a whole new perspective on these culinary talents as they relate how music has been a constant force in their lives, playing a key role in shaping their identities, inspiring their work and igniting their creativity.

Snacky Tunes: Music is the Main Ingredient, Chefs and their Music

By: Darin & Greg Bresnitz

Publisher: Phaidon Press





Italian Breakfast

Born from the privileged mind of Ferran Adrià and compiled by the experts of the elBullifoundation *think-tank* -elBulli's food research laboratory-, *Italian Breakfast* explores the concept of breakfast using the rigorous "Sapiens" methodology: what it comprises, where it is served and consumed, what is its history and how does it differ around the world... Since he opened the doors of his famous restaurant, Adrià and his team have always been fascinated by scientific approaches and food classifications, focusing not only on taste, but also on the properties, textures and chemical compositions of the food they serve.

Starting from the Italian *colazione* -breakfast- as a base, the book redefines the way of approaching what many around the world consider the most important meal of the day. An ideal work for chefs as well as for all those interested in the complexity of the food we eat, the ingredients and their combinations •

Italian Breakfast

By: elBullifoundation

Publisher: Phaidon Press





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The Olive Tree Routes

Culture, heritage, tourism and sustainable development united around the millenary tree



By Alfredo Briega Martín

The Olive Tree Routes -more than 260,000 kilometers that run through more than 20 countries- are itineraries of intercultural dialogue and sustainable development that include cultural events and different activities in the Mediterranean countries closely linked to the thousand-year-old tree. Culture, heritage, tourism and sustainable development united for the benefit of local economies. More than a destination, another way of seeing the world.





The olive tree, the millenary tree that has accompanied man since time immemorial, has marked not only the landscape, but also the daily life of Mediterranean villages. Associated with its rituals and religious customs, the mythical *Olea europaea*, a universal symbol of peace, friendship and prosperity, has influenced its morals and values, creating a very special civilization, the civilization of the olive tree. The Olive Tree Routes follow in the footsteps of this civilization, from Greece to the Black Sea, passing through the entire Mediterranean Basin.

Created in 1998 by George Karabatos -former president of the Chamber of Messinia (Greece)- following a motorcycle trip around the Mediterranean, The Olive Tree Routes today serve as a bridge of intercultural

dialogue between Mediterranean countries and the rest of the world to help open avenues of cooperation and enhance the cultural heritage of the olive tree on an international scale for the sake of sustainable development. The aim is to inventory and enhance the olive heritage in the different territories linked to the millenary tree through different events and cultural activities that are implemented by the Network and the Cultural Foundation The Olive Tree Routes, a non-governmental non-profit organization based in Greece that, since 2003, transforms into action an innovative cultural expression for sustainable development, creating synergies from the enhancement and promotion of the civilization of the olive tree for the benefit of local economies. That same year, The Olive Tree Routes were recognized as an “Itinerary of Intercultural Dialogue & Sustainable Development”



by UNESCO and in 2005 the initiative was certified as a "Great Cultural Route" by the Council of Europe, a guarantee of quality.

Launched in 1987, the Council of Europe's Cultural Routes Program, defined as an interaction of networks linked to culture and creativity, incorporating the principles of sustainability and equity, offers a transnational model of cultural and tourism management, fostering cooperation between territories. An exciting journey through time and space that promotes values such as human rights, diversity and intercultural dialogue and allows you to discover the rich natural and cultural heritage of the countries of the Old Continent.



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Member countries and activities

The annual program of The Olive Tree Routes includes tourist routes to immerse oneself in the world of the olive tree and discover its natural and cultural heritage, with suggested itineraries on foot, by bicycle, car or motorcycle; innovative actions aimed at promoting the products and gastronomy of the olive-growing regions through events aimed at the general public (AGORA); social actions and support for small traditional family businesses; the holding of the OTRoutes Network Forum; exhibitions, cultural events, business meetings, artistic competitions, research and publications on the olive tree; partnerships in national and European projects; as well as synergies with universities and civil society organizations for the management of cultural routes and tourist destinations.

Currently, The Olive Tree Routes Network (OTR Network) comprises more than a dozen countries of the Mediterranean Basin -Greece, Spain, Portugal, Italy, France, Croatia, Slovenia, Malta, Montenegro, North Macedonia, Lebanon, Tunisia and Morocco- and will soon be extended to Algeria, Libya, Egypt, Jordan, Syria and Turkey. Other countries that have shown interest in joining the network are Serbia, Bosnia and Herzegovina, Albania, Cyprus, Palestine and Azerbaijan. In total, more than 260,000 kilometers have been covered by The Olive Tree Routes through more than 20 countries. The network includes cultural institutions, Chambers of Commerce, private, public or semi-public organizations, universities and research centers, as well as small family businesses in Greece and the Mediterranean, civil society actors and individuals from the olive-growing countries of the Mediterranean Basin: scientists, craftsmen, producers, artists, etc.





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Universal symbol and key to intercultural dialogue

The olive tree is the symbol of the Mediterranean and contributes to its unity, but to understand the soul of the tree of life it is necessary to travel through its territories. The itinerary proposals of The Olive Tree Routes allow you to discover the natural and cultural landscapes of the olive tree through four types of routes: local hiking routes, local cycling routes, motoring routes and, occasionally, transnational itineraries on motorcycles and minibuses. Beyond regional or national borders, these routes are a response to the central mission of The Olive Tree Routes: to strengthen intercultural dialogue and create a link between olive-growing regions.

The main milestones achieved by this initiative include the exceptional opening in 2003 of the borders between Morocco and Algeria -closed since 1994- for the passage of the participants of the route, the “terrorists of peace”, as they were called by the media of both countries, with the aim of sending a strong message on the need for peaceful coexistence between the peoples of the Mediterranean; the organization and delivery of humanitarian aid, in collaboration with the Greek Chambers of Commerce, to the most affected villages in southern Lebanon immediately after the attack by Israel and the outbreak of war in 2006; or the special itinerary through Asia to spread a message of peace and solidarity on the occasion of the 2008 Beijing Olympic Games, connecting The Olive Tree Routes with the Silk Roads, a message that lives on today through the creation of *Olive Groves of Peace* around the Mediterranean.



The CEQ Quality System Safety, rigor, reliability

To strengthen the guarantee towards consumers and among the operators who use the CEQITALIA Quality Label, the Consortium has approved a control System that provides for verifications along all the phases downstream of the supply chain, from oil packaging to store shelves.

At the heart of the CEQ Quality System is the "Surveillance Test Plan". Carried out by the Consortium in collaboration with Control Organizations, provides inspections and sampling both at packagers and retail outlets.



UE parameters	CEQITALIA limits	UE limits
Acidity	0,40 g/100g	0,8 g/100g
Ethyl esters	15 ppm	35 ppm
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PAH	BAP < 1 ppb Sum < 5 ppb	BAP < 2 ppb Sum < 10 ppb
Fruity median	≥ 2	> 0

CEQITALIA parameters	CEQITALIA limits
Humidity	≤ 0,10 %
Impurities	≤ 0,05 %
Polyphenols	≥ 250 ppm

The CEQITALIA parameters

In identifying the quality parameters, the consortium operates in three directions:

- A** Restrictions of some parameter's values required by law, with particular attention to those that inform about the quality of the raw material and the quality of the manufacturing process.
- B** Introduction of new parameters, not yet required by law, which give important information on the production process and the product quality.
- C** Further values restrictions, required during packaging, for those parameters that are subject to change during storage.

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Italy

In Italy, The Olive Tree Routes lead us to Monti Pisani, a vast territory of Tuscany between the cities of Pisa and Lucca, about 40 minutes from Florence, where we can discover centuries-old olive groves, medieval villages such as Vicopisano and Buti, villas and historic buildings dating back to the 17th century, unique handicrafts such as Vicograpano ceramics, authentic Tuscan cuisine, extra virgin olive oil produced from local varieties and a wide range of cultural activities. Other routes are located in the province of Imperia and its surroundings, in the Italian Riviera, known for being the homeland of the Taggiasca variety, from which excellent EVOOs with PDO are obtained and also highly appreciated as table olives, preserved in brine or chopped to make pâtés. Liguria's prized olive oil and other local delicacies can be tasted in specialized stores, as well as learning about the production process -normally from November to March- in the many



oil mills and refineries along the route. A visit to the Museo dell'Olivo Carlo Carli in Imperia, one of the best in the Mediterranean, is a must. Every year, in mid-November, the great Olive and Olive Oil Festival "Olioliva" is held, with events, workshops, gastronomic days, tastings, exhibitions and more than 150 exhibitors of traditional products.

In central Italy, Umbria offers a wide variety of beautiful landscapes dominated by olive trees, vines and lush nature. The main olive-growing area of Umbria, which covers the territory of six municipalities located in the central part of the region -Assisi, Spello, Foligno, Trevi, Campello sul Clitunno and Spoleto- is a perfect example of a living cultural landscape. Among the numerous walking trails are those of Colli del Trasimeno, Orvietani Colli, Colini Colli, Colli Assisi-Spoleto, which gives its name to another PDO, Colli Martani. Villages of singular charm, lakes, castles, towers, monasteries and medieval churches are some of the many attractions offered by these

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itineraries. For its part, the suggested local cycling routes are located in Apulia, with a six-stage tour of between 30 and 61 kilometers.

In Trevi, an eminently olive-growing town, you should visit the Museum of Olive Culture, located in the ancient 13th century monastery of San Francesco, next to the church of the same name and the municipal art gallery. In Torgiano, the Museo dell'Olio e dell'Olio (MOO), located inside an ancient oil mill that was in operation until the last century, retraces the history and the different uses of the olive tree and olive oil, without geographical or temporal limits, documenting through archaeological finds, ceramics, books and other materials the origins and the presence of the liquid gold in daily life for millennia. In Bettona, 20 minutes from Assisi, a good idea is to dine at the "Frantoio dell'Azienda" and visit the oil mill, hidden among the olive trees and reached by a dreamlike path ideal for hiking and mountain biking in the midst of thick vegetation that offers all possible shades of green.



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Greece

In Greece, the itineraries run through Messinia and the Peloponnese, in the extreme southwest of the country, where nature goes hand in hand with a rich cultural heritage. In Messinia, some of the earliest historical evidence of the olive tree has been discovered, such as the ideograms of the olive tree and the olive oil stores of the palace of Nestor in Chora, which show that we are dealing with one of the oldest olive-growing regions in the world. The thread of the history of the olive tree continues in neighboring Olympia, cradle of the Olympic Games and closely linked to the history and symbolism of the olive tree, and Laconia, home to one of the most interesting olive tree museums in the Mediterranean, the Olive & Greek Olive Oil Museum, located in the center of the Laconian capital, Sparta.

In the Peloponnese there are numerous routes to experience the culture of the olive tree up close, suitable for all ages. Along the way you will discover centuries-old olive trees, traditional and modern olive mills, important industrial monuments related to olives, monasteries and small churches illuminated by olive oil lamps, as well as numerous taverns where you can taste the famous Kalamata olives and local dishes cooked with the region's olive oil, one of the best in the world. Exactly in Kalamata, among olive trees, mills and farms, an easy bike ride of just 12 kilometers offers the possibility to visit the local market and the Institute of the Olive Tree to meet "Mana Elia", the oldest olive tree in the city, ending with a tasting of local extra virgin olive oil.





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France

In France, hiking and biking trails in the Provence Alpes Côte D'Azur, Occitanie and Auvergne Rhône Alpes regions invite you to follow in the footsteps of the olive trees in Provence over a 50 km route of low difficulty, or discover the beautiful landscapes and black olives of the Nyons region on a 66 km route of medium difficulty.

The Olive Tree Routes in Baronnie share a course with the Lavender Routes and take the traveler to the valleys of Ouvèze and Eygues, where the production of Nyons black olives is concentrated, with green landscapes dotted with centuries-old olive trees, picturesque villages with traditional oil mills and historic buildings.



Lebanon

In Lebanon, The Olive Tree Routes run through the cities of Saida and Anfeh, among historical, archaeological and religious sites. In Saida, the route starts at the fishing port for a visit to the historic fortress “The Sea Castle”, from where you can admire a beautiful view of the harbor and the old part of the city. After walking through the ancient streets of the souks where local craftsmen still ply their trades, it is worth visiting the ancient Orthodox church and the Khan Al Saboun (Sidon Soap Museum) to admire the various techniques of soap production and purchase a wide variety of products (scented soaps, oils, lotions, etc.), as well as an ancient Hammam located in the old city.

In Anfeh, with its picturesque cove of rocky coastline in the shape of a perfect semicircle where small white and blue houses are reminiscent of those on the Greek island of Mykonos, the route begins in Hreisheh, at the ancient medieval Saydet El Natour church, where the road leads to the famous salt pans of Anfeh. After walking along a path through olive trees you reach the hill of St. Antoine and the citadel of Anfeh, continuing on to the ancient medieval church of Saydet El Rih and the fishing port of Tahtel Rih.



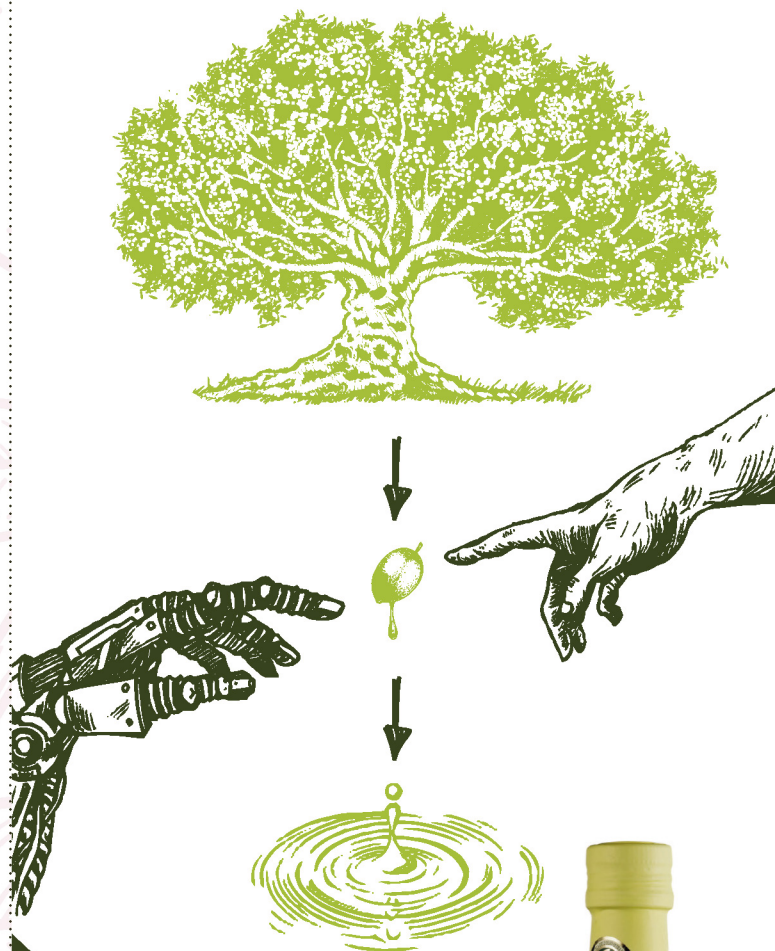


Croatia & Slovenia

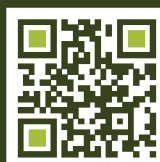
In Croatia and Slovenia, The Olive Tree Routes –focused on the olive groves of Trpanj, in Dubrovnik-Neretva, and the Portoroz-Piran area, respectively– allow you to enjoy multi-sensory experiences while strolling through olive groves: walking between stone walls, touching the bark of a centuries-old olive tree, deeply inhaling the aroma of freshly pressed olives, contemplating the landscape through trees with glistening silver leaves, listening to the breeze blowing through the fine foliage...



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Morocco

In the fertile lands of the Meknès-Tafilalet region, one of the richest in Morocco, the olive tree plays an important economic, cultural and historical role. Some of the country's most important historical sites are located here, such as Volubilis, an important archaeological site 33 km from Meknès -the best preserved of all those in North Africa- which is another way of getting to know the importance of olive growing in this region, with more than 35 oil mills in the whole area, as excavations have revealed; and the sacred city of Moulay Idriss, also recommended to discover the presence of the olive tree in the area, which is reached after walking a path through olive groves that form a unique landscape, with the possibility of visiting several oil mills and traditional and modern crops. North of Moulay Idriss, Kermet Ben Salem is a small rural settlement accessible after crossing a picturesque street with



olive trees linked to the N13 leading to Fez. With its plateau full of olive trees and its stone houses, the route allows you to visit a traditional oil mill managed by an agricultural cooperative.

Meknès, Morocco's fifth largest city and one of the great imperial cities with its medina labyrinthine, green minarets and monumental gates, the Grand Mosque and the Bou Inania Religious School, portrays Morocco's exceptional heritage. Built on a hill, the old town is separated from the new city by the Oued Boufekrane valley and its architecture and color are reminiscent of Marrakech, as well as its wide open spaces and the perpetual bustle of its market and souks, with beautiful countertops displaying olive products and a multitude of spices. A must-see is Heri es-Souani, the old grain silo of Meknès, a spectacle for lovers of the ancient tree, whose view is perfectly complemented by the splendid olive trees that sprout from the top of the vaults in several places, covering the city with their foliage.

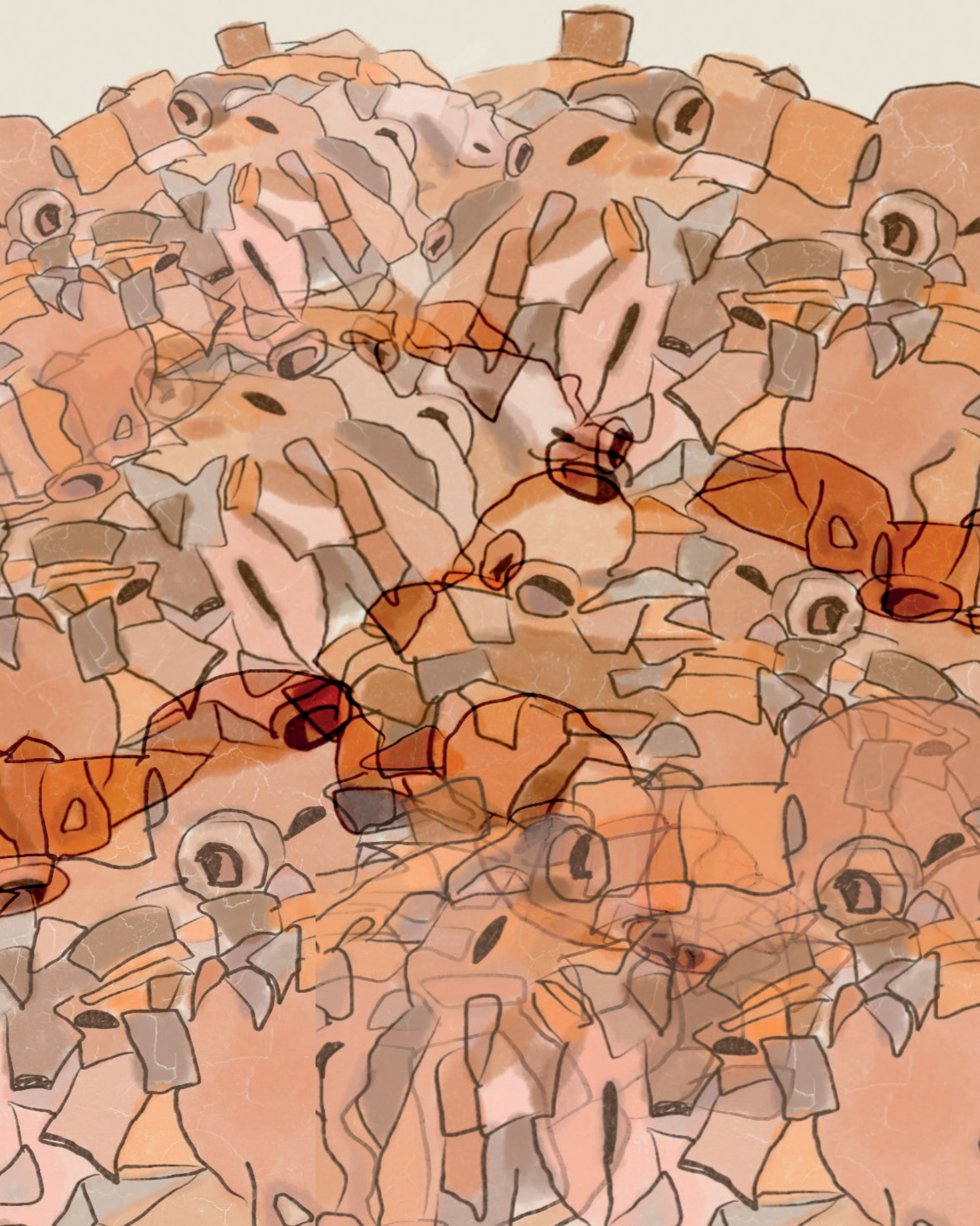




Just 10 minutes from Meknès is Agro Pôle Olivier, one of the most active members of The Olive Tree Routes network, a Documentation, Innovation and Knowledge Transfer Center for the Development and Promotion of the Olive Oil Sector of international scope directed by Nouredine Ouazzani where meetings and training activities are organized at a regional and national level for large and small producers, as well as for the general public, in addition to demonstrations of agricultural techniques, tastings, etc •



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Mount Testaccio



*The largest historical and
ecological archive
of Antiquity*

By Desiderio Vaquerizo Gil (University of Córdoba, Spain)

Illustrations by Carmen Bernáldez

Located on the left bank of the Tiber, southeast of Rome, Mount Testaccio was created as an ecological landfill in response to the need to deposit olive oil amphorae and prevent them from becoming sources of infection and bad odors. Although more than 13 million containers would have been lost, more than 25 million containers are still preserved on the mountain. If we take into account that each one of them held 70 liters of olive oil, in little more than two centuries the capital of the Empire imported at least 2,660,000 tons, 85% of which came from the Baetica. Mount Testaccio thus stands in its own right as the largest archive of socio-economic history that Antiquity has bequeathed us.



The origins of the olive tree are lost in prehistoric times, but there is unanimous agreement that it has its roots in the Near East and, more specifically, in the Syrian-Palestinian strip, where we have evidence of the cultivation of the ancient tree, as well as the consumption of the fruit, the production of juice in advanced oil mills and storage in palaces since the 5th century BC.

From the Orient, the cultivation of the olive tree would expand towards the western end of the Mediterranean Sea, in a gradual process preferably carried out by the Phoenicians and Greeks. Thus it would reach the Italian peninsula, with its initial centers of proliferation in Etruria and Magna Grecia. Although it took time to take root, by the beginning of the Empire, oil and olives had become a fundamental part of the Roman diet. Unlike in Greece, in Rome the olive tree would never have a sacred character, but it was considered a symbol of peace, triumph and victory.

Faithful to its peasant soul, Rome based much of its economic prosperity on a perfect system of land distribution and exploitation. The great landowners (*domini, possessores*), generally absentees, used to build luxurious recreational villas on their estates (*fundi*), where they went in search of rest, leisure and silence. However, their main defining element was always agricultural. The real image of some of them has come to us through figurative mosaic, particularly from North Africa, which often depicts landscapes of olive trees and scenes related to the harvesting, transport or milling of olives.

Faced with the production crisis in Italy and the growing supply needs of the population and the army, from the 1st century AD onwards the emperors encouraged the planting and cultivation of olive trees after incorporating olive oil into the *Prefectura Annonae*, a state institution created by Augustus to distribute



wheat and oil free of charge to the troops and the plebs, the basis of imperial power. This guaranteed both social sectors access to food that would otherwise have been prohibitively expensive, while at the same time regulating prices and the market.

For Pliny the Elder, the olive oil of Baetica was the best in the Empire after that of Venafrum, in Campania (Pliny, *Nat. Hist.* 15.8 and 17.31). For other authors of the time, however, no oil could compare with that of Baetica, especially that of Córdoba (*Martial, Epig.* 12, 63, 1-2). This explains its expansion throughout the Empire, with the appearance of oil amphorae in Italy, France, England, the Netherlands, Switzerland, Germany, Egypt and India.



Bottling, transport and trade

The main production nucleus of Betic olive oil was located in the Middle Guadalquivir Valley, where there are many oil amphorae production centers along the banks of this river and the Genil: the oil was transported in wineskins. These pottery centers used to identify the amphorae with the workshop seal (*figlina*) on the handle. Thanks to them, we know that there were at least 100 *figlinae* in the area and at least 250 potters worked there.

The Betic potteries preferentially manufactured a very specific type of amphora: the *Dressel 20*, which lasted for centuries. These are globular-shaped containers weighing about 30 kilos when empty and capable of holding 70 liters of olive oil. Its enormous belly and its surprising ergonomics allowed perfect waterproofing of the product, its easy transport and functional stacking in the holds of the ships; ships that we know by the wrecks and that appear frequently in reliefs and mosaics very abundant in the port of Ostia, where most of them landed. Around one million people lived in the Rome of those years, who consumed between 15 and 20 liters of olive oil per head per year, just for food alone.



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Mount Testaccio emerges

The amphorae could be unloaded in Ostia or continue their journey to Rome. They were “non-returnable” containers (the oil rendered them unusable) that in a few days became sources of bad odors and infection as the grease residues impregnated on their walls rotted. It was therefore necessary to find an effective solution, and the pragmatic nature of the Romans soon found it: they created a controlled landfill where non-amphoterics materials are very rarely found. Thus arose Mount Testaccio, located on the left bank of the Tiber to the southeast of Rome, at the foot of the Aventine Hill and within the Aurelian Walls, in a port area and warehouse (*horrea*) that still today maintains for the neighborhood the name derived from an artificial hill impregnated not only with amphorae, but also with all kinds of legends and historical vicissitudes. Until the last century, carnivals, orgies and popular festivals linked to the harvest were held there; its slopes were used for the construction of caves in which to cure the wine and the mountain was the site of one of the most traditional *Via Crucis* in Rome. All this undoubtedly increases the romantic value of the place.

To form the garbage dump, the Romans devised a perfectly rational stacking system that over time would allow an organic growth of the dump, as well as successive extensions: the amphorae,

taken up on the backs of horses, as the mountain gained height, were broken up, placed laterally in a staggered arrangement and their interior filled with the fragments of other broken containers. The whole area was then covered with quicklime to avoid bad smells, insects and any harmful effect on the population. The mountain was formed in several phases, today well separated, so that it is possible to deconstruct it archaeologically and understand in detail its formation process.

The oil amphorae of the Testaccio were continuously looted until the 18th century, or disintegrated by the shots of the Vatican artillerymen, who exercised their aim on the eastern side of the mountain. Many others would find different destinies or would be scattered along the way, re-used also as building material. According to the archaeologist and historian Emilio Rodríguez Almeida, a specialist in Roman topography and the greatest expert on Mount Testaccio, more than 13 million containers would have been lost, which would make the figures of the Betic oil trade soar to a volume difficult to comprehend even today. In fact, despite these heavy losses, more than 25 million containers are still preserved on the mountain. If we take into account that each one of them contained 70 liters of olive oil, the total equation is simple: in little more than two centuries the capital of the Empire imported at least 2,660,000 tons, of which at least 85% came from Baetica.

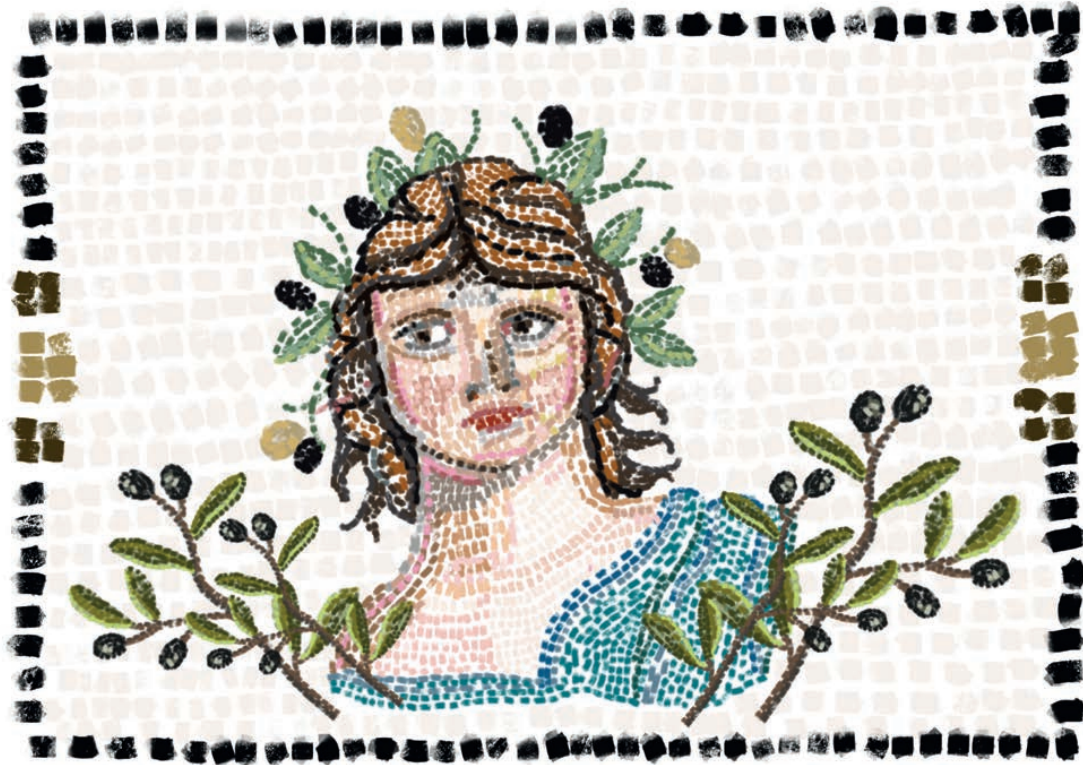


"The mountain was formed in several phases, today well identified, so that it is possible to deconstruct it archaeologically and understand in detail its formation process"



"The Romans devised a perfectly rational stacking system that would eventually allow for organic growth, as well as successive enlargements"





An ecological landfill

The largest organized garbage dump that has come down to us from antiquity is today a small hill about 50 meters above sea level, a little more than 1,500 meters in perimeter and about two hectares in area whose archaeological potential was already glimpsed since the 18th century, when some scholars began to take an interest in the large number of ceramic fragments with seals found there. Subsequently, Heinrich Dressel took up the subject again and, at the beginning of the 1970s, the site aroused the interest of a Spanish epigrapher living in Italy, Emilio Rodríguez Almeida, who was followed in time by José María Blázquez and José Remesal, director of the Spanish mission currently excavating on the mountain and of the research group that has made most progress in recent decades on the subject (<http://ceipac.ub.edu/>), who coined the concept of an ecological landfill.

Thanks to their good state of preservation, many of the amphorae accumulated in the belly of the Testaccio still preserve on their outer surface the seals of the *figlinae* of provenance and some graffiti, both made before firing, in addition to numerous painted data (*tituli picti*) that include information

of the first order to know the great *fundi* of Baetica, the operation of the system of export and control of the product or, simply, the name of the *navicularii* (shipowners) and *mercatores* (businessmen) in charge of taking the olive oil to the gates of Rome. There they had a specific temple dedicated to their patron saint: *Hercules Victor Olivarius*, in the Forum Boarium, right next to the Tiber and not too far from the Testaccio.

It is worth remembering that an amphora with its complete *tituli picti* can provide the consular date and the weight in pounds of the container, empty and full; the name of the exporter, who could be the owner of the farm or an intermediary, and of the consignee, the city or *fundus* of origin, and sometimes the place of shipment; as well as the name of the *navicularii* (shipowners) and, finally, the various fiscal controls undergone and the identity of those who carried them out. Today we know that Roman taxation of the export of Betic olive oil, although rudimentary, was already well organized at the beginning of the 2nd century AD, although fraud must have been frequent.

Mount Testaccio thus stands in its own right as the largest archive of socio-economic history that Antiquity has bequeathed us •

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Today unknown, tomorrow a star

How olive trees and vines, olive oil and wine, have followed parallel paths in the course of history. And we present a selection of almost unknown olive varieties that could be key players in the future of EVOOs... Who knows?



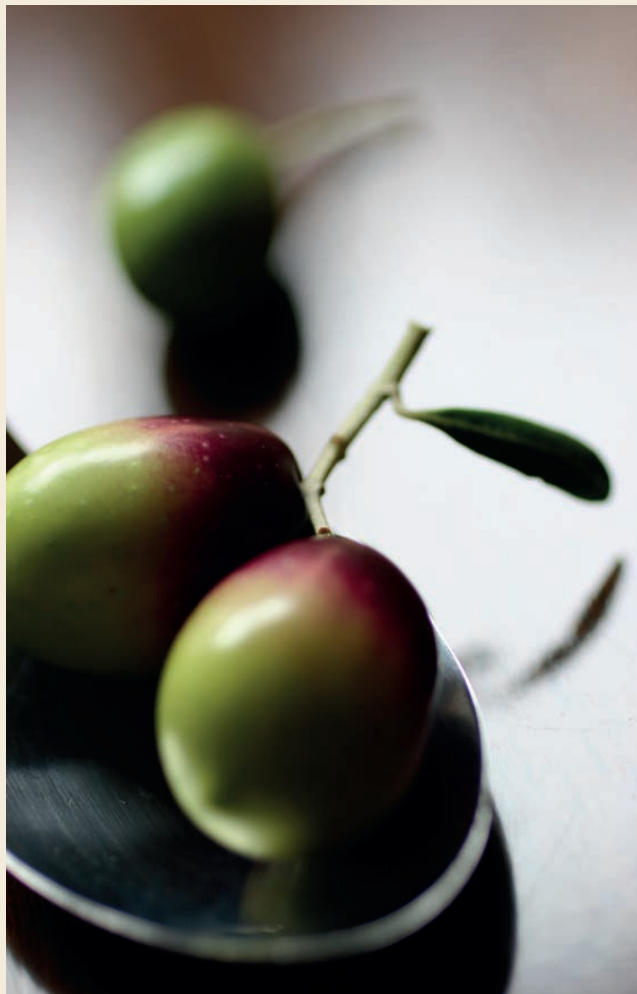
By Maria Katsouli

*Sommelier of wine and olive oil and director of ATHENA
International Olive Oil Competition (ATHIOOC)*





Olea europaea.



History has shown that the olive tree and the vine, olive oil and wine have followed parallel paths and life trajectories, despite the time difference in terms of their worldwide spread, always having as their final destination the table, that is to say, the food. With ancient Mesopotamia as a common place of origin, both crops and products followed an almost identical route to reach Egypt, then Crete and Italy, and then gradually spread throughout the Mediterranean countries. From then on, they were adopted by the different native peoples, to whom they generously offered their fruits, creating new homelands: wine, on the one hand, obtaining a well-deserved prestige among southern Europeans; olives and olive oil, on the other, humbly giving their food to the population. Since the dawn of the 19th century, and despite the first failed attempts of Amerigo Vespucci, olive trees and vines have conquered the world and their cultivation has spread all over the planet.

The main difference between olive oil and wine is that olive oil is the only food whose use is not forbidden by different religions and cultures; its valuable contribution to the nutrition and survival of people is well recognized. Hence, the olive tree became an eternal symbol of culture, life, prosperity, peace; an Olympic ideal officially added to UNESCO's list of Intangible Cultural Heritage.

Wine has become a status symbol and has been welcomed with devotion in all restaurants; even the renowned wines of the most famous *chateaux* have become the bone of contention in *haute cuisine*. On the other hand, and in retaliation to the glamour of the tall glass of wine, olive oil has positioned itself at the top as the most delicious and healthy food in the world; an important competitive advantage that has caused its consumption to experience steady growth even in those countries where its adoption in the different national cuisines has been considered a true “culinary revolution”. This is why olive tree



planting continues to spread throughout the world –it is already cultivated in 66 countries– and is present in the most distant and exotic latitudes and cultures, a situation that is difficult to take in if one is not familiar with globalization and its effects.

It's a fact that the conquest of olive oil is based both on its striking ability to enhance the quality and flavor of every dish and on its antioxidant properties, which contribute to better health and increased longevity. And the more consumers become educated and familiar with the taste, quality and multiple uses of olive oil, the sooner it establishes itself in haute cuisine and becomes a trendy product, the more the market will cater for new consumers who are looking for something different, extravagant and unique. In short, they will be looking for a new taste with a new narrative.

Parallel lives

What happened with wine will happen with olive oil; the Mediterranean countries will continue to be a source of inspiration and a point of reference, as this priceless treasure is hidden in their lands. As long as these territories are the homeland of the olive tree, they will continue to be the loyal guardians of the protection of their rich heritage, culture and history.

For example, the dissemination in the so-called New World of some cosmopolitan grape varieties, such as Cabernet Sauvignon, Syrah, Chardonnay, Tempranillo, etc., has not only led to an increase in the reputation of these wines, but also the appearance and spread of other lesser-known varieties in neighboring regions or countries.



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At the same time, several types of grapes have become a benchmark in the debate on the quality of wines, because these varieties have acclimatized perfectly to these countries, in the image and likeness of their native lands: this is the case of syrah in Australia; Sauvignon Blanc and Pinot Noir in New Zealand; Malbec in Argentina; Zinfandel in California, etc. Similarly, olive varieties such as Arbequina, Koroneiki, Picual, Coratina, Frantoio and many others will adapt to the new countries and develop their own varietal personality, carving their own path for the benefit of the quality of the extra virgin olive oils obtained thanks to the diversity of the *terroir*.

Olive-growing countries, mostly traditional Mediterranean producers, have an important number of unexplored varieties that are patiently waiting to make their debut on the market, either in the form of monovarietals or blends. The expansion and international race of these varieties in new territories and countries also hinges on new data on how to deal with climate change, an issue of great concern to the primary sector, farmers, producers and scientists. It is certainly risky to estimate which olive varieties will be the stars of tomorrow, but... anything is possible!

Introducing...

- » Chalkidiki, *Greece*
- » Itrana, *Italy*
- » Olympia, *Greece*
- » Pico Limón, *Spain*
- » Picuda, *Spain*
- » Pajarera, *Spain*
- » Peranzana, *Italy*
- » Royal, *Spain*



Chalkidiki, Greece



Variety cultivated in northern Greece, in the regions of Chalkidiki and Kavala. It is mainly used as a table olive, but in recent years it has also been used as an oil mill olive, offering an incredible EVOO with a very distinctive, rich and spicy flavor profile, due to its high polyphenol content. In the nose it displays a colorful palette of green almond, chicory, artichoke, freshly cut grass, tomato and hints of green herbs; while on the palate it exhibits an intense fruitiness accompanied by a sharp and slightly bitter aftertaste that lingers on the finish. Pairs perfectly with salty and fatty foods, raw T-bone, grilled swordfish and salmon, salted cod, eggs benedict, pasta with asparagus, mashed potatoes or squash and goat cheese.

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Itrana, Italy



This Italian variety is widely cultivated in the Lazio region and has a large number of fans due to its strong characteristic taste and is poised to expand outside its country of origin. The intensity of its fruitiness reveals lingering aromas of grass, green bean, artichoke, radish and green fig, followed by notes of green banana and mint that give a remarkable elegance on the palate. Full-flavored and balanced on the palate, always accompanied by the lively presence of spice and bitterness, it combines perfectly with mayonnaise and egg dishes, sea bass with *finocchio* sauce, grilled tuna, veal tartare, duck fillet, zucchini and caramelized chicory salad, salty cheeses, pasta *aglio olio* and chorizo and chickpea soup.

Olympia, Greece



Unknown even among the Greeks, this ancient variety is cultivated around the villages of Ancient Olympia, in the Peloponnese, and has been rescued from oblivion in recent years after winning several awards in important olive oil competitions thanks to its distinctive personality. With an intense fruitiness in the nose, it presents aromas of green walnuts, green figs and leaves, freshly cut grass, chicory and hints of fresh herbs. On the palate, it stands out for its elegant and generous fruitiness, as well as for its pleasant spiciness and bitterness, with a green almond and peppery finish. Ideal for pairing with red meats, grilled, marinated or stewed oily fish, vegetable *cassoulet*, *bruschetta* with tomato or creamy cheese and green or vegetable salads.





Pico Limón, Spain



Pico Limón is a native variety of double aptitude and limited cultivation in the region of the Sierra Norte de Sevilla and in the south of the province of Badajoz. However, the growing quality of its olive oil, which stands out for its complexity and elegance, has made it the focus of attention of growers, ensuring its popularity in Spain and abroad. Its intense fruitiness in the nose and on the palate is accompanied by a bouquet of green apple, banana, white flowers, fresh herbs and citrus aromas. A powerful and smooth fruity flavor, with balanced bitterness and spiciness, it presents a persistent velvety background on the finish. Ideal with T-bone, *beff tagliata*, gazpacho, trip tip steak, grilled fish and enriched salads; as well as with chicory with dried grapes and pomegranate and pistachio ice cream.

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Picuda, Spain



Cordoba is the birthplace of the Picuda, a variety that is also widespread in Granada, Málaga and Jaén. In the nose it manifests an intense green fruitiness of freshly cut grass, tree leaves and fresh herbs complemented by notes of green apple and tomato with subtle hints of pepper. Its enjoyable sweetness is exhibited on the palate with a touch of pleasant bitterness and a slightly more intense spiciness that adds elegance and vitality. Long persistence with complex flavors of green banana, green almond and spices. Perfect with grilled fish, roast lamb or *fricassee*, roast pork, poultry, baked eggplant, salad, pasta with vegetables, *prosciutto* pizza, *velouté* soups, lightly spiced foods and bean salads.

Pajarera, Spain



Pajarera is a variety native to the province of Córdoba, usually included in blends, but in recent years it has begun to be introduced as a monovarietal olive oil. Its strength lies in the perfect balance between the attributes that define a great EVOO: fruity, bitter and spicy, ending with an elegant aftertaste. Its complex bouquet in the nose ranges from vegetal aromas of freshly cut grass, tomato or green apple to exotic fruits, mint and wild flowers. Also noteworthy is its great richness on the palate, with fruity flavors reminiscent of forest and green almond with an intense spiciness, as if chewing ginger. Pairs well with beef or tuna tartar, ginger, roast pork and creamy cheeses, elevating mayonnaise to another dimension.





Peranzana, Italy



Originally from the Italian region of Apulia, predominantly grown in the province of Foggia, it is a variety that usually participates in blends playing a secondary role alongside other local varieties. However, in recent years the Peranzana is beginning an independent career in the market as a monovarietal EVOO, showing all the dynamism of its juice. Remarkably fresh, in the nose it exudes complexity with aromas of freshly cut grass, fennel, lemon verbena, apple, flowers and hints of nutmeg. On the palate, its delicious fruitiness coincides with an elegant bitterness and spiciness, leading to a velvety peppery aftertaste. It loves mild flavors, such as poultry, grilled red mullet, scallops, green salads with dried fruits and nuts, *ravioli* with cheese, pasta and *risotto* with vegetables or shrimp.

Royal, Spain



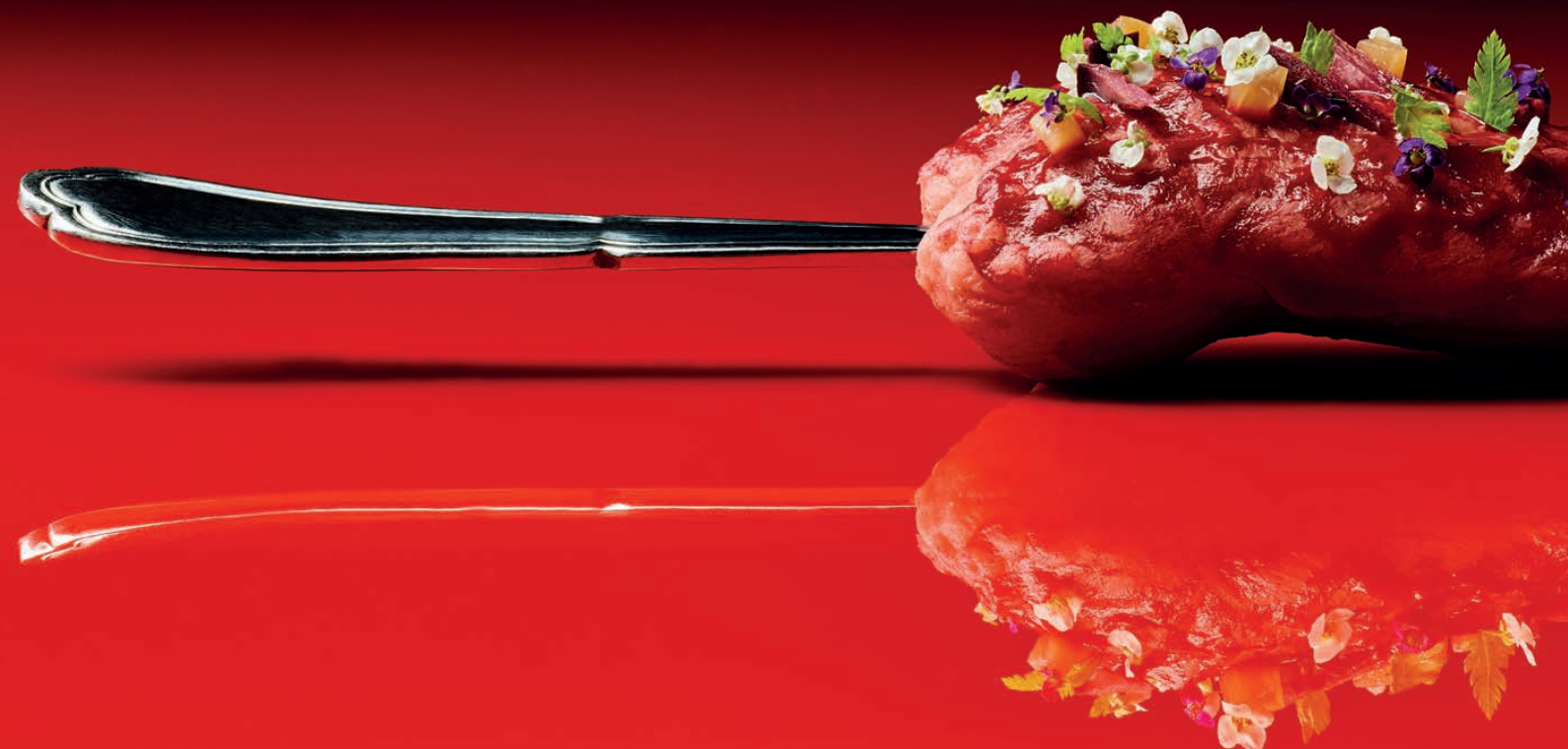
Native to Cazorla, a region in the province of Jaén endowed with a very unique *terroir*, Royal is one of the oldest Spanish varieties. Recently, and challenging the overwhelming dominance of Picual, Royal is beginning to reclaim its crown thanks to a powerful fruitiness whose aromas are reminiscent of spring flowers, freshly cut grass, green apples and almonds, as well as tomato and tree leaves. Juicy and structured on the palate, it presents a mild bitterness and a slightly pronounced spiciness, captivating the senses with its aromatic richness and silky sweetness on the finish. To enjoy with red meat steak, lamb chops, sage pork, poultry, grilled grouper, sea bass ceviche, cheese or vegetable tartlets and mature cheeses •



The Alchemist's dream

By Alfredo Briega Martín

The vision of Danish chef Rasmus Munk and his holistic cuisine is simple: to transform the world through gastronomy. His surprising, provocative and often humorous approach goes far beyond the dish to create a memorable experience that draws from and is enhanced by design, art, music, technology, science and theater. Or, in other words, human creativity taken to the limit.







Designed by Danish artist Maria Rubinke, the cryptic and imposing entrance doors -two tons of bronze- to the Alchemist restaurant in Copenhagen already anticipate something original and different. A mysterious and surprising experience. Unique. Chef and restaurateur Rasmus Munk, its creator, cannot be defined as an ordinary guy either. Born in Randers (Jutland peninsula, Denmark) in 1991 and predestined, as he himself says, to “become a mechanic or join a motorcycle gang”, fine dining and sophisticated cuisine were at the opposite of his culinary education, where frozen pizzas, powdered sauces and other prepared foods won by a culinary landslide. But his life took an unexpected turn when a friend persuaded him to join him in hotel school. It was then that he fell in love with cooking and he never looked back.

His career took off when he was 22, having just returned from London after spending a year working

at the North Road restaurant. After being appointed head chef at TreeTop in Vejle, where he started by combining ingredients, textures and flavors in an original way, in 2015 he opened the first Alchemist restaurant in Copenhagen, preparing together with his team more than 40 humorous, surprising and provocative dishes for 15 diners every night in a small area. Four years later, on July 4, 2019, the second incarnation of Alchemist opened in the industrial district of Refshaleøen, an artificial island northeast of Copenhagen that was once home to the world's largest shipyards and has become the Danish capital's most vibrant neighborhood; this is also where chef René Redzepi's new Noma is located.

There, good old Rasmus -head chef and co-owner of the restaurant with former Saxo Bank CEO Lars Seier Christensen- was finally able to unleash his creativity and fulfill the dream of combining gastronomy, theater, art and spectacular visual effects in a 22,000 m² warehouse that, prior to Alchemist,



the Royal Danish Theater used to build backdrops and sets. Rasmus himself designed and drew the first plans in 2016. In February 2020 Alchemist was recognized with two Michelin stars and in 2021 it entered the list of *The World's 50 Best Restaurants* -number 18 in 2022- being elected in 2021 and 2022 as the Best Restaurant in Europe by the users of the global review platform Opinionated about Dining (OAD). And all this despite having faced eight months of lockdown due to the COVID-19 pandemic during its first two years of life.



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A sensory experience far removed from conventionality

With a contemporary design and a focus on aesthetics, art and technology, the restaurant's interior avoids the color palette and styles that usually characterize a traditional restaurant. Because Alchemist is anything but traditional. The palette of colors is dark and mysterious, with no natural light filtering through, provoking in its astonished guests the sensation that they are in a place out of space and time, far removed from conventionality.

Once inside the restaurant, where 48 diners enter at the same time on a single pass to guarantee an individualized dining experience, we immediately realize that everything at Alchemist is different. And enormous. The floor-to-ceiling height in the main hall is over 22 meters, with a glass wall offering partial views into the R&D kitchen. The three-story wine cellar is 15 meters high and can hold 10,000 bottles of wine. At the heart of the venue, the construction of the planetarium's gigantic dome -18 meters in diameter- required no less than 200 tons of steel. Here, a dozen mapping projectors allow guests to enjoy a stunning 360° visual experience while eating at the winding dining bar. The guests are under the sea surrounded by jellyfish floating among plastic bags, they look at

the Earth from space and find themselves inside the human body, finding calm with the slow beat of a gigantic heart.

The Alchemist dining experience, which lasts between 4 and 6 hours and whose tickets are released every three months, only requires two prerequisites: curiosity and presence of spirit. And an open mind, of course. Divided into five acts, it consists of 45 to 50 *impressions*, mostly edible -*mycelium*, cheese with formic acid from ants, pig's blood and raw invasive jellyfish, among others, with dishes also inspired by George Orwell's dystopian novel 1984 or the artist M.C. Escher,- which can be paired with three different wines or non-alcoholic beverages, mainly kombucha, water kefir and tea.

Diners wander through two sensory rooms that change regularly and are equipped with surprising interactive performance elements. The first, *The Lulu Room*, has music as its leitmotif and offers an introspective and melancholic live performance in which three violinists take turns nightly in the role of Lulu, performing a 19th century emigrant song in a dramatic and dark setting, in collaboration with the Copenhagen Philharmonic Orchestra. For its part, *The Pink Room* -the name alludes to its bright pink





color- surrealistically and disconcertingly depicts the contrast between complying with authoritarian social rules and the legitimate yearning for liberation, amplified by the effect of the pandemic. Finally, two lounge areas offer space for contemplation. The sound identity of Alchemist has been created by composer and music producer Lars Bork Andersen, author of the piece *A voyage of sound through mystical spaces*.

Influenced by Munk's strong social commitment -in 2022 he founded the charity JunkFood, which provides a free daily meal for the homeless in Copenhagen- the narration of the different gastronomic *impressions* addresses issues such as social inequality, animal welfare, food waste, sustainability, plastic pollution or organ donation.



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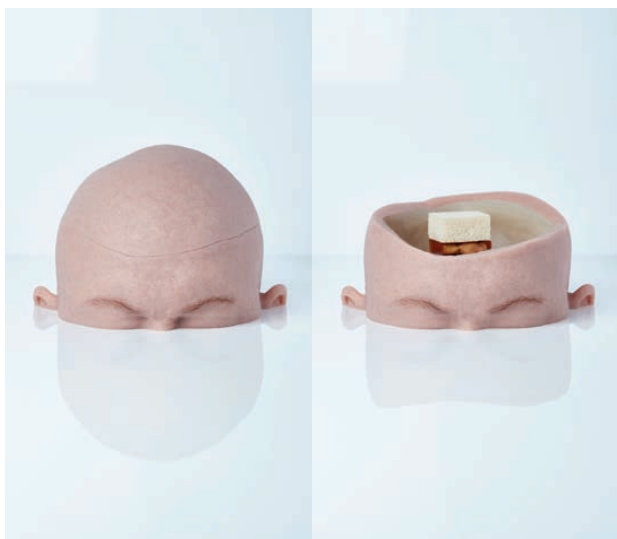
New holistic cooking by Rasmus Munk

Initially conceived and created in the spring of 2018, the holistic cuisine, as he calls it, that Rasmus Munk develops at Alchemist encompasses immersive dining experiences that stimulate and interact with the five senses and the intellect by exploring elements of gastronomy, theater, art, science, technology and design; inviting reflection and challenging preconceived ideas about food through innovative thinking, curiosity and a constant desire to break new ground. A multi-layered cuisine with its own manifesto, orchestrated to initiate and support debate on social and ethical issues while providing a complete and unforgettable sensory experience, always placing flavor at the center of its cuisine. In addition to providing knowledge and insights into different societies and cultures, evoking memories and stirring emotions from historical and cultural references -both personal and shared- Rasmus Munk's holistic cuisine embraces sustainability and biodiversity, as well as a farm-to-table philosophy.

Taste, high-quality ingredients, skillful preparation and the eating process form the foundation, but the dining experience is designed to extend beyond the dish, seeping into both the immediate physical environment and transcending time and space. "I want people to eat and then think," says Munk. "When I started researching how theater can enrich gastronomy, I realized how similar the dramaturgy of a restaurant meal is to that of theater. It made a lot of things in my identity as a chef make sense. At Alchemist we work with a holistic approach to food and the dishes often have an ethical character or political perspective, but good taste is always the starting point. I am looking forward to further developing this holistic approach in close collaboration with expert artists to create new dimensions with our customers in mind. I believe holistic cuisine is the future".

Following his visit in late October 2019, the great Ferran Adrià -Rasmus Munk's greatest gastronomic influence- commented that "there are only five or six places in the world that can do what Rasmus is doing here. The meal he treated me to was one of the most memorable

The Alchemist dining experience, which lasts between 4 and 6 hours, requires only two prerequisites: curiosity and willingness. And an open mind, of course



I've had in the last 10 years." He added, "It's not a normal restaurant, not a place you go to socialize. At Alchemist you can reflect on our limitations as humans, physically, emotionally and spiritually. The food I tasted tested the limits of human creativity and endurance. Restaurants like Alchemist are an absolute must, they show the way and inspire in the same way that El Bulli did. In that sense, Alchemist reminds me a lot of El Bulli. Rasmus has a lot of work ahead of him, but if he continues on this trajectory his restaurant can become a benchmark for the next 20 years." Indeed, if one adjective perfectly describes the dining experience at Alchemist, it can only be "memorable".



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Interview with Rasmus Munk, chef and co-owner of Alchemist

» You claim that your intention is to generate debate with your dishes. Should gastronomy, like art, arouse consciences?

Gastronomy can be many things and have a multitude of purposes. I love to go out and eat genuine and well crafted classic food in a restaurant. Those places will always be there and will always be appreciated. But, in my opinion, there is also room for restaurants or venues that present gastronomy in other new ways, using ingredients in the same way that an artist uses clay or paint. With Alchemist we were very conscious that we wanted to create something more than a “normal” restaurant. A place where we can arouse emotions and provoke discussions, while offering delicious food.

“At Alchemist, gastronomy is at the heart of the experience, but it is also designed to go beyond the dish”

» During your stay in Spain, participating in congresses such as Madrid Fusión, were you able to taste olive oil? What do you think of this product? Does olive oil have a place in Alchemist?

Yes, of course. Spain is one of my favorite countries and I visit it several times a year. At Alchemist we try to get the best products, the best raw material available, and Premium EVOO has been part of several of our dishes. Probably its most visible manifestation was in our “Snowball” dish, a snowball made with clear tomato water. Guests were given ski gloves so they could pick up the snowball and dip it in extra virgin olive oil before eating.

» How would you explain to a neophyte exactly what holistic cooking is?

Holistic cuisine is multi-layered. It draws on elements from the worlds of gastronomy, theater and art, as well as science, technology and design, to create an immersive and dramatic sensory experience. Gastronomy is at the heart of the experience, but it is also designed to go beyond the dish. Another important aspect is the ambition to initiate and support debate on social and ethical issues.



“At Alchemist we try to get the best products, the best raw material available, and Premium EVOO has been part of several of our dishes”

» Are you worried you'll encounter an apprehensive or narrow-minded diner who doesn't understand your vision of cooking?

I have no personal desire to provoke anyone. But I have found that balanced provocation can be a very effective tool for communicating problems through food. If you have to lick a tongue, grab a chicken by the leg to free it from a pen, or eat fake plastic, you have to overcome something inside you before you eat. And hopefully that emotional impact will stay with you long after the meal. And if you remember the dish, you'll remember the message. Of course, occasionally we have guests who think we are taking our proposal too far, but having 40-45 dishes on the menu also means that if someone thinks it is too much, they can skip that specific dish •



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Olivares Vivos,

biodiversity and EVOO within the reach of the consumer

By Alfredo Briega Martín

Promoted and coordinated by the Spanish Ornithological Society (SEO/BirdLife), Spain's leading scientific and environmental conservation NGO, in collaboration with the University of Jaén, the Spanish National Research Council (CSIC) and the Provincial Council of Jaén, the LIFE Olivares Vivos project measured the biodiversity associated with traditional olive groves in 40 farms throughout Andalusia. The objective? To make biodiversity an added and profitable value in the olive oil market, as well as expanding the range of purchasing options for the consumer. Here's how.







The olive grove, due to its extension, socioeconomic importance and environmental value, is a strategic crop for the European Union, being one of the main crops in Spain, Italy, Greece and Portugal, countries in which olive oil is part of their identity and has become a country brand. Currently cultivated in more than 6 million hectares, it has historically been distributed around the Mediterranean Basin, Europe's most important biodiversity hotspot. Moreover, its permanent nature -unlike cereal fields- and the fact that it has been cultivated for millennia have meant that Mediterranean flora and fauna have not only evolved alongside olive groves, but have even found a refuge in them. However, for decades this great biodiversity has been at risk due to the intensification that has taken place in its cultivation, which has become a real environmental crisis, to which have been added recurrently other economic crises, suffered to a greater extent by those farmers with less productive fields.

What is Olivares Vivos?

Faced with this situation of environmental and economic crisis, Olivares Vivos ("Towards the design and certification of olive groves reconciled with life") was created with the idea of designing a new and innovative model of agriculture that would recover biodiversity and transform it into profitability for olive growers. How? Through a certification seal that would integrate this concept into the farm's income statement and position it as a profitable added value, recognized in the olive oil market.

Thus, from the consensus between farmers, scientists and conservationists, this new agricultural model was designed, which, since 2015 and with funding from the European Commission through its LIFE program, is being developed in 20 farms in Andalusia. In them, and in 20 others that served as controls, we began by measuring their biodiversity, using different indicators, such as birds, ants, pollinators and plants: supported by the solid scientific basis provided by some of its partner institutions -University of Jaén, CSIC and SEO/BirdLife- we carried out the most important study worldwide on the fauna and flora of the olive grove. Subsequently, environmental restoration work was carried out in 20 of the 40 olive groves studied (demonstration groves), focusing on three fundamental pillars: environmentally and agronomically sustainable management of the herbaceous cover, restoration of unproductive areas on the farms, and installation of wildlife support elements. Finally, the biodiversity was remeasured and the evolution of biodiversity in the demonstration olive groves and in the control groves was compared.



OLIVARES
vivos

Altogether, 180 species of birds were identified (a quarter of the total number of those recorded in the Iberian Peninsula), 60 species of ants (one fifth of those inhabiting the Peninsula and the Balearic Islands, among which a species was found that was thought to be extinct in the Peninsula since the 60s of the twentieth century, *Aphaenogaster gemella*), 200 wild bees and more than 750 plants (approximately 17% of the Andalusian vascular flora and 7% of the Iberian flora), among them *Linaria qartobensis*, a new species unknown to science. A great biodiversity that, however, had its opposite in the great differences between olive groves, which is mainly due to management of the herbaceous cover and the complexity of the landscape in which the olive grove is integrated. In fact, considering both factors, in oversimplified landscapes and without adequate management of the herbaceous cover, one out of every three species of flora and fauna may be lost.



What has Olivares Vivos accomplished?

During these years of work, Olivares Vivos has managed to involve farmers and consumers in the fight against biodiversity loss and, consequently, in the mitigation of climate change. The model proposed by Olivares Vivos has recovered, in only three years on average, between 7 and 12% of the species richness in the sample olive groves (it is estimated that in the medium term up to 35% can be recovered), while their abundance grew by 40%. At the same time, thanks to the herbaceous cover management proposed by this model, these farms have captured up to twice as much carbon as those that manage olive groves with bare soils, contributing to mitigating the climate emergency.

Moreover, the profitability of agricultural farms has improved thanks to the restoration of ecosystem services provided by biodiversity. This is reflected in the reduced need for the use of fertilizers or phytosanitary products, while the average production, compared with the control olive groves and that of the experimental farms in other seasons, did not undergo significant variations. In addition, olive groves following this model are adapted to the requirements of new agricultural policies, such as CAP and its eco-regimes and rural development interventions.

But above all, olive growers who follow this model of olive growing can take advantage of the added value that the recovery of the flora and fauna brings to their EVOOs. This is achieved through the Olivares Vivos certification, endorsed by AENOR, and the seal that distinguishes and differentiates them, making them easily recognizable in the markets by consumers. Now, just by going shopping and choosing EVOOs that are identified as Olivares Vivos, anyone can help combat biodiversity loss, mitigate climate change and prevent the depopulation of villages and small towns.



Actions, not words: a differentiated EVOO that supports biodiversity

Olivares Vivos is the first agri-food certification in the European Union to guarantee the effective recovery of biodiversity. In other words, whoever purchases oil with the Olivares Vivos seal can be sure that, in the olive grove where it has been produced, its initial biodiversity was measured, work was done to improve it, and, after reanalyzing the flora and fauna, the objectives required by the regulations were achieved. An added value founded on an enormous scientific base, studies and acquired experience.

For this reason, Olivares Vivos is not just another seal or certification. Unlike others, this one not only certifies that good practices have been carried out, but also that flora and fauna have been recovered. And not only at a specific moment, but every two and a half years a new audit is carried out for its renewal, proving that the recovery continues and that biodiversity continues to increase. In short: actions, not words.

All this within a context in which biodiversity is a value that is increasingly on the rise in the markets and more in vogue for consumers. Throughout the project, the Marketing Department of the University of Jaén conducted multiple market studies both in Spain and in other European countries to observe consumer behavior, their reasons for purchasing olive oils, the attributes they are looking for or the benefits they expect them to bring, and asking them about the added value of biodiversity. Their responses left no room for doubt, and most of them supported the principles defended by Olivares Vivos. On this basis, the marketing actions carried out were aimed, on the one hand, at getting to know the EVOO consumers and, at the same time, getting them to know Olivares Vivos; and, on the other hand, defining the most effective communication strategy for this seal. Undoubtedly, consumers are committed and interested in acquiring products that support the recovery of biodiversity, while contributing to mitigating climate change or supporting the rural world.



Consumers want to be part of the change

Indeed, according to studies carried out by the University of Jaén, EVOOs with the Olivares Vivos seal -and therefore respectful of biodiversity- are perceived as oils of distinctive quality. In addition, according to studies on the purchasing motivation of ecological products, the added value of nature conservation or biodiversity restoration has a significant influence on the purchase decision of consumers, who are grateful to be part of the change. The fact that Olivares Vivos is endorsed by the largest study ever carried out on the flora and fauna of the olive grove, the scientific institutions involved, the total traceability of the product and the validation of third parties, by AENOR, gives them the security that Olivares Vivos provides. The goal, and the challenge, is to make Olivares Vivos a benchmark in consumer empowerment for biodiversity conservation.

Biodiversity is also perceived as an added value that improves the profitability of farmers and marketers. Studies and analyses by the UJA Marketing Department show that most consumers prefer products that respect the environment, choosing them over others and even being willing to pay a

premium for them. Specifically, in Spain, consumers say that, although it takes longer to find them or they have a higher price, they prefer those products that contribute to protecting nature. And we must not forget other values related to rural development and the fight against depopulation, as well as the extraordinary cultural heritage represented by traditional olive groves, which can also serve as a means of their promotion. In this sense, Olivares Vivos has tested new formulas of olive oil tourism in which this heritage duality is integrated from a local perspective, that is, valuing the relationship between olive culture and the multi-functionality of the landscape in the project's pilot olive groves.

In short, buying Olivares Vivos certified oil means committing to the reconciliation of wildlife with agriculture, contributing to mitigate the climate emergency and supporting farmers who join this change of model, encouraging rural development and the viability of a crop -the traditional olive grove- with enormous historical and social value, and avoiding the depopulation of towns and cities. And all this through a high quality product, an icon of the Mediterranean Diet and the healthiest vegetable fat in the world. Can anyone offer more?



The Olivares Vivos seal not only certifies good practices, but also measures the real and proven recovery of flora and fauna species

Through their purchasing decisions, consumers can help restore biodiversity, mitigate climate change, support traditional olive groves and prevent rural depopulation

What's next?

LIFE Olivares Vivos+

From September 2021, again through the European Commission's LIFE program, Olivares Vivos+ ("Increasing the impact of Olivares Vivos in the EU") is working to accelerate the spreading and replication of the model throughout some of the main olive-growing regions of Spain, Italy, Greece and Portugal. Thus, work is already underway on farms in Extremadura, Castilla-La Mancha and the Valencian Community, which will help olive growers in these and other autonomous communities to learn about the Olivares Vivos model and the benefits it brings them. The same is being done in Alentejo (Portugal), in Lazio and Tuscany (Italy) and in the Peloponnese and Crete (Greece), together with new partners from these countries that have joined Olivares Vivos.

In addition, work will be done to extend this model to other products, such as table olives, and transfer it to crops such as vineyards. In addition, work will continue to improve knowledge of the extra virgin olive oil market in the European Union and to promote biodiversity as a market value.

This new project, whose deadline is August 31, 2026, is developed by SEO/BirdLife, coordinating partner, the Provincial Council of Jaén, the University of Jaén, the Experimental Station of Arid Zones of CSIC, the University of Évora, the agricultural and forestry cooperative D.R.E.Am Italia, the Hellenic Agricultural Organization (HAO) and Juan Vilar Consultores Estratégicos. It is financed by the LIFE program of the European Commission and co-financed by the Provincial Council of Jaén and the Ministry of Agriculture, Livestock, Fisheries and Sustainable Development of the Regional Government of Andalusia. It is also supported by the Interprofesional del Aceite de Oliva Español, the Regional Government of Castilla-La Mancha and Caja Rural of Jaén.



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Villa Nai,

born in the wild

By Alfredo Briega Martín

Surrounded by a 500-year-old ecological olive grove, Villa Nai 3.3, an exclusive boutique resort on the Croatian island of Dugi Otok in the heart of Dalmatia, is an example of sustainable luxury in perfect harmony with nature.







Measuring 45 km long and 4 km wide, and formed more than 65 million years ago, Dugi Otok is the largest of the northern Dalmatian islands and its southeastern tip is home to the Telašćica Nature Park, a protected area since 1980 that eight years later was declared a Nature Park for the diversity of its flora and fauna, the richness of its seabed (of incalculable biological value), its interesting geomorphology, with cliffs, saltwater lakes, caves and karst formations, and its architectural heritage, with numerous pre-Romanesque churches. A place far from the rest of the world and from the usual routes in Croatia that is worth visiting if you are looking for tranquility and enjoyment of nature.

“It all started when my father gave me part of the family property in the village of Žman. I uprooted everything but the olive trees and proceeded to buy two other plots of land to build the hotel.” Goran Morović recalls how Villa Nai 3.3 was born, a luxury accommodation on this remote island in the middle of the Adriatic and a member of The Leading Hotels of the World, accessible by ferry, catamaran, private boat or helicopter from Zadar airport and located at the same distance from beautiful Dubrovnik and Venice.

In the fertile fields of Žman, the thousand-year-old tree paved the way and was a first-hand witness to Goran and Nives Morović’s most exciting adventure, entrenched in the land of their ancestors. The rich olive-growing history of the Morović family goes back centuries, with family records dating back to 1607. Goran, a civil engineer by profession, and Nives, a teacher and mentor, strove to keep alive the tradition and work of previous generations by restoring an old olive grove with 1,000 trees on the northern slope of the island where an olive oil of exceptional quality is produced that was already appreciated by the ancient Romans. The Morović family farm became a reality in 2009, and Goran and Nives created the *Nai 3.3* olive oil brand while leading an active life in Split.

Set on a 40,000 sq ft private estate owned by the Morović family and surrounded by 500-year-old olive trees, the entire olive grove, the exterior and part of the interior of Villa Nai rest on terraces along five kilometers of unique dry stone walls, a Croatian tradition protected by UNESCO, 2.5 km built by the Morović’s ancestors and as many added by Goran and Nives.

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“The idea for Villa Nai was born without thinking too much,” Goran says. “We imagined it all under one roof, with a small oil mill, a tasting area and accommodations up to the standard of The Leading Hotels of the World. We entrusted the task to renowned Croatian architect Nikola Bašić. The architecture of the hotel was conceived without any corners, but rather contour lines. The hotel had to fit into the existing environment, with a unique design, carefully constructed details and using the best materials from the best firms.”

This nature-inspired boutique resort opening in the summer of 2021 has five deluxe rooms, from 40 sq ft, and three suites, from 60 sq ft, overlooking the sea and the centuries-old olive grove, all with private outdoor terraces, decorated with exclusive and timeless Giorgetti furniture from Milan, innovative and spacious Italian marble bathrooms by Agape, and equipped with the freshest handcrafted linen sheets by Frette. Villa Nai 3.3’s facilities -5,000 sq ft of ecological luxury- include two seawater pools -a smaller indoor Jacuzzi pool and a 23-meter-long outdoor pool- where you can relax and enjoy the panoramic views of the island, a tennis court and a rejuvenating spa that combines cutting-edge technology with traditional and revitalizing therapies and treatments, including cold plasma treatments, with homemade olive paste and *Nai* 3.3 olive oil as the star products. In addition, there is a Lobby Bar & Cigar Room and a private outdoor

garden reserved for meditation. A paradise of relaxation and well-being.

A fascinating gastronomic journey... and much more

Designed to entice the most exquisite palates, Grotta 11,000 and 3.3 restaurants take diners on a fascinating gastronomic journey through the island’s original flavors. The first, with a capacity for 18 guests, serves meals cooked over an open fire as it was done in Dugi Otok 11,000 years ago, using only firewood to roast meats and fish, with the best ingredients from the island and the Adriatic Sea. Meanwhile, 3.3 (22 seats) offers modern Mediterranean haute cuisine in a seven-course menu prepared with local and organic products. The *à la carte* breakfast, prepared with the freshest ingredients, is enjoyed with splendid views of the olive groves. Highlights include more than 200 different wines, some from the Dalmatia region and an exquisite international selection, and 33 brands of champagne as well as exclusive signature cocktails, some of them made especially for Villa Nai.

The untouched nature of Dugi Otok is perfect for eco-production. Villa Nai 3.3 grows and produces its own organic food, with ecological dishes available on the menu: certified extra virgin olive oil, meat, vegetables, seasonal fruit and fish. The Villa Nai 3.3 hotel also



stands out for its energy efficiency (it has an A+ rating) and sustainable criteria, reusing the excavated stone in the hotel's interior and exterior walls to substantially reduce its carbon dioxide emissions.

The magical experience of staying at Villa Nai 3.3 also allows its lucky guests to participate in the autumn olive harvest or *Olive Oil Days* (olive growers' meetings, conferences and gatherings are also held) as well as 60-minute guided tours of the olive grove; enjoying EVOO tastings and delicious themed dinners; sailing in one of the most beautiful archipelagos in the world; hunting, choosing from three hunting grounds of different kinds, exciting deep sea sport fishing (tuna, swordfish, shark...) and diving and snorkeling to discover the beauty of the underwater world; as well as offering excursions to the archipelago of the Kornati islands, the largest in the Adriatic and the most populated group of islands (140) in the Mediterranean, the Krka National Park, known for its succession of seven cascading waterfalls, and Paklenica, and the Telašćica Nature Park, a sanctuary and refuge for Dalmatian donkeys, a species protected by the Croatian government.

"Guests live and experience here the best that this unspoiled coastline has to offer. From the interior materials to the gastronomy, surrounded by the Morović family's olive groves and centuries-old dry stone walls, Villa Nai 3.3 connects the finest elements of nature with the best materials and products to ensure an unforgettable experience," Goran and Nives Morović proudly conclude.

Nai 3.3, a gift of nature

Each drop of *Nai 3.3 -nai* means snow in the ancient Dalmatian language- is a masterpiece, a gift of nature shaped by the hand of man. All olives are hand-picked and milled the same day in the state-of-the-art *Molinova TG* processing plant. Only those fruits that are completely healthy and intact serve to create the unique flavor of this extremely healthy and polyphenol-rich organically produced EVOO (it was designated the Croatian olive oil with the highest level of polyphenols in 2019) which has won numerous awards and Gold medals in prestigious international competitions, the first of them in 2016, a harvest that has only increased year after year.

In addition to climate and soil, there is another differentiating factor to which *Nai 3.3* EVOO owes much of its well-deserved success: snow. "The olive growers of Dugi Otok," says Goran Morović, "have long known that when it snows (an average of 3.3 days a year, according to information contained in centuries-old records) the harvest is better." But *Nai 3.3* is made even without snowfall, because the chance of that happening in autumn, with temperatures that can reach up to 25°C in October, are slim to nil •



Baró de Maials, *a centuries-old tradition rooted in the region*

By Alfredo Briega Martín

With more than 100 years of history, the Cooperativa del Camp Foment Maialenc-SCCL of Maials (Lérida) is an entity that symbolizes the powerful bond and roots to a territory, a culture and a way of life that considers the land as a heritage that must be preserved in order to bequeath it to future generations.





Located in Maials, in the region of Segriá, in the south of the province of Lérida, the century-old Cooperativa del Camp Foment Maialenc-SCCL was founded on May 5, 1917 thanks to the initiative of 31 members driven by the desire to market their production of Arbequina olives, the main crop of the area. In addition to the agricultural activity -centered on olives, almonds and cereals- the cooperative has had a strong social and cultural component since its beginnings, with the aim of offering other types of services to its members, including the publication of a local newspaper, manifested in the creation of the Credit -Savings and Loan Bank-, Mutual Aid, Culture, Fertilizers and Phytosanitary Products and Agricultural Machinery sectors. In this regard, it is significant that among its founders was the local doctor and at that time schoolteacher Mr. Eliseo Sales Musté, who was in charge of drafting the first statutes that would govern the operation of the entity, contributing his knowledge of agricultural cooperativeness.

In 1921, the cooperative already had more than a hundred members (106) who, apart from making financial contributions that contributed to the growth of the cooperative, were taking training courses under the advice of the Agricultural Services of the Mancomunidad de Catalunya and were already aware of environmental issues -in 1922, an agreement was reached to "*campaign for the protection and promotion of birds beneficial to agriculture*"- and agronomics: at the 7th International Olive Growing Congress held in Seville in 1924, the cooperative already presented some proposals aimed at improving cultivation techniques and the quality of the olive oils obtained.

In the mid-20th century, most of the farmers in Maials belonged to the cooperative and, in the 1980s, producers from neighboring towns joined up. Today the cooperative is made up of 750 producing families who, more than a century later, continue to make agriculture their livelihood and strive to produce top quality extra virgin olive oils full of personality and tradition that express the powerful link with a territory historically linked to olive growing and olive oil production; the Fira de l'Oli Verd de Maials celebrated its 25th anniversary at the end of November 2022.

Today, the cooperative consists of 750 producer families who, more than a century later, continue to make agriculture their livelihood

Technological evolution with Pieralisi

The cooperative produces high quality Arbequina extra virgin olive oil -marketed under the *Baró de Maials* brand- with a constant drive for improvement, which is reflected in the continuous technological advances of its machinery. These technological improvements respond to the need to adapt to changes in harvesting and extraction systems, which are increasingly faster and more efficient, which also has an impact on improving the quality of the EVOOs obtained. And all this from the hand of a prestigious partner, Pieralisi, who has accompanied the company for almost half a century, with seven milling lines installed at different stages of the process.

The cooperative's first mill was put into operation two years after its foundation in 1919. From that year on, olive oil production was carried out with the traditional hydraulic presses, which were replaced in 1974 by two PIERALISI presses -*Supermoliduplex* model- in order to improve the extraction technique and the quality of the liquid gold. In 1978, the first continuous extraction system by centrifuge was installed to replace the pressing system, again with another line of the Italian brand, specifically the *SC-60* model. This new and advanced technology increased the cleanliness and speed of the extraction process, resulting in an improvement in the quality of the olive oil. In 1985 a second PIERALISI continuous line was installed, this time the *SC-45* model. In the same spirit of continual improvement, in 1996 the first line installed, the *SC-60* model, was replaced by the *J-4*, which provided greater milling capacity.

As a result of the increase in the number of members and production capacity -the latter motivated by the transformation of traditional rain-fed agriculture thanks to the arrival of the drip irrigation system- in 2008 the Maials cooperative renewed the machinery of its facilities, replacing the *SC-45* line with the *SPI-444*. Finally, in 2022 the company increased its extraction capacity with another PIERALISI continuous line, the *SPI-666* model, which also reduces water consumption, a practical and efficient machine that provides excellent results and is present in many olive oil factories in Spain and Portugal.

In addition to continuous technological evolution, the cooperative also focuses on sustainability and environmental conservation, with a system for recovering olive pits for reuse as biomass fuel. In this way, the consumption of fossil fuels has been replaced and eliminated in its facilities, as well as in the homes of some of its members.



In addition to continuous technological evolution, the cooperative also focuses on sustainability and conservation of the environment



Baró de Maials, 100% Arbequina EVOO with PDO Les Garrigues

With an annual production of 1 million liters, the extra virgin olive oils, both conventional and ecological, marketed under the *Baró de Maials* brand -highly appreciated by chefs, doctors and nutritionists who highlight their excellent organoleptic qualities- come exclusively from olives of the Arbequina variety of the cooperative's members, which since 2016 has its own online store where you can find a dozen varieties in formats ranging from a 250 ml bottle and the 5-liter container in glass or PET, as well as traditional bottles and gift boxes in wooden cases.

These are fruity and fresh EVOOs of early harvest, with a sweet entry on the palate and balanced bitterness and spiciness, which stand out for their complexity of aromas and flavors reminiscent of green or ripe olives, green almonds, tomato and artichoke. Protected under the PDO Les Garrigues -the first Protected Designation of Origin food recognized in Spain (1975)- this seal of quality guarantees its origin by requiring that the fruits come from the limited geographical area and the resulting oil must comply with the quality parameters -analytical and organoleptic- controlled and determined by its regulations •

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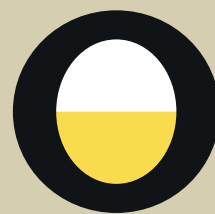


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