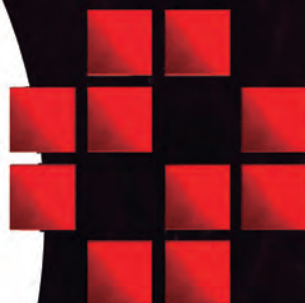


oliva tessen

BY MERCACEI

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



guest star

*Helen Mirren and her
unconditional love for
the olive tree*

chefs

*Jorge Vallejo or the
exaltation of Mexican
gastronomy*

it food

*Vacations at sea with
haute cuisine (and
EVOO) on board*

crazy about EVOO

*Kate Moss, the fashion
icon finds her refuge in
the middle of nature*

road trip

*California, tour &
taste olive oil in the
Golden State*

trends

*Dolce&Gabbana Alta
Gioielleria, sparkles
among the olive trees*



The Taste of
SPANISH TRADITION

+300
INTERNATIONAL
AWARDS

GOYA
Extra Virgin Olive Oils



goyaliveoils.com

50
years
GOYA
ESPAÑA



**PASSION
& MASTERY**



**UNICO
PREMIUM
EVOO**

First
Prize
Packers





Contents

7—EDITORIAL

Those who have a heart

8—TRENDS

Dolce&Gabbana Alta Gioielleria: Sparkles among the olive trees

18—GUEST STAR

Helen Mirren and her unconditional love for the olive tree

26—COOLTURE

Instagram's Gastro Gurus love EVOO. Let's give them likes!

38—AVANT-GARDE

Can we predict the future of EVOO? The AI knows

50—EVOO TASTING

Tapas Revolution

64—CHEFS

Jorge Vallejo or the exaltation of Mexican gastronomy

72—AGENDA

EVOO Calendar: From the tree to the tables around the world

82—CRAZY ABOUT EVOO

Kate Moss: The fashion icon finds her refuge in the middle of nature

94—ROAD TRIP

California: Tour & Taste Olive Oil in the Golden State

114—QVEXTRA! INTERNATIONAL

A decade of life guaranteeing the excellence of extra virgin

130—OLIVE ROADS

The olive tree as a symbol of faith around the world

150—OLIVE OILS FROM SPAIN

The Spanish Olive Oil Interprofesional shows consumers around the world "The place where Olive Oils are born"

156—THE RING

10 years of extra virgin culinary battles

176—IT FOOD

Vacations at sea with haute cuisine (and EVOO) on board

194—BIBLIOTHÈQUE

We present an exquisite selection of succulent bites to enjoy with all five senses. Let's go, dinner is served...

206—DID YOU KNOW...?

All the curiosities hidden in extra virgin olive oil

218—PAIRINGS

When meat met EVOO

228—COFFEE BREAK

Oleato by Starbucks, raising the bar for coffee innovation... with EVOO

234—THE ORIGINS OF EVOO

Alzahira, EVOO from the lost city

240—DOLCE VITA

Masseria San Domenico, a refuge among centenary and millenary olive trees in the heel of Italy

248—PREMIUM OIL MILL

Acesur's innovative and avant-garde oil mill, an example of efficiency and sustainability

oliva tessen

BY MERCACEI

founder

M. Dolores Peñafiel Fernández

editor in chief

Pandora Peñamil Peñafiel
pandora@olivatessen.com

managing editor

Juan A. Peñamil Alba
juanpenamil@olivatessen.com

publisher

Mercacei Publishing Group

staff writers

Cristina Revenga Palacios, Alfredo Briega Martín
redaccion@olivatessen.com

layout & editorial design

María Peinado

cover design

Isabel Cabello

translators

FAST.txt

illustrator

Carmen Bernáldez

editorial & advertising assistant

Estrella de la Lama Alcaide
info@olivatessen.com

administration department

Cristina Álvarez Llorente
admin@olivatessen.com

advertising department

Natalia de las Heras
natalia@olivatessen.com
José Manuel Hernández
jmhcastel@gmail.com

italian office: Milan

Daniela Capogna
Phone: +39 335 7012190
olivatessen@gmail.com

printers

Gráficas Jomagar

legal deposit

M 33537 - 2015

ISSN




2530 - 1152

price

30€



**editorial staff,
administration & advertising**
Mercacei Publishing Group
Andrés Mellado, nº 72
28015 MADRID – SPAIN
Phone: + 34 915 444 007
www.olivatessen.com

 facebook.com/olivatessen
 twitter.com/olivatessen
 instagram.com/olivatessen_

The copying or use of photographs, images, maps, videos, texts, database extractions, graphic design elements and in general all the material published are prohibited without the prior written consent of Mercacei Publishing Group.

Mercacei Publishing Group is not responsible for the opinions of collaborators both in editorial and advertising messages.

CAMPOS DE *Biaitia*

TOP 10

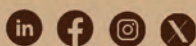
AWARDS 2023
EVOOLEUM

GUIDE 2024 **96/100**

WORLD **BEST PICUAL** EVOO

WORLD **BEST GREEN FRUITY** EVOO

BEST EVOO FROM SPAIN



+34 953 127 133 • www.camposdebaeza.com • administracion@scaoleicolabaeza.com



"Remembering is easy for those
who have memory. Forgetting is
difficult for those who
have a heart"

Gabriel García Márquez

Editorial

Pandora Peñamil Peñafiel
Editor in Chief



Those who have a heart

10 years ago, the European Space Agency's *Rosetta* mission achieved a scientific milestone: a module descended for the first time on a comet to study it; Ebola threatened the inhabitants of West Africa and a large part of the world; Malaysia Airlines Flight 370 disappeared without a trace; and the Colombian writer and Nobel Prize winner Gabriel García Márquez died in Mexico, closing forever the ideology of such painfully beautiful phrases as: *"Many years later, facing the firing squad, Colonel Aureliano Buendía was to recall that remote afternoon when his father took him to see the ice"...*, of his timeless *One Hundred Years of Solitude*.

Before welcoming 2015, a new publication was launched on the market. A bit daring, rebellious, modern, fresh... almost irreverent, I would say, for the sector to which it was addressed. *Olivatessen* by Mercacei burst with force to revolutionize the world of EVOO. A decade later, we can say that it has succeeded. From the imposing Javier Bardem -who inaugurated the *Crazy about EVOO* section by telling us that "EVOO is Spanish caviar"- to the consecrated Helen Mirren -who states in this issue that "wherever the olive tree grows it is used, revered and loved, and as artists all we can do is show our respect"-, some of the world's most important celebrities and chefs have passed through these pages.

Sting, Francis Ford Coppola, Rafa Nadal, Paz Vega, Pau Gasol, Isabel Coixet, Eva Green, Elsa Pataky, Eva Longoria, Gary Barlow... All of them talking in these 10 issues about extra virgin olive oil and carrying out, in an altruistic and absolutely romantic way, a promotional campaign for EVOO that would cost us decades to carry out in any other media.

Arzak, Adrià, Roca, Bottura, Colagreco, Muñoz, Kofoed, Munk, Vallejo.... Their names are as powerful as their importance in gastronomy. Without them, there would be no haute cuisine as we know it today. Their visionary minds came up with deconstruction, spherification and liquid nitrogen. They have also left their mark on these pages over the years and their phrases are no less beautiful. "EVOO lights up my kitchen," José Andrés confessed to me. As he illuminates the lives of the thousands of refugees he helps from World Central Kitchen.

I have no idea what will happen in 2034. Perhaps the Editorial of #20 of *Olivatessen* will be written by an AI, or oleotourism will be practiced in drones flying over the ultra-intensive olive groves of South Korea. The tasting menus of the most exclusive restaurants may be filled with clouds of extra virgin olive oil, or EVOO themed stores may open in space stations. It is even likely that we all have our own smart food processor at home that constantly downloads recipes from the web to create innovative creations with those extra virgin olive oils with which they pair best.

Will AI be able to clone the genius García Márquez as it has already done with Bad Bunny and his *reggaeton* tracks? For now, as the writer said, "we don't have another world to move to," so we'll have to see what this one has in store for us. Just in case, I keep my precious *Olivatessen* collection to always remember that, when there was no Artificial Intelligence, everything was more... natural.

Happy reading, happy decade... and happy (dis)connection. ●

Dolce&Gabbana

Sparkles among the olive trees

By Alfredo Briega Martín

The olive tree is the quintessential symbol of the Apulia region, Italy's main producer of extra virgin olive oil, the protagonist of many traditional Mediterranean recipes. Dolce&Gabbana, another Italian icon, has paid a well-deserved tribute to these majestic trees revered as divine creatures with a collection of high jewelry meticulously handcrafted as a creative expression of a priceless natural and cultural heritage.

Alta Gioielleria





Dolce&Gabbana's Alta Gioielleria is inspired by ancient artisan traditions deeply rooted in and influenced by an absolute fascination for the Mediterranean. The latest collection designed by Stefano Gabbana and Domenico Dolce includes a parure -necklace, ring, bracelet and earrings- dedicated to the olive trees of Apulia, a proud land that today dreams of reinventing itself, leaving behind the tragedy caused by the *Xylella fastidiosa* bacterium.

The majestic elegance of these millenary giants of strange beauty, authentic living sculptures imperturbable to the passage of time and revered as divine creatures whose silhouettes -interspersed with dry stone walls or *trulli*- adorn the bucolic landscape of Apulia and unfolds as far as the eye can see, making this region of southern Italy, which forms the heel of the boot, unique. No less unique are the pieces of Olive Tree Parure, the collection that Dolce&Gabbana has dedicated to the olive tree, with splendid goldsmith creations that stand out for the originality of their design, the beauty of the precious stones and the delicate craftsmanship, made entirely by hand.

Thousand-year-old trunks intertwine with delicate branches to give rise to suggestive and unique

shapes that adorn a luxuriant web of green leaves and silvery olives. The necklace, ring and earrings inspired by the monumental olive trees are joined by artistic influences that draw from the architectural heritage of ancient Byzantine and Roman times. Thus, intertwined olive trees come to life in gold necklaces adorned with emeralds and Tsavorite garnets that coexist with crosses with baroque motifs and gems reminiscent of the magical sunsets of Puglia.

Splendid tourmalines, radiating a green hue reminiscent of the olive tree, illuminate the meticulously detailed twigs, evoking the precious fruit from which the famous gold of Apulia is extracted, a treasure whose quality is recognized by no less than four PDOs: Terra d'Otranto, Dauno, Collina di Brindisi and Terra di Bari. The yellow gold -the same color as the extra virgin olive oil- carefully worked by the best Italian goldsmiths, forms the leaves and is engraved with details that faithfully recreate the characteristic gnarled texture of the tree trunk. The olives are enameled and hand-painted with such realistic precision that one is almost tempted to tear them off, or completely encrusted with emeralds. The pavé of emeralds and the brown and colorless diamonds are individually set by hand, transforming this collection into a unique and collectible work of art.

LA MATILLA



Aceites La Matilla nace de hijos de agricultores olivareros con una tradición de más de 150 años. Esta nueva generación amante del campo ha querido aportar un espíritu nuevo y crear su propio aceite.

Aceites La Matilla was born from descendants of olive farmers with a tradition of over 150 years. This new generation wanted to bring a new spirit and create its own oil but using traditional methods.

**administracion@aceiteslamatilla.com
+34 654 34 22 72
aceiteslamatilla.com
@aovelamatilla**

**Polígono Industrial Brenes
Calle D, Parcela 106
41410, Carmona
Seville (Spain)**



High jewelry amidst centuries-old olive trees



But Dolce&Gabbana is also synonymous with glamour. For the presentation, last July 8, of the new Alta Gioielleria collection -as part of a three-day mini Fashion Week dubbed Dolce&Gabbana Puglia- the setting chosen was the beautiful Pettolecchia La Fortezza *masseria*, an estate rich in charm and history in the Fasano area that overlooks the expanse of olive groves stretching down to the coast of Savelletri. Its *castello*, dating back to the year 1450, has been recently restored and is now the perfect backdrop for this exclusive venue for the event, where the scent of wild myrtle mingles with the gentle sea breeze. Knowing the centuries-old history of Pettolecchia means knowing the history of Puglia. With their gnarled and twisted trunks and rich green foliage,

the imposing olive trees stand out like monuments against the deep blue sky, creating evocative visions in the golden light of the sunset.

There, among ancient olive trees and at a slow pace, with stretches of almost tribal music, in a parade with the dancers walking down the stairs of the *masseria* -turned into a wonderful catwalk-, these extraordinary jewel sculptures were exhibited and displayed, as unique as the natural beauty they celebrate, a symbol and testament to the authentic character that distinguishes this land of captivated charm, which have been designed and created with meticulous attention to detail, capturing the essence of nature's perfection.

EXTRA VIRGIN OLIVE OIL PALAZZO DI VARIGNANA

New
with an ancient spirit



PALAZZO DI VARIGNANA
Via Ca' Masino, 611A - 40024 Varignana - Bologna - Italia
www.palazzodivarignanafood.com





Meanwhile, the Borgo Egnazia luxury resort in Savellietri di Fasano hosted Dolce&Gabbana Puglia 2023's welcome cocktail party, which included an Olive Oil Experience -organized by the Save the Olives association- where guests could immerse themselves in the world of extra virgin and taste different early harvest EVOOs of 100% Italian varieties -the Leccino monocultivars, Favolosa (FS17) and Coratina and the *Terrapetre* blend, along with local breads and the traditional *friselle* and *taralli*, served on beautiful white crockery with olive and olive branch motifs by Dolce&Gabbana. The poolside aperitif -where guests enjoyed a unique pistachio ice cream with a splash of extra virgin- concluded with a surprise concert by Diana Ross.

Certainly, the masterpieces of Dolce&Gabbana's Alta Gioielleria -which has just turned 10 years old- eternal symbols trapped in time, can also be admired in a precious book of the same name that embodies the fusion between Italian creativity and craftsmanship. Under the direction of jewelry historian Carol Woolton, its nearly 400 pages reveal the beauty and artistry behind the unmistakable creations of this talented pair of Italian designers.

Dolce&Gabbana's Alta Gioielleria collection proves that olive leaves can be set into masterpieces of high jewelry and that a masseria can become a marvelous catwalk





ACUSHLA
organic olive oil

More than an olive oil
Acushla is passion



Save the Olives



Save the Olives is a non-profit organization founded in 2017 in Tricase (Lecce) to tackle the epidemic of *Xylella fastidiosa*, a killer bacteria that has caused the desiccation and loss of 21 million trees in the last eight years transforming the lush green landscape of Salento, in the southeastern corner of Puglia. Since its foundation, Save the Olives has worked to identify new species of olive trees resistant to this pathogen first detected in 2013 in this Italian region and to spread the practice of early grafting, the only technique that can protect Puglia's millenary landscape and safeguard its production of liquid gold.

British actress Helen Mirren is the spokesperson for this organization, which is trying to raise funds to try to save the historic specimens and replant the lost olive groves with new species resistant to *Xylella*. An epidemic that continues to advance northward and endangers the *Piana degli Olivi*, an area between Ostuni, Fasano, Monopoli and Carovigno that represents a unique heritage for its

high concentration of centenary and even millenary olive trees, as well as compromising entire areas of the Mediterranean due to its relentless spread if rapid action is not taken.

Based in Salento for more than a decade, the 2007 Oscar winner for *The Queen* has witnessed firsthand the enormous devastation caused by *Xylella* in the olive groves of Puglia. In her speech at the welcome cocktail party held at the Borgo Egnazia hotel -part of three days of events organized in Puglia by Dolce&Gabbana to present its Alta Moda, Alta Sartoria e Alta Gioielleria collections-, Mirren wanted to draw attention to the terrible threat posed by the advance of this disease on the *Pugliese* olive-growing heritage. "These monumental and magnificent testaments to Italian history, living memory of the generations that have cared for them for hundreds of years, are as powerful in their twisted beauty as the Colosseum or Pompeii and in my opinion as important as the greatest of Italian monuments, and they can be saved by grafting disease-resistant species" •

extra virgin magic



Liwa,
United Arab
Emirates:
1st place



Olio Nuovo,
Paris, France:
Premium Gold,
better than
Gold



Il Magnifico,
Florence, Tuscany:
Extra Quality Olive
Oil Producer 2023



FLOS OLEI, Italy:
TOP 100
96/100 points



Olive Japan,
Japan:
Gold



EVOOLEUM,
Spain:
TOP100, Gold,
94/100 points



EVOOLEUM,
Spain:
TOP10,
Healthy Award


MONTE ROSSO
STANCIJA • ESTATE

www.monterossoistra.com



Helen Mirren

and her unconditional love for the olive tree

“My suitcases are always full of olive oil!”

By Pandora Peñamil Peñafiel

The world knows her for her great performances. *Gosford Park*, *The Debt*, *Trumbo*, *Elizabeth I*, *The Queen* -with this film she became one of the few actresses who have won the four main awards in cinema: Oscar, BAFTA, Golden Globe and SAG-... It is one of the most renowned and respected actresses in the world. She is a star of the red carpets. But few know the devotion of Dame Helen Mirren -she was appointed Commander of the Order of the British Empire in 2003- to the olive tree. It all started more than a decade ago, when she and her husband bought a 16th century *masseria* in the Italian municipality of Tiggiano, in the province of Lecce (Puglia), surrounded by olive trees. It was love at first sight. Since then, she called herself a “Salentina peasant” and decided to do everything in her power to save those beautiful specimens from a plague that was killing them little by little. Today she continues her fight and we did not want to miss the opportunity for her to tell it to us in the first person. I have already joined her cause! Will you?





»» You have witnessed first-hand the devastation caused by the *Xylella* in the olive groves of the Italian region of Puglia. What led you to join this active defense of the olive tree?

When we first came to Puglia we were astounded and moved by the magnificent ancient olive trees that both defined the landscape and the culture of this part of Italy. It was one of the elements that drew us to make our home in Salento.

As the horror of the destruction of both culture and landscape by *Xylella* became clear to us, and inaccurate rumours spread, we found a group of people who, like us, simply wanted to find the truth and see how to combat this enemy.

We researched, we spoke to the scientists who first diagnosed the bacteria, who tried to warn the region of the terrible danger. We also connected with Coldiretti whose work has been very extensive and spoke with olive growers.

Our initiative is three fold. To inform about the realities on the ground, to help farmers where possible to graft and save ancient trees, and to develop with a great agronomist, Giovanni Melcane, new species that fulfil the requirements of being *Xylella* resistant, produce a great oil, and are beautiful. This is a costly and time consuming process. The small farmers of Salento cannot afford to do it by themselves. We have the next few centuries to achieve it. Our dream and hope is that in 800 years from now, people will be able to take shade under a tree either saved or planted with our help.

»» The olive tree is one of the trees with greater symbolic force. It has been on this planet for 8,000 years, hugging the entire Mediterranean basin and transmitting purity, essence and eternity, like art and culture. What does the olive tree mean to you?

The olive tree is very beautiful, and unlike us, gains in beauty as it grows older. It is a symbol of the generosity of nature in the many gifts it gives us.



NATURALMENTE BIOLOGICO

BIOORTO



DISCOVER OUR STORY



*“The olive tree
is very beautiful,
and unlike us,
gains in beauty
as it grows older”*



>> You hosted the presentation of Dolce&Gabbana's Alta Gioielleria with its spectacular jewels dedicated to the olive tree. Do you think that associating the olive tree to the image of an artist as you would contribute to promoting its culture around the world?

I don't think the olive tree has any need of being promoted around the world. Anywhere it grows it is used, revered and loved. As artists in any medium all we can do is show our respect.

Dolce&Gabbana did this very beautifully in Puglia in 2023 with not only their Alta Gioielleria evening but also their fashion shows that honoured the culture of Puglia.

>> Since you are an olive tree admirer, I understand that you also like olive oil. Do remember how it was when you tried it for the first time? Do you use it in your daily diet?

I don't remember the first time I tasted olive oil. As I was growing up in Britain it was not readily available. It was a discovery made through a book by Elizabeth David that introduced mediterranean food to Britain in the 1960's. Now my husband and I grow our own olive trees for oil and use it in practically everything. Our suitcases are always full of it! •

*Viaja al mundo del AOVE
pasional y respetuoso*

www.puertadelasvillas.com



PUERTA DE LAS
VILLAS
ACEITE DE OLIVA
VIRGEN EXTRA





Enjoy your next agriturismo with us

Waiheke Island, New Zealand

Singled out by Conde Nast Traveller as a 'forever favourite', Waiheke Island is renowned for its natural beauty and stunning golden sand beaches. Once a bohemian hideaway, the island today is a laid-back haven for the global travel set. Famous for its olive groves, vineyards and oyster farms, Waiheke has a well-deserved reputation as a gastronomic paradise.

We invite you to discover the island's sunny, warm micro-climate and sunsets over the Pacific Ocean, with a stay at one of our four agriturismo homes. Dotted across coast and countryside, our homes offer effortless outdoor living, an easy connection to nature and thoughtful details to enrich your experience. Each is nestled privately in peaceful groves that give a unique insight into our olive growing and EVOO production practices.

Getting to the island

From Auckland Airport, Waiheke is within easy reach via a 35-minute taxi to Auckland Ferry Terminal and a 40-minute ferry to the island. New Zealand summer runs from December to March and our harvest season runs from April to May.

Join us at our Tasting Room & Store to discover our oils and meet the team.



Visit our website to learn more, or email stays@allpressolivegroves.com, where our team will be pleased to help you plan your visit.

allpressolivegroves.co.nz







Instagram's Gastro Gurus *love EVOO*



Let's give them likes!

By Pandora Peñamil Peñafiel

Pleasure and satisfaction are no longer measured through sensations but through likes and K's. Each K on Instagram represents 1,000 followers and the higher you climb on this new social scale the closer you are to reaching virtual nirvana. If you reach 1 M -the M stands for each million followers- you can already consider yourself a VIP member of Olympus influencers.

But not everything in this new era was going to be *posturing*, from the screen of our Smartphones we can learn how to prepare a *ratatouille* in 30 seconds or set up a table worthy of a royal reception. All thanks to the new gastro content creators. We sneaked into their list of K' and M's to see what the coolest influencers of the moment know about extra virgin olive oil. From the United States to Malaysia, passing through France or Spain, this is what the "Eat girls and boys" of the moment have told us.



We asked them...

- 1 — When you think of extra virgin olive oil, what is the first thing that comes to mind?
- 2 — Do you remember when you tasted EVOO for the first time? What was the experience like?
- 3 — Do you cook with olive oil? What does this ingredient add to your dishes?
- 4 — Do you have a favorite dish with EVOO?

Emilie Franzo

@plus_une_miette

Mégane Ardérighi

@megandcook

Marta Sanahuja

@deliciousmartha

Rena Awada

@healthyfitnessmeals

Owen Han

@owen.han

Samantha Lee

@leesamantha

Nico Norena

@succulentbite

Stephanie Iguna

@stephatable

And they answered...

Emilie Franzo

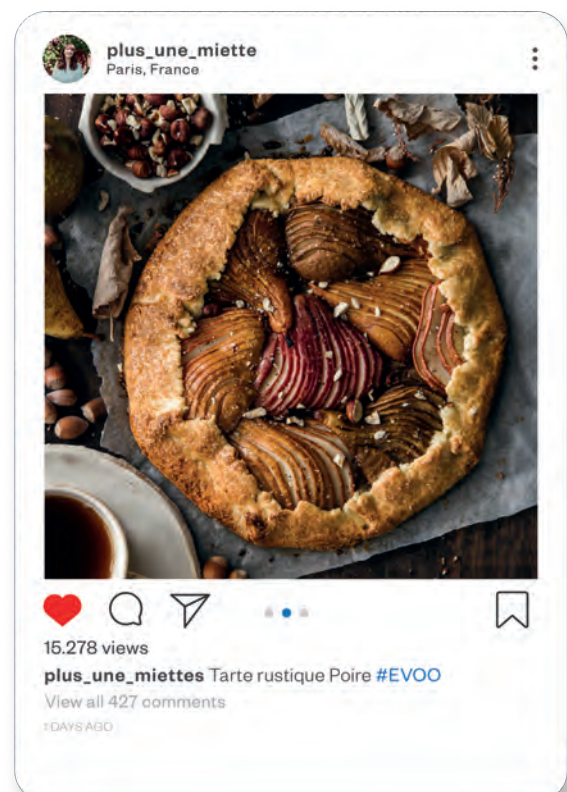
@plus_une_miette

181 K followers

Paris (France)

1 — The sun, the summer heat, a round, juicy olive... and, of course, my kitchen.

2 — I don't remember very well the first time I tasted extra virgin olive oil because for as long as I can remember I have always used it. Although I am French, I come from a family where we use olive oil much more often than butter. I remember watching my mother browning onions or garlic with olive oil when I was a child. The smell invaded the whole kitchen... I also remember the first time I tasted olive oil with bread in a restaurant. I was more used to making it with butter because in French gastronomic restaurants butter is almost always served. However, this time there was EVOO on the table and it was exquisite. Feeling its herbaceous flavor was a delicious experience that still lingers in my mind.





3 — I cook with olive oil 90% of the time, whether for hot or cold dishes. I love the flavor it adds and it's also much healthier.

4 — I would say *focaccia*, because it is one of those dishes where olive oil is essential to provide the perfect texture and where, in addition, its intense flavor is really appreciated.



ETOS
1929

Producing at dusk what we pick at dawn!

Four generations producing Koroneiki Extra Virgin Olive Oil from Iliia region of the Peloponnese - Greece

www.etos1929.com.gr





Mégane Ardérighi

@megandcook
65,5 K followers
Lyon (France)

1 — EVOO reminds me of sunlight and the Mediterranean Sea. It is the final touch that elevates a dish.

2 — The first time I tasted a “good extra virgin olive oil” must have been in Italy. My initial impression was an explosion of flavors inside my mouth. A good extra virgin olive oil eclipses all other oils.

3 — Olive oil is the condiment that enhances a dish. I mainly use olive oil for cooking, but not high quality extra virgin olive oil. I reserve that for finishing the dish, adding it at the last moment to preserve all its virtues and aromas.



Marta Sanahuja

@deliciousmartha
1,5 M followers
Barcelona (Spain)

1 — How little we value this great product! It is truly the liquid gold of Spanish gastronomy.

2 — Not really. At home we have always cooked with olive oil and I was probably too young to have that memory.

3 — Always. It is indispensable to give a touch of flavor and sophistication to any stew.

4 — Bread with tomato and a good drizzle of olive oil. Less is more!





4 — I love the flavor that olive oil adds to a good goat cheese or even, for dessert, to a chocolate mousse. It's divine!



Finca Badenes
EARLY HARVEST - COSECHA TEMPRANA



AIRES
DE JAÉN
SINCE 1965



Excellence in our groves made us be part of your homes with our unique olive oils
La excelencia de nuestro olivar acerca a los hogares estos aceites de oliva únicos

www.airesdejaen.com

#oleoturismo #oliveoilurism



AWARDED BY THE BEST OLIVE OIL
COMPETITIONS AROUND THE WORLD



Rena Awada

@healthyfitnessmeals

3,4 M followers

Michigan (USA)

1 — When I think of EVOO I imagine its intense golden color and the delicious aroma it brings to my cooking. I also think about how it enhances the flavors of my salads and that it is the best way to add a healthy monounsaturated fat to my dishes.

2 — Yes, I was very young, maybe 10 or 11 years old. I remember my mother drizzling olive oil on a plate of *hummus*, something that really bothered me at the time. I thought it would spoil the dish and that I would no longer be able to enjoy it. To my surprise, I loved it and have since become a fan of EVOO.



Owen Han

@owen.han

1,5 M followers

Los Angeles (USA)



1 — I love olive oil and use it constantly in my cooking. When I think of this ingredient I am transported back to my childhood. I was born in Italy, so you can imagine what my *nonna's* kitchen smelled like! I can't get that aroma of garlic simmering in olive oil out of my mind...

2 — I can't tell you for sure, but I know I tried it at a very young age in Pascoso, Italy, where I lived until I was 6 years old.

3 — Yes, as a rule I always cook with olive oil. However, sometimes I use butter instead of oil if I am looking for a fattier texture for a certain dish.

4 — Without a doubt, my basic pasta sauce: *sugo di pomodoro*, which starts with a base of high quality EVOO and garlic.

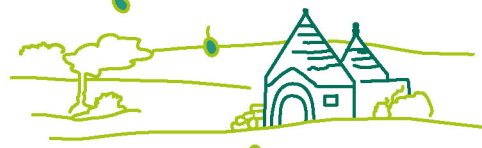
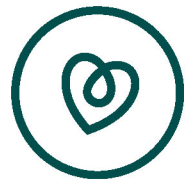


3 — Of course! It is a staple food that is never missing in my pantry. I use it daily no matter what I'm preparing that day. My favorite way to use olive oil is in salads, which is my signature dish. It takes the flavor of vegetables to another level.

4 — I have many and it's really hard to choose one! But if I have to, it would be *tabbouleh*. This dish is incomplete if you don't add a good splash of extra virgin olive oil.



*Everyday life is habit,
family, simplicity.*





Samantha Lee

@leesamantha
559 K followers
Kuala Lumpur (Malaysia)



1 — When I think of extra virgin olive oil, I imagine its versatility when preparing Mediterranean dishes, bringing a refreshing and delicious flavor to salads, pastas, seafood and grilled vegetables.

2 — Growing up in Malaysia I am sure that in the past we used mainly palm oil and some animal fats for cooking. Also, I grew up eating mostly Chinese food at home. I remember tasting olive oil for the first time when I was 8 or 9 years old, in the 80's, almost at the same time I tasted my first pasta dish. I don't quite remember how that olive oil tasted at the time, but I do remember being fascinated to pick up the bottle and drizzle it on my plate before serving it to myself.

Nico Norena

@succulentbite
1,5 M followers
Miami (USA)



356 738 90

1 — When I think of extra virgin olive oil the first thing that comes to mind is Spanish *pan de cristal* (a type of bread with a crispy crust and soft, honeycombed interior), with freshly grated tomato, salt, pepper and a generous drizzle of delicious extra virgin olive oil.

2 — I think the first time I tasted extra virgin I must have been a little kid! I remember several moments in my early childhood when I learned to dip bread in olive oil at the table, before every meal. It was something that became a great tradition at our family's table.

3 — Yes, I cook with olive oil! It is my favorite oil to cook with because it has a unique flavor. I also consider it a healthy choice and it adds depth to every dish I make.

4 — Sautéed pasta with olive oil, garlic and chili flakes!





3 — Yes, of course I cook with olive oil. I appreciate its great versatility and the light flavor it brings to dishes. If I don't use olive oil, I choose to cook with animal fats that have a high smokiness, which makes them suitable for certain cooking methods I use. It also adds a lot of flavor, which sometimes comes in handy to enhance the taste of some other ingredient.

4 — One of my favorite dishes with olive oil is the classic *Caprese* salad. The combination of fresh tomatoes, mozzarella, basil and a generous drizzle of extra virgin olive oil make it a really tasty and refreshing dish.



A Glimpse of Nature

 ANDRIOTIS
GREEK OLIVE OIL





Stephanie Iguna

@stephatable
52,1 K followers
Lyon (Francia)

1 — For me EVOO is much more than a mere cooking ingredient, it is a cultural, historical and gastronomic treasure, it is part of my history! When I think of extra virgin olive oil, the first thing that comes to mind is the Mediterranean Diet. My mother is Spanish, so olive oil is a must-have food in our Mediterranean-style cuisine, we celebrate it for its versatility and health benefits. We use it in a wide range of dishes, from the simplest salads to the most complex main dishes. It has real cultural significance for us!

2 — The first time I remember really appreciating the flavor of EVOO was during a family dinner. I remember my mother drizzling a simple salad of ripe tomatoes, cucumbers and red onions with olive oil. The aroma it exuded was a surprisingly intense blend of herbaceous and fruity notes for what I thought was a mere “salad dressing”. After tasting it I sensed a hint of spiciness, followed by a smooth, buttery finish that I had never before associated with the oil. That dish was not just a salad, it was a sensory experience that opened my eyes to the complexity of flavors that high quality extra virgin olive oil can bring to the simplest dishes. Since then, olive oil has been a must in my kitchen and I love exploring the variety of flavors and combinations it can bring to a dish.

3 — Yes, I cook frequently with olive oil because of its health benefits and the depth of flavor it adds to my recipes. Olive oil is my first choice because of its versatility; it is wonderful for sautéing vegetables as well as for grilling meat or fish. Personally, I always use extra virgin olive oil for dressings and to finish dishes, as it has a more pronounced flavor and, as my husband is from Brittany, I also use salted butter, but mainly for baking.





4 — One of my all-time favorite dishes, and one that allows the olive oil to shine on its own, is homemade gnocchi with pesto. The rich, fragrant aroma of the EVOO is the heart of the pesto and envelops the fresh basil, pine nuts and Parmesan cheese creating a silky smooth blend. I love when this vibrant pesto is mixed with the handmade gnocchi. Plus, it's a really fun dish to make from scratch with my kids! •



From
Frescobaldi's
Olive Groves
In Central Tuscany



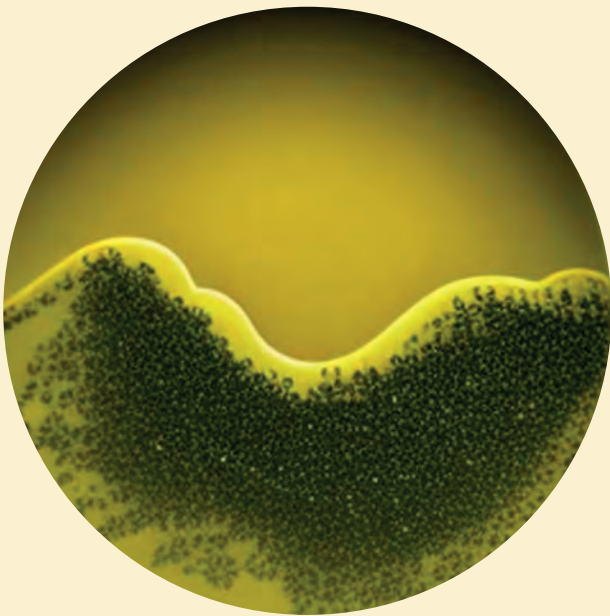
Can we predict the future of EVOO?

The AI knows

By Pandora Peñamil Peñafiel

Illustrations by an AI

In 1997, IBM's Deep Blue Artificial Intelligence (AI) program defeated world chess champion Garry Kasparov. A few years later, in 2001, the award-winning film director Steven Spielberg left us speechless with his film *A.I. Artificial Intelligence*, a project inherited from Stanley Kubrick that fictitiously projected the great power that this technology could acquire in the future. Back then we imagined that this future would take longer to arrive, but the truth is that AI is already part of our daily lives. Don't you have a smartphone? Alexa and Siri are AIs. We wanted to take advantage of the predictive capacity of this powerful machine to tell us how it sees the EVOO sector in the coming years. Will it be right?





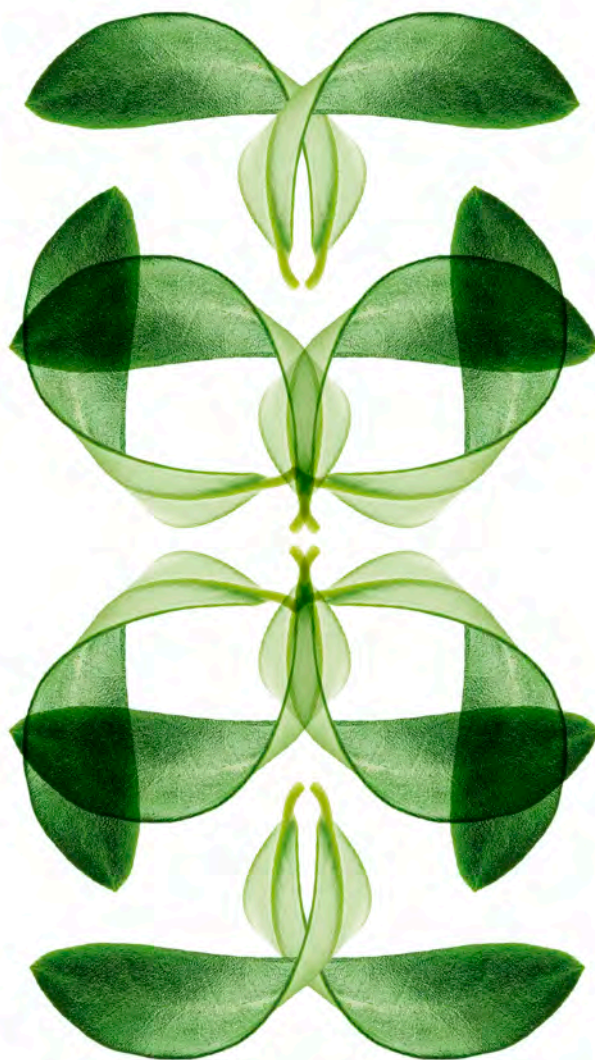
One of the latest additions to the Museum of Modern Art (MoMA) in New York is a colossal AI that has drawn inspiration and lessons from the more than 180,000 works in the collections and archives of one of the world's most famous museums. A machine, created by Los Angeles-based Turkish artist Refik Anadol, that never ceases to amaze curators, critics and museum visitors alike. *Unsupervised* - an impressive 6 x 7 meter digital display - presents an infinite stream of images, each of which has been created by an Artificial Intelligence model fed by the museum's entire collection of artworks. The flow is constantly changing, controlled by what is happening around it, which makes the piece seem to be truly alive.

AI has also invaded TikTok, the social network where any type of content can go viral in the blink of an eye. An explosive combination, especially if the possibility of seeing what your face will look like in 60 years with absolute realism enters into the equation. It is one of the functions of the latest viral filter of this social network, which has filled the platform with thousands of videos of users - among them the celebrities of the moment - who want to see what their face will look like when the years pass by.

This predictive capacity of AI has led to the proliferation of numerous applications that allow users to ask questions about what will happen in the future and obtain, in a matter of seconds, ultra-realistic images in response. For this reason, we wanted to satisfy our curiosity by asking an AI the following questions about the future of EVOO:



ORGANIC **BIO** FARMING



Organic
Extra Virgin Olive Oil

www.condebenalua.com





1.

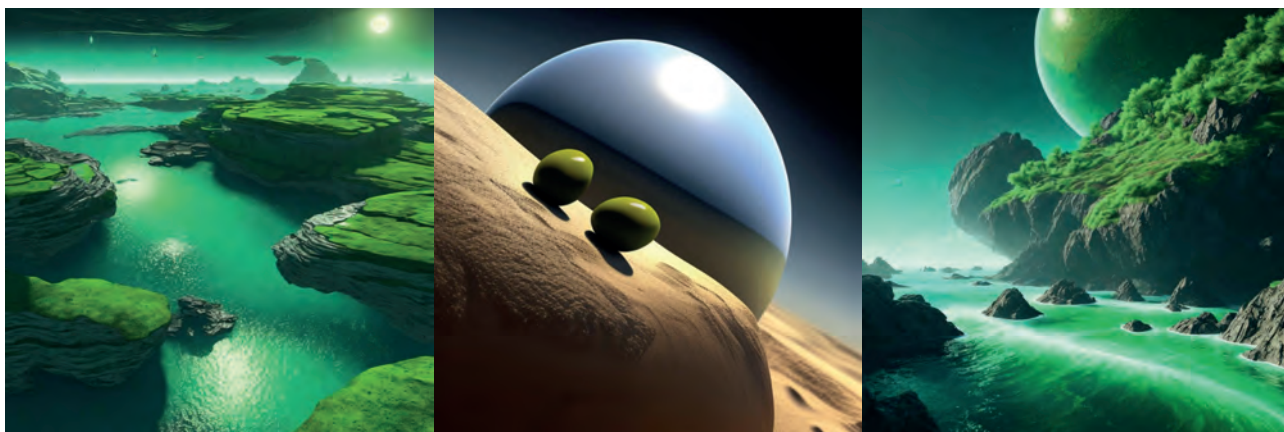
Olive groves of the future

Will we invent a planting system beyond the hedge row? Will it be an ultra-intensive olive grove? It seems that the future lies in futuristic oil mills that are integrated into the landscape and even glide around the farm like giant drones. For those factories that are further away, there is a new transport that merges the quad bike and the snowmobile to transport producers to their olive groves at lightning speed.

2.

Planet Olive

In 2067, a galaxy very similar to our own will be discovered. Inside, there is a planet full of water and life. Scientists will name it *Olive*, in honor of the olive tree and what it has represented in the history of mankind. In 2083, the first spacecraft will be sent to inspect the terrain and check if it is possible to live there within the framework of the “Agenda 2100”.



Pathos®

EXTRA VIRGIN OLIVE OIL



**From the Olive Groves of Mount Psiloritis,
on the Greek Island of Crete**

Superior Quality Greek Extra Virgin Olive Oil of the Koroneiki variety.
We cultivate our traditional family olive groves with personal and manual
labor and with total respect to the environment.
Awarded in many prestigious olive oil competitions,
from New York, Dubai, Berlin and Monaco.



*"Pathos is the Greek
word for Passion"*

www.pathosoliveoil.gr



**More than 25 International
Awards in 2023!**



3.

The role of EVOO in the restaurant industry

EVOO will seek new textures and presentations that were impossible to materialize until now. Pearls will give way to airs, sands, gases... and forms that we do not know today. The diner will attend presentations that will play with the limits of their imagination. They will not know if what they are about to put in their mouths is real, imaginary or a brilliant culinary creation with the most versatile ingredient in the world.

4.

Promotion and communication

Promotional campaigns are going big. Since newspapers and magazines stopped printing, there is only one direct channel to reach the consumer: personalized ads on our “Google Lens”. Five hundred people can walk through Times Square simultaneously and none of them will be watching the same ad on their screens. EVOO brands are fighting a fierce battle to get their spots to reach their potential clients: hedonistic foodies, the hottest thing in the gastro world of the future.





Maitino

ALMAZARA



A PRECIOUS CULTURAL AND FAMILY HERITAGE
A PRIVILEGED ENVIRONMENT
FOUR PREMIUM EVOO BRANDS

YOU ARE THE ESSENCE OF THE OIL MILL

PTDA. MAITINO. POL. 2 N°4.
03295 ELCHE, ALICANTE
+34 966 614 237
ALMAZARAMAITINO.COM



PREMIO DE LA GUÍA
DE MEJORES ACEITES
DE ESPAÑA



PREMIO MENCIÓN ESPECIAL
AL MEJOR ACEITE DE OLIVA
VIRGEN EXTRA ECOLÓGICO
DE PEQUEÑOS PRODUCTORES



5.

Expansion of olive oil consumption worldwide

EVOO will make its way into countries where its presence was minimal. Producers have managed to position extra virgin olive oil as the healthiest food in the world and children consume it as an indispensable part of their daily diet. Through them, this juice has made its way and spread all over the planet -and even to space stations already inhabited by civilians- and is a must in the shopping basket of every consumer of the future.

6.

Extra virgin olive oil distribution channels

The usual distribution channels no longer exist. Gourmet and EVOO stores are mobile, they can be found in space stations, airports or in Tesla's electric charging centers. In addition to tasting shots of extra virgin olive oil 24 hours a day, you can also purchase the new *EVOO-bots*, small robots that indicate the best pairings for each juice.





NOBLEZA DEL SUR

PREMIUM GOURMET

EXTRA VIRGIN
OLIVE OIL



NATURAL EXCELLENCE
COMING FROM WISDOM AND EXPERIENCE

www.noblezadelsur.com

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





7.

Extra Virgin formats

Smart packaging will monopolize the shelves. The EVOO bottle will warn us of its best-before date and will become opaque if too much light enters our kitchen. There will probably even be small flying androids that will add a little extra virgin olive oil when our recipe calls for it.

8.

EVOO in our homes

There are no longer refrigerators, but smart food preservers. Every household has one. It divides food -both fresh and packaged- into different levels and each level has the optimum temperature. Of course, there is a shelf for EVOOs. To cook with them, every home has a its own android with AI that constantly downloads recipes from the web to prepare innovative creations with the extra virgin olive oils with which they pair best. However, there are still some romantic humans who prefer to cook for themselves and enjoy the pleasure of opening a good bottle of early harvest EVOO -August/September since the poles melted-. Old habits die hard! ●



FRANTOIO



PAPARELLA

DAL 1891

Our quality stands
the test of time
from 1891



EXTRA VIRGIN OLIVE OIL - 100% ITALIAN PRODUCT

frantoiopaparella.it

Tapas Revolution

By Alfredo Briega Martín

An icon of Spanish gastronomy spread all over the world, the tapa is undergoing a process of complete renovation. We are witnessing new elements, contrasts and presentations of this authentic miniature cuisine marked by creativity and imagination that is a heritage for everyone.





The concept of tapa, according to the Royal Spanish Academy, is defined as “a small portion of food served as an accompaniment to a drink”. Backed by centuries of tradition -although its origins are uncertain, the most widespread version states that it was born in the 13th century during the reign of Alfonso X the Wise, while others speak of its plebeian nature or place its birth in the times of Alfonso XIII and even the Catholic Monarchs- tapas reveal to the world the essence of Spanish cuisine and open up a whole universe of culinary possibilities.

We are talking about a long gastronomic tradition that reflects the rich popular history of the cuisine of the different regions of Spain. Tapas and going out for tapas are differential elements of Spanish gastronomy and society, they are part of its culture and lifestyle. *Tapear*, going out for tapas, has become a social ritual that mixes the concept of eating with that of socializing, evoking values such as friendship, coexistence, fun and companionship. Tapas belong to everyone -the term is recognized by the speakers of the main languages of the planet- and, precisely, being a common heritage, its identity and universal value, makes it something unique and without borders.



Tapas and going out for tapas are differential elements of Spanish gastronomy and society, they are part of its culture and lifestyle, and have been successfully exported all over the world



HACIENDA
VADOLIVO®
EXTRA VIRGIN OLIVE OIL
OF SIERRA DE CAZORLA

ventas@vadolivo.com
www.vadolivo.com

Tapas, pintxos, picaeta...

In Spain, many cities vie for the appetizing accolade of being considered the best places for tapas: Málaga, Granada, Madrid, Seville, Córdoba, San Sebastián, Valladolid... it is impossible to choose one. Each region has its own hot and cold tapas adapted to the local gastronomy, and each city, each small town, has its own tapas route, not to mention the tapas contests or the countless tapas bar guides.

Spain offers a map of tapas that reflects its incredible gastronomic richness, capable of combining tradition and avant-garde, and which showcases the products of each area and different ways of cooking. Thus, in Madrid, *callos* (tripe) is popular; in Galicia, seafood products (octopus or mussels) are usually served with drinks; while in Cantabria, *rabas* (fried squids) are famous; in Valencia, *esgarraet* (cod, tomato, roast pepper, garlic and EVOO salad) is the tapa par excellence; in Segovia, *torreznos* (bacon rashers) should be tried; and Granada should not

be left without enjoying its famous Sacromonte omelette made with sheep brains and other types of offal.

In some areas of northern Spain, mainly in Asturias, León, Cantabria, La Rioja, the Basque Country and Navarre, tapas take the form of *pintxos*. This type of tapa, which is usually more elaborate and sophisticated, is a variety in itself. In the Basque Country the art of *tapear* derived in *poteo*, due to the fact that the containers of natural wine are called *potes*, while *alifara* is the name it receives in the north of Aragón and Navarre -Cervantes already referred to them in *Don Quixote* as “striking”-. In the province of Alicante it is customary to offer lunches or dinners in which they serve an assortment of small prepared foods, a custom called *picaeta*.

As for their faithful squire -without abandoning the quixotic universe-, tradition dictates that they must be accompanied by wine -*joven* or Rioja in Castile, *fino* in the south, etc.-, although this precept has



been changing to adapt to the tastes and preferences of each region, and beer is becoming increasingly popular for tapas. Other accompaniments are *txacoli* in the Basque Country, cava or Penedès in Catalonia, ribeiro in Galicia or cider in Asturias, to cite a few examples. In Almería, Granada and Jaén it is customary to offer a free tapa with any drink. Even in Almería the tapas are chosen by each consumer with no limits as to the number of varieties, a peculiarity that differentiates it from neighboring provinces.



Couvette

Enjoy the elegance



discover more:
olioguglielmi.it

A tradition exported with success

The concept of tapas has been successfully exported internationally. World Tapas Day is celebrated on the third Thursday of June -in 2024 it will be the 20th- and includes hundreds of activities such as tastings, gastronomic presentations, tours, workshops, showcookings by some of the best Spanish chefs, contests, conferences or actions in local markets, all of them designed to honor an icon of Spanish gastronomy. Promoted by the Saborea España Association, which brings together 24 tourist destinations that include gastronomy in their cultural, artistic and leisure offerings, it also has the support of Turespaña, since this event is not only celebrated in its country of origin, but in more than 30 destinations around the world. The main objective is to highlight the value of the tapa -which aspires to become a Cultural Heritage of Humanity- as a distinctive and increasingly appreciated element of Spanish culture, highlighting not only its high culinary quality -sometimes of exceptional creativity and technique- but also the social and cultural



component it involves. Having tapas is not just eating, it is savoring tasty snacks well paired with your favorite drink while enjoying a pleasant moment with family or friends.

Outside Spain, the concept of tapas has multiple variants. In the USA, there are many cities that have incorporated tapas into their recipes, although in most cases they are culinary interpretations adapted to local reality and tastes. In countries such as Venezuela, where there is a proliferation of restaurants with Spanish cuisine and style, it has become customary to include tapas (called *pasapalos*) as part of the menu, and they are frequently served at all kinds of celebrations. In the Philippines, a former Spanish colony, a traditional dish made with meat, rice and eggs is called a *tapa*. In Italy there are *cicchetti*, appetizers eaten with the hands that are the Venetian equivalent of the Spanish tapas; while in Asian countries *dim sum* (*banchan* in Korean cuisine, served with rice, and whose most famous dish is *kimchi*), a light meal of Cantonese origin composed of appetizers served in small portions to share (meats, vegetables, seafood and fruits) that is usually served with tea and in bamboo containers sometime between the morning and early afternoon, is the norm.





In the Empire of the Rising Sun we find the popular *izakaya*, bars or small typical restaurants that offer dishes paired with a wide variety of alcoholic beverages -*sake*, *awamori*, *sawa* and Japanese beer- and that function as a meeting place where the Japanese go to relax after the workday is over. They serve food and drinks under a concept similar to that of tapas in Spain, as it is common to order different dishes to share in small portions. Some *izakaya* specifically offer local cuisine, which allows you to taste the local specialties of each region.

Going back to the American continent, in Mexico there is an ancient custom of offering different dishes (*botana*) to diners in bars and beer halls, which are nothing more than tapas consisting of sliced cheeses, hams, tacos, guacamoles, quesadillas, fried fish, seafood, olives, *cueritos* (pickled pork skin), roasted ribs, vegetables and other typically salty and spicy dishes, all served in small portions free of charge along together with each round of beer or drink.



Europa
invierte en las zonas rurales

**The oil from Jaén makes
any food better.**

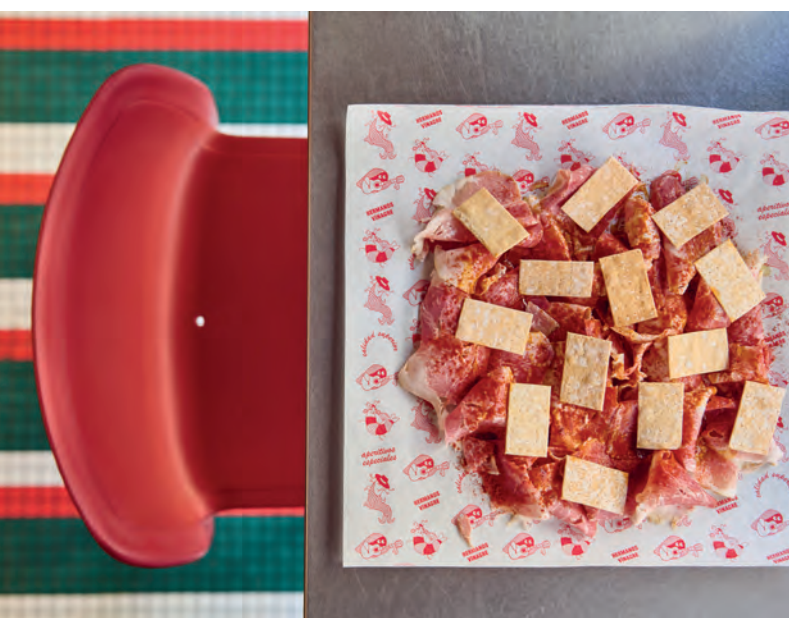
www.igpaceitedejaen.com





In Madrid, Hermanos Vinagre is a 21st century tavern born in the middle of the pandemic where you can enjoy good times around the sacred moment of the aperitif, with a gastronomic proposal starring canned food -with *escabeche* (pickled fish) as the flag- in which vinegar coexists in perfect harmony with extra virgin olive oil.

With the illusion and the desire to recover a classic like the aperitif -twin brother of the tapa-, Hermanos Vinagre emerges as a vindicating project to rescue lost flavors and take this symbol of the Spanish culinary identity to another level. Honesty, coupled with a contemporary concept that brings back to life the bar of always but transferred to the present time, are the keys to a gastronomic proposal starring canned food, with pickled fish as the flagship, which has been acknowledged with a “Solete de Verano” in the latest edition of the *Repsol Guide*.



Haute cuisine in miniature

The tapa has undergone great diversification and innovation over the years. Thus, it is the object of attention of the most innovative and avant-garde Spanish -and international- chefs. Along with the more traditional tapas, rooted in the depths of Spanish gastronomic culture, we find others that allow us to play, experiment and taste. It is here where the culinary phenomenon of the tapa -which is fully exportable to other countries and can now be found in restaurants all over the world- clearly connects with miniature haute cuisine, one of the main promoters of which has been the Catalan chef Ferran Adrià.





“Ours is a didactic and beautiful project that was born to recover a gastronomic tradition, the Spanish aperitif, the classic preserves that you find in any traditional bar, with the difference that at Hermanos Vinagre we make them ourselves,” say its creators and owners, chefs Carlos and Enrique Valentí. But what would the perfect appetizer or tapa be like? For the Valentí brothers, it is the one “capable of satisfying with a small bite, which has a lot of gustatory intensity and the capacity to stimulate the appetite.”

Vivencias Recuerdos y



convertidos en Bendición

Ctra. LR 281, km. 2 . Apdo 522 . 26570 . Quel . La Rioja . España
+0034 941 39 20 76 . www.kelgrupoalimentario.com



Castizo yes, but also updated

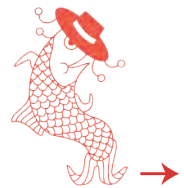
Enthusiasts of tradition and good customs, this 21st century traditional tavern that pays homage to the *cañí* culture is the perfect place to enjoy a glass of wine, a good homemade vermouth and a well-drawn beer with a long appetizer where there is no shortage of snacks such as mussels in smoked pickled sauce, anchovies in vinegar Madrilenian style, cockles in brine -spicy and with a touch of citrus-, *gildas* or homemade anchovies on butter toast. Pickles, smoked, salted, cured, etc... All of them revised and presented in an original way, always with the best raw material as a base. The use of high quality products and high catering techniques makes the difference in its preserves, all of them home-made and prepared with care in its factory in Boadilla del Monte (Madrid), the main center of operations of the group.

In addition to its emblematic special appetizers, there are other delicacies such as a selection of cold meats, including Móstoles Iberian cured pork shoulder, old beef jerky or beef sobrasada; and classic dishes and stews that are renewed but maintain that idiosyncrasy so traditional that it can be breathed when crossing the threshold of the door of any of its three venues in Madrid: *croquetones* -with hard-boiled egg or Iberian ham-, tuna pie and pickled quail thighs, fried eggs with jowl, Madrid-style tripe, veal meatballs... without forgetting authentic icons of the capital's gastronomy such as the mythical squid *bocata* or the veal *pepito* (meat sandwich) with bell pepper and cheese, among others.





In addition to vermouth -Hermanos Vinagre has its own secret formula-, sherry wines are making their way onto the menu, along with aperitif cocktails, which are served at its premises in the Chueca neighborhood. Its latest novelty is the opening in early 2023 of a new space on Cardenal Cisneros street, in the heart of Chamberí. Its three Madrid establishments, with an average ticket price of between 15 and 18 euros, are authentic Castilian temples that mix tradition and modernity to recover -and vindicate- that characteristic long and unhurried aperitif, although each one has its own personality. While at Narvéez St. customers can enjoy their terrace, at Gravina St. they can enjoy cocktails inside, and at Cardenal Cisneros St. they can enjoy some hot dishes and tapas in the purest *cañí* style, fresh from the kitchen.




LÁGRIMA
DORADA

Our early harvest varieties:
Arbequina, Cuquillo y Picual



www.lagrimadorada.com


LLANO & MONTE
OIL MILL · WINERY

Mula Murcia Spain

Mia Elia means one olive tree... and one olive tree means the world to us.

An exclusive EVOO produced by a family from Lesvos island, in Greece,
that wants to share the love for nature and olive oil with the world.

www.miaelia.com



Vinegar and EVOO in perfect harmony

In this temple of aperitifs, which seems to be the perfect place to fall in love with Madrid with the most special and traditional appetizers in the city, extra virgin olive oil is another of the gods that are the object of adoration. "EVOO is a wonderful product that has always been praised and Hermanos Vinagre is no exception, although here we defend the perfect harmony between vinegar and EVOO." In their opinion, extra virgin olive oil is, in a renovated traditional tavern such as Hermanos Vinagre, "the best friend you can have." And, although they use different types of EVOO depending on the preparations (fried foods, elaborations, dressings...), they recognize that "we have a predilection for the arbequina variety." Although Hermanos Vinagre does not share its recipes, some of its appetizers and tapas where extra virgin olive oil is the protagonist are anchovies, *gildas*, Manchego sheep's cheese in EVOO, bread with chocolate and oil, etc.



*Honesty, contemporaneity
and vindication are the keys
that define Hermanos Vinagre,
a project that pays tribute to
the most traditional, long and
unhurried appetizer*



In the end, as its owners remind us, it is all about enjoying, and there are few foods more enjoyable than extra virgin olive oil. "Hermanos Vinagre is a traditional tavern adapted to the present where you can have a good time, remember happy moments of the past and think about what is to come with a smile on your face when you finish your last sip of vermouth." A real festival for lovers of Spanish gastronomy in small mouthfuls •



GALATEO & Friends®



Jorge Vallejo

or the exaltation of Mexican gastronomy

*“The aroma and subtlety of olive oil
enhances the flavor of my dishes”*

By Pandora Peñamil Peñafiel

Considered one of the most influential chefs on the world gastronomic scene -in 2022 he received the Estrella Damm Chefs' Choice Award, the only award given by direct vote of the chefs of *The World's 50 Best Restaurants*-, Mexican Jorge Vallejo acknowledges that he became a chef because he loves to eat. After several stages in some of the best restaurants in the world, in 2012 he decided to go his own way together with his wife Alejandra Flores opening Quintonil in Mexico City, the place where the couple has established a permanent dialogue with the memory and the present of the Mexican culinary tradition achieving a very personal cuisine that draws from moments and memories with a local and sustainable approach.





Best restaurant in Mexico and number 9 in the world according to *The World's 50 Best Restaurants* (2023) in just over a decade.

How do you digest this evolution? What is left for you to do?

We do not necessarily consider awards as something evolutionary. Positions and lists should be taken as a recognition of work, not so much as a goal to reach. I think what this tells us is that we are doing things right, but there is still a long way to go. Today more than ever, gastronomy and hospitality must expand their limits with a vocation to improve and transform the environment and society, and for that we all still have a lot of work ahead of us.

You have done stages in some of the most famous restaurants in the world, such as Pujol or Noma.

What have you learned from these experiences?

It's good to have worked with so many people you admire. A couple of years ago we invited chefs we admire from all over the world to Quintonil to celebrate our tenth anniversary. It was unforgettable. However, and now that time has passed, sometimes I think that the real rigor and integrity were forged when I worked on the cruise ships: there you learn

to work hard and to be very disciplined, and that is everything. If you know how to mature that experience, it will be an important part of who you are now.

At what moment in your life and with what dish did you decide you were going to be a chef? Who was your reference?

More than dishes, I think of moments. Something like vocational moments. I remember the smell and taste of rotisserie chicken from a chicken shop near my house and eating it with my family one weekend. I also remember that, in the hallways of some buildings in Mexico, at the entrance there was a communal table with tortillas, beans, salsa and cheese; and people who came in could prepare a taco and have lunch. That is the essence of the “*taco placero*”, which we also serve at Quintonil, with a personal touch. Sometimes one cooks for nothing more than to not forget.

Many diners around the globe think that they know tacos, burritos or fajitas well, but... what does Mexico really taste like?

It tastes of smoke, that of mezcal, that of the grid



where tortillas are made; of the mineral from the volcanic stone when corn and spices are added to mole, or when vegetables are crushed to prepare a sauce in the *molcajete* -stone mortar typical of Mexico-; it tastes of the depth of the reefs in shrimp, sea urchin or toasted abalone; it tastes of the earth when lamb or cochinita is made in Yucatán, or of chocolate with cloves and chile along with 25 other ingredients that make up a good mole poblano. And it tastes like much more.

You started very young in the world of cooking, what would you say to young people today to get them interested in gastronomy and combine *fast food* with *slow food*?

That they work hard. Let them have a goal, the one they want, and work all day long with discipline. Creativity or fame will come later and it will be something almost involuntary. The real ambition must be for cooking and not for anything else.

At Quintonil we find purely Mexican ingredients, but also others of international character, specifically of Spanish origin, such as sherry or olives. What influence has Spanish cuisine



PROPIOS
DEL GUADIANA
extra virgin olive oil



*Tradition
Nobility
Dedication*





had on your education and your way of understanding cooking?

All cuisines draw from other gastronomies and traditions. For example, in Quintonil we prepare a chorizo made of chicatana ant; it is well known that chorizo comes from the Iberian Peninsula, but in this case its content is a Mexican ant. We also make a green curry that is at the same time a green mole, and there we fuse Thai and Mexican in one dish. You have to know how to combine and experiment with new things, taking advantage of the universe of gastronomic possibilities we have within our reach.

Do you know and use olive oil in your kitchen? What do you think of this product?

We definitely use olive oil sometimes, especially when we want the aroma and subtlety of its flavors to accentuate the dish, which is its main task, besides being a really healthy oil.

Do you remember the first time you tried it?

It is common to use olive oil in Mexico. While I don't remember the first time, I'm sure it was before I became a cook.

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

I like hake *al pil pil*, as it is a dish in which the ingredients speak for themselves in a simple but precise preparation, where the olive oil accentuates the flavor of the fish while preserving its own aroma and flavor in the dish.

You claim you became a cook because you like to eat. What do you really like to cook when you get home to your family?

What you eat at home is very different from what is served in a restaurant. I cook simple things and I like the product to speak for itself, as is the case with vegetables and fish. And for dessert we make strawberries with cream or fried bananas, which are traditional Mexican desserts made with fruits that are always available.

Massimo Bottura confessed to us that jazz sounds in his kitchen, and Dabiz Muñoz plays rock and roll with his team. What do you listen to in Quintonil's kitchens to find inspiration?

I'm almost the last of Generation X and the first Millennial, so first thing in the kitchen I put on the

fun and not-so-sophisticated Spanish rock; until the kids arrive and change the songs....

*"Sometimes one cooks
for nothing more than
to not forget"*

Your kitchen is full of local products and you even have a vegetable garden on the rooftop of the restaurant. How do you achieve that in a globalized world? Do you think that the true luxury of the 21st century is natural and sustainable?

Globalization is not at odds with sustainability. I believe that we must make a turnaround if we want things to improve for future generations, and if that turnaround involves going back to offering homegrown or homemade products, we will not fail to do so.

In Mexico there is a lot of endemism, 64 species of corn and chili peppers, as well as an endless



PAGO BALDÍOS SAN CARLOS, COMMITTED TO ORGANIC!

¡PAGO BALDÍOS SAN CARLOS APUESTA POR LO ECOLÓGICO!

Organic pistachio cream with
organic extra virgin olive oil

Crema de pistachos ecológicos
con aceite oliva virgen extra ecológico



Organic extra virgin olive oil for children

Aceite de oliva virgen extra ecológico para niños



www.pagobaldiossancarlos.com

number of edible plants and insects and thousands of bees endemic to the southern jungles of the country, among many other things. This is how food has been eaten here for millennia and now the world is watching with interest, so it is a good time to lead by example.

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

The perfect dish is so because it is eaten with the people you love. It's like with wine; nobody, or almost nobody, would want to drink a *Vega Sicilia* alone. When you eat alone, you feed yourself; when you eat with others, a gastronomic experience begins. The perfect diner is one who is willing and open to be surprised by a new or different idea •

"It is common to use olive oil in Mexico. Although I don't remember the first time, I'm sure it was before I became a cook"



3^{veces} premiado
Mejor Aceite
del MUNDO

y 2^{veces}
Mejor Aceite de España




HACIENDA
QUEILES

www.haciendaqueiles.com

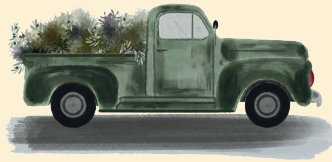
f @haciendaqueiles



EVOO Calendar



*From the tree to the tables
around the world*



By Cristina Revenga Palacios
Illustrations by Carmen Bernáldez

We are part of the olive's journey from the moment it is born on the olive branch until it turns into a delicious green juice and ends up being tasted in homes and restaurants around the world. From the warm rays of sunshine in the spring, when the olive tree is showing its flowers in the wind, to the first snowflakes when the millenary tree rests and the producers launch their early harvest EVOOs. *Bon voyage!*





JANUARY.



We begin our calendar with the longed-for month of January, named after Janus, the god of the two faces and the spirit of doors, of the beginning and the end. An important month for the Romans because it signified the conclusion and the beginning of something new, as happens in the cycle of the olive tree. Although in this month there are still some producers finishing the olive harvest, the winter season arrives and with it the well-deserved rest of the olive tree after offering its precious fruit. During this period, the millenary tree relaxes and, in addition, the olive grower is in charge of making it beautiful by removing the branches that are dry or are not necessary, which is called “pruning”. Did you know that olive wood has multiple uses? It can be used to make kitchen utensils, furniture and even to heat houses due to its high calorific value. In short, it is a key moment to maintain the good health of the olive tree, so that, later, the best extra virgin olive oil can be produced. In the meantime, the fresh extra virgins are stored in the cellars until they are bottled at a controlled temperature, protected from light, odors and foreign agents.

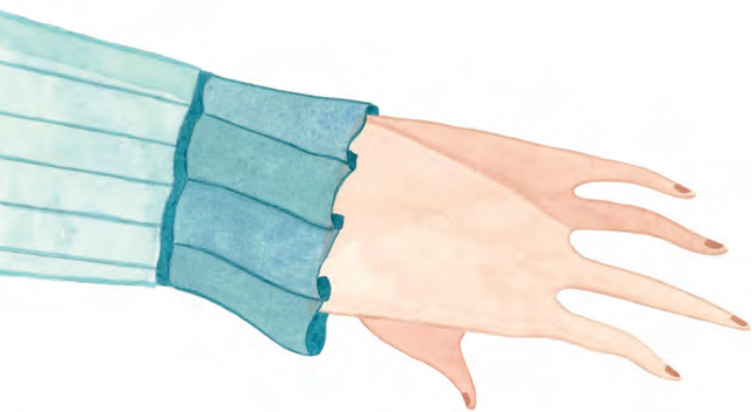


The olive blossom lasts 24 to 48 hours
La flor del olivo dura de 24 a 48 horas

RAPA, the value of the ephemeral
RAPA, el valor de lo efímero

FEBRUARY & MARCH.

February, the month of love, arrives and the olive tree awakens from its winter dormancy, starting its reproductive cycle, which also takes place at the beginning of March, thanks to an increase in temperatures and daylight hours. Thus begins a fascinating period with the growth of the buds, which will in the near future be woody, producing the growing stems; or flowering, which will give rise to the fruit. This stage depends entirely on the weather, as the buds are very sensitive to low temperatures. Now is the time to carry out treatments against one of the most common diseases suffered by the olive grove, called “repilo”. Have you ever heard of it? During these two months the producers continue with the process of packaging their precious juices and prepare their agendas to contact points of sale and distributors so that their extra virgins can be tasted in any corner of the world. By the way, we must not forget that the olive harvest in the countries of the Southern Hemisphere starts in these months!





APRIL & MAY.

We cross the month of April and the beginning of May and we observe how the olive tree begins to show its flower, an explosion of life and energy of this tree where the flowers grow forming clusters with a great number of them, from 10 to 40. Its four petals are white, in the shape of a cross, and its center is orange-yellow, where the pollen is found. This flower is generally known in Spanish as *trama* or *rapa* -a name that has even inspired an author's perfume- although, depending on the geographical area, it can also be called *cadillo* or *esquimo*. The ideal temperature for flowering to take place cannot be too low, as it is one of the most critical stages of the whole olive production process. Shall we let you in on a few secrets? The pollen of this tree is a great traveler and can move through the air for hundreds of kilometers, pollinating flowers of other olive trees. A time of hope is beginning for producers, who also take advantage of these months to attend national and international fairs and events where they can show off and present their EVOOs. And if any time is a good time to walk among olive trees, this is certainly the best, so we invite you to soak up the potency that the ancient tree gives off at this time of year ... if you're not very allergic, of course.

HACIENDA TUCÁN
· ACEITE DE OLIVA · VIRGEN EXTRA ·

*Welcome
to the greatest show on earth*

*Welcome to the great
culinary exhibition!*

www.aceitehaciendatucan.com

JUNE, JULY & AUGUST.

Once full flowering is over and the flower petals have fallen, the olive tree enters a stage called “fruit set” -what will become the future olive- and the subsequent hardening of the olive pit. At this time the olive tree needs to be calm and have sufficient water and nutrients in the soil. With the arrival of July, the olive tree enters its “summer stop”, being more active during the first and last hours of the day, and resisting the harsh summer temperatures. It is also a good time to admire its beauty and immerse yourself in its rich culture by discovering the trendy oleotourism. Thus, we can find routes to admire its twisted trunks throughout the world -there are excursions of exceptional beauty in Spain, Greece, Italy, Turkey, Slovenia, Argentina, Croatia, California or Chile-, visit beautiful signature oil mills, participate in EVOO tastings and pairings under the stars or travel to paradisiacal islands among olive trees where there will be plenty to do and see, enjoying an unforgettable *extra virgin* summer.





olivares vivos

**BRING TO LIFE
YOUR EVOO**

**RECONCILIADOS
CON LA VIDA
EM HARMONIA
COM A NATUREZA
OLIVETI CUSTODI
DI VITA**

**ΕΛΑΙΩΝΕΣ ΠΟΥ
ΠΡΟΣΤΑΤΕΥΟΥΝ ΤΗ
ΒΙΟΠΟΙΚΙΛΟΤΗΤΑ**

AT ONE WITH NATURE

join us

www.olivaresvivos.com

PARTNERS:



JUAN VILAR
CONSULTORES ESTRATÉGICOS



**UNIVERSIDADE
DE ÉVORA**

CO-FINANCERS:



Junta de Andalucía
Consejería de Agricultura, Ganadería,
Pesca y Desarrollo Sostenible





SEPTEMBER. ●



The time has finally arrived when the olives become fat and full of olive oil. These small fruits will face different enemies such as lack of water, *prays* or the olive fruit fly. Although it may seem so from their names, they are not creatures of science fiction but two of the most frequent pests in this crop. Once summer gives way to autumn, the olives undergo their first color changes, a period of several weeks known as *veraison*, during which the olives gradually change from their characteristic green color to a purplish tone. This is an essential phase that will influence both the quality and flavor of the extra virgin olive oil produced. Now is also the time to get the oil mill ready and thoroughly check its facilities, which embellish to receive the green or first day of harvest oils, also known as early harvest EVOOs. Do these concepts sound familiar to you? Look for them on the labels the next time you go grocery shopping!



OCTOBER, NOVEMBER & DECEMBER.

We are entering the last months of the year, when the process of oil formation in the fruit is accentuated and the olives are ready for harvesting, which takes place in autumn, although depending on the areas and the variety it can be extended to the first weeks of winter. It represents a period in which the olive trees are dressed in their best attire to welcome the eagerly awaited harvest. After harvesting, the olives are quickly transported to the mill to obtain the highest quality of the final product, the expected extra virgin olive oil. When the olives arrive at "home", they are selected, cleaned and washed, and then undergo a process of milling, centrifugation, filtering, storage and, finally, conservation and bottling of the oil obtained. We already have a new campaign of green, ripe, bitter, spicy, monovarietal or blend EVOOs.... Variety is the key to taste and there is no fruit more versatile than this one. Let's enjoy a whole year of extra virgin olive oil! ●



mariomarseglia



olio di oliva extra vergine biologico
una storia di famiglia
extra virgin olive oil organic
a family story



Az. Agr. Acquisanta di Santo Mario Marseglia
Piazza Bizantina, 4 - Bovino - FG (Italia)
www.mariobiofood.com
santo@marseglia-oliveoil.com

Kate Moss

*The fashion icon
finds her refuge in
the middle of nature*

By Pandora Peñamil Peñafiel

The most iconic model of the nineties delves into nature to launch a cosmetics and wellness brand that advocates nature and being present in the here and now. Through a subtle play on words between the Cosmos -everything revolves around the holistic- and her famous name -Moss-, COSMOSS aims to transcend the material and become a ritual of balance to calm our busy daily lives. But not everything in the life of the British model who invented every trend are walks in the countryside, relaxing teas and regenerating creams. Kate Moss also makes time -the most precious of all!- to cook one or another recipe for her family and friends. Shall we put on the apron?



*"I like cooking for my friends
and family, everyone coming
together it's the ritual of
togetherness and sharing I enjoy"*



»» How did the adventure of launching COSMOSS come about and how has the public's reception been during this year?

Wellness is something I really believe in and works for me, that's what inspired me to create COSMOSS. I can't believe it's a year already, it's been such an inspiring experience, building and creating the brand, listening to my friends, and the feedback from the COSMOSS Community... I am excited by all we are building.

»» Your reappearance on the occasion of the release of COSMOSS created a tremendous media hype because you look literally the same as twenty years ago. What is the secret of Kate's eternal youth?

To be happy – that's always the best way to look or feel good.

»» Is drinking herbal teas the best way to end a long day of work? How important are rituals to preserve our inner calm?

Rituals are really important to help anchor and keep your balance. I'd say tea is a perfect ritual to start and end each day. I start each day with a cup of *COSMOSS Dawn* tea and finish each day drinking a cup of *Dusk tea*, to calm and soothe inside.

I created *COSMOSS Rituals*, and the whole COSMOSS universe, so there were wellness anchors alongside

skincare rituals to support you throughout the day. We considered wellness rituals for the whole day, rituals to wake and calm: *Sacred Mist* fragrance to cleanse and uplift your aura, skincare to cleanse and soothe as well as the *Dawn* and *Dusk* tea to create a ritual to start and end each day.

COSMOSS is wellness for sunrise to sunset – it's about creating rituals to support and calm our busy lives.

»» At COSMOSS you follow a philosophy based on wellness and holistic. Here, in Mediterranean countries, we consider trees like the olive tree and foods like olive oil 100% holistic. Do you agree?

Totally! It's about taking better care of ourselves and having a more balanced life...

COSMOSS was created literally around the kitchen table, its all sourced from the garden, cruelty free and vegan. I asked the homeopath Victoria Young to help me capture the feeling of wellness and calm and we walked around my garden for hours and hours, looking and picking flowers, smelling herbs before she blended the teas and *Sacred Mist perfume*.

»» In your Vogue video "Cooking With Kate Moss" we saw you drizzling a chicken and some vegetables with olive oil. Does this food have a special place in your day-to-day life? It is one of the healthiest foods in the world...



"Being surrounded by nature is when I am at my most relaxed"

Of course! I like cooking for my friends and family, everyone coming together it's the ritual of togetherness and sharing I enjoy.

>> On the COSMOSS website there is a section called Kate's Corner. What is Kate's real corner? What is the landscape or place that comforts you after a long day of work?

Kate's Corner is where I share what inspires me: books, artists, ideas. For me, meditation or spending time in my garden helps to keep me balanced.

When I'm at home, pottering in the garden is my favourite place to be, being surrounded by nature is when I am at my most relaxed.

>> From a point of view of introspection, reflection and meditation, what advice would you give to young people who live in a world in which they connect more with technology than with themselves?

I think it's important to find a moment in every day for yourself and to make this part of your daily ritual. Take time offline and live in the present, appreciate nature and what's around you. Create your own COSMOSS Rituals, Self-Care, Kindness and Calm!



always connected
to nature...



2021 MARIO SOLINAS
Second Prize in
MEDIUM GREEN
FRUITINESS CATEGORY

La Roda de Andalucía (Sevilla) ESPAÑA
info@aceiteentrecaminos.com

www.aceiteentrecaminos.com



81/100



COSMOSS

by Kate Moss

Behind the fashion icon lies a brilliant and intuitive businesswoman whose work behind the catwalks is embodied in her latest and most personal business venture to date, the beauty and wellness line COSMOSS. Over the past year and a half since launching COSMOSS, London superstar Kate Moss has curated her line of high-quality wellness products inspired by the landscape around her, particularly her lush country garden in the UK, whose botanicals and healing herbs she uses in her own rituals.

“COSMOSS draws on the extraordinary life experience of Kate Moss — ready to share her journey of self-acceptance and freely be herself,” read a caption on a COSMOSS photo. “Each

COSMOSS product has been meticulously crafted with well-being in mind, using potent, natural substances. Each ritual opens a door to balance, restoration and love. The COSMOSS scent recenters and completes,” indicated the brand in its launch, in a clear nod to the natural cosmetics that are the protagonists of the current beauty market, but highlighting that this botanical presence will be reflected in the aroma.

The COSMOSS product line consists of a fragrance, teas and skincare products. Likewise, on the website you can purchase special packs and plan your own rituals -The Dawn Ritual, The Day Ritual and The Dusk Ritual- with different combinations of creams and nectars.



ONE OF THE BEST EXTRA VIRGIN OLIVE OILS IN THE WORLD



WWW.ORBAILLEN.COM



Face Cleanser & Face Cleanser Fragrance-Free

Rich and fancy cleanser that effectively removes all skin impurities and make up, without stripping natural hydrolipidic protective barrier. Leaves the skin clean, refreshed, soft to the touch and nourished. Semitransparent formula in mild scent makes the experience even more sensorial. The cleanser purifies the skin and eye area from excessive sebum, make up and SPF residues as well as pollution particles which makes the skin fresh and balanced. This product has innovative emulsion formula with physiological pH that is gentle to the skin and rinses off easily without leaving an unpleasant greasy film or feeling of tightness and irritation.

Face Cream & Face Cream Fragrance-Free

A high-end nourishing, moisturising and rejuvenating day & night cream that reverses the dulling effects of oxidative stress for a healthy glow. Its gentle formula, high in antioxidants, promotes plump, well-rested skin, reduces fine lines and wrinkles, stimulates natural collagen production and revives smoothness, firmness and elasticity of the skin. It has also a fragrance-free version for the most delicate skins.



*"Take time offline and
live in the present,
appreciate nature and
what's around you"*



Tropicual

ACEITE DE OLIVA VIRGEN EXTRA
ecológico

*the EVOO that
Nature envelops*

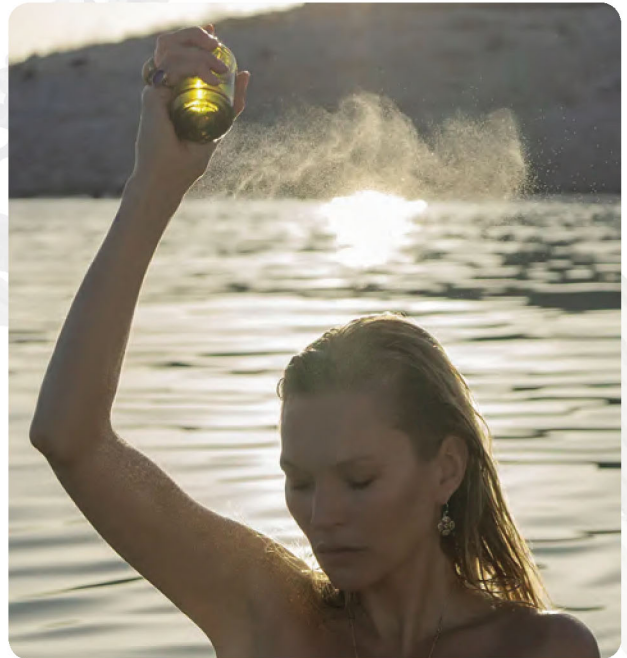


DISCOVER
ALL OUR
PRODUCTS

www.tropicual.com

Sacred Mist Fragrance

Sacred Mist eau de parfum, created by noted Homeopath, Alchemist and COSMOSS collaborator Victoria Young, is a holistic aura mist inspired by Kate Moss. This fragrance for soul, self and space, winner of VOGUE 2023 Beauty Awards–Holistic Wellness Wonder, invites the user to a unique sensory and sensual experience of aura cleansing with calming essence to uplift the mood, enhance emotional awakening, balance and inner calm. It is available in two formats: 30 and 100 ml.



Skincare

Golden Nectar is a golden pro-collagen antioxidant oil for face, body and hair. An everyday indulgence with a spirit of vintage decadence described as a holistic wonder to spark the natural processes of skin rejuvenation thanks to its blend of mythical tears of chios, chia plant and rosemary extract. It activates cells and detoxifies the skin, it supports deep regeneration to soothe skin and it helps slow down the natural ageing processes for skin that appears younger, plumper and firmer.

And they did it, because they didn't know it was impossible

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



OILTOPIA
EXTRA VIRGIN
EVOLUTION

Aceites Estrella del Guadalquivir S.L.

+34 957 17 78 73

www.oiltopia.es



TEAS

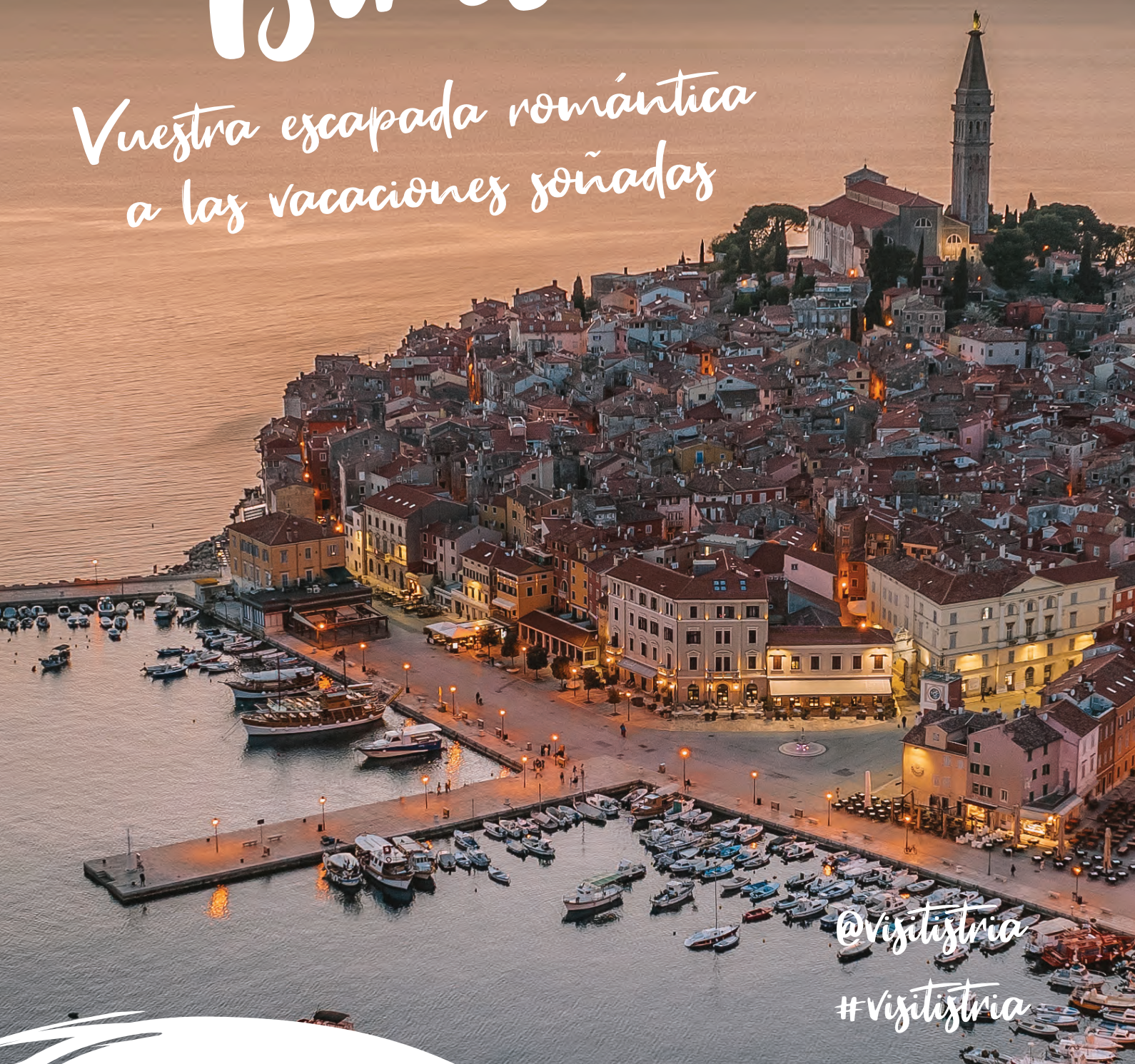
Inspired by the sunrise in a summer garden and the language of herbs and flowers, *Dawn Tea* is an uplifting morning tea blended with hibiscus flower to energise and help strengthen the body, through ingredients such as crushed bay leaf -to support skin, hair and nails- and ginger root -to help maintain immunity. An energetic drink that stimulates the immune system, high in antioxidants to help protect against environmental stress, ideal to start the day in an energetic and uplifting way.

When the night arrives its time for *Dusk Tea*, a night-time tisane that infuses herbs and soft spices to aid sleep and soothe the soul. Composed of chamomile flower -to enhance relaxation-, hop cones -to calm stress- and crushed cinnamon and fennel fruits -to support and boost digestive health, it is aimed to gently improve digestion, relax, relieve tension and anxiety and calm your soul for a better night sleep •



Istria

*Vuestra escapada romántica
a las vacaciones soñadas*



@visitistria

#visitistria



California

Tour & Taste Olive Oil in the Golden State

By Alexandra Kicenik Devarenne
and Roberta Klugman

If you're planning a trip to California and love food as much as we do, you won't want miss the opportunity to get as up-close-and-personal as humanly possible to the state's healthiest, most sustainable and delicious crop – olive oil.

Photo Credit
Leah Kelley







The name California evokes many things: a vibrant entertainment industry, high tech innovation, sunny beaches and natural beauty. But in addition, California is an agricultural powerhouse; its farming sector is by far the largest of any state in the US, valued at \$55.9 billion in receipts for 2022. Among the many crops that thrive in the state's rich farmland and Mediterranean-type climate are olive trees.

But first some History

The roots of the olive oil industry in California go back to the late 18th century. As Spanish Franciscans established missions up the coast of California, they planted olive trees for oil production. In the second part of the 19th century, orchards of various varieties were planted from San Diego to Sonoma and in the Sierra foothills. The first commercial olive oil was pressed in 1871 in Ventura County. By 1885, oil was being produced from about 809 ha (2,000 ac) of olive trees, but the industry declined in the late 1800s because California olive oil did not compete well against seed oils and imports.

At the turn of the 20th century the California black ripe olive became popular and olive production in the state turned to table olives. Olive oil was produced on a small scale, mostly from undersized fruit that was not used for table olives. Many of the old orchards of oil cultivars were abandoned and gradually were overgrown.

The modern era began in the late 1980s as interest in Italian cuisine and healthy eating grew. Starting around 1990, some intrepid producers were clearing and rehabilitating those abandoned oil olive orchards from the past. The “California olive oil Renaissance” saw a flurry of planting -at a boutique scale- of primarily Italian oil cultivars and the '90s saw a proliferation of artisan extra virgin olive oil brands that were grown and bottled in the state.

The next stage for California's olive oil industry began in 1999 when the first super-intensive plantings of Arbequina, Arbosana and Koroneiki went in. This started a rapid expansion of acreage, primarily in the Sacramento and San Joaquin valleys. Today, the vast majority of California olive oil is produced in the super-intensive system for large brands, but a vibrant artisan industry flourishes alongside.



Road Trip!

One of the first things a visitor to the Golden State will realize is how big it is. For reference, California is about the same length as Italy, and 25% larger in area, so be careful not to underestimate distances and travel time. The train service is limited and time-consuming although the Pacific Surfliner (San Diego to Los Angeles) and Coast Starlight (Los Angeles to San Francisco and on to Seattle) both travel a beautiful coastal route. Longer legs in your itinerary can be done by air to save time, but the best option for flexibility is to drive. One travel option you can look into is renting a recreational vehicle (RV) so that you don't have to worry about motels or hotels. California is famous for the diversity of its landscape and for its national and state parks, ranking #1 in the country for both, not to mention the many tourist destinations in the metro areas. For our Olive Oil Road Trip, we are going to focus on the food and agricultural side of the state, but there is so much to see along the way.



A family coupage EVOO made from
Picudo and Carrasqueño olives

From our family to yours



malacasta



+34 626 129 863
www.malacasta.es

HERITAGE TREES AND A FRESH APPROACH

North of Los Angeles in the southern part of the Central Valley is Tulare County. Producing more than half of the state's table olives, it lies on the way to Sequoia National Park and the breathtaking landscapes of the southern Sierras.

Olivaia's OLA

Ave. 200, west of Road 204 in Lindsay.

Offerings:

Tours and tastings by appointment. Olive oil dinners, lunches and food pairing, all by prior arrangement.

Contact:

giulio@olivaiaolive.com / 310-291-4074

Website:

www.olivaiaolive.com

Olivaia's OLA is an 8 ha (20 ac) farm with traditional table olive cultivars, Manzanilla and Sevillano, planted 60 to 125 years ago. Owners since 2012, Giulio Zavolta and Rachelle Bross have taken this parcel of California's historical table olive production in a new direction.

Recently 300 Coratina and Itrana trees have been interplanted in the old orchard. Since there are at least nine varieties of olives that are yet to be identified -plus the four already mentioned- they call the orchard Block X. The trees are farmed to optimize the different uses of the olives: CA Ripe Olive industry, fresh olives for home curing, *Olivaia Olives* (their own table olives), and *Olivaia's OLA*, their extra virgin olive oils (winners of multiple Best of Show and Best of Class awards).

Olivaia OLA's artisanal approach, regenerative farming, and attention to detail align to create outstanding products and honor their heritage trees. The small town of Lindsay once called itself the "Olive Capital of the World" and the thriving olive-growing region is now being usurped by more lucrative crops. Olivaia aims to reshape the perception of heritage trees in the hope that their practices and the recognition of their products will convince others to see that the value of heritage trees goes beyond just the bottom line.



Photos credits
Courtesy of Olivaia



Five centuries of history and
always at the forefront

From Finca Tras Cabezas, property of the wife
of Miguel de Cervantes (year 1586), to the rest of the world



Premium EVOO from
the Lecciana variety

SAN ARDO'S OTHER OIL

Olive oil is not the only oil that has featured in the history of California; petroleum has been an important industry as well. In 1903, California was the #1 oil producing state in the country and it remains significant. Pumpjacks (aka grasshopper pumps) appear periodically along the highways as you traverse the state. Our next producer is located across the freeway from a cluster of oil wells in San Ardo, 45 km (28 miles) north of the Central Coast wine region of Paso Robles. This oil field has led the locals to call the extra virgin olive oil from 43 Ranch “San Ardo's other oil.”

43 Ranch

Highway 101 Exit 260, 4.8 km (3 mi) south of San Ardo.

Offerings:

Tasting room open Fri–Sun 12 – 5 PM or any day by appointment (traveler tip: don't miss the olive oil ice cream); tours by appointment.

Contact:

info@43ranch.com / 831-627-2455

Website:

www.43ranch.com

Accommodations:

43 Ranch is part of the Harvest Hosts network for RV travelers www.harvesthosts.com

Located right off 101 on a site previously occupied by a petrol station is the mill of 43 Ranch. In a sign of changing times, the mill parking lot is now home to twelve Tesla NACS superchargers. Greg and Cindy Traynor grow Spanish and Italian cultivars on this ranch that has been in Greg's family since 1864. They built the mill in 2017 and won a Best of Show with their first production. Since then, in addition to Best of Show every year at the Los Angeles International competition, 43 Ranch has earned the distinction of being the only domestic extra virgin olive oil ever to win the Marco Mugelli “Best of the Best” award at the Los Angeles International Competition.

Photo credits

Courtesy of 43 Ranch





*Leaders in bottling **extra virgin olive oil***



Aceites Maeva S.L.U.
Parque Metropolitano, Avda. Incar 8
Escuzar (Granada) Spain
Tel. +34 958 99 10 33

www.aceitesmaeva.com



MAEVA USA
PHILADELPHIA

MAEVA FRANCE
AIX EN PROVENCE

SPRAYLAB MEXICO
MONTERREY

MAEVA CHINA
BEIJING

MAEVA ESPAÑA
GRANADA

MAEVA JAPÓN
TOKIO

A PIONEER'S PIECE OF PARADISE

San Francisco figures into almost everyone's visit to California, and our next farm is only 35 minutes north of the Golden Gate Bridge, nestled among the rolling hills west of the picturesque river town of Petaluma. This region is home to artisan cheese makers, distinctive wines and a vibrant local food culture. The ranch holds an important place in the modern history of olive oil in California thanks to its visionary founder, Nan McEvoy.

McEvoy Ranch

Petaluma, 10 minutes outside of town, 15 minutes from Hwy 101.

Offerings:

Tasting room and tours by appointment, 11 AM – 5 PM 7 days/week. Olive oil and wine tastings, lunch, charcuterie boards; private events and experiences available by arrangement.

Contact:

customerservice@mcevoyranch.com

Website:

www.McEvoyRanch.com

McEvoy Ranch was founded in 1990 by the late Nan McEvoy on a 222 ha (550 ac) former dairy farm. She imported olive tree starts from Italy, determined to make the sort of extra virgin olive oil she had fallen in love with in Tuscany. Since then, McEvoy Ranch has helped to define the Premium sector in California with its certified organic, estate grown and milled extra virgin olive oil. In addition, they produce a line of co-milled olive oils that range from the traditional citrus to the innovative ginger-turmeric. Committed to stewardship of the land, the ranch has the highest standards for sustainable production. They irrigate only with surface water that is collected in ponds and all the mill by-products and prunings are composted and returned to the orchards. The McEvoy family continues to own and operate this beautifully designed and maintained ranch with the third generation now joining the workforce.

Photo credits

Courtesy of McEvoy Ranch





La Finezza

OLIO EXTRA VERGINE DI OLIVA

OLIO EXTRA VERGINE DI OLIVA **100% ITALIANO**
DA FILIERA CERTIFICATA **UNAPOL**

SCOPRI LA PIÙ VASTA SELEZIONE
DI **MONOVARIETALI**, **DOP** E **IGP** D'ITALIA
E LA NUOVA LINEA DI **SUGHI PRONTI**
SELEZIONE MONOCULTIVAR
su lafinezza.it



SCARICA
IL NOSTRO
CATALOGO



AT THE HEART OF THE WINE COUNTRY

If you travel east from McEvoy Ranch you head into the most prestigious wine region in the US. World-class wines are produced in several areas of California, but none is as famous as the Napa Valley. Don't miss the great wines and history in Sonoma County on the way, including Mission San Francisco Solano (1823), the furthest north of the missions in California. Our next producer is located in the middle of the beautiful Napa Valley, surrounded by vineyards, one of only two working olive mills in the valley.

Round Pond Estate

Rutherford Road between Hwy 29 and Silverado Trail in Rutherford.

Offerings:

Tasting room offering a guided tasting of the estate's oils and vinegars paired with seasonal small bites from their estate chef. 10 AM – 4 PM, by reservation only. For groups over 10 people, private experiences available.

Contact:

concierge@roundpond.com / 707-302-2575

Website:

www.roundpond.com

Round Pond Estate has 4.9 ha (12 ac) planted with 2,200 olive trees: Leccino, Pendolino, Maurino, Frantoio, Coratina, Sevillano, Mission and Manzanilla. Their mill includes both a traditional stone and a hammer mill. This combination of time-honored and modern methods allows them to give each olive variety the handcrafting that brings out its unique expression. All of the olives are sustainably farmed, hand harvested, milled and bottled on the estate. Two extra virgin olive oils -Italian Varietal and Spanish Varietal- are joined by two citrus co-milled oils and several infused oils. Round Pond also produces red and white wine vinegars from estate-grown grapes.


1-2. Photo credits

Courtesy of Round Pond tasting
Briana Marie Photography

3. Photo credit

Kiyomi Wall





*la experiencia
del milenario sabor
de la tierra...*

descúbrela

aoveland

EL MUNDO DEL OLIVAR

by Oleícola Jaén



www.oleicolajaen.es / www.aoveland.com

Camino Viejo de Jaén, s/n, 23340 Baeza, Jaén - Telf. (+34) 953 74 14 40 - hola@aoeland.com

A TASTE OF SICILY IN THE SACRAMENTO VALLEY

Over the mountains that border Napa Valley on the east lies Yolo County. This flat farmland is home to row crops, fruit and nut trees, and olive orchards. The charming town of Winters and its Historic District give visitors a sense of California history, rural lifestyle, and fresh farm flavors. The Olive Center at UC Davis is 20 minutes away (visits by appointment at <https://olivecenter.ucdavis.edu>). Amidst this diverse agricultural bounty is a 4 ha (10 ac) farm making extra virgin olive oil from a mix of olive varieties found nowhere else in California.

Bondolio Olive Farm

Near Winters, off Hwy 505 about 80 minutes northeast from San Francisco.

Offerings:

Tours and tastings by appointment; can include pizza from a wood-fired oven served in their outdoor tasting room. Extended menu by arrangement.

Contact:

Orders@bondolio.com / 916-715-9007

Website:

www.bondolio.com/contact-us/

A passion for Sicily and its distinct olive oils inspired Karen and Malcolm Bond to transform their almond orchard into a traditional Sicilian olive grove of Nocellara, Biancolilla, and Cerasuola cultivars grown from cuttings the Bonds imported from Sicily. Both the grove and on-site mill used to create Bondolio's Sicilian estate blend are certified organic. Hands-on olive oil growers and millers, the Bonds live alongside their grove and the mill.

The Bondolio flavor profile, while readily found in Southern Italy and Sicily, is quite rare among California oils. A four-time Good Food Award winner, critically acclaimed Bondolio consistently earns awards, including Best in Show at the California State Fair in 2017 and 2019, and frequent gold medals from the New York and Los Angeles international olive oil competitions.



1. Photo credit
Bondolio

2. Photo credits
Bondolio
Judy Doherty Photography

3. Photo credit
Federica Gioia



PREMIUM

Extra Virgin Olive Oil

Exceptional quality and flavour.

*This EVOO is the result of
a careful selection of the best
olives, ideal for the most
demanding palates*



www.aceitesmunoz.com



OLIVE OILS WITH A SACRED CONNECTION TO THE LAND

The Capay Valley, northwest of Winters between the Napa and Sacramento Valleys, is the historic home of the Yocha Dehe Wintun Nation, where Native American people have lived for thousands of years. Reflecting the Tribe's sacred commitment to the land, the Tribe sustainably manages more than 9,700 ha (24,000 ac), cultivating over a dozen crops on 1,200 ha (3,000 ac). Dedicated stewards of the land, the Tribe has set aside areas for habitat restoration, permanent conservation, and rangeland for its growing herd of 800 cattle. Séka Hills is their line of agricultural products, named in their native Patwin language after the blue hills that overlook their lands.

Séka Hills Olive Mill and Tasting Room from Yocha Dehe Wintun Nation

On County Road 78, Brooks in the heart of the Capay Valley, off Highway 16 in Yolo County.

Offerings:

The Tasting Room, Weds-Sun 11 AM – 5 PM.
Made-to-order food available. Mill and orchard tours by appointment.

Contact:

sekahills@sekahills.com / 530-796-2810

Website:

www.sekahills.com

Accommodations:

Minutes from the mill is the Cache Creek Casino Resort, a four-diamond luxury hotel owned and operated by the Tribe www.cachecreek.com

The Tribe first planted olive trees in 2008 on 33 ha (82 ac). Olive acreage is now over 200 ha (500 ac) in seven orchards. Séka Hills grows, harvests and mills monocultivar extra virgin olive oils, primarily Arbequina, Picual, Frantoio, Taggiasca, and Coratina. The Tasting Room, inside the mill facility, offers visitors guided tastings featuring the estate grown olive oils, wines and honey. The menu showcases the honey, tribal-raised beef, nuts, and other Tribal agricultural products as well as farm goods from the verdant Capay Valley and the region.



Photo credits
Courtesy of Seka Hills
Judy Doherty Photography



**More producer information:**

This is just a glimpse of what California and its olive oil industry has to offer. There is an online resource that lists many more visitor-friendly olive oil locations throughout the state, with a special section on harvest events.

www.ediblecommunities.com/edible-stories/olive-oil-heaven/

About the authors:

Alexandra Kicenik Devarenne is an olive oil consultant, writer, educator and international olive oil judge. She is the director of Extra Virgin Alliance, the specialty olive oil section of the North American Olive Oil Association (alexandra@calathena.com).

Roberta Klugman develops strategic plans and communications for the food and wine industries •



Single-estate EVOOs



EVOOs that leave their mark



Diezdedos



AOVE Diezdedos

Km3 Agrorural
+34 978 728 257
+34 932 154 413



DUBAI



PARIS



TOKYO



Five cooperatives and three oil mills from Jaén will carry the “Jaén Selección” label in 2024

Oro Bailén, Olibaeza, Puerta de las Villas, Esencial Olive, Puerta del Parque, Tierras de Canena and Jabalcuz Premium, in addition to the ecological Melgarejo, are the eight EVOOs chosen.

Created in 2003 by the Provincial Council of Jaén, the “Jaén Selección” label brings together the best extra virgin olive oils from Jaén of each harvest. The president of the provincial Administration, Francisco Reyes, unveiled on December 15 the name of the *eight magnificent* -seven conventional and one organic- that will bear this seal of quality during 2024 and will be present in the promotional activities in which the Council of Jaén will participate throughout the year.

The brands that will have this seal of quality in 2024 -produced by five cooperatives and three oil mills in the province located in seven municipalities in Jaén- are *Oro Bailén*, from Aceites Oro Bailén Galgón 99, from Villanueva de la Reina; *Olibaeza*, of the SCA El Alcázar, from Baeza; *Puerta de las Villas*, from the San Vicente cooperative, from Mogón (Villacarrillo); *Esencial Olive*, from Oleícola San Francisco, from Baeza; *Puerta del Parque*, from the cooperative Aceites Puerta del Parque, from Cazorla; *Tierras de Canena*, of the SCA San Marcos, from Canena; *Jabalcuz Premium*, from the SCA Sierra de la Pandera, from Los Villares; and the ecological *Melgarejo*, from Aceites Campoliva, from Pegalajar.

These extra virgins have been selected from among the 50 -42 conventional and 8 organic- that this year have been presented to the tasting-competition from 42 companies located in 32 municipalities in the province. The president of the Provincial Council highlighted “the great effort made by our farmers to obtain the best oils in a difficult and complicated season due to the drought, in which it is not easy to harvest due to low oil yields”; while congratulating the cooperatives of the province, “which account for half of the oils in this tasting-competition, an unmistakable sign of the



commitment to quality that is being carried out by the entire sector.”

Reyes also thanked the members of the tasting panel -led by the director of IFAPA in Cabra (Córdoba), Brígida Jiménez- for their work “in choosing these eight *Oscars* of EVOO,” made up of experts from the Institute for Agricultural and Fisheries Research and Training (IFAPA) in Cabra; the Institute of Oils of Seville; the Spanish Association of Olive Municipalities (AEMO); the official Tasting Panel of Catalonia; the Oleoestepa cooperative of Seville; the Spanish Ministry of Agriculture, Fisheries and Food; the Agri-Food Laboratory of Cordoba; and the Higher Institute of Agronomy of Lisbon.

The eight EVOOs “Jaén Selección” 2024 will lead the promotion of Jaén's liquid gold that the Provincial Council will carry out in the different tourist and gastronomic actions in which it will be present throughout this year, such as Fitur, Madrid Fusión, San Sebastián Gastronomika, the Gala of The World's 50 Best Restaurants, the Michelin Spain Gala, the Salón Gourmets or the World Olive Oil Exhibition (WOOE); as well as other provincial, national and international tourism fairs and exhibitions, and the First Oil Festival of the province of Jaén •

OLEO TOUR JAÉN



www.oleotourjaen.es



QvExtra! International, a decade of life guaranteeing the excellence of extra virgin

Created in February 2013 thanks to the initiative of 15 Spanish companies with the aim of promoting competitiveness among producers of extra virgin olive oil through an unequivocal commitment to quality as a means of energizing the sector, QvExtra! International celebrates a decade of life working on the dissemination and enhancement of a food with unique organoleptic characteristics and extraordinary healthy properties. Here are 10 compelling reasons to be part of this association firmly committed to the consumer that finds its reason for being in excellence.



- 1— To belong to the only and most awarded association in defense of the first category of olive oils.
- 2— The possibility of carry the SIQEV seal for those EVOOs produced by its members -which guarantees more demanding quality standards than those established by current regulations- and self-control by a certifying entity throughout its preferential consumption life.
- 3— The SIQEV seal is a powerful commercial tool for the commercialization of EVOOs in international markets.
- 4— Continuous improvement of the quality of EVOOs through networking with producers who share similar objectives.
- 5— Exclusive business days for partners as a meeting point to strengthen relationships and establish synergies.
- 6— Training in relevant issues regarding quality production and international marketing of packaged EVOOs.
- 7— Monthly reports for members on market developments.
- 8— Updated information from reports from the Spanish Ministry of Agriculture, Fisheries and Food (MAPA), EU, regulations, etc.
- 9— Dissemination of the member's brand through QvExtra!'s social networks and from its website.
- 10— Collective actions at food fairs, conferences and specialized media in the sector.



QvExtra! International

10 years of success

*QvExtra! International
celebrates a decade promoting
quality EVOOs*



1— How has your brand evolved in this decade and what are your main strengths today?

2— What new products have you launched on the market, adapting to new consumer trends?

3— Of all the promotional activities your brand has carried out in the last 10 years, which ones do you prefer?

4— You belong to an association in which you advocate the highest quality of extra virgin olive oil. What unique aspects differentiate you from other brands in the market?

5— Let's blow out the candles with a sentence... What is your wish for the next 10 years?



ALMAZARAS DE LA SUBBÉTICA • ALMAZARA LA ALQUERÍA •
ACEITES GARCÍA DE LA CRUZ • COOPERATIVA AGRÍCOLA DE CAMBRILS •
DEORTEGAS • FINCA DUERNAS • JACOLIVA • LA PONTEZUELA • LUQUE
ECOLÓGICO • MOLINO DEL GENIL • LAGAR DO SOBRADO • MUELA-OLIVES •
OLEALSA • OLEO QUIRÓS • OLEUM HISPANIA • ORO DEL DESIERTO

Almazaras de la Subbética

1.— Almazaras de la Subbética has experienced significant growth in the last decade, obtaining the highest national and international recognition thanks to the high quality of its extra virgin olive oil. We have been recognized as the Best Oil Mill in the World and the Best EVOO in the world in international rankings for seven consecutive years, in addition to receiving multiple awards in the most prestigious competitions, accumulating more than 1,700 awards to date.

Our strength lies in the quality of our products and the diversity of EVOOs we offer for every use. This achievement has been possible thanks to the efforts of the more than 7,500 families that make up Almazaras de la Subbética, our staff and, of course, our loyal customers.

2.— In response to new consumer trends, we have promoted the concept of an oil for each use, temperature, pairing, etc. In addition, we have launched a range of products that contribute to health and support the research activities of associations -mainly for children- that fight against diseases, such as "Sonrisas sin Cáncer" (Smiles without Cancer), contributing part of their sales to this cause. In terms of innovation, we have introduced **OLEOLATTE**, a new special oil for emulsifying with milk or vegetable beverages that offers coffee and tea lovers a unique, aromatic and healthy experience.



3.— We have carried out numerous promotional actions, but some of the most outstanding include the videos "What's behind a bottle of olive oil" in tribute to our farmers, so that their day-to-day lives can be known, or "How the best oil in the world is made". These videos show the love, effort and dedication behind each bottle of EVOO. We have also brought our brand closer to society and gastronomic influencers through the sponsorship of centuries-old olive trees, allowing them to pick olives and visualize the work and processes carried out at Almazaras de la Subbética to produce some of the best extra virgin olive oils in the world.

4.— We belong to the Priego de Córdoba PDO and have been members of QvExtra! since its creation. Two of our most recognized brands, *Rincón de la Subbética* and *Parqueoliva Serie Oro*, have the corresponding labels on their packaging, which guarantee the highest quality standards.

5.— Continuing to grow in quality, respect for the environment and adaptation to climate change, without forgetting our responsibility to contribute to society, being an active part of it.

www.almazarasdelasubbetica.com

Almazara La Alquería

1.— Since our beginnings, back in 2008, we had in mind the recovery of abandoned lands and dignifying the cultivation of mountain olive groves through the production of high quality and environmentally sensitive EVOOs, and these objectives are the ones that have marked our evolution. We started with about 80 hectares of property and today we manage more than 200 hectares of olive groves in the mountains of Alicante; we started milling about 10,000 kilos of extra virgin olive oil and currently our production exceeds 75 tons of organic EVOO and of regenerative cultivation, with more than 80 awards for quality in the last 10 years. Our brand *Paraje La Cabaña L'Alquería* is recognized today in the world of extra virgin olive oil as a guarantee of maximum quality and we have managed to obtain oils from the local varieties of Blanqueta and Alfarenca that are among the best in the world. Our main strengths lie in our varietal differentiation and our absolute control of the production process, from the field to the table, everything is managed by the Martínez family.

2.— At present, all our production is organic or in the process of conversion to organic agriculture. We have incorporated new varieties -Picual, Hojiblanca, Frantoio and Coratina- and we also customize our EVOOs for companies in the Horeca channel, which makes it easier for our high-quality extra virgin olive oils to be present in many tourist destinations in the Mediterranean basin.



3.— Undoubtedly, the presence in gastronomic fairs and events such as Madrid Fusión or the WOOE has been positive for positioning and brand recognition. We would also highlight the tastings, which we have not only carried out in the Valencian Community, but also in other places such as La Comunal, the Patrimonio Comunal Olivarero store in Madrid, or the Olive Grove and Olive Oil Interpretation Center in Úbeda (Jaén); as well as the actions with chefs such as Daniel García Peinado, the Gourmet Chef of La Roja (RFEF), or Firo Vázquez.

4.— Our uniqueness in the varietal aspect and organic production under regenerative principles are our main hallmarks. In addition, our EVOOs have the Natural Product label of the Parcs Naturals de la Comunitat Valenciana, which requires that 100% of the raw material has its origin in the area of socioeconomic influence of the Natural Park, in this case the Parc Natural de la Serra de Mariola, and compliance with the requirements applicable to organic agriculture.

5.— I have several. That drought and climate change do not jeopardize the future of the olive grove. That all harvests were as good as the current one, which is being a real record. And that future generations can continue to maintain the Mediterranean lifestyle of olive growing.

www.almazaralaalqueria.com



© Coreti 2023

THIS IS NOT
A LABEL

It is creativity, design, printing, technology, innovation, work, effort, dedication, passion, team, people, families.
Coreti and Asteria Group, much more than adhesive labels.

CORETi

www.coreti.com

e-mail: coreti@coreti.com Phone: +34 981 795 622

ASTERIA

IN CORETi WE GUARANTEE
YOUR LABELS WITH
FOOD REGULATIONS

BRCS

Packaging Materials

CERTIFICATED

IFS

SECURE

Aceites García de la Cruz

1.— This decade has been marked by the growth of private labels, with which it is increasingly difficult to compete. Even so, our brand has grown and has been introduced and established in new countries. The last decade has been an 180° turn for García de la Cruz. Our main commitment was the opening of commercial offices in the USA and the consolidation of our business there. Strengths? A battery of commercial and marketing actions to ensure that both our customers and end consumers feel satisfied and identified with our product and our company. If they win, we all win.

2.— This past year we have introduced olives stuffed with Manchego cheese, bell pepper and garlic. We renewed the range of flavored oils with new formulations, as well as the line of cosmetics with olive oil. These changes make our product portfolio more dynamic and allow us to be closer to consumers.

3.— It is difficult to choose, since each of them fulfills different functions, with different targets and objectives. But if we had to highlight one, it would undoubtedly be the "Fiesta del Primer Aceite" ("Early Harvest Party"). It is an event that is held just as the campaign begins -a critical time when there is a lot to talk about- where we bring together customers, farmers, suppliers, industry peers... It is the best way for all our stakeholders to get to know first-hand who we are.

4.— For us, quality is the main tool for sales and, of course, for differentiation. This means that we often have higher prices, but we will never sacrifice quality to make a product cheaper. In addition, we grow up to seven different varieties in our olive groves under strict controls that allow us to obtain top-quality raw material, both for our monovarietal oils and for the development of blends. At the same time, we are proud of our firm commitment to sustainability, an aspect that is increasingly valued by consumers.

5.— Undoubtedly, increasing product margins and minimizing price volatility, which is so damaging to the sector due to the insecurity it generates for both producers and consumers. The low margins, together with the enormous price fluctuations that we are experiencing, especially in the last year, make the business increasingly risky and complex, especially for packers.

www.garciadelacruz.com



Cooperativa Agrícola de Cambrils

1.— *Mestral* is a brand registered by the Cooperative since 1976 with a long history, especially in Catalonia, but is also internationally recognized as a benchmark in the Arbequina variety and the Siurana PDO. In addition, we have created the brands *Aragem*, for high-end presentations; and *Masos*, for the Horeca channel and large-scale distribution.

2.— Undoubtedly, the line of condiments made with EVOO and different ingredients such as boletus, lemon, black truffle, basil, roses, cayenne, black garlic, rosemary and oregano. These products are designed to give a special touch to the different culinary creations of consumers.

3.— We are truly honored to have chef *Carme Ruscaleda* as our brand ambassador since 2023. Carme has been using our *Mestral* EVOO for more than 20 years in her restaurants and the brand's major events have always counted on her presence, such as when we presented the new brand image in 2011 at the Hotel Majestic in Barcelona or when she most recently visited the cooperative in 2022.

4.— That's right, it is an unwavering commitment to product quality, to believe in a project where farmers are part of our essence and the know-how of the professionals who work at Cooperativa Agrícola de Cambrils. We are a medium-sized cooperative with a very clear degree of specialization in traditional olive groves of the Arbequina variety. In our environment, we are proud to be the only mill with IFS certification in production and packaging in Catalonia and we think it is a unique fact, together with the SIGEV certification of QvExtra!

5.— That the value of extra virgin olive oil is recognized, especially for farmers; and, of course, our best wishes to the QvExtra! association and all its members and families who strive every day to guarantee an EVOO of proven quality.

www.mestralcambrils.com

García DE LA cruz

1872-2022

150

years



Almazara Deortegas

1.— Our great strength lies in the fact that we are a family of farmers and producers who control the entire production process, from the field to the packaging and final marketing, faithful to our roots and philosophy, always seeking to offer a unique, high quality product. After more than 30 years in organic-regenerative agriculture and traditional crops -no intensive farming-, mostly rainfed, I like to think that, in some way, we are the guardians of a tradition. And this is possible thanks to the sense of caring for our land, the strength of the team that supports these pillars and the confidence and enthusiasm to do what we do and how we do it, arriving at the end of the process.

2.— In recent years we could highlight, in the first place, the Frantoio variety, which was born a few years ago with outstanding nuances and a fresh and striking label. The next one would be *UMBRA esencia de bosque*, an infusion -created in collaboration with the Murcian Chef David López- that concentrates all the flavours of mushrooms, damp earthiness of the forest, and plant aromas that all come together in perfect harmony. A different seasoning with which we wanted to transport the consumer to the fresh and humid aromas of the forest, hence its name. Another launching has been the 100 ml. bottles with an elegant case of 5 bottles to taste all our varieties; and our most recent novelty is the 2 l. bag in box format (Arbequina, Picual, Cornicabra and Coupage).

3.— For us it is interesting to share our space both in the mill and on the farm, so that people can come and enjoy a complete experience, understand the cultivation processes and how we work the land, the process of production of our EVOOs, the complexities and characteristics of each of the varieties that represent us. That is the best promotion. We also offer tastings and, at specific times, visits and activities at the estate. In recent years we have incorporated "Yoga among the olive trees", a different activity where we combine the pleasure of an outdoor yoga practice with a lunch or snack -depending on the session- where the protagonists are the extra virgins.

4.— What characterizes our project and brand is that we are a family of farmers with our own oil mill. We only process the olives that we grow in our organic, traditional and mostly rainfed farms, controlling the whole process and taking care of every detail.

5.— Let it rain! So that we can continue to carry out a real agriculture and this beautiful project continues to nourish us with its fruits...

www.deortegas.com



Mueloliva-Venta del Barón

1.— Our evolution has been strongly influenced by technological development, which has allowed us to position our company as a pioneer in the reduction of environmental impact, thanks to our unique oil decantation and filtering system without the use of water and our commitment to renewable energies, with which we have stopped emitting 315.3 tons of CO² per year into the atmosphere, the equivalent of planting 15,762 trees. Our commitment is to continue working to build what will be the traditional olive grove of the 21st century.

2.— In recent years we have been committed to finding the perfect oil for every kind of family. To this end, we have continued to grow in terms of sustainability and quality, launching a new organic gourmet EVOO, *Fuente del Rey*, under the PDO Priego de Córdoba and with the *Natural Park* certificate, with which we have managed to offer our consumers the authentic flavor of preserved nature.

3.— Our family is characterized by the caution with which we approach new promotional actions, as we firmly believe that things well done, when they are done, count for themselves.

That is why in recent years our efforts have been focused on achieving the highest quality in our EVOOs and obtaining the guarantee endorsement of the most prestigious international competitions, where *Venta del Barón* has been chosen as the best extra virgin olive oil in the world for more than four consecutive years. And this is, without a doubt, our best promotion.

4.— Our way of doing things sets us apart. The family tradition, never forgetting our origins and continuing to do things without losing our commitment to promote the love and care of our fields. And this can be seen in the characteristic nuances of each of our EVOOs, which taste precisely like that, like tradition and love for our fields.

5.— At a time when the market is so turbulent and the climatic situation presents a new challenge with each harvest, our greatest wish would be that no family can go without enjoying the benefits and pleasure offered by an authentic extra virgin olive oil.

www.mueloliva.es

Oleoestepa

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.



www.oleoestepa.com



Jacóliva

1.— Both *Jacóliva* and *El Lagar del Soto* have remained faithful to their origins and the objectives for which they were born. *Jacóliva* is a very versatile EVOO and a perfect ally for every day in the kitchen, a coupage very defined by one of the varieties that represents us, the Manzanilla Cacereña, enriched with other varieties from Extremadura, becoming a reference in our more traditional market. *El Lagar del Soto* is an excellent Manzanilla Cacereña monovarietal, masterly produced for those who can afford to enjoy a different kind of extra virgin olive oil, either raw or in all its preparations. Our most important strengths are the uniqueness of our oils, the knowledge of the product after several generations dedicated to olive growing and the continuous search for innovation in all the processes of our business.

2.— During the last few years we have renewed and updated many of our references, while launching coupages in bold and jovial formats such as our *Red Edition* series, with a medium and delicate fruitiness. Also extra virgin olive oils with flavors (*El Lagar de Soto Sabores*) and different formats for early EVOOs, including one with high oleocanthal content.



3.— We have carried out very interesting promotional activities with all our brands, but with *MO*, our organic Premium EVOO, the activities were not only fun but also eye-catching. In them, Manuel Jiménez, world cocktail champion, offered a creative show to the guests where EVOO was the main protagonist in a very playful and not so much gastronomic event. We have also accompanied our clients with different actions in the *Vuelta Ciclista a España* (Tour of Spain), in gastronomic fairs, sponsorship of sporting events, promotion of young chefs, YouTube campaigns with short videos on concepts, benefits and uses of our products, etc.

4.— The main uniqueness of our EVOOs comes from the variety we use, the Manzanilla Cacereña, creating different extra virgin olive oils from an autochthonous and minority variety.

In addition, our long history allows us to be rigorous in our production processes, packaging more than 90% of our production efficiently and complying with the most demanding technical and sanitary quality standards.

5.— We are living crucial times in our industry. Today's high prices challenge global marketing and give us a glimpse of crucial questions about how to manage future high yields. However, we should not worry, as long as we are aware that we will invade the world with our EVOOs if we seek excellence in them.

www.jacoliva.com

Finca La Pontezuela

1.— This is a very special campaign for Finca La Pontezuela because, like *Olivatessen* and *QvExtra!*, we are also celebrating our 10th anniversary of marketing the 5 *Elementos* EVOO brand.

During these 10 years we have won more than 72 national and international quality awards in the most prestigious competitions. We have launched new business lines around the world of EVOO, such as our 100% natural cosmetics, and we have expanded our commercial frontiers, reaching markets all over the world (Asia, America, Europe...). In addition, we have set in motion our 5 *Elementos* Olive Grove Interpretation Center and its restaurant. This is perhaps one of the projects we are most proud of, also because of the numerous prizes we are receiving.

2.— We currently have 3 ranges of EVOO that try to respond to all the possible needs of our customers: 5 *Elementos Gran Selección*, our top-quality line focused on the Premium and corporate gift market; 5 *Elementos*, an extra virgin olive oil -also early harvest- with a great quality/price ratio; and *Finca La Pontezuela*, which offers larger and more economical formats, designed for use in cooking.

Within the agri-food sector, we are also working on new products made entirely on our farm, such as an exquisite honeydew honey with blackberry. We have installed beehives and we expect production to increase year by year.

In addition to EVOO, last year we launched a very complete line of 100% natural cosmetics (facial, body and hair) based on our extra virgin olive oil. Finally, and to complement this line, we also offer a wide variety of hygiene products (soaps, bath bombs, macabombs, etc.).



3.— We have done practically everything, but for us it is always very special to have "live" EVOO tastings with our clients so that the consumer can discover, through our recommendations and advice, all the properties and benefits of a unique product. We have held tastings and workshops in our own stores, at the Interpretation Center, at fairs and events of all kinds, and even in private homes and company offices. We love to bring EVOO to the general public.

4.— Our main feature is the wide range of monovarietal EVOOs we offer, with up to five different varieties: Cornicabra, Picual, Arbequina, Hojiblanca and Redondilla. The latter is exclusive to our company, as we are the only producers and marketers of Redondilla worldwide in a Premium format.

Our 5 *Elementos* Olive Grove Interpretation Center, a unique space that has just been recognized as the Best Tourism Product of Castile-La Mancha by the Government of the region, also sets us apart. The Center offers a fully interactive tour in which, through state-of-the-art technological resources, visitors can experience and learn about the different aspects involved in EVOO production. In addition, of course, to tasting the different varieties produced at Finca La Pontezuela.

5.— Let's hope that EVOO finally occupies the place it deserves among consumers and achieves recognition as the superfood it is: a healthy, tasty and exclusive product.

www.lapontezuela.com

Finca Duernas

1.— Although we have been producing olive oil for four generations, 10 years ago we were just starting with the brand and we were practically unknown. Today we can say that our clients associate Finca Duernas with values such as reliability, excellence, service, humanity, sustainability, commitment... in a word: authenticity.

2.— We have launched several brands together with prestigious nutritionists in Northern Europe. Organic Arbequina and Picual EVOOs, high in polyphenols, pleasant in the mouth and with careful packaging, using cardboard and other recycled materials. In addition, we have recently launched the *Origen* line, Finca Duernas "farm to fork" products of high nutritional value and completely natural: salt, almonds and honey that are produced on the farm or very nearby.

3.— With the EVOO tastings directed and accompanied with pairings for each variety. In many countries new consumers do not know how to use extra virgin olive oil in cooking. Explaining to them that they can substitute the butter in a sponge cake for an Arbequina EVOO is something inconceivable to them, until they taste the cake and appreciate all the benefits. And the same with many other recipes, trying to adapt to each country's way of cooking.

4.— The SIQEV, the seal of the QvExtra! association, is a bold promise to the consumer that what is in the bottle is a spectacular extra virgin olive oil, and that it will remain so throughout its shelf life. To achieve this, we have to make an effort from the field because we set levels of fruitiness, polyphenols and other standards that are much more demanding than those that exist in the market. A SIQEV extra virgin is not improvised and that is what differentiates us from the others.

5.— That consumers learn to appreciate excellence. This is the workhorse of this association because, unfortunately, consumers do not initially appreciate the organoleptic and healthy wonders of a bottle of SIQEV. Communication is difficult, but the reality is that once a consumer tastes it, they don't want anything else. Our challenge is to reach many homes with this message. We want SIQEV extra virgin olive oil to reach as many homes around the world as possible, bringing flavor and health.

www.fincaduernas.com



Oleum Hispania

1.— In this decade -we are also celebrating our 10th anniversary- Oleum Hispania has become a brand of EVOO that is committed to excellence with a very powerful image and recognized by end clients, with more than 200 awards obtained in the past campaigns. Our main strengths are our excellent quality/price ratio and the diversity of our monovarietals, including the native Pajarera variety, which we discovered by chance when we observed the number of birds that flocked to these olive trees to peck the olives for the sweetness of their fruits.

2.— In these 10 years our main commitment was the creation of our Nature Premium Range, which includes five early harvest and cold extraction monovarietals (Hojiblanca, Pajarera, Picual, Arbequina and Arbosana). A casual line inspired by nature in which the quality of the product prevails above all else, developed under a basic premise: to link a Premium EVOO with a way of life inextricably associated with a natural environment where the olive grove is the main generator of life. We can also highlight the launch of our ecological 4 Elementos EVOO.

3.— Any fair -national or international- or trade mission are exceptional showcases to make our Premium quality EVOOs known. I would highlight the presentation of the *Gourmet de La Roja's* EVOO in the Santiago Bernabéu VIP box, or the match between artists and bullfighters held in the Vallecas stadium to benefit the University Foundation.

4.— Quality, quality and quality. The benefit of belonging to an association such as QvExtra! International brings with it the responsibility of being on a par with other producers whose extra virgin olive oils are among the best in the world. All of us are committed to producing a product of the highest quality.

5.— Simply, greater stability in the market so that price is not such a determining factor in the sale of our products. And, of course, continuing to enjoy the consumer's trust in order to continue growing.

www.oleumhispania.com

Molino del Genil / Lagar do Sobrado

1.— Our company is very young and the initial approach was to build a small mill for our own production. But soon the policy changed and we opened up to other farmers, which led to an exponential growth, but without lowering our standards. We began to present ourselves at prestigious international competitions and the awards came. Throughout these years we have received important awards such as the Mario Solinas of the IOC or the Gran Picual of Expoliva, among others. Our main strength is the daily work and commitment of the team at all stages of the production chain, as well as the continuous investment to keep up to date with technologies that improve the quality of the final product.

2.— In both Molino del Genil and Lagar do Sobrado we bottle in different formats, both PET and glass. As a novelty, this year we have introduced the bag in box for 2 and 5 liters in response to the demand of our clients, who were in favor of this type of packaging, which offers the advantage of excellent conservation throughout the shelf life of the product.



3.— The main action that we carry out both at Molino del Genil and at Lagar do Sobrado is a lunch at the beginning of the campaign where farmers and different operators of the production chain meet at our facilities. In addition, in recent years we are betting on the international presence of both companies, which has led us to participate as exhibitors at Summer Fancy Food Show 2023 (New York), Sial Paris 2022 and Anuga 2023 (Cologne), as well as in Expoliva (Jaén).

4.— From QvExtra! we advocate high quality EVOO, the extra virgin olive oils protected under the distinctive SIQEV seal meet strict quality standards, which guarantees stability and unique properties. Each harvest the SIQEV seal is more and more appreciated not only for the quality of its EVOOs, but also for the outreach work that the association is carrying out to position the world of extra virgin olive oil in its rightful place, promoting its beneficial health properties compared to other types of vegetable fats. And, of course, we strive to ensure that our oils do not fail to meet these demanding quality parameters.

5.— I hope that the progression in the knowledge and consumption of EVOO around the world is maintained and that we can all benefit from it.

www.molinodelgenil.com

www.lagardosobrado.com

Luque Ecológico

1.— This campaign is our 25th anniversary and in the last 10 years we have begun to feel the recognition of society, the sector, the institutions... To be pioneers of organic agriculture in Spain and of projects such as the calculation of the carbon footprint in our extra virgin olive oil are aspects that are now beginning to have relevance, so for us it is essential to continue innovating in environmental aspects related to a sustainable activity.

2.— In addition to our limited edition of the Pajarera variety that we have had on the market since 2008 as a biodiversity maintenance project, two years ago we launched the *Luque-Take a Walk on the Organic Side* EVOO line related to a Low Inputs project in one of our organic olive groves.

3.— We were very excited that the Roca brothers were able to prepare a recipe with our *Luque Limited Edition* EVOO in their 3 Michelin-starred restaurant Celler Can Roca as a prize for our recognition as one of the Best Sustainable Producers of 2022, awarded by the BBVA Banking Group.

4.— Undoubtedly, our project has a clear and predominant environmental aspect, although we never stop offering high quality products. All our actions are aimed at obtaining a sustainable product that will allow future generations to enjoy the resources as we do now.

5.— First, that the climate allows us to have "normal" agricultural years in which we have a stable and quality production. Secondly, that extra virgin olive oil is discovered by the great mass of consumers who are not yet aware of its organoleptic virtues and healthy properties. And finally, that we are increasingly respectful of the environment in the development of our activity.

Take a Walk on the Organic Side!

www.luque.bio



NEW IMAGE



PREVIOUS IMAGE



Olealsa

1.— In these 10 years, the brand has become firmly established in the territory and, for this reason, we have updated our brand image by integrating our origin, the Baix Camp region. Our logo defines the different villages that supply us with olives, each of the vertices of our brand image represents to the eight villages that supply our oil mill. Our strength, our farmers, who take care of their olive trees and their crops; we were born from the need of the farmer to supply himself with olive oil for self-consumption, that is why our EVOO is of great quality.

2.— We have preferred to focus our work on the "basics". We have kept our 250 and 500 ml. bottle, but with a renewed image, offering the consumer an extra virgin olive oil, arbequina variety with the highest quality, of course.

3.— We would highlight the actions carried out in schools in Catalonia to raise awareness of the benefits of extra virgin olive oil and the work of the farmers. Not forgetting all those activities carried out with important restaurants and restaurateurs in Barcelona and Tarragona with the same objective, "a good dish must always be accompanied by a good extra virgin olive oil". We also had the opportunity to be present at the Olympic Games in Tokyo with Sara Saldaña, a member of the Spanish artistic swimming team, as an ambassador for La Quartera, to accompany her dishes and, from a distance, make her feel close to home with our olive oil.

4.— The main and most important is to offer each season an authentic top-of-the-range olive juice with its own personality. Another singularity comes from our territoriality, we source our supplies from the crops of the Plana del Baix Camp, whose limestone orography, delimited by the Sierra Prelitoral and the Mediterranean Sea, gives the olive a unique and characteristic identity of the area.

5.— To be able to continue showing EVOO lovers the great work of our farmers, an olive juice that reflects the character and agricultural tradition of the seaside of Tarragona.

www.olealsa.com

Instagram: @aceitelaquartera

Oleo Quirós

1.— Oleo Quirós was born from the dream of an entrepreneur, the homage of a family and the effort of an entire team in the pursuit of excellence. Our brands of *Oleo Quirós* and *Pago de Quirós* have been adapted over time, especially in the packaging, looking for those that best preserve the product, as well as the distribution channels where consumers can appreciate all those little details that make the difference between an extra virgin and a Premium EVOO.

2.— Whether adapting to new consumer trends or simply looking for different applications for EVOO, we have launched chocolates with our *Art of Oil* range of flavored oils and cocktails with and without alcohol. Also noteworthy is the launch in late 2022 of *Reserva de Familia 20 Aniversario*, a limited edition of 2,000 numbered bottles of a complex blend of the Picuda and Cornicabra varieties presented in an exclusive gift box.

3.— Undoubtedly the most innovative and fun was the presentation of the cocktails with our flavored oils at a Christmas market in Germany, which sold like hot cakes!

4.— Our brand was born with the mission to produce a Premium EVOO under the principles of organic farming and in a sustainable and environmentally responsible way, so that our environment is affected as little as possible, improving the product that our grandparents made through technological innovations applicable to this industry for the enjoyment of future generations.

5.— EVOO is classified as a healthy product and this is explicitly stated in its labeling.

www.oleoquiros.com



Oro del Desierto

1.— In these 10 years we have been growing significantly both in sales and production. We have been in the market for 23 years and it seems like yesterday... Perhaps our greatest strength is our consistency in quality, service and adaptability to our clients.

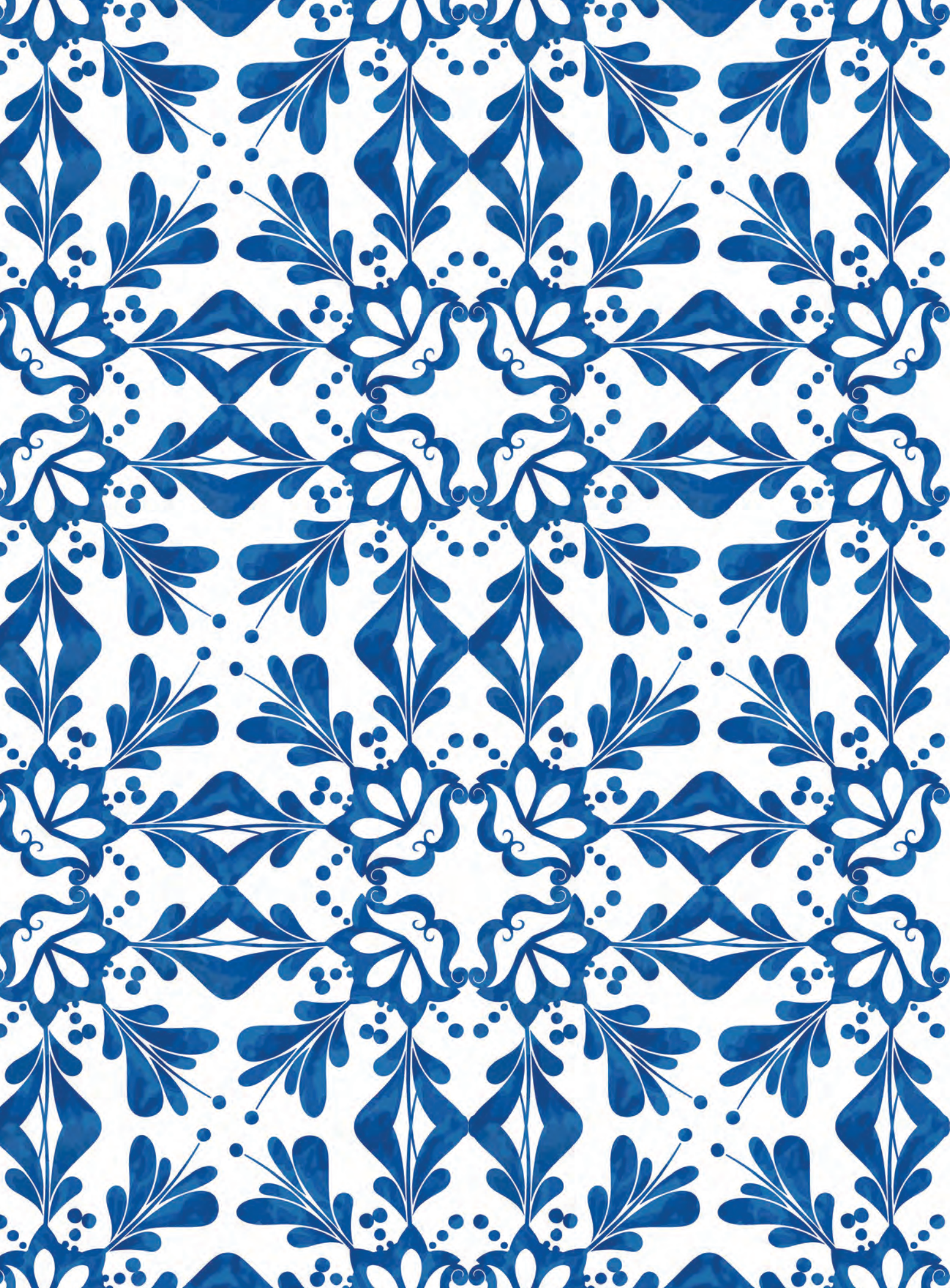
2.— In addition to our range of EVOOs, we have developed other products such as vinegar, capers, olive paté and organic wines. We also have a rural accommodation and organize guided tours with tastings that perfectly complement the oleotourism package, without forgetting our restaurant.

3.— I would say that it is the participation in fairs and quality contests. These two ways of promotion have opened many doors for us around the world, reaching more than 34 countries today.

4.— We belong to QvExtra! since its creation, being also a member of the Board of Directors. This project was born from the common concerns of a group of quality EVOO producers. Our brand alone already had and has sufficient arguments of differentiation. We are a sustainable farm and mill, awarded worldwide for this as well as for the quality of our EVOOs. Despite being located in one of the most inhospitable places of the Peninsula, the Tabernas Desert, we have managed to produce quality extra virgin olive oil in an environmentally friendly way; perhaps all these elements together make us really unique.

5.— To continue on the same path that has brought us this far, with the same solid and growing trend, with the consistency we have demonstrated to date. And, most importantly, keeping intact the passion for what we do, because that is where everything else emanates from...

www.oroeldesierto.com



The olive tree

*as a symbol of
faith around the world*



By Cristina Revenga Palacios

The olive tree is the tree with the greatest symbolism since ancient times, venerated in all religions throughout the world. From the Alhambra (Spain) to the Garden of Gethsemane (Israel), via the Acropolis (Greece), Mount Nebo (Jordan), Christ Church Cathedral (United Kingdom), the Missions of California and Mexico, the Minatogawa Shrine (Japan) or the underground churches of Ethiopia, countless temples are accompanied by this sacred tree. We invite you to a mystical journey on the back of the olive tree, the only witness capable of uniting believers around the world.

SPAIN

Mosque-Cathedral of Córdoba

Located in the historic center of Córdoba and declared a World Heritage Site by UNESCO, the Mosque-Cathedral of Córdoba is one of the most amazing monuments in the world and one of the oldest still standing from the time when Muslims ruled Al-Andalus. As a curiosity, this masterpiece of the Arab world -built in the 7th century by Emir Abderraman the 1st on the remains of an ancient Visigothic basilica- is the only place in the world that contains a cathedral inside a mosque. A truly breathtaking spectacle of this monument is its incredible forest of columns and two-colored arcades of great chromatic effect. Among the secrets of this religious building is the Orange Tree Courtyard, considered the oldest living garden in Europe. At present, this courtyard has 98 orange trees planted in rows, faithful companions of the oldest living being of the Mosque, the olive tree of the Orange Tree Courtyard, survivor of wars and witness of infinite histories. Because of its extraordinary environment, its daily struggle for survival and its longevity, this old specimen, planted in 1741, has been deservedly considered an olive tree of historical and cultural interest, and is included among the monumental olive trees of Spain.



Alhambra of Granada

Considered the eighth wonder of the world, the name Alhambra originates from an Arabic word meaning “red castle”. It is an Islamic palace city that includes a fortress and a rich palace complex where the sultan and the court of the Nasrid King of Granada resided. Together with the gardens of the Generalife, it was inscribed in the UNESCO World Heritage List in 1984 for representing a unique artistic achievement of humanity and for being an extraordinary architectural example that illustrates the stage of the Islamic presence in Spain. In 1994 the inscription was extended to the Albaicín district, which preserves both the original urban physiognomy and several medieval buildings harmoniously blended with traditional Mediterranean architecture. Did you know that it has survived several earthquakes over the centuries? Located on two adjacent hills, separated by the Darro River, the Alhambra and the Albaicín form the

medieval core of Granada above the modern city. To the east of the walled enclosure is the Generalife, built between the 13th and 14th centuries and which was the enclave used by the Nasrid sultans as a place of rest. It was also an ideal place for agricultural exploitation. So much so that in the orchards and gardens of the Alhambra and the Generalife there are numerous olive trees, some of them very old. Currently, the Patron of the Alhambra and Generalife manages in its surroundings 55 hectares of olive groves of the traditional autochthonous Lucio variety, organically cultivated, from which the *Dehesa del Generalife* EVOO is produced and marketed.



PHENOMENAL

HEALTHY LIFE



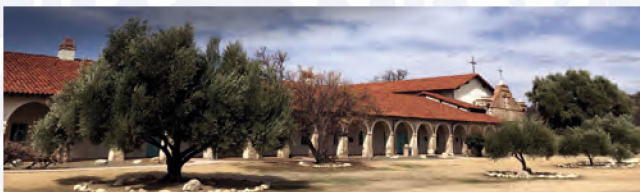
EVOO HIGH
POLYPHENOLS

Let food be thy medicine
HIPPOCRATES



+34 647 465 296 · www.phenomenalolive.com

[@phenomenalolive](https://www.instagram.com/phenomenalolive) [@phenomenalolive](https://www.facebook.com/phenomenalolive)



USA

San Antonio de Padua Mission

Located in the Valley of the Oaks, on California's picturesque central coast, is the San Antonio de Padua Mission, a thought-provoking space where you can step back to missionary life in the 18th century. It was the third mission founded by the Franciscan friar Junípero Serra in Alta California in 1771. That

same year, Junípero Serra and the missionaries Miguel Pieras and Buenaventura Sitjar hung the bells on the branches of an oak tree, built small houses and planted the first orchards. Serra departed and left Pieras and Sitjar in charge, who, together with a small group, started the Mission. However, two years later it was moved from its original location a few kilometers north of the valley due to water shortages. By the end of 1773, workshops, a small church and dwellings were established on the new site built with adobe bricks. It is estimated that at that time some 163 people, including converts and soldiers, were already living there. In addition, a historic milestone took place in that year, as the first marriage in Alta California, between Juan Maria Ruiz and Margaretta de Cortona, was celebrated at this Mission. Did you know that at the end of the 18th century, Spanish missionaries planted olive trees at each of the 21 missions they established between San Diego and Sonoma? Today, only one olive tree remains in what was once a thriving orchard of apple, pear, olive, fig and pomegranate trees. According to its visitors, the most attractive aspect of this enclave is, in addition to its beauty and isolation, the tranquility, silence and spirituality that can be breathed in this place.



JAPAN

Minatogawa Sanctuary

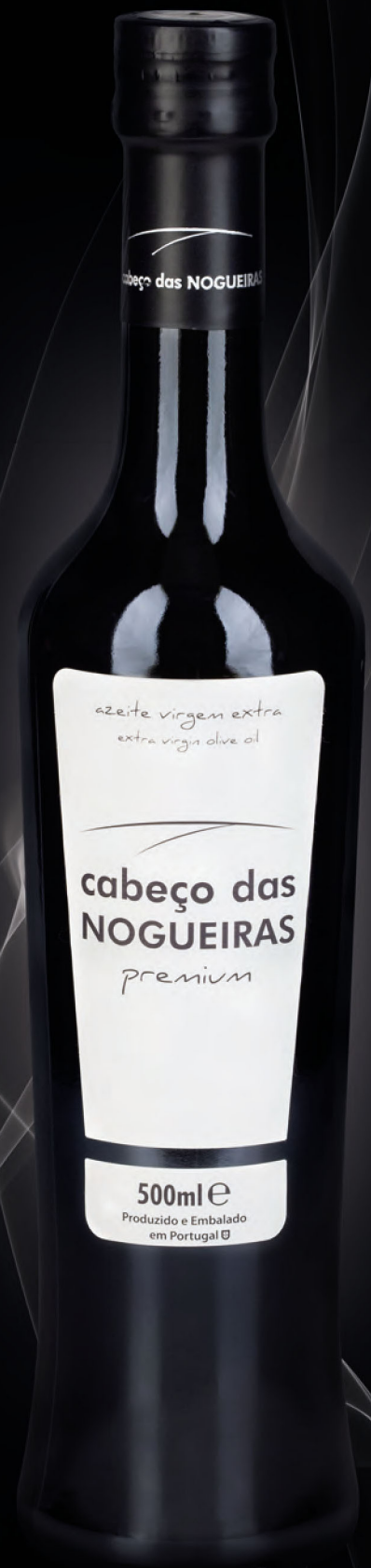
In the neighborhood of Chūō in Kōbe, capital of the Hyōgo prefecture (Japan), is Minatogawa, a Shinto shrine dedicated to the samurai Kusunoki Masashige, a famous general considered a saint for possessing the three virtues: wisdom, benevolence and courage. This urban oasis, surrounded by deep green camphor trees, was built in 1872 and is one of the busiest sanctuaries in the city where people come to pray, celebrate family events and even to ward off evil spirits. More than one million worshippers from all over the country come to visit the shrine, which houses countless treasures, on New Year's Day. Interestingly, as visitors pass through the main gate of the sanctuary, they are greeted by a majestic olive tree, 14 meters high and 150 years old, considered the oldest in Japan. This olive tree, from which its fruits have been harvested and olive oil made on more than one occasion, is famous for having survived natural



Minatogawa Shrine, Kobe.



disasters such as typhoons, floods and the Great Hanshin-Awaji Earthquake (1995). Not even the air raid on Kobe in 1945 during the Pacific War could defeat it!



POWERED BY NATURE

GREECE

Acropolis

In ancient Greece, the olive tree represented immortality, life, victory, fertility and peace. The branches of this tree -considered immortal because of its ability to resprout once cut down or pruned- conveyed a message of harmony and tolerance. Legend has it that Athena, goddess of wisdom, and Poseidon, god of the seas, engaged in an epic battle to become the protector of Attica. The new city would be named in honor of the god who gave the citizens the most precious gift. Poseidon broke a rock with his trident and, together with the water flowing from it, a horse emerged. Then the beautiful Athena plunged her spear into the rock and from it sprouted the first olive tree in the world, at the gates of the Acropolis. Considering her gift as the most valuable that could exist, the citizens of the new city declared Athena the winner and themselves Athenians for life. The Athenians assure that the olive tree that made the goddess emerge is still preserved in the Acropolis of Athens, behind the Erechtheion. The Acropolis -formed by a group of buildings such as the Parthenon, the Temple of Athena Niké or the Erechtheion- remains a living symbol of what this city was and the ruins of its ancient temples, which have remained standing for millennia, one of the most visited attractions in Athens. This architectural complex and the olive trees that stand guard on its hillside have become the true narrators of its fascinating history.



Monastery of Toplou

Crete is the largest island of Greece, with more than 8,000 square kilometers of land full of contrasts and known for its myths, legends and traditions. It is home to the Monastery of Toplou, one of the most beautiful and ancient temples where history, architecture, culture, religion... and EVOO come together. This building, with its imposing 33-meter-high bell tower, stands in a rugged, almost desert-like landscape in the northeastern corner of the island. Sheep and goats graze on the arid land owned by the monastery, while vineyards and olive trees are cultivated in the fertile areas. This historical jewel, founded in the 15th century, received in its early years the name of *Panagia Akrotiriani*, being renamed

during the Turkish rule with the denomination Toplou. Inside this fortress, whose walls reach a height of 10 meters to defend itself at the time from constant attacks by pirates and invaders, delicious organic products such as wine and extra virgin olive oil are produced and marketed under the *Toplou* brand. Today, it is a must-see place where, in addition to tastings and wine pairings, visitors can admire its museum, which houses engravings, Byzantine icons, embroidered vestments and religious objects.



Reg. UE 2021/2115 P.O.
OCM olio anno 2024

 **Italia Olivicola**
CONSORZIO NAZIONALE

*L'olio extra vergine
di oliva
dei produttori italiani*





ITALY

Abbazia di Monte Oliveto Maggiore (Asciano)

Nestled on a steep hill of wild beauty, the Abbazia di Monte Oliveto Maggiore, a place of great spirituality and mysticism, stands out for the grandeur of its size and for being one of the best hidden treasures of Tuscany. Located in the commune of Asciano, in the province of Siena, this monastery -named after the Mount of Olives- was founded in 1319 by the Siennese nobleman Giovanni Tolomei -later St. Bernard Tolomei- who belonged to one of the most powerful families of Siena. Having reached the age of 40, he retired to this solitary place, known as the desert of Accona, owned by his family, together with two other sons of illustrious families of the city. Thus, the Olivetan Benedictine monastic community has been living for more than 700 years in this abbey, which is currently inhabited by about thirty monks. During these centuries their work has greatly modified the environment, originally uninhabited and wild, turning it into an oasis of natural beauty and peace where fields of crops, including olive trees, and forests alternate with a lunar landscape marked by ravines and natural cliffs. The result of meticulous work and craftsmanship, the abbey produces extra virgin olive oil of the highest quality. The particularities of the soil, the care of the olive tree, the know-how of the milling that is carried out in its oil mill and its careful preservation -all inherited for more than seven centuries and transmitted from monk to monk- make the EVOO produced here of the highest quality and excellence, appreciated all over the world.



EGYPT

Monastery of Santa Catalina

On the slopes of Mount Sinai, where Moses received the Ten Commandments from God, stands one of the oldest monasteries in the world and one of the holiest places for Christians. Its name is related to Catherine of Alexandria, a Christian martyr whose body was found in this place because, according to Christian belief, it was transported by angels. The monastery, declared a UNESCO World Heritage Site, was founded in the 5th century and houses extraordinary collections of Christian manuscripts and ancient icons. The rugged mountain scenery that surrounds it perfectly frames this building. The monastery houses 11 churches, the most important and principal of which is the Church of the Transfiguration of Christ the Savior, which in turn contains nine smaller churches. One of these is the Church of the Burning Bush, from where God spoke to the prophet Moses. The Monastery of Santa Catalina also includes the monks' quarters, an olive



press, a 12th century Fatimid mosque and a library containing rare books and some 6,000 ancient manuscripts in different languages. The garden of this colossal fortification, with granite walls, is full of olive trees. Due to its remote location and convoluted structure, this monastery is one of the few in the world that has never been looted.

We have done
OUR BEST
to PLANT the
FUTURE

NOVOLIVO

In 2013 San Giuliano started the Novolivo Project: planting more than 600 new hectares of olive groves.



We have cleared and reclaimed much of this sun-kissed land of our Sardinia.

We planted thousands of olive seedlings, applying new agricultural methods, and waited with bated breath.

We involved universities and research centers to experiment with the most innovative agronomic techniques. Along the way, we met many wonderful people.



We have increased energy savings and reduced water consumption.

We eliminated all synthetic pesticides. And we unintentionally created an oasis for animal species.



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.



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.®



JORDAN

Mount Nebo

This is an essential destination for those who visit Jordan for religious reasons, since some of the most impressive passages of the Bible took place in this setting, located a few kilometers from Madaba. In fact, in this very place Moses contemplated the Promised Land before dying and it is said that he died precisely here, although the exact location of the tomb is unknown, being the subject of different theories. This mountain of almost 1,000 meters high offers impressive views of the Dead Sea or the Golan Heights and on very clear days you can even see Jerusalem. When you reach its summit you can see a monument with a large cross and a coiled snake symbolizing the serpent that Moses carried into the desert. It also houses an interpretation area that disseminates the history of this place, in addition to the Moses Memorial Church, a temple that rises on the foundations of a Byzantine basilica of the late 6th century, in turn built on a humbler one of the 4th century. Inside you can admire one of the best preserved mosaics in Jordan dating from the year 530. Such is the importance of this sacred place that Pope John Paul II planted an olive tree as a symbol of peace during his visit in 2000.

ETHIOPIA

Lalibela

Formerly known as Abyssinia, Ethiopia has a biblical and spiritual flavor, full of magic and symbolism. Proof of this are the so-called “forests of churches” in the northern part of the country, where Lalibela, the country's second holy city after Aksum, an important pilgrimage center, is located. Its population belongs almost entirely to the Ethiopian Orthodox Church, which comes to pray in the numerous churches scattered like arbors across the arid landscape. These are living arks of biodiversity, in which the olive tree is present and which for Ethiopian Christians evoke a future hope: a new Eden where all relationships (natural, human and divine) will be restored. Lalibela, formerly called Roha, was the capital of the Zagüe dynasty. It received its present name from King Gebra Maskal Lalibela (1172-1212), canonized by the Ethiopian Church, who wanted to build in the





city a new Jerusalem in response to the conquest of the Holy Land by the Muslims. The city is home to the famous rock-hewn churches of Lalibela, built during the reign of Gebra Maskal Lalibela and declared a UNESCO World Heritage Site in 1978. The most emblematic is that of Beta Girorgios (The House of St. George) with a Greek cross plan and fifteen meters high, carved entirely into the rock. The religious importance of these forests is matched by their ecological function, enriching the environments far beyond their walled boundaries. But sadly the survival of these oases is in jeopardy as they are all that remains of the towering, lush natural forests that once covered the entire country and have been lost due to drought and deforestation over the past 100 years. By fortune -or faith- the immortal wild olive trees are still standing guard over those places of worship.



www.tenutamariateresa.it



ISRAEL

Garden of Gethsemane

Considered one of the holiest places in the Holy Land, the Garden of Gethsemane is a place where the visitor can breathe peace and tranquility and is of great symbolism for Christianity. At the foot of the Mount of Olives, within the city of Jerusalem, is this orchard whose name derives from the Aramaic word *gat semānē*, meaning "oil mill", suggesting the presence of a press in ancient times. According to the evangelists Matthew and Mark, it was in this place that Jesus was betrayed by Judas and arrested while praying with his disciples after the Last Supper. The prayer of Jesus in the garden is commemorated every year on the feast of Holy Thursday. Today, under the term Gethsemane are three places, guarded by the Franciscans, that commemorate the agony and arrest of Jesus on the night he was betrayed: the Grotto of Gethsemane, the Garden of Olives and the Basilica of Gethsemane, also known as the Basilica of the Nations or the Basilica of the Agony. Specifically, the garden extends over an area of 1,200 square meters and its interior is impressive with its enormous century-old olive trees, distributed in small plots where other plants and flowers also grow, which the Franciscan fathers take care of trying to preserve the original appearance that it may have had when it served as the scene of the beginning of the Passion of Christ. Thousands of pilgrims come here every year to walk in the shade of these sacred specimens and feel their spiritual magic.



XAVE™

Aceite de Oliva Virgen Extra
Extra Virgin Olive Oil



conócenos
KNOW US



S.C.A. CIUDAD DE JAÉN Pol.Ind. Los Olivares c/. Frailes s/n (Jaén - España) Tel. (+34) 953 281 505
www.aceiteciudaddejaen.es www.jaenxave.es cooperativa@aceiteciudaddejaen.com



product of spain

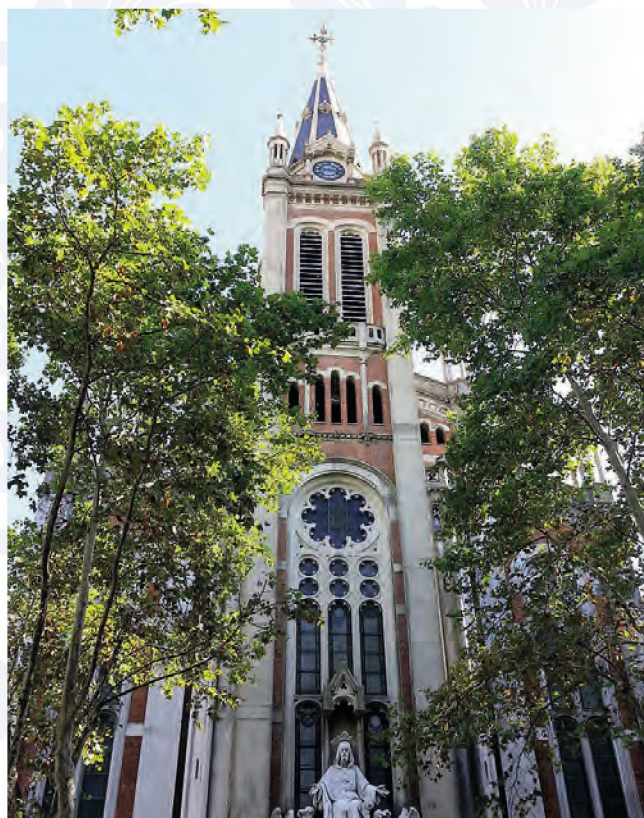
CYPRUS

Panagia Chrysokourdaliotissa Church

Despite being one of the smallest countries in the world, Cyprus has a long history and rich culture spanning 11,000 years, making it one of the oldest civilizations in the Mediterranean, as evidenced by its fascinating cultural sights, museums and monuments. Located at the crossroads of three continents (Europe, Asia and Africa), the island's unique geographical position has played an important role since ancient times. Cyprus is an open-air museum of prehistoric settlements, classical Greek temples, Roman theaters and villas, early Christian basilicas, Byzantine churches and monasteries, castles, Gothic cathedrals, Venetian fortifications, Muslim mosques and British colonial-style buildings. Ancient ways of life, customs and traditions are still wonderfully preserved in its villages. It is therefore not surprising that UNESCO has included several of the island's sights on its World Heritage List. Proof of this immense cultural heritage is the Panagia Chrysokourdaliotissa church which, guarded by a



majestic olive tree, is located in the village of Kourdali in the beautiful valley of Solea. This building dates from the late 15th and early 16th century and was built as a monastery church dedicated to Panagia (the Virgin Mary) by the deacon Leone Kourdalis. This is one of the many cases of private monasteries and churches built in Cyprus by the clergy or locals during the Venetian rule. The church contains 16th century wall paintings and icons in Italian-Byzantine style.



ARGENTINA

Obra de Don Bosco

The Salesians of Don Bosco arrived in Rodeo del Medio (Mendoza) in 1898, where they opened an oratory, that is, a place for games, catechesis, prayer, education and free time for young Christians. Thus, the Sanctuary of María Auxiliadora was built, a jewel of Romanesque-Lombard architecture with monumental decoration, and a school of agriculture was created, which over the years grew in the number of students, the renovation of study plans -improving the subject of viticulture- and achieving national and international prestige. At present, the Don Bosco School, Technicature and Faculty has not only become the first of its kind in Latin America, but has positioned itself at the forefront of national and regional agro-industrial development, accompanying the growth of the wine industry in all its areas. But olive oil is also part of the history and tradition of Don Bosco in Mendoza. Here, the raw material comes from their own olive trees, some of which are more than 100 years old. In 1933 the first



olive oil factory was inaugurated, with a traditional stone mill, where an important educational work is carried out, teaching the students the secrets of the production of quality EVOO. Over time, the facilities were adapted to the technological evolution incorporated into the production process. In 1954, a new building was inaugurated where the factory still operates and today it is equipped with advanced technology. Not to be forgotten is its olive museum, which offers visitors a journey through time in this industry. Don Bosco is a sanctuary, but also a cradle, a school, a winery, an olive oil factory and the vineyards and olive groves that pay tribute to the Salesians who arrived in the New World at the end of the 19th century.



EXTRA VIRGIN OLIVE OIL
SINCE 1992

Tel.: (+34) 957 296 557
agrodelpa@castelanotti.com
www.castelanotti.com



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



MOROCCO

Bab Mansour Meknès and the royal stables

Built in 1732 and designed by a Christian architect converted to Islam, Bab Mansour is the gateway to the city of Meknès, the largest in Morocco and North Africa. Considered by the inhabitants of the city as a portal linking the past with the present, and in front of which religious and military ceremonies were organized, it is one of the most beautiful works of Mulay Ismail (1672-1727), sultan of the Alaouite dynasty who managed to place Meknès -a city of ancestral olive-growing tradition and declared a World Heritage Site by UNESCO- as the capital of the kingdom, turning it into a city of great grandeur and solemnity. Mulay Ismail had a great respect and admiration for horses, so he built royal stables that are a great testimony to the sultan's love for these animals and a work of great majesty. These stables were built by the sultan to house no less than 12,000 royal horses. Next to them is Heri es-Souani, a huge barn built over a warehouse, where historic Hollywood films such as *"The Last Temptation of Christ"*, directed by Martin Scorsese, were shot. A spectacle for lovers of the ancient tree, whose view culminates with the sight of a beautiful olive tree that sprouts at the top of one of the vaults, rooted in the arch, with hardly any soil or space to grow.



MEXICO

San Francisco Convent in Tzintzuntzan

The magical town of Tzintzuntzan is heir to the Purépecha Empire and is currently located on a plain overlooking Lake Patzcuaro. Tzintzuntzan, whose name means “place of hummingbirds”, was one of the most important Purépecha capitals during pre-Hispanic times. It had its period of splendor around the year 1200 when it was established as a great center of government and where King Calzontzin resided. With the arrival of the Spanish, Tzintzuntzan was declared a city in 1593 and became an important urban center with about 30,000 inhabitants between the lake and the nearby mountains. Today, it maintains its indigenous language and customs, from the dance of the *paloteros* to the *Noche de Muertos* (Night of the Dead), which allows visitors to witness the richness of its traditions, filling their hearts with color and faith. Among its many attractions is the convent of San Francisco, whose construction was completed around 1600 and where you can admire

its open chapel, which at the time was a primary space to gather and evangelize the Purépecha Indians who lived in the region. According to tradition, the olive trees that decorate its atrium were planted by Bishop Vasco de Quiroga himself in the mid-16th century, defender of the indigenous peoples of Mexico.



COUPAGE

Genuine olive juice

Every detail taken into consideration,
our environmentally friendly and reusable wooden
packaging
is perfect for an exclusive EVOO

The finest olive fruits are selected at the beginning of the
campaign
to bottle one of the best olive oils in the world

The perfect combination of the vibrant green
and pointed shape of this variety of “hojiblanca”
becomes the pleasure of the olive oil taster’s senses

WE ARE “ÓLEO ALBAICÍN”



Please, contact us through: info@oleoalbaicin.com or

+ 34 617 174 981

More about us at: www.oleoalbaicin.com



FRANCE

Church of Saint-André and Saint-Trophime

Located in the Luberon Regional Natural Park is Lourmarin, one of the most beautiful villages in France that seduces its visitors with its history, culture and beauty. Characteristic are its narrow streets -very Mediterranean- its beautiful old houses, its shady squares and fountains. This small village, quiet and charming, is known for its castle, declared a historical monument and built in the 15th and 16th centuries on the remains of an ancient fortress of the 12th century. It is the first Renaissance castle in Provence, watched over by the Church of Saint-André and Saint-Trophime. Built in the 11th century, and surrounded by olive trees, this church is part of the diocese of Aix and remained for a long time attached to the famous priory of Saint-André de Villeneuve-lès-Avignon, occupying a privileged place in the south of Luberon. This monument has a mixture of Romanesque and Gothic art, in whose adjacent cemetery lie the remains of illustrious people who lived there, such as the writer Albert Camus, Nobel Prize for Literature.

UNITED KINGDOM

Christ Church Cathedral

Christ Church Cathedral is one of the oldest buildings in Oxford and one of the smallest cathedrals in England. Located in the heart of the city, it has been a place of worship and prayer for almost 900 years and has a dual function as cathedral of the diocese of Oxford and college chapel. The Shrine of St. Frideswide, patron saint of the city, the university and the diocese of Oxford, is located at the heart of the cathedral and has been a popular destination for pilgrims for hundreds of years. In the 16th century, Catherine of Aragón, Daughter of the Catholic Monarchs and first wife of Henry VIII, prayed at this shrine in the hope of giving birth to a son. The cathedral has an internationally renowned choir with a musical tradition of nearly 500 years and has a rich heritage of stained glass, although the crown jewel of its architecture is the vaulted stone ceiling of the chancel, probably built around 1400 and considered one of the finest examples of its kind



THE PASSION OF THE CASTELO BRANCO FAMILY

The excellence of the southern region of Portugal and the passion of the Castelo Branco family, with a long agricultural path, originated a harmony between tradition and modernity in olive oil production, resulting in a solid and persistent body with a very balanced spicy bittersweet taste.

SINCE 2007 WITH THE BRAND
NAME HERDADE PAÇO DO CONDE.



in any English cathedral. Christ Church College has educated scientists, historians, politicians, athletes, lawyers and well-known authors. In fact, *“Alice in Wonderland”* was written in this college by Charles Lutwidge Dodgson - known as Lewis Carroll -, then a mathematics professor at Christ Church. In addition, Christ Church's architecture, people and way of life have also inspired numerous filmmakers, making many of its buildings and interiors famous worldwide. The olive tree is also a protagonist here, since in 2008 a specimen was planted in the cloister garden of the cathedral in a lead pot marked with the inscription *“The Leaves of the Tree are for the Healings of the Nations”*.



HERDADE
PAÇO DO
CONDE
ALENTEJO | PORTUGAL

WWW.PACODOCONDE.COM
FOLLOW US @HERDADEPACODOCONDE

The Spanish Olive Oil Interprofesional

*shows consumers around the world
“The place where Olive Oils are born”*

The Organization intensifies its promotional activities in seven priority markets in preparation for the return to normality after two exceptionally short seasons

The Spanish olive oil sector has been immersed for two years in a serious availability crisis caused by two consecutive campaigns with very short productions, something completely exceptional in recent history. But these exceptional circumstances have not caused the sector to move a centimeter away from the objective it set years ago when it launched the Spanish Olive Oil Interprofessional: “To sell more and better our oils in the world, and for this we have to make the most of the tools that promotion offers us,” says Pedro Barato, president of the Organization. “That is why we are currently running simultaneous campaigns in seven priority markets. In this way we are guaranteeing that we will have clients all over the globe who will demand our oils, convinced that they will acquire the quality of the leader and a very healthy product. Promotion is a task for the future, necessary to be well positioned at the time when our olive groves are once again producing generously.”

Thus, far from slowing down its promotional work, the Organization is working on a select group of markets that are destined to become the driving force of demand when the supply of oils returns to normal, starting with Spain. Campaigns that have made immersive travel by opinion makers -such as journalists and influencers- a basic tool to reach the end consumer through reliable sources. “Consumers can see through their eyes the largest olive grove on the planet and get to know a gastronomy that has our oils as a fundamental pillar; while perceiving how much our people and our culture owe to this sacred tree and, of course, establishing contact with the women and men who make this miracle possible every year,” explains Teresa Pérez, manager of the Spanish Olive Oil Interprofessional, who assures that this is the best way to create a powerful image of our oils worldwide.

The fact is that the words and images of these informers can go a long way. This is the case of the Chinese journalists who visited the producing regions of Extremadura in mid-December. In fact, in the *People's Daily*, the media represented in the action by the Spanish correspondent Annis Yan, has a daily print circulation of some four million copies. And the information generated by China Central Television (CCTV) and the Xinhua news agency is much more widely circulated. This visit to Extremadura, as well as the one made to Toledo a few weeks earlier, increased the visibility of the

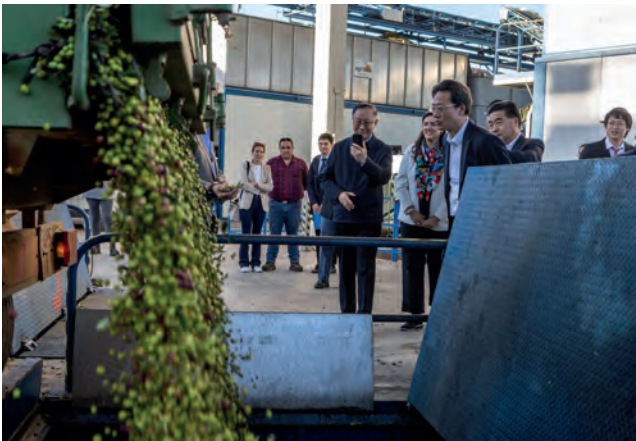


different producing areas of our country, which, naturally, had previously focused their efforts on the major producing areas of Andalusia. In fact, one of the aspects that they try to show to the reporters is the diversity of realities of our sector, which we can trace in a good part of the country. The same occurs in each territory. Thus, during the visit to Extremadura they were able to learn about various aspects of the sector that coexist in perfect harmony, from the traditional organic mountain olive groves of the Gata-Hurdes PDO to the large tracts of new olive groves of Tierra de Barros; from a “boutique” oil mill as Cigüeña Negra to large facilities such as Aceites Molero Maza in Lobón or the Cooperative Virgen de la Estrella in Los Santos de Maimona. Not to mention large commercial structures such as the second grade cooperative Viñaoliva. All this combined with gastronomy, culture and, of course, the olive grove landscape seen from the sky. Because the balloon ride over the sea of olive trees has already become a trademark of the press trips of the Spanish Olive Oil the Interprofesional.

Commitment to sustainability

The Organization strives to show that the sector is the first interested in taking care of this landscape, this land. In fact, the commitment to sustainability is one of the cornerstones of each visit. This was confirmed by the Brazilian and German journalists who had the opportunity to visit two farms participating in the LIFE Olivares Vivos+ project: one in Monva, in the province of Jaén, and another in Toledo, belonging to the Aceites García de la Cruz company, respectively. They were shown the sector's commitment to an increasingly sustainable model, as demonstrated by the strength of organic and integrated production in our country. The Protected Designations of Origin (PDO), as banners of quality linked to the territory, were another must-see event. In addition to the Gata-Hurdes PDO visited by the Chinese reporters, the Brazilian journalists visited the facilities of the Sierra de Cazorla Regulatory Council, where, in addition to a tasting, they were able to visit the laboratory. The German journalists who visited Toledo also learned about the characteristics of the Cornicabra variety, which gives character to EVOOs with Montes de Toledo PDO.





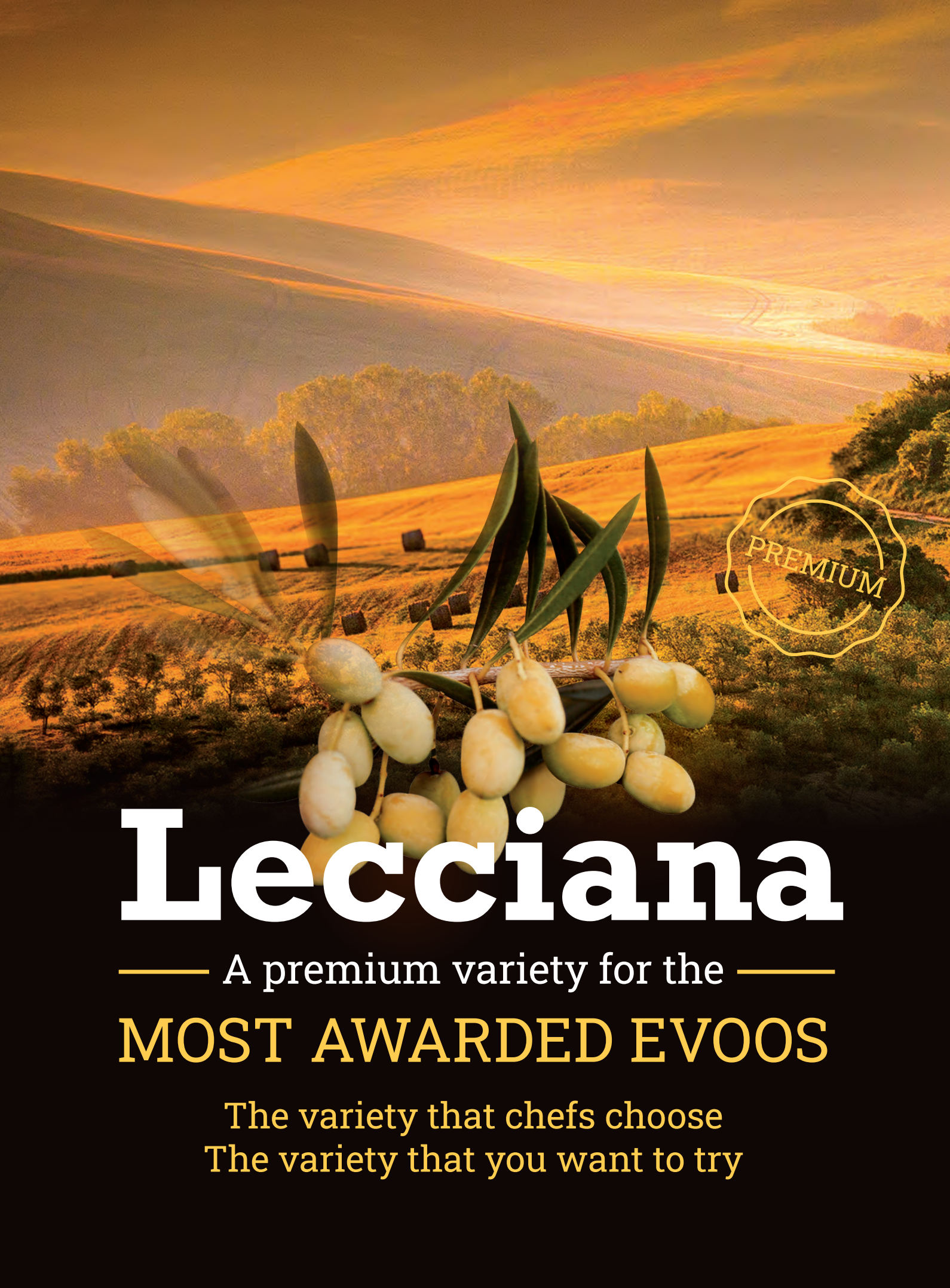
And, of course, these trips have also allowed gaining a deeper understanding of the structure of the sector. On the one hand, exhibiting the strength of companies that have made exports their main strength, such as Galgón 99 in Villanueva de la Reina (Jaén), or Aceites García de la Cruz in Madridejos (Toledo). On the other hand, showing the roots and power of the cooperative sector, in companies such as El Pilar in Villacarrillo, San Sebastián in Madridejos or Virgen de la Estrella in Los Santos de Maimona (Badajoz).

These three trips were not the only ones organized by Interprofessional at the beginning of the season. In November, a delegation of five members of the Proposals Committee of the Chinese People's Political Consultative Conference (CPPCC) (China's highest political consultative body) visited different production areas in Toledo. The group, led by the Committee's vice-president, Li Shijie, learned first-hand about the sector, one of the leading players in the European quality model, with special emphasis on the role of the Protected Designations of Origin.

www.oliveoilsfromspain.org



OLIVE OILS
FROM SPAIN



Lecciana

— A premium variety for the —
MOST AWARDED EVOOS

The variety that chefs choose
The variety that you want to try

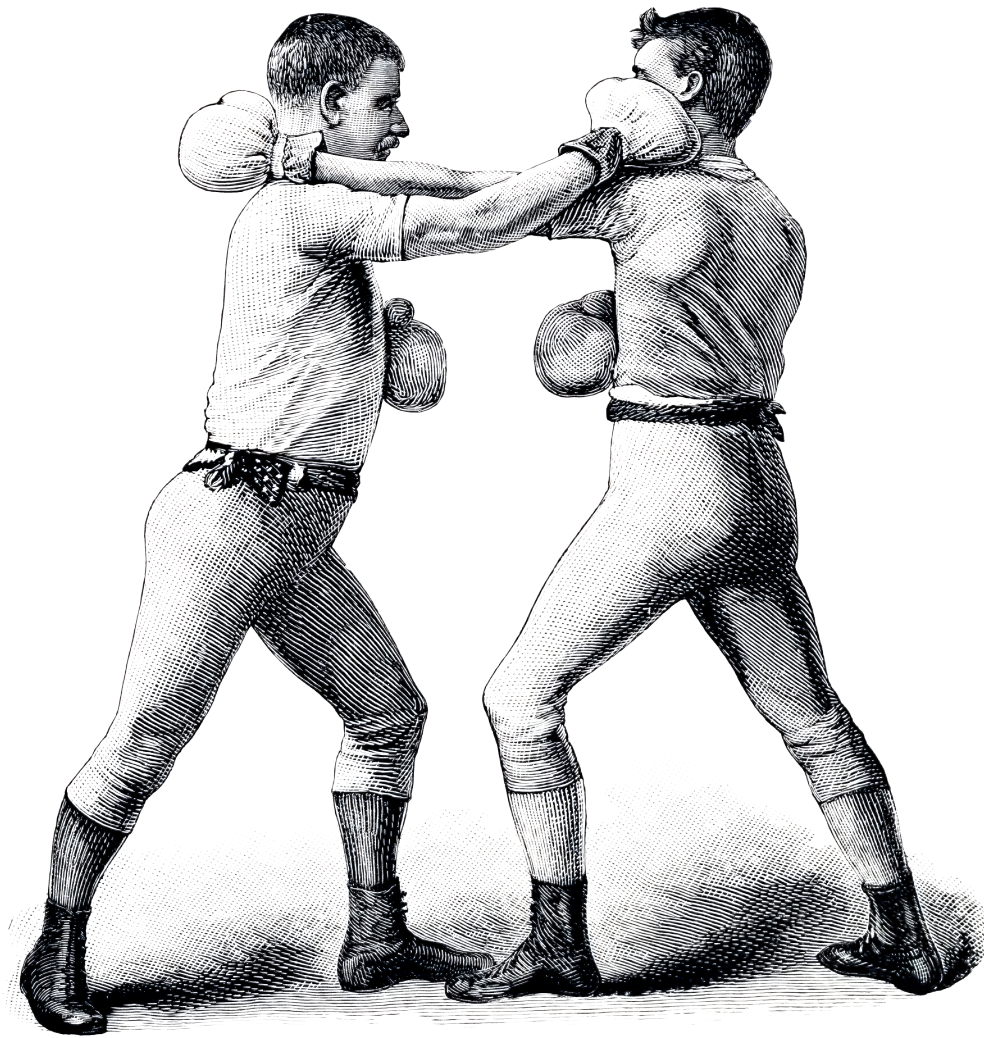


TRY THEM!



Lecciana EVOOs
Maximum exclusivity





X

THE RING

10 YEARS OF

Berasategui

Roš

Adrià

Roncero

EXTRA VIRGIN

Roca

García

Crenn

Arzak

CULINARY

Casañas

Castro

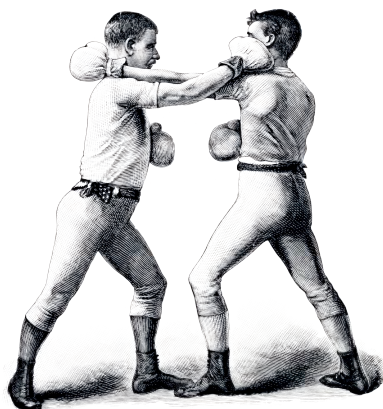
Xatruch

Sandoval

BATTLES

By Pandora Peñamil Peñafiel

Together they have more than thirty Michelin stars, they have powerful surnames, they are known as the precursors of avant-garde cuisine. Without them, haute cuisine as we know it today would not exist. Deconstruction, spherifications and liquid nitrogen were devised in their minds. They are the Arzak, the Adrià, the Roca... the geniuses behind the gastronomic madness of the late 20th and early 21st centuries -although it could well be that of the 25th-. In this special Ring X Anniversary of Olivatessen we collect all those who accepted in all previous issues our invitation to put themselves against the ropes and fight with words in favor of EVOO. Let the battle begin!



We asked them...

1 — Do you remember the first time you tasted EVOO?

2 — Complete the sentence: EVOO inspires...

3—Your favorite dish with extra virgin is...

Martín Berasategui

Martín Berasategui, Lasarte, M.B., Oria, Ola Martín Berasategui, Fifty Seconds Martín Berasategui, Etxeko Ibiza Restaurants

12 Michelin Stars

1 — Ever since my earliest childhood, it's a part of my life and my cuisine. I remember the olive oil that my mother and aunt used in the Bodegón Alejandro, the home-cooking restaurant that my family ran in the old quarter of San Sebastian. They always used exceptional quality oil.

2 — EVOO inspires... extreme quality.

3— Any dish, but marinating fish and meat in a good extra virgin olive oil fascinates me.

They answered...



“Quality and
commitment”



Our best EVOOs

The extra virgin olive oils
identified with our seal are the
best products from our oil mills

valóve

ASSOCIATION FOR THE PROMOTION
AND ARTICULATION OF THE OLIVE OIL
SECTOR OF THE GUADALQUIVIR VALLEY

www.valove.es

FINANCIA

Ferran Adrià

elBulli, elBullifoundation

3 Michelin stars

1 — When I was little and my father would bring virgin olive oil from Tarragona. It was a different, delicious, wonderful oil. Then, when I first arrived at elBulli, in 1983, it really wasn't used in haute-cuisine much. It was rare, more like something special. I think the endorsement the culinary world gave it was very important, and from there it went on to being used in regular homes as well.

2 — The Mediterranean. It may sound like a cliché, but when you travel the world and return home, to the Mediterranean basin, you encounter that flavor again. No matter how much it has sprawled across the world, it still speaks to me of my land.

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



Albert Adrià

Enigma, Cakes & Bubbles, 41° Experience, Mercado Little Spain, elBullifoundation

2 Michelin stars

1 — I can't remember. At home they would buy it in bulk, I guess it wasn't the same quality as what is around today.

2 — Cooking and eating.

3 — A tomato salad generously dribbled with EVOO.



Caviaroli

The original olive oil caviar since 2011



In 2011, Caviaroli created the first extra virgin olive oil pearls, known as olive oil caviar, or as we like to call it, CAVIAROLI. Since then, we have tirelessly worked to provide professionals and cooking enthusiasts with the finest products in the realm of oil, oil encapsulation and various types of vinegars and juices. Today, 13 years after the start of our journey, we continue with the same innovative spirit and commitment to quality, we want to express our gratitude to all our customers, for the trust they have placed and continue to place in us. To all of them and those yet to come, thank you very much.

For more information about our complete range, please visit our website: www.caviaroli.com



Joan Roca

El Celler de Can Roca

3 Michelin stars

1 — An afternoon snack made with olive oil and sugar on toast.

2 — Landscape and authenticity.

3 — The lamb with bread and tomato that our grandmother used to make for us when we were kids.

Jordi Roca

El Celler de Can Roca, Rocambolesc, Rocambolesc Bikineria

3 Michelin stars

1 — When I discovered Iberian acorn ham, I ate it with tomato and olive oil on bread.

2 — Tomato and jamón on bread.

3 — Umm... Many! But the simplest and most pleasant is a slice of good bread, spreading a ripe tomato on it, olive oil, salt and Iberian acorn ham.





Josep Roca

El Celler de Can Roca

3 Michelin stars

1 — I remember tasting it at home in a potato puree.

2 — Ancient culture.

3 — A bocadillo (sandwich) of kidneys in Sherry with a generous dash of extra virgin, garlic and parsley.



EVOOLEUM TOP100 2019 - WORLD'S BEST PICHOLINE AWARD

EVOOLEUM TOP100 2020 - TOP3 ORGANIC FARMING PRODUCTION AWARD

EVOOLEUM TOP100 2022

EVOOLEUM TOP100 2023 - WORLD'S BEST ORTICE AWARD

EVOOLEUM TOP100 2024



Frantoio Romano, since 1840

www.frantoioromano.it



Juan Mari Arzak

Arzak

3 Michelin stars

1 — It's hard to remember, but most possibly it was in the dressing of a salad. I think a lot about my mother and her way of cooking, always with olive oil.

2 — Flavor.

3 — As everybody knows, I am a fanatic of fried eggs and Piquillo peppers (a chili variety). If there is no EVOO in either of them, they are simply not the same.



Elena Arzak

Arzak

3 Michelin stars

1 — I don't remember either, but probably it was when I tried a good slice of toast with EVOO. It is an ingredient that I am used to seeing at home. Ever since I was small I often "mucked about" in the kitchen, and I have had the opportunity of observing lots of products but, without a doubt, there is one that has always been with me on my path: EVOO.

2 — Aroma and color.

3 — I am a lover of hake *kokotxas* (fleshy underpart of the fish's jaw). Whatever the way of serving them, they should be made using good EVOO.



- 9th edition -

ATHENA 2024

INTERNATIONAL OLIVE OIL COMPETITION

“Expanding excellence in olive oil”

Athena has gained the respect of hundreds of olive oil producers from around the world and from leading international judges.

Let your EVOO compete where it all began!

APRIL 25-26-27, SPARTA, PELOPONNESE, GREECE



SPECIAL EARLY BIRD PRICE: €180

DEADLINE FEBRUARY 2, 2024

REGULAR PRICE: €225

DEADLINE MARCH 22, 2024

Seamless online registration @ www.athenaoliveoil.gr



Ana Roš

Hiša Franko

3 Michelin stars

1 — Slovenia is not only an alpine country, it also has a Mediterranean coast. I have always lived 50 kilometers from some olive groves where wonderful olive oils are produced, so it has been part of my life since I was a child. My mother comes from the coast and no oil other than olive oil was used in our house. In addition, we spent our summers in our house in Istria where we were surrounded by olive trees.

2 — Origins. I think that the different nuances, aromas and flavor notes that olive oil offers are so intense and bring so much to the kitchen that if you told me not to use it for cooking -as happened to me once in Asia- I would be completely confused because it is totally part of my DNA.

3 — When summer comes, I can only think of a delicious salad made with the sweetest tomatoes of Istria, a few slices of red onion, fresh basil and a little salt. All drenched in an intense extra virgin olive oil. Add to that a slice of sourdough bread and I make it a dream lunch for a chef, for a girl, for a family. At Hiša Franko we work hard to respect local and seasonal produce. We want, with all our hearts, to keep the chain of our farmers and producers alive.



Dominique Crenn

Atelier Crenn

3 Michelin stars

1 — My mother used to cook with it and I fell in love with it since I was a child. I simply love it. It is one of my favorite ingredients for cooking.

2 — Sunshine.

3 — *Kir Breton*. It is the first dish that the diner tastes at Atelier Crenn and it is my way of welcoming people to my restaurant and telling them that I will take care of them. It reminds me a lot of the way my parents used to receive their guests. This kind of hospitality and storytelling is part of who I am.



CENTURY Dop



An exclusive bottle of great and outstanding character, which gives value to the most sought after extra virgin olive oils. In **CENTURY Dop** the flat shoulder leaves room for a generous cylindrical body, connected to the gently curved base. **CENTURY Dop** is available in three capacities 250, 500, 750ml with an neck finish for a non-refillable cap to protect the inviolability of the content and in the characteristic Verdetrusco® colour.



VETRERIA ETRUSCA S.p.A. Montelupo Fiorentino (Florence - Italy) Tel. (+39) 0571 7551
www.vetreriaetrusca.it info@vetreriaetrusca.it





Mateu Casañas

Disfrutar, Compartir

3 Michelin stars

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

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

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

Eduard Xatruch

Disfrutar, Compartir

3 Michelin stars

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

2 — Cooking, family and roots.

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



Oriol Castro

Disfrutar, Compartir

3 Michelin stars

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

2 — Quality.

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

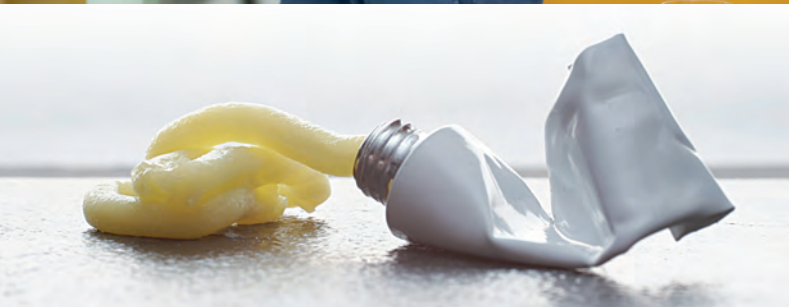


VIANOLEO
INNOVATIVE FOODS

If the elixir of eternal youth existed...
it would be of EVOO



WWW.VIANOLEO.COM



Paco Roncero

Paco Roncero Restaurante

2 Michelin stars

1 — More than a memory of EVOO, I remember the olive trees. I remember when I used to pick asparagus in the fields near my home. I lived amongst olive trees for most of my childhood.

2 — EVOO inspires passion, emotions.

3 — The *Extra Virgin Olive Oil Paella* that we cook at the restaurant.

Dani García

Grupo Dani García (Alelí, Tragabuches, BIBO, Lobito de Mar, Leña, Smoked Room, Dani Brasserie...)

2 Michelin stars

1 — In my childhood. It reminds me of french fries, of my father, of windmills, of harvests...

2 — EVOO inspires Andalusia in me.

3 — A slice of toast with olive oil.



ASSOPROLI BARI

The Extra Virgin Olive Oil Specialists

From Apulia,
our olive oil
made with care,
knowledge,
and love.



Extra Virgin. Naturally.

w w w . a s s o p r o l i . i t

o u r n e t w o r k o f c o o p e r a t i v e s

Andria "I tre campanili"
www.itrecampanili.com

Andria "Covan"
www.coronadellepuglie.it

Barletta "Cantine della Bardulia"
www.cantinedellabardulia.it

Bitetto "Coop. Prod. Agricoli"
www.olionostro.it

Bitonto "Cima di Bitonto"
www.oleificiocimadibitonto.it

Capurso "Coop. Col. Diretti"
www.oliocoop-capurso.it

Castellana Grotte "A. Viterbo"
www.montaltino.com

Castellaneta "Il Progresso"
www.oleificioilprogresso.it

Modugno "Ol. Cooperativo"
oleificio.modugno@alice.it

Mola di Bari "Molese"
cam-mola@libero.it

Monopoli "Madonna del Rosario"
www.cooperativamadonnadelrosario.it

Ostuni "Coltivatori Diretti"
www.oliodiostuni.it

Palo del Colle "L'Auricarro"
www.oleificioauricarro.it

Ruvo di Puglia "R. Fondiaria"
www.il-rosone.it

Triggiano "O. Coldiretti"
www.trebios.it

Valenzano "Coop. Coldiretti"
coopagrioleificio@libero.it

Assoprolì Bari

70121 Bari | Via M. Signorile 34 | Tel 080 5534041 | email: info@assoprolì.it

Numero Verde
800 60 96 60

 WWW.ASSOPROLI.IT

 Assoprolì Bari



Isabella Poti

Bros'

1 Michelin star

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

2 — Freshness and, above all, home.

3 — Our *bruschetta* with fresh tomatoes.



Floriano Pellegrino

Bros'

1 Michelin star

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

2 — Flavor! The flavor that identifies our region, El Salento.

3 — Wild chicory seasoned with a good extra virgin olive oil and a pinch of salt.



OLIO DI ROMA IGP



**CONSORZIO PER LA TUTELA E LA VALORIZZAZIONE DELL'OLIO
A INDICAZIONE GEOGRAFICA PROTETTA OLIO DI ROMA**

Via dei Cerchi 87 - 00186 Roma • Tel: 3515819248 • E-mail: info@olioromaigp.it

www.olioromaigp.it



Rafael Sandoval

COQUE

2 Michelin stars

1 — 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 — 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 — *Kokotxas al pil pil.*



Mario Sandoval

COQUE

2 Michelin stars

1 — 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.

2 — Cooking every day.

3 — The Andalusian gazpacho.



Diego Sandoval

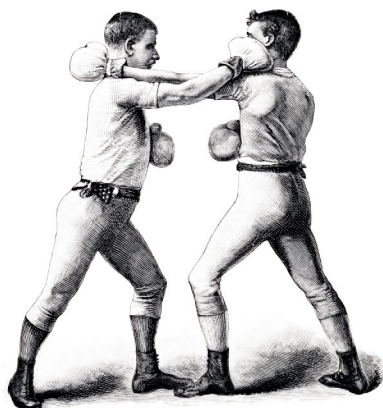
COQUE

2 Michelin stars

1 — Yes, I still remember it. It was something wonderful.

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

3 — Salad •



FRANTOIO
Presciuttini
...diNotte

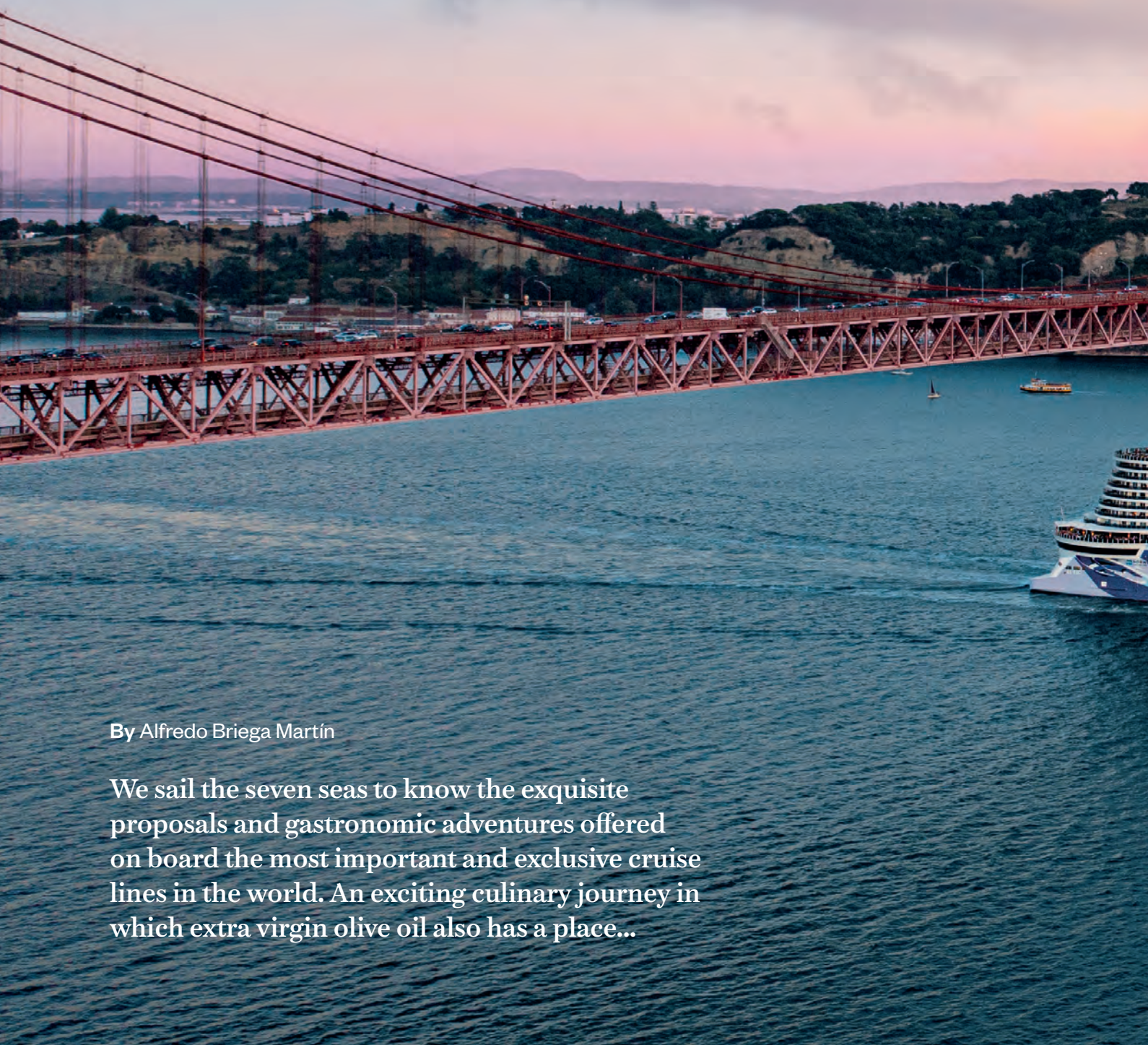
*"come and discover
night harvesting!"*

Frantoio Presciuttini
Via G. Contadini 55 01027 Montefiascone (VT) - ITALIA
cell: +39 335 1306283 info@frantoiopresciuttini.it
www.frantoiopresciuttini.it

Vacations at sea *with haute cuisine (and EVOO) on board*

By Alfredo Briega Martín

We sail the seven seas to know the exquisite proposals and gastronomic adventures offered on board the most important and exclusive cruise lines in the world. An exciting culinary journey in which extra virgin olive oil also has a place...





Costa Cruceros

“Its current fleet offers the possibility of visiting 250 destinations with more than 1,100 excursions to choose from; some with EVOO tastings, for example in Sardinia or the Greek islands”

The origins of Costa Cruceros go back to a Genoese family, the Costa family, whose patriarch, Giacomo Costa, founded it in 1854 as a company to trade olive oil and textiles in the Mediterranean and abroad. After World War II, the company diversified its activities and began to transport passengers, dedicating itself exclusively to cruises from 1985, with the launch of *Costa Riviera*. Each year, the nine ships that make up its current fleet offer the possibility of visiting 250 destinations through more than 100 different itineraries, with more than 1,100 excursions to choose from -some with EVOO tastings, for example in Sardinia or the Greek islands- including 240 eco-tourist proposals. The Italian company based in Genoa operates globally, sailing the Mediterranean, Northern Europe, the Baltic Sea, the Caribbean, North and Central America, South America, the Arab Emirates, the Indian Ocean, the Far East and Africa. The Company has invested

in new-generation ships in order to improve the efficiency of its existing fleet and to make its ships floating smart cities. This has led to the promotion of circular economy projects on board -discarded glass is recycled and returned to the ship in the form of objects that will be useful again, such as, for example, olive oil bottles in restaurants- with a special focus on reducing all types of food, water and energy waste.

Italian and international cuisine occupies a leading role on its cruises, standing out for its quality, variety and respect for culinary traditions, with world-renowned chefs and ingredients that are carefully selected to reflect regional flavors. *Made in Italy* excellence is exemplified by the use of emblematic products such as PDO transalpine EVOOs. At *Costa Smeralda* -powered by liquefied natural gas- three world-renowned chefs -Ángel León, Bruno Barbieri and Hélène Darroze- reinterpret ingredients, traditions and recipes from different destinations in their signature menus in the new Archipelago restaurant. For its part, *Costa Firenze*'s gastronomic offer allows you to delve into oriental and local traditions through typical dishes. Aware that there is no better way to get to know a place than through its food, its menus are designed to discover the flavors of all the destinations its guests visit on the cruise. So, for example, you can choose from the best Chinese cuisine between ravioli



and noodles at the Dim Sum restaurant, or enjoy the “acrobatic” and creative cuisine of the Teppanyaki chefs; and relish the meats prepared on an open grill at La Fiorentina Steak House -decorated in warm wood tones, with walls adorned with photos of Tuscany and inspired by the famous steakhouses of Florence- and its *fassona* steak, its *bistecca alla fiorentina* -served with rosemary and Tuscan olive oil- or its organic chicken.

But there is still more. In 2023, the Italian company offered two special cruises for foodies aboard *Costa Toscana* (“*Massari narra a Iginio*”, in June) and *Costa Fascinosa* (“*Panettone senza confini*”, in October), in collaboration with the Association of Ambassadors of Italian Pastry Excellence (A.P.E.I.), to discover the art of pastry by the hand of its great masters. If the first one allowed you to discover the personal and professional career of master pastry chef Iginio Massari -with the opportunity to taste some of his most emblematic desserts- during a week-long trip around the Mediterranean, the second one, a 10-day itinerary starting and finishing in Savona, is a celebration of *panettone* in its various forms and hosted the challenge dedicated to Italy’s most representative dessert for the third consecutive year, in which 15 pastry shops from all over the world competed.



Profilo D'Autore



EDIZIONE
LIMITATA
2000
UNITÀ



Olio EVO 100% Italiano - Firmato dagli agricoltori Italiani
Vincitore al Milan International Olive Oil Award 2023



BICCHIERE DI PLATINO
NELLA CATEGORIA FRUTTATO INTENSO



MIGLIOR OLIO PER LA GIURIA BUYER



MIGLIOR OLIO 100% ITALIANO

Un OLIO che si RACCONTA

PATTO
DI FILIERA

RISPETTO PER
GLI AGRICOLTORI

GIUSTA
RETRIBUZIONE
DEL LAVORO

VALORIZZAZIONE
E TUTELA DEL
MADE IN ITALY

Casa Coricelli®

WWW.CORICELLI.COM



MSC Cruceros

“A healthy lifestyle and diet is a fundamental part of MSC Cruceros’ gastronomic offer, with extra virgin olive oil at the forefront. No butter is served on the tables, but rather olive oil from different regions of the Mediterranean”

Headquartered in Switzerland, MSC Cruceros is the fastest growing cruise line with a strong presence in the Caribbean, North American and Far East markets. With a fleet of 22 modern vessels, the brand has long been strongly committed to environmental management with the long-term goal of achieving zero emissions for its operations, while also investing significant efforts in state-of-the-art marine environmental technologies. The MSC Foundation is the MSC Group’s own vehicle to lead, focus and promote its conservation, humanitarian and cultural commitments.

MSC Cruceros’ clients can enjoy onboard a wide variety of international dining options, high-end entertainment, family leisure programs and the latest technology. The culinary offer includes daily menus, regional dishes and the best Mediterranean and international specialties, in collaboration with renowned international chefs, as well as light and healthy dishes and special menus.

On the other hand, the specialty restaurants -not included in the cruise price- offer a wide variety of menus and allow you to explore the gastronomic diversity of different corners of the world, from Mexican and Latin American cuisine to American-style cuts of meat, sophisticated French cuisine and representative dishes from Asia such as those from China, Vietnam or Thailand. These include the Chef’s Garden Kitchen, a fine dining restaurant run by Michelin-starred chef Nikas Eksted, and the Kaito Sushi Bar, which is found on several ships in the fleet and is known for offering the “best sushi at sea,” according to the *Berlitz Guide*.



Along with seafood, the Mediterranean Diet, the basis of a healthy lifestyle and diet, is a fundamental part of MSC Cruceros' gastronomic offer, with extra virgin olive oil at the forefront. No butter is served on the tables, but rather olive oil from different regions of the Mediterranean. The use of olive oil in their preparations not only brings a characteristic flavor to the food, but also adds a touch of authenticity to the gastronomic experience. In addition, the company's commitment to food quality and food safety certifications, such as ISO 22000, ensure that passengers enjoy safe, high-quality meals throughout their voyage.

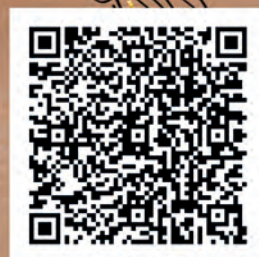
When it comes to desserts, the ships of MSC Cruceros count on world-renowned establishments, some of which boast a tradition that dates back centuries. This is the case of the Venchi Ice Cream Parlor, which has been making the best Italian ice cream using natural ingredients since 1878. You can also enjoy on board the pastries of Jean Philippe-Maury, a French master pastry chef.



TESORO

by Grupo Montes Norte

Organic Extra Virgin Olive Oil
in a **unique piece inspired by the olive.**
From centenarian olive trees.



Norwegian Cruise Line

“Among the novelties of NCL is the new Palomar seafood restaurant, offering high-end Mediterranean cuisine prepared with simple yet sophisticated ingredients such as olive oil in a relaxed atmosphere”

Norwegian Cruise Line (NCL) has been breaking the boundaries of traditional cruising for 55 years. The innovative Miami-based cruise line, founded in 1966, revolutionized the industry by offering guests the freedom and flexibility to design their ideal vacation on their preferred schedule -the *Freestyle Cruising* concept- with no set dining and entertainment times or formal dress codes. Today, its fleet of 17 modern ships sails to more than 300 destinations around the world, including Great Stirrup Cay, the company's private island in the Bahamas, and its Harvest Caye resort in Belize. In addition to providing a land-to-sea service characterized by its excellence, the company also offers a wide variety of entertainment and dining options, as well as a wide range of accommodations throughout the fleet.

NCL's innovations also relate to the food and beverage served on its cruise ships, taking the dining experience to another level through sophisticated design, masterful mixology and a global cuisine full of flavors. With the new Premium Class on its six *Norwegian Premium* and *Norwegian Viva* ships, the company has introduced new food and beverage concepts with nine new restaurants and bars that push the boundaries of standard cruise cuisine; while debuting the first three-level, glass-walled Penrose Atrium and revamping its dining offerings, with updates to client favorites Le Bistro, Cagney's Steakhouse and Food Republic, not to mention NCL's first food hall, Indulge Food Hall, which houses up to 11 restaurants. In total, both ships will have 35 dining options available to guests.

Among the novelties is the new Palomar seafood restaurant, which debuts at the *Norwegian Prima*, offering high-end Mediterranean cuisine prepared with simple yet sophisticated ingredients such as olive oil in a relaxed atmosphere. Hasuki, a new take on the traditional “hibachi style,” features design elements that invite guests to immerse themselves in Japanese-influenced craftsmanship through



minimalist décor, handcrafted ceramics and works of art. Nama, NCL's new contemporary sushi restaurant, offers guests authentic sushi and sashimi masterpieces on a grand scale. The venue is set with a capricious Japanese décor inspired by the dishes on the restaurant's menu, including a marble bar and subtle orange mood lighting representing the color of *masago* (fish roe).

Meanwhile, Metropolitan Bar, the brand's first sustainable cocktail and wine bar, debuted as part of the Sail and Sustain program and offers zero-waste cocktails made responsibly and prepared with leftover ingredients -including the flagship *Primadonna*, made with leftover banana peels and Flor de Cana rum, and produced with 100% renewable energy-, as well as a menu of sustainable spirits, such as botanical gins produced specifically for NCL in collaboration with Bodegas Hidalgo La Gitana, and more than 20 biodynamic wines.



رحمة
Rahma

ALLEGRO

IFFCO
Olive Oil

SanMarco

PEPE



ÉCHALE
una pechá de sabor

échale
PEPE
ACEITE DE OLIVA VIRGEN EXTRA

@aceitespepe



Regent Seven Seas

“Regent Seven Seas has introduced captivating culinary shore excursions in the Mediterranean where travelers accompanied by expert local guides can enjoy a hands-on cooking class at a restaurant in Amnisiades Park in Heraklion (Crete), surrounded by centuries-old olive trees”

Regent Seven Seas Cruises®, a subsidiary of Norwegian Cruise Line Holdings Ltd., has been known for providing guests with the highest standards of quality luxury travel for more than 30 years, from personalized onboard service to an extensive portfolio of approximately 5,000 immersive shore experiences around the world, including nearly 3,900 complimentary to guests as part of the Regent All-Inclusive experience, to sumptuous suite accommodations, nearly all with private balconies, to luxurious public areas and expansive outdoor spaces.

With a maximum of 746 passengers, the line's spacious and elegant ships -*Seven Seas Explorer*®, *Seven Seas Mariner*®, *Seven Seas Navigator*®, *Seven Seas Splendor*®, *Seven Seas Voyager*® and, as of 2023, *Seven Seas Grandeur*™- form The World's Most Luxurious Fleet™ and explore more than 500 destinations around the world.

Its Epicurean Perfection program goes beyond the traditional culinary offerings found at sea, inviting

guests to savor the world around them through Unrivaled Cuisine, Epicurean Explorations and Epicurean Enrichment. The new concept, which has been perfected by Regent Seven Seas Cruises' experienced culinary teams, offers exquisite cuisine in up to five specialty restaurants, immersive shore excursions, private wine and spirits tasting sessions, enogastronomic tours and enriching hands-on cooking classes as part of its state-of-the-art Culinary Arts Kitchen, plus demonstrations, lectures, presentations, epicurean tastings and much more. The 11 new Epicurean Spotlight Voyages -sailing in 2023, 2024 and 2025- will offer luxury travelers immersive experiences aboard the *Seven Seas Grandeur*™, *Seven Seas Splendor*®, *Seven Seas Explorer*®, *Seven Seas Mariner*® and *Seven Seas Voyager*® ships with world-renowned chefs and master sommeliers (Alain Roux, Vincent Guerithault or Doug Frost, among others) in destinations such as the Alaskan wilderness, Italy, Spain, France, Greece, Turkey, South America or Japan.

Convinced that nothing enhances travel more than cuisine, in 2023 the company elevated its culinary experiences to new heights with the introduction of 128 captivating culinary shore excursions in the Mediterranean as part of the Epicurean Perfection program, which celebrates the flavors of the world while immersing guests in the breathtaking beauty, history and vibrant cultures of the destinations they explore. Designed in collaboration with local chefs and gastronomic experts, these carefully selected adventures allow you to travel through France,

Greece, Italy, Portugal, Spain and Turkey to enjoy the best regional delicacies and discover the secrets of authentic Mediterranean cuisine. Accompanied by expert local guides who lead them through exclusive wine tastings, cooking classes and exquisite gourmet creations, travelers can, for example, discover the ancient Minoan diet by enjoying a hands-on cooking class at a restaurant in Amnisiades Park in Heraklion (Crete), surrounded by centuries-old olive trees, and immerse themselves in the history, culture and flavors of the first inhabitants of Greece's largest island. Some dishes are cooked in a Minoan-style oven with olive oil from the park's centuries-old olive trees. Other proposals include a cooking class with a local chef in the ancient city of Pergamon, today's Bergama (Dikili, Turkey), among Greek and Roman ruins, where, after a quick tour of the historical sites, participants prepare various regional dishes with fresh, locally sourced ingredients; or a visit to an organic family farm in Scala, a small village in the province of Salerno founded in the 4th century and located on top of a hill that is part of the Amalfi Coast that has been declared a Unesco World Heritage Site.



OliveJapan®

INTERNATIONAL EXTRA VIRGIN OLIVE OIL COMPETITION

2024

For the 2024 edition of OLIVE JAPAN there will be a "Buy 4 & get 1 free" offer: Those who enter 5 olive oils will only pay for 4 entries, and those entering 10 samples will only pay for 8 entries



ONLINE Registration is open
(Deadline: May 17, 2024)

<https://olivejapan.com/en/competition>

ONE of the most Recognized and Largest Olive Oil Competition
Organized by the Olive Oil Sommelier Association of JAPAN (OSAJ)



Royal Caribbean

“Beginning in January 2024, the Norwegian-founded, Miami-based cruise line will offer a wide range of dining experiences aboard the Icon of the SeasSM designed for all types of families and travelers”

Voted for 20 consecutive years as the best cruise line by *Travel Weekly* readers, Royal Caribbean International has been sailing the seas with innovation as its flagship and revolutionizing the cruise industry for more than half a century. With sailings to 240 destinations in 61 countries, its award-winning ships -a fleet of 28 that will be joined in the summer of 2025 by *Star of the SeasSM*- are engineering gems with cutting-edge designs and equipped with the latest technology and the best onboard entertainment, such as a surf simulator, the first offshore suspended infinity pool or the largest offshore water park with up to six waterslides, always with a commitment to enhance the guest experience.

Beginning in January 2024, the Norwegian-founded, Miami-based cruise line will offer a wide range of dining experiences aboard the *Icon of the SeasSM* designed for all types of families and travelers. The first ship of the Icon class will sail for 7 nights in the Eastern and Western Caribbean from Miami throughout the year and will visit destinations such as Royal Caribbean’s private island in the Bahamas, Perfect Day at CocoCay -the first of the Perfect Day Island Collection-; Philipsburg, in St. Maarten; Cozumel, in Mexico; and Roatan, in Honduras. The other major new addition planned for 2024 is *Utopia of the SeasSM*, the new Oasis Class ship with which the company will transform weekends forever and which will arrive in Port Canaveral in July to offer three-night getaways bound for the Bahamian islands of Nassau and the award-winning Perfect Day at CocoCay.

The *Icon of the SeasSM*’s new and revamped dining offerings comprised of more than 20 options spread throughout the ship’s eight quarters and surrounding areas, including an elegant and luxurious eight-course experience with genuine New York flavor and the cruise line’s first food hall, AquaDome Market, which includes five different stalls and a selection of wines and beers for breakfast, lunch and dinner.

The variety of new flavors complements onboard favorites, from Italian to Japanese to Mexican, such as the American steakhouse Chops Grille; Trellis Bar and its menu of bites; Dining Room, where three levels correspond to as many dishes; Izumi in the Park, an all-day window with fresh sushi and street food; El Loco Fresh and its Mexican delicacies; the Windjammer buffet, with an extensive menu of flavors from around the world; or the exclusive Chef's Table. A varied offer to which we must add the new restaurants and other establishments aimed at families and children, such as Surfside Eatery, Pier 7 and Surfside Bites; as well as bars such as The Lemon Post, with a menu for adults and another for children, or Dueling Pianos, the first dueling piano bar of the cruise line.

In addition, the new 12-seat Celebration Table private experience allows you to enjoy panoramic ocean views from the AquaDome and exclusive American, Italian, Asian and seafood menus, and add a personal touch with ambiance add-ons and menu enhancements.



*Directamente del productor
al consumidor*

Direct selling to consumers



2022
THE WORLD'S
BEST EVOO



2023 - 2017



2019 2017

Jaén selección
2022 2021 2016



2019



2019

Cooperativa El Alcázar

Ctra. de Ibros S/N,
Baeza (Jaén), 23440, Spain.
email: alcazar@olibaeza.com
Tlf.: +34 953 74 03 11

OLIBAEZA.COM

CONÓCENOS
KNOW US



Silversea

“Extra virgin olive oil is the protagonist of some of the exclusive sensory experiences in the Mediterranean, such as the one that allows you to discover the olive growing heritage of Majorca by spending half a day in Sollerich, the cathedral of olive oil”

Silversea, the crown jewel of the Royal Caribbean Group, was introduced in 1994 as the world's premier ultra-luxury cruise line and all-inclusive expedition line. Voyages include butler service in each suite category, several restaurants on each ship -as well as in-suite dining at all hours-, complimentary sustainable caviar on request 24/7 and Premium beverages; plus true door-to-door service with private executive transfers and flights included as standard. With more than 900 destinations on six continents -Africa and the Indian Ocean, the American West Coast, Alaska, Antarctica, etc.- its passengers enjoy an organized selection of immersive experiences in the world's most extraordinary places. In addition to the five ultra-luxury expedition ships, the company also has six other classic ships in its fleet, to which *Silver Nova* was added in 2023 and *Silver Ray* will arrive in 2024. Its commitment to sustainability translates into pioneering technology that will reduce the carbon footprint of ships. Thus, “Project Evolution” will be the first cruise ship to use fuel cells to provide 100% of the power while in port, operating also with battery technology and dual-fuel engines using liquefied natural gas (LNG) as the main fuel.

On Silversea's small luxury ships, gastronomic excellence is a top priority, with recipes that reflect their Italian heritage and re-interpret tradition. French cuisine, delicate Asian dishes and a relaxed Italian family style, along with a wide range of vegetarian, vegan and plant-based options, are blended with restaurants specializing in the destination's cuisine.

The launch of *Silver Moon* in October 2020 marked the introduction of Silversea's innovative culinary immersion program S.A.L.T. -Sea And Land Taste-, of Silversea, which allows travelers aboard *Silver Moon*, *Silver Dawn* and *Silver Nova* to discover the true essence of the places

they visit by diving deep into the world's richest food cultures. The program, devised by Adam Sachs, a three-time James Beard Journalism Award-winning travel, food and lifestyle writer, combines onshore experiences and onboard hands-on activities that take the pleasure of travel to a whole new level. In the S.A.L.T. Kitchen spaces, passengers can taste a myriad of international dishes inspired by their destination, local recipes prepared with local ingredients, on an exciting journey through the Greek islands, the plains of South America, the vibrant Caribbean coasts or the gastronomic tradition of Atlantic Europe. Meanwhile, S.A.L.T. Bar allows guests to savor locally inspired cocktails prepared by professional bartenders and mixology experts with local spirits. Finally, S.A.L.T. Lab is an interactive cooking lab where guests can develop local recipes in a professional kitchen; not to mention live cooking talks and demonstrations for larger groups to understand the deep connection between destinations and their cuisine.

In *Silver Nova*, the latest arrival, the culinary offering has been expanded with S.A.L.T. Chef's Table, an intimate and interactive dining experience for up to 18 guests that explores the landscapes and flavors of the region visited in a carefully curated menu of small plates highlighting the local culinary culture and the most authentic ingredients, with seasonal dishes selected for their sensory qualities, as well as wines and cocktails exclusive to the location, in a refined and personalized atmosphere.





Extra virgin olive oil is the protagonist of some of the exclusive sensory experiences offered by S.A.L.T. in the Mediterranean, all of them accompanied by culinary experts. Such as the one that allows you to discover the olive growing heritage of Majorca by spending half a day in Sollerich, the “cathedral of olive oil”, visiting an old oil mill -one of the largest in Majorca- to learn about its operation and the ancient methods of olive oil production, and enjoying an introduction to the fine art of tasting, acquiring the necessary knowledge to evaluate and appreciate different varieties of olive oil. Another is the one that focuses on the cuisine of the Aegean, influenced by the various civilizations that passed through the region, which allows you to attend the olive harvesting process and witness its magical transformation into oil, as well as visit an olive museum that shows the traditional forms of olive oil production in Anatolia for centuries and have lunch at the organic olive farm Degirmen in Kusadasi (Turkey).



www.valeformoso.com



LAGAR HERDADE
VALE FORMOSO

At Lagar Herdade Vale Formoso we are committed to producing an EVOO of the highest quality. To this end, we have implemented the most careful and modern facilities, integrated into the Alqueva reservoir environment, the heart of the Portuguese Alentejo and a world benchmark for modern olive growing.

All our effort is focused on a meticulous care of the olives received and the EVOOs obtained, adapting all our processes to the highest standards of quality and food safety.



Virgin Voyages

“Olive oil is present in appetizers such as sardines marinated in olive oil, desserts such as the olive oil and chocolate tart at the Extra Virgin trattoria of the Lady Ships: Scarlet Lady, Valiant Lady and Resilient Lady”

Barely two years old -it was launched at the end of 2021- Virgin Voyages is characterized by the impeccable service provided in its elegant and glamorous boutique hotels at sea and the high quality of its food and beverage, pillars of the onboard experience on its adults-only voyages. Departing from sunny Miami, Barcelona and Athens, and soon from San Juan and Melbourne, the fleet -designed with the latest advances in energy efficiency- offers itineraries to more than 100 stunning destinations on four continents, with shore excursions and a full entertainment and wellness

program, putting sustainability at the forefront with a promise to create an “epic” sea change for all and committing to achieving zero carbon emissions by 2050.

With more than 20 restaurants, bars and lounges to choose from, and its exclusive, ever-evolving Michelin-inspired menus, the Richard Branson-founded travel brand -working with a creative collective that includes some of the world’s most sought-after designers, artists and architects- is proving that the revamped concept of cruise dining is here to stay.

At its annual Eat & Drink festival, the first edition of which took place in 2022, Michelin-starred chefs and award-winning cocktail makers bring to the high seas for two months (August and September) more than 30 culinary activities and events -featuring demonstrations, workshops and interactive food and beverage classes- created by the brand’s culinary collective that include exciting

international flavors, unique pairings and incredible bites. Onboard the *Lady Ships*, Virgin Voyages' three ships -*Scarlet Lady*, *Valiant Lady* and *Resilient Lady*, inspired by more than 50 years of Virgin's history and joined by *Brilliant Lady* in the fourth quarter of 2024- sailors who book their staterooms can indulge their foodie spirit in spaces such as The Galley, the elegant dining room designed to challenge the traditional cruise buffet, which transforms in the evenings into a gastronomic showcase offering a variety of flavors from around the world; or Razzle Dazzle by Night, with its distinctive World War I-inspired design and a menu featuring vegetarian dishes and reinvented American classics, such as short rib pastrami or Nashville spicy cauliflower. Olive oil is present in appetizers such as sardines marinated in olive oil, desserts such as the olive oil and chocolate tart at the Extra Virgin *trattoria*, cocktails at The Dock -for example, *The Big Greek*, with kalamata olive juice- or in the beet salad at the iconic nightclub The Manor, made with beet foam, salt flower, olive oil powder and mint.



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



www.scasanisidro.es

Tel.+34 953 390 110
Huelma Jaén, Spain



Seabourn

“Solis is a new haute cuisine restaurant designed to be enjoyed with all the senses, celebrating Mediterranean gastronomy inspired by the places visited by the line’s ships”

Specializing in ultra-luxury and expedition ocean voyages, and committed to sustainability and environmental stewardship, Seabourn has a fleet of seven modern, all-inclusive boutique ships offering sailings to six continents, visiting more than 400 ports, in all-suite accommodations overlooking the sea in a relaxed atmosphere that makes guests feel at home. The restaurant serves breakfast and lunch on selected days and dinner every evening, with a wide variety of gourmet dishes cooked to order. As the *Seabourn Conversations* program allows guests to connect with visionary experts, Dr. Andrew Weil presents an exclusive wellness and mindfulness program; while *Ventures by Seabourn™* offers optional shore excursions that enhance and expand the travel experience in select destinations.

Using fresh and, if possible, locally sourced ingredients, the cuisine is an integral part of their ultra-luxury experiences, always aimed at exceeding the expectations of their guests, who enjoy personalized service on intimate boats with a private club atmosphere. In addition to enhancements to its culinary program -which includes two new weekly recipes, an update to its 24-hour in-suite menus and an expanded sushi offering, *Sushi in the Club*, available on *Seabourn Odyssey*, *Seabourn Sojourn* and *Seabourn Quest* from November 2023- is joined by its new sophisticated dining experience, Solis, which will debut on *Seabourn Quest* in January 2024 and expand to *Seabourn Encore*, *Seabourn Ovation* and *Seabourn Sojourn* in the spring of 2024. It is a new haute cuisine restaurant designed to be enjoyed with all the senses, celebrating Mediterranean gastronomy inspired by the places visited by the line’s ships. Solis -with which Seabourn will end its eight-year culinary partnership with chef Thomas Keller- will offer a wide variety of light, modern dishes, full of color and character, prepared daily in a meticulous, handcrafted manner, that will transport diners to the sun-drenched shores of the





Mediterranean. Whimsical cocktails, vibrant plating and familiar flavor combinations come together in a space developed in collaboration with chefs -and Seabourn partners- Anton Egger and Franck Salein, whose top-level expertise, passion for travel and deep knowledge of the company's clients have contributed to the brand's culinary success.

In a vibrant and elegant atmosphere with background music, menus will include colorful dishes inspired from the Riviera's of the central Mediterranean to the Greek flavors of the eastern Mediterranean. Each dish will represent a masterpiece of taste, presentation, art and history of evocative travel memories. *Piquillos de la mama*, *branzino*, *bistecca alla fiorentina*, spiced leg of lamb... plus multiple vegetarian and vegan options, not to mention a refined menu of vintage cocktails. From classics like Kir Royale or Negroni to the ever-popular Aperol Spritz, Seabourn's team of talented mixologists have meticulously selected this menu to ensure that each drink is a masterpiece of aesthetics and flavors •



B I B L I O



By Alfredo Briega Martín

A celebration of artisan bread and of this ancient and admirable craft. The best signature cocktails. The recipe book of Eataly, the Italian global food brand. Recipes, tips and suggestions to lead a healthy lifestyle and reduce the risk of disease. The star recipes of Casa Maria Luigia, the idyllic guest house of Massimo Bottura and Lara Gilmore in the Emilia-Romagna region. Life lessons from leading international chefs. We present an exquisite selection of succulent bites to enjoy with all five senses. Let's go, dinner is served...

T H E
O
D
E

The Bread Book

The ancient art of bread baking has experienced growing popularity around the world as consumers are discovering the deep satisfaction of baking bread at home. *The Bread Book*, by French master baker and bestselling author Éric Kayser, is a celebration of artisan bread and of this enduring craft steeped in an ancient and time-honored tradition. The book brings together 60 simple homemade recipes that use simple, wholesome ingredients and traditional techniques and tools to create delicious breads, from time-honored favorites to exciting innovations. The first chapter introduces readers to bread making with an informative and accessible guide to the essential equipment, ingredients, and techniques needed to get started. Preparation, fermentation and baking times are clearly presented to help readers manage their time, while clear, concise instructions and step-by-step photographs eliminate any guesswork.

Recipes include all the classics you would expect from a French *boulangerie*, from baguettes to *pain au lait* and brioche. A chapter on breads made with ancient grains and traditional flours -such as rice, chestnut and sweet potato- will appeal to those looking for interesting new flavors for their breads; while "Breads of the World" guides readers through techniques for making *focaccia*, *bagels*, *naan*, *pita* and even *bao buns*. The last two chapters feature irresistibly flavored breads, such as fig, hazelnut and fennel bread, coconut brioche and chocolate *babka*.

The Bread Book

By: Éric Kayser

Publisher: Phaidon Press





Signature Cocktails

A signature cocktail is a tailor-made drink that expresses the nature of the time, person, place, city or country for which it was created. This volume showcases 200 iconic drinks from around the world throughout history, an impressive compilation that is not only a collection of recipes, but an unprecedented history of these legendary beverages spanning more than 500 years. In its pages we find from the classics *Mimosa*, *Bellini* and *Adonis* to more experimental and innovative proposals such as the *Mai Tai Hit Me Baby One* inspired by Britney Spears or *Her Name Is Rio*, a tribute to the 80's pop group Duran Duran, to create surprising juxtapositions and provide a fresh vision of the culture and state of cocktails.

Coordinated by Amanda Schuster, an expert cocktail writer based in New York, and organized chronologically, each entry in *Signature Cocktails* -which includes cocktail legends of yesteryear, London cocktail icons and current trendsetting creators- is accompanied by the name of the creator, the place and date of invention and the

type of spirit, along with the original recipe and a contemporary photograph specially commissioned for this edition. Schuster's accessible and rich text provides valuable context, revealing the history, secrets and personalities behind each creation. The book concludes with the *Phaidon 100*, a signature cocktail designed by legendary bartender Agostino Perrone, of London's award-winning Connaught Bar, to celebrate Phaidon's centennial.

Signature Cocktails

By: Amanda Schuster

Publisher: Phaidon Press



YOUR PARTNER IN OIL & VINEGAR PACKAGING SOLUTIONS

DESIGN &
INNOVATION

MANUFACTURING
SERVICES

CUSTOMER
SOLUTIONS



Servicio integral de packaging que reúne los mejores elementos de diseño e innovación, servicios de fabricación, y soluciones para los clientes de la industria del packaging.

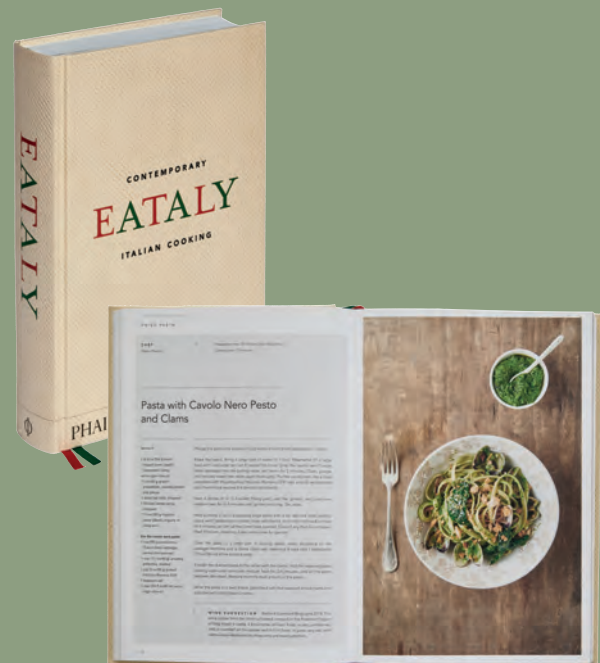
berlinpackaging.eu



Hybrid Packaging Supplier[®]

Eataly

With a foreword by Oscar Farinetti, founder of Eataly, this beautiful and acclaimed cookbook presents the 300 best recipes from the world's largest and most prestigious Italian marketplace, a global food brand with a huge international presence that features high-end restaurants, food and beverage counters, bakery, retail stores and a cooking school. Simple and delicious recipes that rescue the best of contemporary Italian home cooking, focusing on the freshness and depth of each ingredient with imaginative combinations of flavors, in a bible for modern life that vindicates the importance of taking food seriously and with criteria. With clear instructions, helpful tips, a comprehensive 40-page visual glossary and product guide -plus spectacular photographs and an attractive design featuring a textured cover-, if Eataly is the church of Italian cuisine, this is your sacred book for understanding how today's Italians eat.



Eataly: Contemporary Italian Cooking

Publisher: Phaidon Press





A place for **EXTRA**ordinary people

www.lacomunal.es



La Comunal



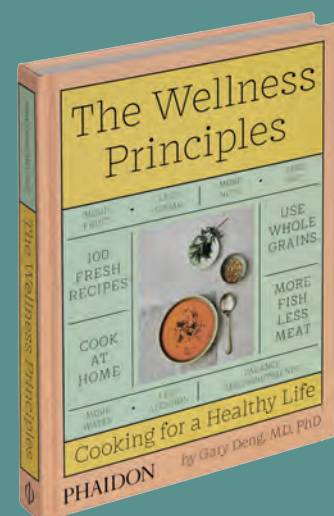
The Wellness Principles

For 20 years, Gary Deng (MD, PhD) has been on the front lines in the battle against cancer, working with patients during recovery and beyond. As medical director of Integrative Medicine at Memorial Sloan Kettering Cancer Center in New York, Dr. Deng has pioneered a holistic approach to health, emphasizing the importance of adopting a healthy lifestyle to reduce the risk of disease. For Dr. Deng, good health is found by living well and, in particular, by eating well. In *The Wellness Principles: Cooking for a Healthy Life*, Gary Deng shares his research-based expertise with the public for the first time, offering the keys to improving longevity and health. A student of culinary sciences and passionate about home cooking, his philosophy is to nourish both body and mind through a balanced diet and lifestyle. The book includes 100 simple and delicious recipes, with icons indicating if it can be cooked in 30 minutes or less; if it is vegan, vegetarian, dairy-free and nut-free; or if it uses five ingredients or less. In addition, the book contains useful meal planners and a practical guide to healthy living beyond the plate, with advice on physical exercise, stress management, digestive health and sleep.

The Wellness Principles: Cooking for a Healthy Life

By: Gary Deng

Publisher: Phaidon Press





Fall in love with
our EVOOs



www.lalobilla.es

Slow Food, Fast Cars

Casa Maria Luigia is an idyllic 18th century guest house nestled in the picturesque countryside of the Emilia-Romagna region, home of *Parmigiano Reggiano*, Ferrari and Maserati, and a short drive from chef Massimo Bottura's famous Modena restaurant, Osteria Francescana. Opened by Bottura and his wife and business partner Lara Gilmore in 2019, the historic property was transformed into a contemporary and immersive experience that not only offers exquisite food, but also features cutting-edge art and design objects, gorgeous interiors and an impressive collection of automobiles and motorcycles. In *Slow Food, Fast Cars: Casa Maria Luigia-Stories and Recipes*, the couple invites readers to experience the honest food, unique design and exceptional hospitality of Casa Maria Luigia. With contributions from Casa ML's head chef, Jessica Rosval, the book presents a collection of 85 simple and homemade recipes -with evocative images- of Emilian cuisine, protagonists of the gastronomic moments of this guesthouse. Bottura, Gilmore and

Rosval share anecdotes of life at Casa ML, from the lush Mediterranean gardens to the music room with its 7,000 vinyl records or the barn that houses Bottura's car collection.

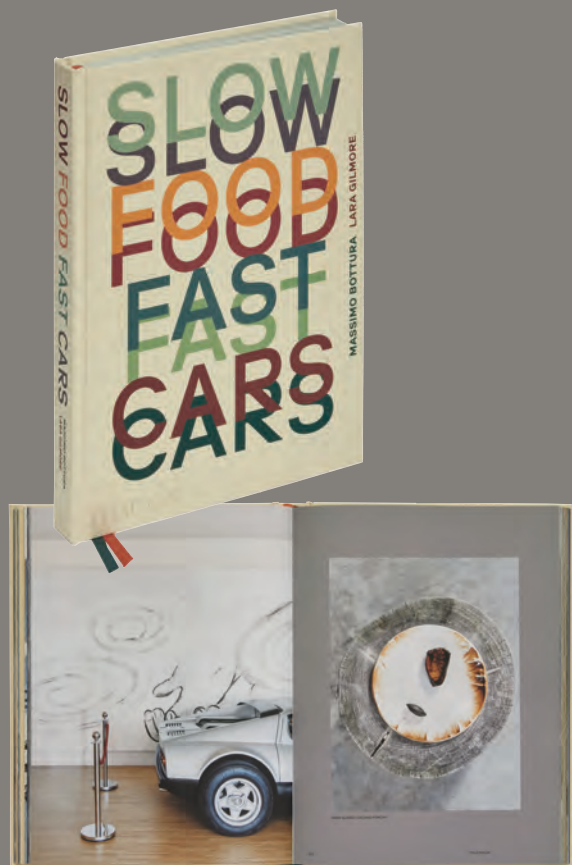
Frittatas and *focaccias*, cakes and pastries, jams and preserves, drinks and liqueurs, as well as a selection of fish, meat and vegetable dishes, are presented together with information on their origins and regional ingredients. "Casa ML is a place to relax without feeling like an outsider," Gilmore explains, "a place to come and go as you please. It's our own version of the Hotel California.... It's imaginary and real, a place to fill with our stories and recipes, and those yet to be written."

Slow Food, Fast Cars:

Casa Maria Luigia-Stories and Recipes

By: Massimo Bottura and Lara Gilmore

Publisher: Phaidon Press



VETRO*elite*
A TRICORBRAUN® COMPANY

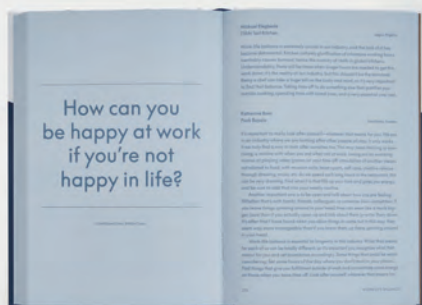
WHEN GLASS IS A
TASTE EXPERIENCE.
BY YOUR SIDE,
SINCE 1994.



EVOO COLLECTION
VETROELITE SELF-PROMOTION

VETROELITE S.r.l.
Via 1° maggio, 4 - 31024 Ormelle
Trevise - ITALY
Ph. +39 0422 205711
info@vetroelite.com
www.vetroelite.com





Chefwise

Chefwise: Life Lessons from Leading Chefs Around the World offers over 14 chapters of valuable advice and insights from 117 leading chefs from around the world -many of them Michelin-starred- on topics not often taught in cooking schools, both inside and outside the kitchen: from creating seasonal menus, using the best ingredients and essential cooking tools to sustainability, the importance of restaurant P&Ls or how to interact on Instagram.

The author, Shari Bayer -a veteran of culinary and hospitality PR and host of the *All in the Industry* podcast- interviewed both old-guard stars and emerging figures on the international scene, expertly tailoring questions to each chef based on their culinary and personal journeys and inviting them to share their most poignant anecdotes and lessons.

Thus, rather than focusing solely on recipes or techniques, the book -whose cover features an imitation cloth sleeve reminiscent of the look and feel of a chef's apron- offers a realistic, insider's view of the contemporary culinary industry that appeals not only to aspiring chefs, cooking professionals or food lovers, but also to anyone who dreams of opening their own restaurant and to those interested in business and leadership in general •

Chefwise. Life Lessons from Leading Chefs Around the World

By: Shari Bayer

Publisher: Phaidon Press



ALMAZARA

MOLINO ALFONSO

BAJO ARAGÓN

Since 1907, 4 generations,
4 values: Tradition, Quality,
Commitment & Respect.



www.molinoalfonso.com

P&P
Promotion
GLASS DECORATION

The art that gives new look to your bottle

Quality · Technique · Resistance · Innovation · Creativity

GLASS BOTTLE DECORATION
CMCV² PATENT FOR GLASS COLORATION
DIRECT AND INDIRECT HOT SCREEN PRINTING · FOIL
APPLICATIONS AND SPECIAL EFFECTS · GLITTER PRINT
DIGITAL PRINTING · PRECIOUS METALS · IRIDESCENCES



Strada Canelli 111Bis, Costigliole d'Asti (AT) Tel. +39 0141 843504 info@pppromotion.it www.pppromotion.it



"As natural as life"

As Pontis
ALMAZARA

Eljas - Sierra de Gata
Extremadura (SPAIN)
www.aspontis.com

•Let's make art together•



Ayozar

[faceitesayozar](https://www.facebook.com/faceitesayozar)

www.aceitesayozar.com
Shipment within Europe

[@aceitesayozar](https://www.instagram.com/aceitesayozar)

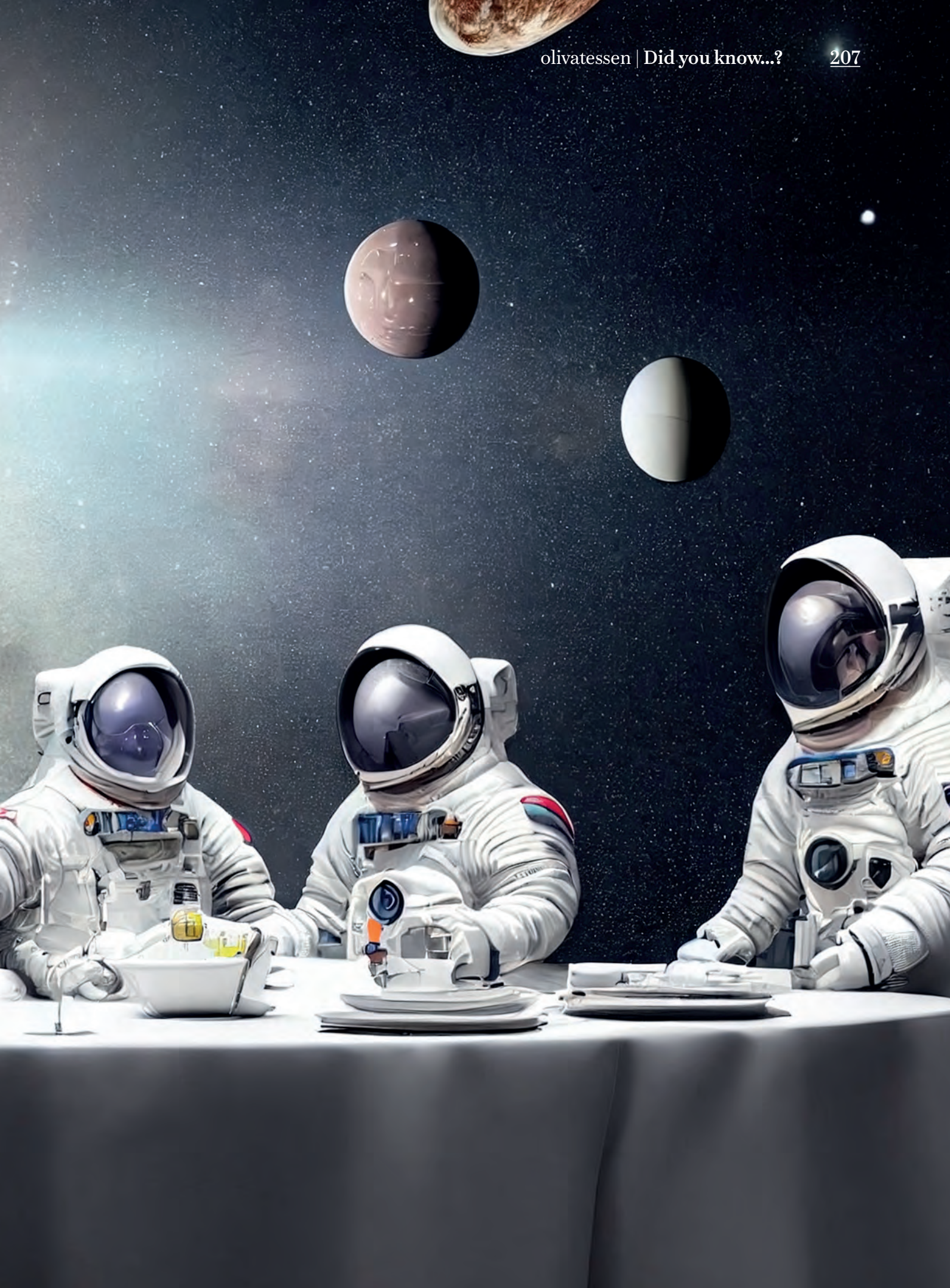
All the curiosities

hidden in extra virgin olive oil

By Cristina Revenga Palacios

Did you know that the olive tree has the same number of chromosomes as the human being? Yes, 46 to be exact. This revelation takes on magnitude when we discover that the great primates have 48. The olive tree, the olive and the extra virgin olive oil are a real box of surprises. If you are curious and would like to know more unusual cases, we have 15 more to share. Let yourself be surprised by these amazing curiosities of extra virgin olive oil.





Extra virgin olive oil resists cosmic radiation

Incredibly, in 2023 we knew what happens to an extra virgin olive oil in space. Gravity and cosmic rays have no effect on its quality, so its nutritional and health characteristics remain unchanged after spending six months on the International Space Station. This was the main conclusion of a project carried out by the Italian Space Agency and the Research Center for Olive, Fruit and Citrus Cultivation (CREA), in collaboration with the Italian associations Coldiretti and Unaprol. And what does this finding imply? Well, extra virgin olive oil can become a permanent part of the astronauts' diet, which is very beneficial for their health on long-term space missions. Thus, EVOO could be used to prepare the so-called "bonus food", one of the meals that astronauts can choose to supplement their standard diet, which are foods that are prepared and packaged on Earth. Undoubtedly, EVOO reaching space is an unprecedented event that confirms that it is the superfood of the 21st century.



A shot of EVOO? The latest trend among celebrities

Drinking extra virgin olive oil, as if it were a shot, is becoming a booming trend in the USA because some celebrities claim that this ritual is key to their health. A viral trend shared by celebrities such as Beyoncé, Goldie Hawn, Kourtney Kardashian, Kelly Clarkson or Selena Gomez. This trend reached its peak when media personality Dr. Drew Ramsey, a clinical professor of psychiatry at Columbia University, convinced host Carson Daly to take a sip of EVOO live on *The Today Show*. However, celebrities like Goldie Hawn claim to drink two tablespoons of olive oil before going to bed and, in her case, she uses it to massage her face and keep her skin young and healthy. Kourtney Kardashian, for her part, drinks a tablespoon of olive oil every other day, as she wrote on her website Poosh, where she extols the health benefits of extra virgin olive oil. Another famous EVOO fan is the singer of Mexican, English and Italian descent Selena Gomez, who always drinks a glass of olive oil before going on stage, a trick she learned from another great artist, Kelly Clarkson. Writer and producer Shonda Rhimes -creator of the series *Grey's Anatomy*, *Scandal* and *The Bridgertons*-confesses that it was Beyoncé who got her into the habit of drinking olive oil every day. What are you waiting for to join this healthy trend?

Virgil's poem found for the first time in the remains of a Roman olive oil amphora

It is barely 6 centimeters wide and 8 centimeters long, but the greatness and exceptionality of its finding has impressed the European archaeological community. Prospecting in the municipality of Hornachuelos (Córdoba, Spain) has uncovered a fragment of an olive oil amphora from Roman Baetica, manufactured 1,800 years ago, with a text written by Virgil, the most important poet of ancient Latin literature. It is believed that those verses were written in the lower part of the amphora without the intention of anyone noticing them, only as a sign of knowledge and culture of the person who did it, which suggests a certain degree of literacy in a rural area such as this zone. Regarding the person who made it, the researchers suggest that it could have been a worker with a certain culture or someone from the nearby villages related to an aristocratic family that owned the industry. Virgil said that "life has a certain amount of time and this time is never

recovered" but, fortunately, thanks to findings like this one, sometimes time is not only recovered, but can be relived. Long live Virgil, the author of this engraving, Roman amphorae and eternal moments!



JAENCOOP
grupo

THE LARGEST

PRODUCER OF OLIVE OIL FROM THE ORIGIN IN JAEN

DIVERSITY *of* VARIETIES

PICUAL
TRADITIONAL FARMER
TRAZABILITY
ROYAL
ORGANIC
ARBEQUINA
QUALITY
INTEGRATED PRODUCTION
ORIGIN
PROTECTED DESIGNATION OF ORIGIN



www.jaencoop.com





Humans were already using olives as fuel in the Stone Age

The use of olive pits and olive wood as fuel dates back to the Stone Age, some 100,000 years ago, as researchers from the Institute of Botany at the University of Innsbruck (Austria) have discovered by examining charcoal fragments and cores from two caves in northern Morocco. In the Mediterranean area, the olive tree has been used by man since Neolithic times as food, fuel, a source of light, medicine and cosmetics. Because of its valuable oil, it was one of the first trees to be cultivated 7,000 years ago and even in mythology and religions it is mentioned for its great importance. However, if one goes back in time, it is rare to encounter finds. During the last Ice Age, wild olive trees grew mainly on the Atlantic coast of Morocco and in the south of the Iberian Peninsula. In particular, studies could not clearly demonstrate whether olives were also eaten and not only used as fuel, but the researchers assume that they were. "It is possible that whole olive branches were thrown into the fire and the fruits hanging from them simply burned. However, we would have had to find complete cores instead of many fragments. So, the evidence is that they first ate the fruit and then broke the pits to burn them more efficiently," said the research coordinator. The Moroccan caves of El Mnasra and El Harhoura have provided valuable Stone Age archaeological finds since their discovery in 1956 and 1977, respectively, so they play an important role in research on the evolution and expansion of humans in Africa. Interesting, isn't it?

Olive trees were first domesticated 7,000 years ago

A joint study by researchers from Tel Aviv University and Hebrew University (Israel) has revealed the earliest evidence of fruit tree cultivation. Specifically, these researchers have analyzed charcoal remains from the Tel Zaf Chalcolithic site in the Jordan Valley and determined that they came from olive trees. Definitely wood was the plastic of the ancient world! It was used for construction, making tools and furniture, as well as being a source of energy. Therefore, identifying the remains of trees found in archaeological sites, such as charcoal from households, is key to understanding what types of trees were growing in the natural environment at the time and when humans began to cultivate fruit trees, according to one of the researchers. Since the olive tree did not grow naturally in this area, this means that the inhabitants planted it intentionally some 7,000 years ago. Furthermore, these archaeologists were not surprised to discover that the inhabitants of Tel Zaf were the first in the world to intentionally cultivate olive and fig trees, since growing fruit trees was evidence of luxury and this place is known to have been exceptionally wealthy. Don't you think that's amazing?





EVOO Can Guitar, cans of extra virgin olive oil that make music

We already know that the olive tree has many lives, as many as descendants. The millenary tree is a place of shelter for wildlife, a carbon dioxide sink, shade for pilgrims and a source of countless gifts. The most precious is, without a doubt, extra virgin olive oil, another cat with seven lives. And now, we have just learned about the penultimate of them. EVOO Can Guitar. This is the name of the project where Pedro Peinado -perhaps one of the best known faces of the music scene in Jaén (Spain)- develops all the possibilities offered by his guitar made with EVOO cans. Yes, you read that right. As the result of years of acoustic research, in these pieces he describes the processes involved in this whole olive culture through the fusion of different elements, new techniques -guitar bow, looper, contemporary, flamenco, jazz and oriental harmonies- and materials, in this case cans of EVOO. One of the most beautiful lives of this food transformed into culture, but also into an ally of the environment through this wonderful recycling process. Peinado, with his olive instrument, composes *"The melodies of oil"*, musical works dedicated to the soundscapes of olive oil. Uncork a bottle of a good EVOO, put on your headphones and enjoy the music emanating from this extra virgin guitar!

ORÍGENES

Fruto de la historia

Product of history

Organic Extra Virgin Olive Oil

Exclusive from millennial and centennial olive trees with ancient varieties



Castell de la Costurera

castelldelacosturera.com

+34 675 92 30 72



EVOO, a perfect food for man's best friend

The virtues and benefits of extra virgin olive oil are well known, as evidenced in many scientific studies, highlighting its healthy character due to its content in monounsaturated fatty acids, vitamin E and polyphenols. Because a healthy diet, with EVOO as the main source of fat, is key in the prevention of chronic diseases such as cardiovascular pathologies, neurodegenerative diseases, type 2 diabetes or certain types of cancer. In the same way that this product is good for humans, it is also good for dogs, so it should not be missing in their diet. Thus, extra virgin olive oil improves their intestinal transit, regulates their cholesterol and takes care of their joints and muscles, being an ideal complement for older dogs or those with problems such as osteoarthritis. At the same time, it helps to control their weight and improves their immune response, helping our pets to fight infections. In addition, it is perfect for their hair, allowing it to grow strong and shiny; and a great choice for treating dry skin problems or relieving itching in the case of dermatological infections such as scabies. It is also a good natural remedy to clean their ears, especially when they have otitis. Undoubtedly, EVOO can be a great ally in the daily life of the furriest member of the family



Olive oil could be the base of a 2,000-year-old Roman perfume

Two millennia ago, in the Roman city of Carmo -today's Carmona (Seville, Spain)- someone placed an ointment in a funerary urn. Twenty centuries later, researchers from the University of Córdoba, in collaboration with the Council of the Sevillian city, have been able to chemically describe the actual components of a perfume from the 1st century AD. The remains have been found in what appears to be a collective tomb, possibly belonging to a wealthy family, in which was found, along with the remains of a woman between 30 and 40 years old, a small jar or ointment of rock crystal (hyaline quartz) carved in the shape of an amphora. In addition to the uniqueness of the container, the truly extraordinary fact is that it was perfectly sealed and that the solid residues of the perfume had been preserved inside. In fact, the use of dolomite -a type of carbon- as a stopper, and the bitumen used to seal it, were the key to the magnificent state of preservation of the piece and its contents. Thanks to this, we have learned that the perfume was made with two components: a base or binder, which allowed the preservation of the aromas, and the essence itself. In this case, the base was olive oil, and the scent smelled of patchouli. It seems that this essential oil was obtained from a plant of Indian origin, *Pogostemon cablin*, which is widely used in perfumery today and was not known to have been used in Roman times. Will we continue to discover more about this timeless perfume?

There is an olive treasure hidden in the National Museum of China

The Chinese artist Chen Tsu-chang produced in 1737 a work of art measuring 16 millimeters high and 34 millimeters wide. It depicts a small boat with windows, which open and close, with eight figures, each of which has its own expression and sense of movement: some of them are reading a book, others are making or drinking tea, and others are looking at the water or the sky. All this on an olive pit. This miniature sculpture by Chen Tsu-chang is based on the literary work *"Ode on the Red Cliff"* by the poet Su Shih in which the author tells how he enjoyed a boat ride, with his friends and under the moonlight along the Yangtze River. In fact, the artist engraved the poem in exquisite detail on the bottom surface of the boat. No more and no less than about 300 words. Fascinating! Had you heard of it? If you visit the National Palace Museum of China in Taipei City, ask about it. It is still intact almost three centuries after its creation.



BEJA
PORTUGAL



AGRICULTORES
DO SUL

EXCLUSIVE
SPONSOR



13^o

INTERNATIONAL EXTRA VIRGIN OLIVE OIL COMPETITION

OVIBEJA  **CA AWARD**
Crédito Agrícola

**REGISTRATION AND SAMPLE DELIVERY
UNTIL MARCH 29TH TO:**

Casa do Azeite Associação do Azeite de Portugal
Rua Pinheiro Chagas, n.º 17, 4.º Esq., 1050-174 Lisboa | Portugal
Telephone: (+351) 21 384 18 10 Email: geral@casadoazeite.pt

OVIBEJA 

WWW.AZEITE-OVIBEJA.PT

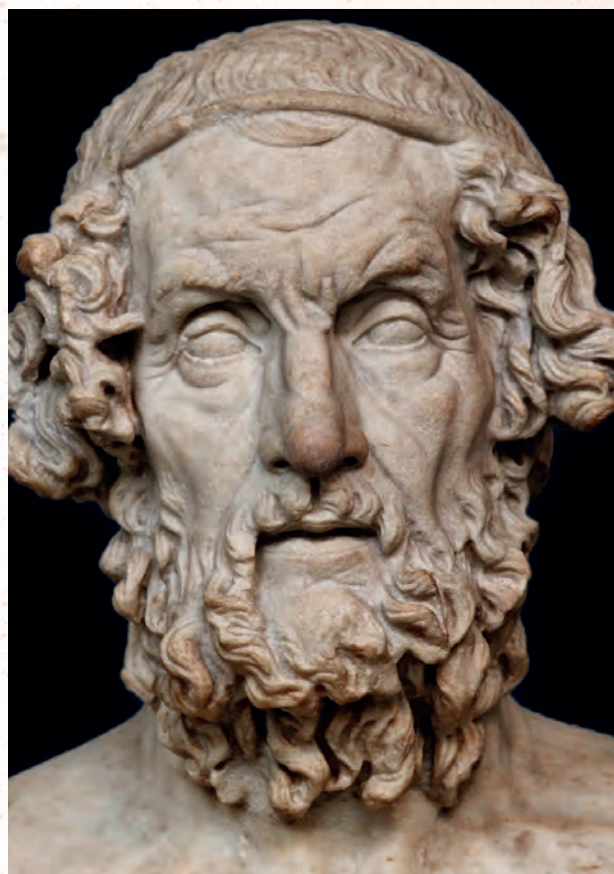


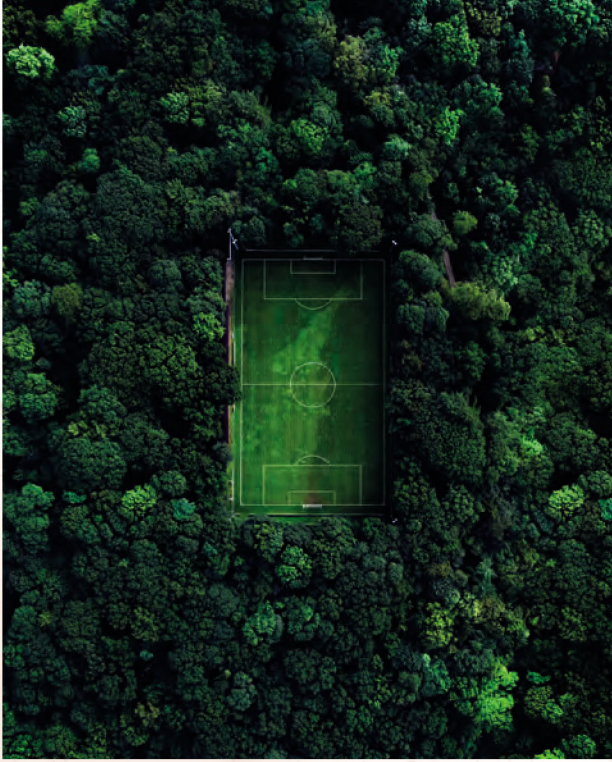
***The Last Olive*, a miniseries set in a post-apocalyptic Jaén**

Hands up anyone who has never seen an apocalyptic series! Nowadays, if you are a subscriber to any streaming platform such as Netflix, HBO, Amazon Prime, Apple TV+, etc., the first thing you will see on your TV will be an ad for a series in which a deadly virus has mutated humans into zombies or cannibals without scruples... or brains. Currently, the sensation of the moment is *The Last of Us*, the adaptation of the popular video game of the same name that narrates the experiences of Joel and Ellie, a pair of survivors of a pandemic in the United States that causes humans to mutate into cannibalistic creatures which, by the way, look a lot like giant, terrifying mushrooms. In the first week of its premiere, the series accumulated 837 million minutes watched, beating the record set by *The House of the Dragon* a few months earlier, of 741 million. The same fate has befallen *The Last Olive*, a miniseries inspired by the successful American series, this time set in a post-apocalyptic Jaén -Spain's largest olive oil producing region-. The plot of this fiction, which was launched through the Instagram account *@the_lastolive* last year and is also available on YouTube, has little to envy the original. In this version, everything starts when, in Jaén, the *Xylella fastidiosa* bacterium mutates to reach humans through olive oil, infecting them and turning them into monsters. Under this premise, the viewer accompanies Juan, his brother Tomás and Elena through different places in Jaén, with its mythical streets and businesses, to live with them their thrilling adventure of survival. An original adaptation that has hooked the youngest audiences and whose creators are already preparing a second season. Haven't seen it yet? You have no excuse!

Who first called olive oil "liquid gold"?

The term "oil" comes etymologically from the Arabic word "az-zait", which means juice or juice of the olive, a term widely used to define extra virgin olive oil, a one hundred percent natural product. But EVOO is also known as "liquid gold" for its innumerable beneficial properties. Do you know who coined this term thousands of years ago? He was none other than Homer, considered one of the most emblematic writers of classical literature and credited with the authorship of the two great epic poems of ancient Greece and the pillar on which Western literature rests: *Iliad*, which tells the epic story of the fury of Achilles during the last year of the Trojan War; and *Odyssey*, which recounts the adventures of Odysseus, also known as Ulysses, on his return journey to his homeland, Ithaca, once the war was over. Around the life and person of Homer there has always been a great debate and his figure converges between reality and legend. In fact, it has even been suggested that, perhaps, Homer did not exist. What is certain, and what we are very clear about, is that the olive tree and its precious delicacy, EVOO, have been with us since time immemorial.





A soccer field made of olive pits in France

It could be said that the olive lives a full life. It is born in the most beautiful and long-lived tree in the world; it flowers during spring in an ecosystem capable of capturing and storing CO₂ from the atmosphere in the long term; it is harvested in autumn during its veraison period; and it is squeezed to extract the tastiest (and healthiest!) juice on the planet. As if this were not enough, every day we are surprised by new discoveries that suggest the multiple lives of its bones or pits. In addition to their use as fuel for airplanes or to make barbecue briquettes, toys, furniture and even construction materials, one of the most curious initiatives -and it's hard to choose- is that of a soccer field made from olive pits in Guichen (France). Its creators have opted for this material to replace the recycled tire granules commonly used to fill synthetic turf of this type. A great alternative considering that in a few years the marketing of synthetic infill material for artificial sports surfaces, such as the rubber granules commonly used in artificial soccer fields -those little black balls contained in artificial turf- will be banned. "Unlike rubber, no toxic emissions can escape in the event of rain or rubbing against a player's skin," say the promoters of this French soccer field, who are delighted with the result. And so are we.

ORO di MILAS

The Gold EVOO of Milas, Türkiye!



MILAS ZEYTINYAĞI



info@orodimilas.com • www.orodimilas.com

Olive oil, one of the ten star ingredients of authentic Valencian paella

Paella is an emblematic dish of Spanish gastronomy and its fame has spread all over the world, being highly acclaimed by tourists. It has its origin in the Valencian Community and the first written reference dates back to the 18th century, although it is believed that its origin is much older. This dish was prepared in the countryside, outdoors, over a wood fire, in a wide, flat pan called a paella pan, in order to make the most of the available ingredients and share it with family or friends. Such is its importance that it has been declared an Intangible Cultural Heritage because of its capacity to unite and the diversity with which it is cooked. Do you know what its main ingredients are? A study carried out by researchers at the Catholic University of Valencia has scientifically confirmed the ten essential ingredients of authentic Valencian paella: rice, water, salt, saffron (or coloring), tomato, flat green beans, *garrofón*, chicken, rabbit and, of course, olive oil. The results of this study allow us to exclude those ingredients that are never used and should be avoided in a true Valencian paella recipe. For those recipes that fall outside these rules, the researchers have a proposal: “Maybe we should call those other dishes, alternative and equally respectable, as ‘something’ with rice or simply ‘paella’, without the adjective ‘Valencian’. Turn on the stove and dare to make your own Valencian paella! Just make sure you use these ten ingredients.



World's oldest olive oil bottle discovered in Italy

As part of a collaboration between the Department of Agriculture of the University of Naples Federico II and the National Archaeological Museum of Naples (MANN), in Italy, aimed at the systematic study of organic finds preserved in the deposits of this museum, a group of researchers from the teaching center started an investigation in 2018 on the contents of a glass bottle kept in these deposits. The museum's warehouses hold the materials recovered in the oldest phases of the excavations initiated by King Charles of Bourbon in the Vesuvius area. The starting point of this study was due to the Italian paleontologist and journalist Alberto Angela who, during an inspection of the museum's storerooms, noticed that the bottle was still half full. Angela's hypothesis was that it could be wine, but the analyses led to a different and in many ways surprising and unexpected result. In particular, the research carried out allowed for the first time to verify the authenticity and characterize the molecular identity of a sample of olive oil stored inside the glass bottle buried by the eruption of Vesuvius in 79 AD. Thus, it was shown that the organic matter originally present in the bottle was olive oil which, due to the high temperatures to which it was exposed at the time of the eruption of Vesuvius and the profound changes that occurred in almost two millennia of storage in uncontrolled conditions, bears the traces of profound chemical modifications typical of altered dietary fats. The researchers indicated that this is probably the oldest olive oil bottle in the world with the largest capacity (almost 0.7 liters), which is irrefutable proof of the importance of olive oil in the daily diet of the populations of the Mediterranean Basin and, in particular, of the ancient Romans.

Olive oil for anointing King Charles III at his coronation

The chrism oil used to anoint King Charles III at his coronation last year was consecrated in Jerusalem. As seven decades have passed since the last ceremony -Queen Elizabeth II was crowned on June 2, 1953- many have forgotten the role of this sacred liquid in it. This olive oil was made from olives harvested from two olive groves on the Mount of Olives, one at the Monastery of Mary Magdalene and the other at the Monastery of the Ascension. The olives were pressed outside Bethlehem and the resulting olive oil was perfumed with other essential oils -sesame, rose, jasmine, cinnamon, neroli, benzoin and amber- as well as orange blossom. The coronation oil is based on the one used at the coronation of Queen Elizabeth II, “whose formula has been used for hundreds of years,” according to Buckingham Palace. However, few know that earlier versions included civet oil, from the glands of this small mammal, and ambergris, from the intestines of whales. The cruelty to animals to obtain this oil and the need to protect wildlife had aroused great concern among British subjects, so in the end it was decided that the formula of the sacred oil for the coronation of King Charles would not contain any ingredients of animal origin. For the Archbishop of Canterbury, Justin Welby, this oil “reflects the King’s familiar and personal connection with the Holy Land and his great care for its peoples.” Since the beautiful Athena plunged her spear into that rock of Attica and from it sprang the first olive tree, we know of no better ointment to welcome a new king. We should all be anointed in olive oil at birth! Perhaps, in that way, the world would be a better, or at least, a more peaceful place.●



*V Centenario the Commemorative oil
of the first round the world trip*

HG

HACIENDA GUZMÁN

V CENTENARIO



HG
Virtual tour

www.haciendaguzman.com

 [HaciendaGuzman](#)

When meat met **EVOO**

Classic cuts of meat with an unexpected companion that turns out to be the best condiment. Discover the spectacular results of a perfect pairing to enjoy a delicious experience. A festival of flavors for the palate!

By Maria Katsouli, wine sommelier and olive oil taster, director of the ATHENA International Olive Oil Competition (ATHENA IOOC)



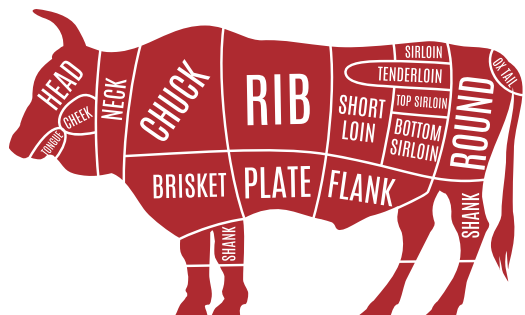


My professional obsession with harmoniously combining flavors, products and raw materials could only lead me to experiment with olive oil and meat. The taste tests that I laboriously conducted in my small home kitchen -even though I lacked the necessary equipment to properly cook the different cuts of meat- served as a good start.

The effect of different varieties of olive oil on the flavor of the meat was so clearly discernible that it piqued my interest and led me to delve deeper into this intriguing subject in order to obtain more valid and reliable results. So I turned to experienced professionals and meat aficionados to educate me on the various cuts and the differences between them. For this, I am especially grateful to the team at Basegrill restaurant, one of the most iconic steakhouses in Greece, with a 20-year track record in the world of meat.

The process of experimenting and bringing together two different fields (meat and olive oil) was very exciting and the results were simply spectacular. Even the staunchest meat purists surrendered to the powerful flavor boost that extra virgin olive oil imparts when used as a seasoning in the dish. They were also impressed by the diversity of results when different varieties of olive oil were used on different cuts.

In recent years, meat management and the emergence of new cuts designed to take advantage of every part of the animal have revolutionized the industry, taking the culinary art of meat to another level, despite objections from skeptical vegans. Given its high nutritional value, it is not surprising that olive oil has always been closely linked to meat, whether in the oven, on the stove or on the grill, offering a tasty experience and contributing to a healthy lifestyle.





RIB EYE & CORATINA

The rib eye is a highly prized and flavorful cut that is cut between the 8th and 12th ribs. It is the heart of the rib eye steak and is best served rare or medium rare, with or without bone. This is one of the tastiest, juiciest and most tender pieces of meat, with a fatty texture and unparalleled deliciousness, rightly considered the king of cuts, which owes its flavor to the excellent diffusion of intramuscular fat, the famous rib marbling. With a rich meaty flavor and tender, creamy textures, it is an exquisite umami delight that brims with aromas of fruit and nuts and leaves a long-lasting buttery aftertaste.

The savory beauty of Coratina, expressed through the complexity of its aromas and the harmonious balance of its green fruitiness, as well as the spiciness of its sweet and sour taste, excites and stimulates the taste buds, enveloping the palate with a sensation of delight. It is also enjoyed with Picual or Frantoio, or an Italian blend with Leccino. Undergoing an aging process of 40 days, the steak gradually absorbs its *marbling* and acquires a bouquet of more complex and earthy aromas (coffee beans, roasted almonds, burnt caramel, sweet spices). In addition, it is enriched with a succulent honey flavor that is further enhanced by the homogeneous character of a Spanish olive oil blend (Picuda-Picual-Hojiblanca) with pronounced botanical and spicy textures. The Hojiblanca and Koroneiki varieties also offer great harmony.

Morellana

One of the best **Organic** Extra Virgin
Olive Oils



Sucesores Hermanos López
Quality from Sierra Subbética Cordobesa
Natural Park

www.aceiteshl.com





Given its high nutritional value, it is not surprising that olive oil has always been closely linked to meat, offering a tasty experience and contributing to a healthy lifestyle

BEEF LIVER & KORONEIKI

With a nutritional potency rich in minerals, trace elements, proteins and vitamins, and particularly rich in iron, beef liver has a soft, chewy texture and a metallic, robust, feral, blood-like flavor with a slightly bitter finish. In the mouth, it displays aromas of dried herbs and spices with mineral notes reminiscent of hot pebbles or cast iron. This combination of vigorous blood flavor and sharp minerality makes beef liver persistently seek the taste effect of olive oil, either as a key ingredient in the marinade or as a pure, raw condiment in the dish. The idea is to develop a more refined taste and offer aromas to the palate, transforming the structure of the flavor.

The Koroneiki variety, with its characteristic delicate fruity flavor, herbal charm and balanced taste, is an ideal companion, softening the strong flavor of the liver, adding aromas of stone and forest fruits and offering a delicious lemony finish with spicy hints. An equally rewarding result is obtained when liver is combined with Coratina or a Spanish blend.



PICANHA & PICUAL

Picanha, one of the most popular cuts, provides an intense umami flavor when properly prepared and cooked. It is a piece of meat from the rear part of the beef, at the top of the round, near the hind legs of the cow, covered by a thick layer of fat known as “fat cap”. As this layer melts during the cooking process, it prevents the meat from drying out, highlighting its vigorous umami, fatty and tasty flavor. It is also tender and juicy in the mouth, as it is an unworked muscle, cut from the lower back, without much contribution to the animal’s movements.

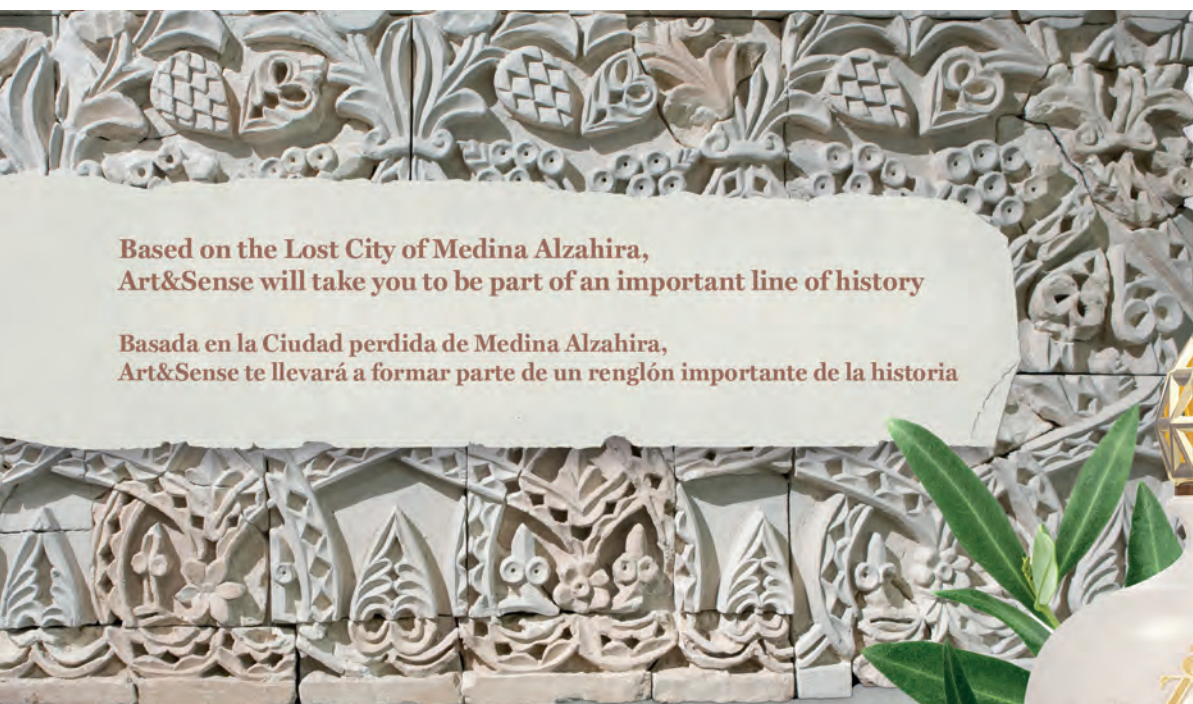
Despite its delicious flavor, Picanha desperately needs some seasoning to soften the rich, lively unctuousness that coats the mouth and the aftertaste. And this condiment is called Picual: the complexity of its fruity flavor, accentuated by herbaceous notes (grass, almond) and combined with an intense spicy and subtly bitter taste, softens the “roughness” of the fatty character of the meat, giving it a spicy flavor and a sensation of freshness. Equally interesting is the pairing with Coratina, Hojiblanca or a Spanish blend.



FLAP STEAK & FRANTOIO

The flap is a delicious, if rather undervalued, cut of beef from the lower belly of the animal. It owes its rich, fatty and juicy flavor to the generous presence of intramuscular fat (fatty tissues intermixed), while its pleasantly stringy quality gives it a subtle sensation of roughness *al dente*. It has a vigorous meaty aroma with a fatty-buttery finish and a lingering aftertaste.

The “green” of the Frantoio cultivar embraced by an intricate bouquet of spicy textures and complex aromas breathes new life into the cut and creates a perfect pairing enhanced with a pleasant spicy finish. Other delicious pairing options include green Arbequina or a Spanish blend.



Based on the Lost City of Medina Alzahira,
Art&Sense will take you to be part of an important line of history

Basada en la Ciudad perdida de Medina Alzahira,
Art&Sense te llevará a formar parte de un renglón importante de la historia

INFO



al
zahira

Its elixir will take you to taste
the most exclusive EVOO in the world

Su elixir te llevará a degustar el AOVE
más exclusivo del mundo





SIRLOIN & ARBEQUINA

Sirloin steak is a boneless cut located towards the back of the animal's loin, where it connects to the spine, and surrounded by a thin strip of fat. Although lean and rather dry, it is very flavorful, with fibrous textures and a robust meaty flavor complemented by aromas of freshly cut grass and wheat. In the mouth, the lack of fat (*marbling*) gives it an *al dente* texture. As a result, the “moisture” that it insistently seeks is effectively and pleasantly achieved by sprinkling a few drops of olive oil on top, which also acts as a tasty seasoning.

Arbequina, with its seductive sweet and spicy flavor and fruity character, has a delicious effect on the taste composition of the meat, reducing the fibrous *al dente* texture while enriching it with aromas of fresh herbs and a buttery feel in the mouth followed by a pleasant, lingering finish.

The Picual variety, on the other hand, is ideal for medium to light cooking, awakening the palate with its vegetal/herbal aroma and offering a vibrant flavor with hints of lemon in the aftertaste. Frantoio is also an excellent choice, with herbaceous and spicy notes on the finish, while Koroneiki or Coratina also offer splendid combinations.

MARROW & FRANTOIO

The marrow is a fatty substance with loyal followers and bitter enemies. Hidden deep inside the animal's body, it is only accessible if the knife is inserted deep inside the bone. When cooked, this oblong-boned marrow becomes a soft mass of fine spongy textures, with a rich salty and sweet creamy flavor and a delicacy that conveys a discreet sensation of honey that melts in the mouth like a feathery “hot” ice cream. In short, a delicacy whose followers consider it an umami bomb, while others describe it as robustly creamy.

Unexpectedly, the meeting of its creamy smoothness with the Frantoio variety gives rise to a hedonistic explosion of flavor and aromas on the palate. It could be said that, as if by magic, the robust character of the Frantoio, with its intensely spicy and bitter flavor, embraced by a vigorous, slightly ripe fruitiness, balances the fatty creaminess of the marrow, creating a new delicacy of exquisite flavor, full of bloom and freshness. It is also very pleasant with the Picual variety.



Lean or dried meat becomes more appetizing when drizzled with delicious drops of olive oil



PORTERHOUSE & HOJIBLANCA

Porterhouse is a premium bone-in cut of veal that is hidden in the back of the animal's loin, near the round. It is triangular in shape and is cut just at the point where the tail joins the body. In a nutshell, it includes two famous fillets joined by a T-shaped bone: on one side is the sirloin, with a slight al dente flavor; and on the other, the perfect loin (juicy and spongy) cut from a little worked muscle. As a result, it has a very juicy overall flavor, which makes it an incredible delicacy that is hard to match.

A few drops of Hojiblanca enhance the elegance of its flavor, bringing additional aromas of unripe exotic fruits and peppers, and offering a festival of flavors to the palate with every mouthful. It is also delicious with an Italian blend or Koroneiki.



RENACER

New generation, respect for tradition

www.aceitesrenacer.com



Conclusions

» Olive oil proves to be the best seasoning for meat and can even replace freshly ground pepper.

» The selection of the right olive oil for the meat is dictated by the intensity and taste balance of the fruity-bitter-spicy trilogy, always in relation to its aromatic palette.

» Especially polyphenolic olive oils, with their very intense bitterness and pungency, must be in perfect harmony with the fruitiness, because in some cases the bitter taste has a negative effect, especially in the aftertaste.

» Lean or dried meat becomes more appetizing when drizzled with delicious drops of olive oil.

» Dry aged meat, due to its rich buttery flavor and pronounced cheese and nutty aromas acquired with aging, favors olive oils with ripe fruitiness and a concentrated flavor.

» Rare meat insistently seeks the fruitiness of olive oil to soften its fatty flavor and texture, adding a touch of delicacy and offering a totally new umami experience.

» The choice of cooking method, in addition to affecting the texture and appearance, has a significant impact on the flavor. The difference in flavor between a meat that is well done and one that is undercooked or medium rare is abysmal and, naturally, affects the choice of olive oil.

» Served cold, the fatty meat is much more pleasant if it is drizzled with a few drops of olive oil, because it softens its unctuousness and overwhelming flavor.

» In addition to having a slightly salty and sweetish flavor, the meat also displays a complex bouquet of aromas ranging from herbs, grass, nuts and ripe citrus to roasted coffee and butter. These aromas, enhanced by proper cooking, intertwine with the tender texture and juicy umami diffused by the intramuscular fat to offer an enjoyable and satisfying dining experience •

Dehesa el Molinillo

Montes de Toledo



EVOO WITH THE CHARACTER OF A LAND WITH SOUL

Dehesa el Molinillo spreads over 4.200 hectares, located at an altitude of 750 meters, between Toledo and Ciudad Real, within the Retuerta del Bullaque (Ciudad Real). In this environment, sheltered by the Toledo Hills and the Natural Park Los Cabañeros, our olives coexist in harmony with sheep, goats, and cattle, as well as a great variety of local species like deer, vultures, and eagles. The continental climate, with hot summers and rainy autumns, guarantees optimum conditions for cultivating our varieties, the indigenous cornicabra among them.

*Wagyu, sweet pumpkin and
Extra Virgin Olive Oil Dehesa El Molinillo*

Santi Ortiz

Chef & Gastronomic Advisor



Finca El Molinillo
Ctra. Comarcal 4017, Km 50
13194 Retuerta del Bullaque, Ciudad Real · Spain
Tel. +34 925 590 660 · M. +34 629 94 91 54
info@dehesaelmolinillo.com

dehesaelmolinillo.com





Oleato by Starbucks,

raising the bar for coffee innovation... with EVOO



By Alfredo Briega Martín

Coffee and olive oil? With Starbucks it's possible. Oleato, the revolutionary new coffee ritual, combines these two ingredients to offer an unexpected alchemy -innovative, transformative and delicious- of unique taste and texture that reaffirms the North American company's continuous search for inspiration, along with its unwavering commitment to excellence. Welcome to the latest revolution in the world of coffee.



Oleato is a line of beverages that brings together the unexpected: Starbucks Arabica coffee beans infused with Partanna extra virgin olive oil



Italy's timeless love affair with coffee and food has served as inspiration for the Starbucks Experience since the company's earliest days, influencing its coffee, food and store designs, as well as its reverence for art. From the first Starbucks Caffè Latte served in 1984 to the Pumpkin Spice Latte, the Nitro Cold Brew and the more recent Iced Shaken Espresso, the international coffeehouse chain founded in Seattle (Washington) in 1971 -with almost 36,000 stores worldwide-, the world's leading roaster and retailer of specialty coffees remains committed to exceeding the expectations of its clients by offering high-quality artisanal and innovative beverages.

The latest to arrive is Oleato, a line of beverages that brings together the unexpected: Starbucks Arabica coffee beans infused with *Partanna* extra virgin olive oil. The result is a velvety, delicately sweet and exuberant coffee that elevates each cup with an extraordinary flavor and texture. The new range of beverages, launched in February 2023 in Starbucks stores in Italy, includes Oleato™ Caffè Latte, Oleato™ Iced Shaken Espresso and Oleato™ Golden Foam™ Cold Brew, which were joined at their debut at the



Starbucks Reserve Roastery Milan by three other offerings: Oleato™ Iced Cortado, Deconstructed Oleato™ -an ode to the Italian tradition of combining olive oil with a splash of lemon- and Oleato™ Golden Foam™ Espresso Martini. Since then, the company has already introduced the new beverages in selected markets, starting with Southern California in the USA last spring and continuing through Japan, the United Kingdom, France and the Middle East -Saudi Arabia, the United Arab Emirates and Kuwait- with the goal of later being served in Starbucks stores around the world.

The origins of Oleato

Italy has always been a special place for Starbucks. It was four decades ago when Howard Schultz, chairman emeritus of Starbucks Corp. and former chairman and CEO of the company, first walked the cobblestone streets of Milan and experienced firsthand the romance of its cafeterias. "During my first trip to Milan in 1983, I was captivated by the sense of community, connection and passion for coffee that I found in the city's espresso bars," he explains. "It was that trip that inspired me to bring the ritual of artisanal espresso to Starbucks and America."

Now, 40 years later, Schultz has once again found inspiration in the transalpine country, specifically in the sunny olive groves of Sicily. There he discovered a family tradition that has existed in different regions of Italy for generations: enjoying a spoonful of extra virgin olive oil every day as a healthy and uplifting ritual. The idea of tasting together two of nature's finest ingredients led Starbucks to *Partanna*, an Italian brand with more than 100 years of tradition dedicated for four generations

to the cultivation and processing of premium quality extra virgin olive oil from centuries-old olive trees. “I was absolutely stunned at the unique taste and texture of the blend. In over 40 years I can’t remember a time when I’ve been more excited and thrilled, that so demonstrates the pride, quality, passion, heritage and craft of what Starbucks can do. Oleato represents the next coffee revolution, an unexpected and wonderful alchemy that represents a transformative way to enjoy our daily coffee,” says the former CEO of Starbucks.

Excited by its undoubted potential, Schultz took the discovery to Seattle and the Starbucks beverage development team. Amy Dilger, a former pastry chef and senior beverage developer for the company, took on the task of creating a new line of beverages for Starbucks clients. Although she had never tried combining extra virgin olive oil and coffee before, the creator of some Starbucks *must-haves* like Chestnut Praline Latte or Smoked Butterscotch Latte thought of other dishes that enhance the olive juice, such as Greek yogurt with a drizzle of olive oil, ice cream with olive oil and sea salt and, of course, olive oil cake. Coffee and EVOO? Why not?



Partanna has created for Starbucks a carefully selected blend of EVOO from some of the best Mediterranean varieties, including the vibrant and buttery Sicilian Nocellara del Belice



THE WORLD'S MOST INFLUENTIAL EVOO GUIDE





Oleato Iced Cortado



Oleato Caffee Latte

Oleato Golden
Foam Cold BrewOleato Iced
Shaken Espresso

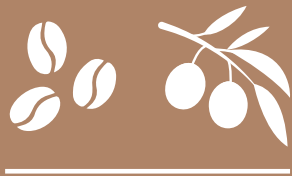
A smooth and delicious experience

Partanna has created for Starbucks a careful blend of extra virgin olive oil from some of the best Mediterranean varieties, including Nocellara del Belice olives harvested in Partanna, in the province of Trapani (Sicily), known for their vibrant, buttery flavor. The blend has been carefully selected to pair perfectly with Starbucks coffee, which is then skillfully infused into the beverage to provide a smooth and delicious experience.

“The infusion is very important,” Dilger explains. Infusing *Partanna* EVOO by steaming or shaking it with oat milk creates a luxurious and textured experience similar to whole milk.” To find the coffee that would pair perfectly with the extra virgin olive oil, she experimented with various high-quality Arabica blends and chose not one, but two Starbucks

espressos. For the Starbucks line of stores, Dilger found that *Partanna* EVOO infusions were a perfect match for Starbucks Blonde Espresso Roast, a smooth, rounded flavor that is delicious both hot and iced. For the Starbucks Reserve Roastery drinks, she used Starbucks Reserve Espresso and added an iced cortado drink with a hint of orange. The name chosen was Oleato, inspired by the Latin word *oleo* and an Italian term that alludes to the process of infusing olive oil with coffee.

“In creating Starbucks Oleato beverages, we were inspired by the rich history and origins of coffee and olive oil, two of nature’s most transcendent ingredients,” says Amy Dilger. “As I learned about *Partanna* extra virgin olive oil I kept finding aspects that reminded me of Starbucks coffee, specifically how *terroir*, origin and varieties contribute to the unique taste and texture,” she adds. The infusion of Starbucks coffee with



Oleato Caffee Latte
with Oat Milk

Partanna extra virgin olive oil produced a velvety, rich texture, with the buttery, round flavors contributed by the olive oil harmonizing perfectly with the smooth, chocolatey notes of the coffee, lingering beautifully on the palate.”

Dilger highlights “the unique nutty and slightly sweet flavor of *Partanna* EVOO, which is reminiscent of the rich smoothness of a buttery caramel and is a natural complement to our coffee. Whether you enjoy Oleato hot or cold you get this unique textural and flavor experience that is a real treat.”

In some markets, customers will also be able to customize certain beverages -such as espresso and tea lattes- by adding (steamed, shaken or blended) the equivalent of a tablespoon of *Partanna* extra virgin olive oil. Golden Foam™ will also be available for customization and can be added as a delicious topping to hot and cold beverages •



Alzahira,

*EVOO from
the lost city*



By Alfredo Briega Martín

On the right bank of the Guadalquivir River, Madinat Al Zahira (Medina Alzahira) is the name of “the flourishing city” built by Almanzor east of Córdoba (Spain) and lost in the memory of time. Its important legacy has endured over the centuries and has now become a premium extra virgin olive oil that holds the title of the most expensive EVOO in the world.





Only one city, Córdoba, was for 800 years the most important capital the world has ever known. There is a legend that tells how in the time of Almanzor (10th century) a splendid fortress city was built surrounded by a large olive grove that produced a fruit from which a magical elixir of unparalleled flavor and properties was extracted. An extra virgin olive oil with the flavor of orchards and fresh fruit, nuts and spring, green almond and green banana, whose essence reached the soul of those who tasted it, expressing aromas of fertility and health. The most important leaders of the time traveled great distances just to taste this delicious green gold, which they named after the place where it was produced, Alzahira, which in Arabic, in addition to shiny and bright, alludes to “small flower”, as is the plot of the olive tree just at its time of germination.

Given its special character, the master craftsmen of the city decided that the container deserved a treatment worthy of the treasure it contained, so they made an amphora created and decorated with ancient techniques such as goldsmithing and filigree -with its name written and a small olive flower-, a work of art worthy of caliphs. Alzahira was not only unique because it exemplified the most important of

Arab craftsmanship, agriculture, art and culture, but because it held a secret that has finally been revealed and is now shared with the rest of the world.

When in early 2020, in the midst of the COVID-19 pandemic, product and brand development specialist José Antonio Uceda -with more than 15 years of experience in the agri-food sector- learned about the history of Medina Alzahira, “the flourishing city”, he wanted to perpetuate this valuable legacy by turning it into a solid Premium EVOO brand of reference in the world. The happy initiative has counted on the patronage of the Cordovan businessman Jesús Aguilar -committed to his land and who runs several companies in the sector, with an interest that goes far beyond the financial aspect- and, based on the firm conviction in the potential of the project, both designed a team of talented professionals to give it shape. “Our purpose,” says Uceda, “was to tell the world what makes Córdoba unique through an exclusive symbol that speaks of Al-Andalus and its millenary art, taking a little-known passage in the city’s history as a common theme. The aim is to highlight not only Córdoba’s agri-food industry, but also its art and culture, its goldsmithing and pottery, its jewelry and woodwork, using ancestral techniques inherited from our Arab ancestors.”

The most expensive bottle of EVOO in the world

Presented in a 500 ml. glass bottle, and aimed at the retail segment, *El elixir de Alzahira* is an early harvest Hojiblanca monovarietal of limited production -5,000 units-, very complex and persistent, from a selection of olives harvested in October in the best farms of the Córdoba mountains.

The most exclusive version of this EVOO, *Alzahira Art & Sense*, is a luxurious limited edition piece made by the best goldsmiths and jewelers from Córdoba, respecting the millenary arts that are still alive in the heart of the city: a handmade brass vessel -emulating the vessels of Almanzor's time- adorned with a piece of filigree, an Arab art that is still being worked today in this Andalusian province, and crowned by a double stopper in the shape of a drop of water and a relief on the inside that can only be appreciated if you fix your gaze on the arabesque motifs on the outside. The double packaging system with food-grade glass is surrounded by an insulating layer that insulates the product from light, oxygen and sudden changes in temperature. A worldwide patented technological innovation that reaffirms its exclusivity as the only EVOO bottle in the world with these characteristics.

The piece has a 24 K solid gold spout that prevents oxygen from coming into contact with the precious liquid, thus preserving its organoleptic characteristics for a longer period of time. The elegant wooden box that holds the amphora, adorned with gold leaf on the inside, which is accessed by opening doors that symbolize the entrance to the city, uses cedar as raw material and carving as the main element, representing the ataurique of the time -highly stylized vegetal ornamentation characteristic of Islamic art, especially in the Caliphate art of Córdoba- hand carved and painted in the color of the marble that was commonly used at the time.

A real jewel, certified before a notary and that can be personalized, presented on November 2, 2022 at the foot of the impressive and iconic Burj Khalifa in Dubai as “the most expensive EVOO bottle in the world” with a starting price of more than 28,000 euros, and which has already won international recognition in various competitions and contests held in Japan, Dubai, London, New York, Athens and Berlin.



Alzahira is, at the same time, a Premium quality extra virgin olive oil and an exclusive limited edition art piece that highlights the art, culture and industry of Córdoba





Objective: To find the lost city of Madinat Al Zahira

Another of the main objectives of *Alzahira* EVOO is to contribute to finding the remains of *Madinat Al Zahira*, the lost city of Al-Mansur (“the victorious” in Arabic), allocating a portion of the profits from the sales of the *Art & Sense* art piece to this mission and thus contributing to recovering its past splendor.

According to Arab chronicles of the time, the fortress-city had “columns transparent as water and slender as maidens’ necks, marble seats white and shining like perfumed camphor and pools with fountains in the shape of lions.” Built on the outskirts of Córdoba more than a thousand years ago by Almanzor to replace Medina Azahara -the symbol of Umayyad power that Caliph Abderraman III had ordered to be built-, the choice of its location was no coincidence: according to ancient omens, the city that would be built there would accumulate all the power to the detriment of the Umayyad dynasty.

But Medina Alzahira lasted for barely two decades before it was destroyed in the *fitna* of Al-Andalus, the internal confrontation that ended the Caliphate

of Córdoba and gave rise to the first Taifa kingdoms. As José Antonio Uceda points out, “we want to restore the importance it once had and turn Medina Alzahira into an international cultural reference, as are the four World Heritage Sites that Córdoba already has today.”

Thus, the brand collaborates with the project that aims to shed light on the exact location of “the flourishing city” and its subsequent dissemination throughout the world, as it would be one of the most important findings in the history of the Arab world. A project supported by the Spanish Embassy in Abu Dhabi, the Ministry of Culture and Sports and the City Council of Córdoba, in addition to the technical advice of the University of Córdoba, and which has been sent to the Emir of Sharjah, Sultan Bin Mohammed Al-Qasimi, member of the Supreme Council of the United Arab Emirates, Rector and Professor of Gulf History at the University of Sharjah and one of the greatest eminences of Arab culture in the world. And this story has only just begun...●





**OLEAND
MANZANILLA OLIVE**

oleandmanzanillaolive.es



**100% Italian extra
virgin olive oil**

www.oleificiorenna.it

**We protect
Nature,
Nature
protects
our EVOO**



(+34) 953 190 700
info@cortijolatorre.com
www.cortijolatorre.com

**EXPRESIONES
GOURMET**



www.aceitehejul.com





Masseria San Domenico,

*a refuge among centenary
and millenary olive trees
in the heel of Italy*

By Alfredo Briega Martín

In the heart of Puglia, just a few steps from the Adriatic Sea, Masseria San Domenico is a majestic 15th century watchtower perfectly integrated into the surrounding centuries-old olive grove. An oasis of peace and tranquility among narrow country lanes and ancient dry stone walls that has become a true symbol of quality hospitality in this beautiful region of southern Italy and a landmark for international tourism.



It was 1996 when Marisa Melpignano had the vision -full of intuition and clairvoyance- to turn the impressive summer residence of the Melpignano family in Savelletri di Fasano (Brindisi), Masseria San Domenico, into an exclusive oasis of modern hospitality in the form of a 5* hotel and luxury spa. The Melpignano family's was a dream destined to reinvent the tourism of an entire region and offer a new standard of accommodation harmoniously combining the ancient and modern, elegance and traditional warmth, with a distinctive touch and a warm welcome typical of these southern Italian lands.

Its careful restoration was carried out with absolute respect for the original forms and materials, transforming this ancient *masseria* into an elegant and exclusive hotel complex whose magical atmosphere recalls the history of Puglia, a meeting place between East and West.

A 700-meter tree-lined avenue of olive and palm trees separates the rocky Adriatic coast from the entrance to the Masseria, located a stone's throw from the exclusive white sandy beach "La Fonte" -named after the spring water source it houses- where hotel guests can sunbathe undisturbed in the shade of the tamarind trees. Strategically located in relation to the must-see places in Puglia and the historical *città d'arte* that can be enjoyed in all seasons of the year (Brindisi, Bari, Lecce, Taranto...), its pioneering character is also evident when we consider that it was the first luxury hotel in the transalpine country to use the term *masseria* -starting a new trend- and that in 2003 was the first in the "Leading Hotels of the World" in the south of Italy.

With the sea and the cobalt blue sky as an unbeatable backdrop, the beauty of Masseria San Domenico, with its white fortified tower standing proudly in the center and its immense saltwater pool surrounded by natural rocks and streams -the crown jewel of the structure's current hotel used as a set for blockbuster auteur films-, shines amidst acres and acres of centuries-old and millenary olive trees that are authentic living sculptures. Its main nucleus -a still intact watchtower belonging to the Knights of Malta, who were based in Puglia in the nearby port of S. Stefano- dates back to the 15th century and the entire estate preserves the architectural features of the ancient *masseria*. Large spaces with vaulted ceilings in which to retreat or meet and evocative arched

FRANTOI CUTRERA

— 1906 —

passages perfectly restored among alleys, squares and open courtyards alternate with cozy interiors of typical *Pugliese* architecture to give meaning to the taste for excellence in terms of refinement, service and attention to detail.

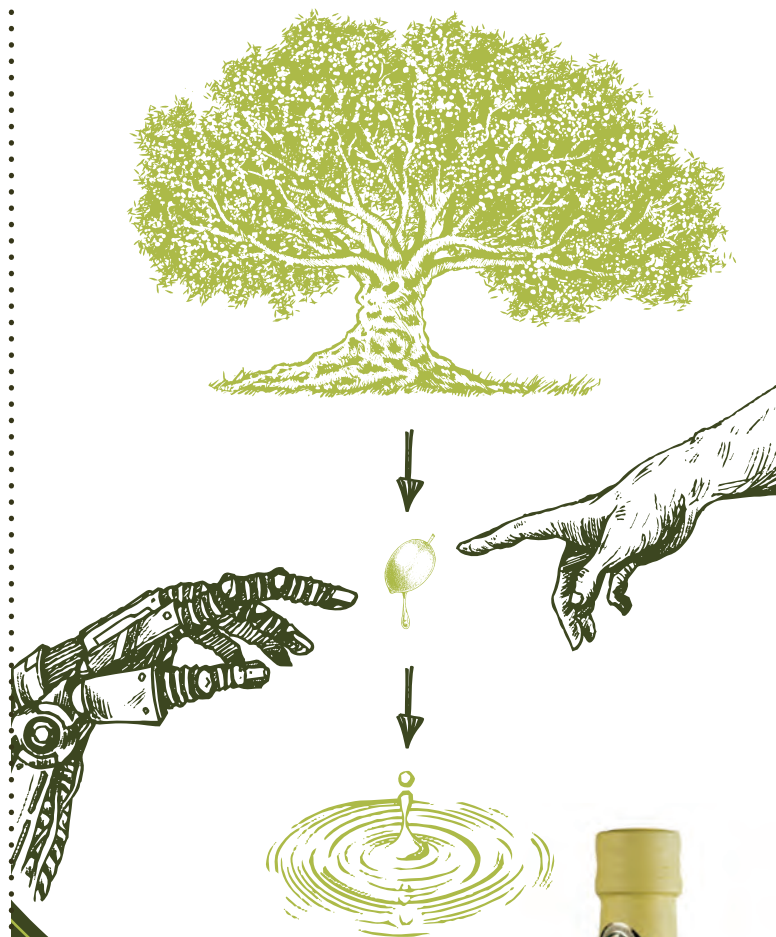
The beauty of Masseria San Domenico shines amidst acres and acres of ancient and millenary olive trees that are authentic living sculptures

The complex includes a modern spa and thalassotherapy center, two tennis courts and an 18-hole, 6,300-meter golf course with spectacular views of the Adriatic Sea, San Domenico Golf, considered one of the best in Italy and it is one of the venues for the grand finale of the PGA European Challenge Tour. From April to November it is possible to organize all types of conferences and corporate events; while between December and March the Masseria offers its guests meeting rooms and the San Domenico restaurant without the need for an overnight stay.

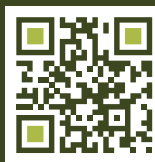
On the occasion of its 25th anniversary, Masseria San Domenico has made available to its guests *Il Villino de San Domenico*, a 90 sq m detached villa surrounded by a lush garden of Mediterranean plants and centuries-old olive trees offering maximum privacy. It has two furnished porches, a large patio with private heated pool, living area and two large bedrooms, each with en-suite bathrooms.



For six generations we have been producing in *Sicily*, between the *Etna* Volcano and the *Mediterranean* Sea, one of the best extra virgin olive oils



Long experience, love for our territory and a **new high-tech oil mill**, among the most innovative in the world, are the guarantee of absolute **quality**. But not the arrival point, because for us quality is a continuous path towards the pursuit of perfection.

visita il **sito**

A unique experience

The classic style furnishings include antiques, period furniture and beautiful examples of local ceramics and craftsmanship, while the 40 white stone rooms and suites, each unique, enjoy incomparable views of the lush, centuries-old olive trees and, for some of them, the Adriatic Sea. What was once an old *frantoio* or oil mill -in operation until the beginning of the 20th century- with its characteristic starry vaults and a large stone fireplace with a crackling fire like the one that warmed the hard-working olive growers, is now the main restaurant of the Masseria, a charming place that is an ideal choice in the cold winter months for lunches, dinners or small events. In the summer months, the restaurant moves outdoors, by the pool or by the sea, to the San Domenico a Mare annex -located just one kilometer from the hotel- to tempt guests with buffet lunches and *à la carte* dinners.

The San Domenico restaurant offers tasty recipes and specialties of traditional *Pugliese* cuisine -renowned worldwide for its variety and richness- prepared



with zero-kilometer ingredients. The olive groves of the Masseria also produce an excellent olive oil that is used extensively in its kitchens. Vegetables and most of the fruit come from the 150 hectares of the agricultural farm surrounding the complex, while fresh fish and seafood come from the nearby Adriatic Sea.

The olive groves of the Masseria also produce an excellent olive oil that is widely used in its kitchens

For its part, the Ulivo Bar recreates the ambiance of a cozy country residence with private lounges and stone fireplaces in an ideal setting for reading and leisure. In summer, its sunny and romantic terraces overlooking the Masseria's pool and gardens are the ideal place to relax and enjoy delicious aperitifs and lunches, candlelit dinners and live music.

CORAÇÃO DO VALE

O sabor do
Baixo Alentejo.
A pureza da origem



LAGAR DO VALE
Produção e Transformação de Azeites, Lda.

Estrada Nacional 265, Km 12.9 8 geral@lagardovale.eu
7830-305 SERPA • PORTUGAL ☎ +351 284 249 721

Colaboramos com



www.lagardovale.com

In love with
our land and
committed
to quality



Olivadella
Torremaella

Legendary Mediterranean Land

COLD PRESSED, CAREFULLY PRODUCED
EXTRA VIRGIN OLIVE OILS FROM
MAELLA, HISTORICAL BAJO ARAGON, SPAIN



BICOLIO®

BICOLIO aiuta la natura



OLIVE OIL PROFESSIONAL TASTE

ECO-DESIGN
per trasmettere
maggiore dignità
all'olio

ECOLOGICO
no lavaggi
no detergenti
si ambiente

CULT
promuove e
diffonde l'arte
dell'assaggio

L'apertura ampia e
svasata consente un
adeguato alloggio nel
palmo della mano

The big and rounded
shape is designed to adhere
to the hand's palm

ECO-DESIGN
a valorisation
tool

ECOLOGICO
no soap
more nature

CULT
advanced
solution for
tasting

BICOLIO
SOSTIENE L'OLIO
E L'AMBIENTE

**BICOLIO SUPPORTS THE
OLIVE OIL AND THE
ENVIRONMENT**

Lid COPERCHIETTO Lid



bicolio.com

EL MESTO
BODEGAS & ALMAZARAS



Castillo de Salvatierra
UN AOVE INTERNACIONAL

ESPAÑA LONDRES NUEVA YORK ISRAEL DUBAI ITALIA JAPÓN



Well-being and contentment

The spa's philosophy is to promote a healthy, joyful and sustainable lifestyle based on the essential fundamentals of thalassotherapy and the benefits of 100% natural ingredients such as those used in olive oil treatments (anti-aging nourishing, olive oil wrap with chromotherapy). The selection of cosmetic and massage lines, rituals and facial and body therapies complete the personalized experience with results that are not only visible, but also tangible. Sea water -extracted, filtered and purified according to the thalassotherapy protocol- and algae form an exceptional cocktail that unleashes its equilibrating, relaxing, toning and detoxifying virtues. The latest addition to the Masseria San Domenico's treatments is a thermogenesis bathtub, a method that awakens the intrinsic reactions of the human body to lose weight and get back in shape in a natural way.

Each element is designed to achieve the highest standards of wellness and the client can add to their stay a hypocaloric diet based on the principles of the Mediterranean Diet, declared an Intangible Heritage of Humanity by UNESCO, with personalized menus and fresh and tasty preparations that encourage social interaction, respect for the land, biodiversity and the preservation and development of the Puglia

tradition. In addition to all this, there is a wide range of sporting activities, including walking and cycling among ancient olive trees, and just a stone's throw from the sea.

Just one kilometer away, in an environment of great natural beauty, the adjacent facilities of San Domenico a Mare invite you to let yourself be lulled by the refreshing sea breeze and the enveloping sound of the waves in the background. This oasis of tranquility features four *pied dans l'eau* rooms (*La Stella Marina, La Tartaruga, La Conchiglia* and *Octopus*) decorated in a Mediterranean style with details inspired by a seafaring tradition, a second well-equipped private beach reserved exclusively for Masseria guests and accessible by shuttle bus, with a panoramic platform on the rocks and easy access to the sea in a small sandy cove with shallow turquoise waters, and an elegant bar with a terrace where you can sip a cocktail, vodka or champagne accompanied by oysters or caviar while watching the sunset over the Adriatic.

Also not to be missed is the restaurant La Nassa, which offers a refined menu based on the freshest freshly caught fish and exquisite *carpaccios* prepared by the expert hands of the chefs in the traditional Puglia way, with special attention to the quality of the raw materials •



x200

cabello x mure

BRANDING & PACKAGING
de autor

This year we celebrate the beautiful number of 200 awards received.
Endless thanks all of our clients for trusting our work and to the suppliers who are part
of this great team. Together we make it possible.



The value of emotions...

www.cabelloxmure.com



Acesur's innovative and avant-garde oil mill, *an example of efficiency and sustainability*



By Alfredo Briega Martín

Conceived as an innovative production center that also houses a state-of-the-art oleotourism area, Acesur's new design oil mill in the municipality of Jabalquinto, Jaén (Spain), is a milestone for the company and the province whose objective is none other than to highlight the importance of Jaén as the world epicenter of olive oil production and its fundamental role in the history of the Group.

Headquartered in Dos Hermanas (Seville), Acesur has been the leading bottler of olive oil in Spain since 2017 and its *Coosur* brand offers the most complete range on the market. Producer, packer and marketer of vegetable fats -mainly olive oil, seed oils, sauces and vinegars- the Group's origins date back to 1840, being the oldest company in the sector. With a turnover of 1,000 million euros, the company has nine production centers in Spain and offices in the USA, Brazil, Syria, China, the United Kingdom, the Czech Republic and the Baltic States. A powerful infrastructure that allows the company to be present in 120 countries with a total of 11 brands, leading some twenty markets, with *La Española* as a major international reference. The company guarantees the quality of its products by performing more than 200 daily analytical and organoleptic controls.

Acesur's new oil mill has required an investment of 12 million euros and is capable of milling 80,000 tons of olives per season

Inaugurated on October 4, 2023, Acesur's new production facilities located in the municipality of Jabalquinto (Jaén) required an investment of 12 million euros and represent an important milestone for the Group and the province of Jaén. Since the acquisition of the *Coosur* brand in 2002, Acesur has invested more than 120 million euros in the province of Jaén -where most of its productive force is located- and today it works with more than 6,000 farmers in each campaign and offers work to more than 430 professionals, to which must be added a significant number of indirect jobs derived from its productive activity.

Designed by the architectural firm Alfonso Mollinedo and executed by Construcciones Calderón, the facility is capable of milling 80,000 tons of olives per season -120 tons of olive oil per day, a figure that can be multiplied by two- and its tanks have a storage capacity of 4,000 tons of olive oil. Acesur's new oil mill operates with state-of-the-art technology that allows real-time control of all oil production parameters to guarantee maximum production efficiency and traceability, as well as ensuring the best quality and integration with the rest of the Group's operations.



Pieralisi, a luxury technological partner

Among the suppliers that have participated in this ambitious project are leading companies that are true benchmarks in the olive oil sector, such as Pieralisi. Thus, the Italian multinational has equipped the plant with its 60 CV mills equipped with the exclusive counter-rotating screen that guarantees higher production levels by facilitating the output of the already crushed mass, with less friction and less heating. In addition, these mills have an internal cleaning system without the need to open the mill, as well as pre-installation for cooling the internal chamber, releasing the maximum of aromas and optimizing the extractive yield.

For their part, Pieralisi's churning units, with a capacity of between 12,000 and 18,000 kilograms, meet the requirements for optimum performance and quality and are prepared to work at different temperatures and speeds. As for the extraction phase, the new range of *SPI-76.2* horizontal decanters or centrifuges -with a capacity to process 500 t. daily and designed to work without adding

water- incorporates an auger with an improved design to guarantee performance and operational stability, the famous *High Performance Screw* (HPS), with an electronic and automatic control system to manage the drum speed and the auger speed differential with the exclusive *Rotodiff* hydraulic system, which goes beyond the limits of the traditional double electric motor; in addition to specific removable protections for the critical parts most subject to wear. Finally, in order to ensure optimum cleaning of the machinery, the *Saturno* and *Mercurio* vertical separators incorporate the *Mr. Cip* (Clean-in-place) washing system, which makes it possible to work an entire campaign without having to stop the machines for disassembly and cleaning, thus saving time for the operator.

A unique and innovative design integrated into the environment...

Alfonso Mollinedo, the project architect, was faced with the challenge of integrating a unique design into the environment. "The reflection on how to intervene in this territory -he explains- comes from the contemplation of how the olives fall to the ground and how they are positioned: some half-buried, others supported, dispersed..." Mollinedo conceived this monumental building as a structure that pays homage to the olive blossom and reflects its importance in the region. As its author points out, with the oil mill and the patio as the germ of the project, pieces with different uses are planned to be located around them: general facilities, offices and staff, warehouses and reception. "Rescuing beauty from the land and marrying it to an industrial production of this scale has been a grandiose process in which all parties have gone the extra mile," he says.

The strategic location of Acesur's three main production centers in Jaén promotes the circularity of the process and is perfectly aligned with the Group's sustainability objectives



... and a state-of-the-art oleotourism center

Acesur's new production center in Jabalquinto has also been conceived as an state-of-the-art space to host a different kind of oleotourism in the cradle of Andalusian olive oil. With this new space, Jabalquinto aspires to be a tourist landmark in the province of Jaén in order to generate value and make the olive grove and olive oil culture known to visitors from all over the world, also promoting inland tourism •

www.acesur.com





COLIVAL
S.C.O. de Valdepeñas

A BRAND THAT HAS REVOLUTIONIZED
THE WORLD OF EVOO

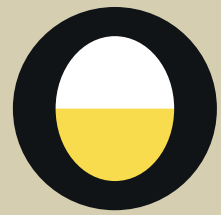


*Vasden
vero*

SIERRA
PRIETA



OLIVE OILS FROM SPAIN ARE THE NEW FASHION



OLIVE OILS
FROM SPAIN



WORLD LEADERS

