

# oliva tessen

BY MERCACEI

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

**crazy about EVOO**

*Rafa Nadal, The Final  
Match Point: Tennis  
Or Olives?*

**chefs**

*Mario Batali, The Chef  
Who Makes Time Stand  
Still With a Round  
of Tapas*

**olive roads**

*The Island Paradises  
of Extra Virgin*

**the Ring**

*The Roca Brothers,  
A Three-Way Fight*

**haute cuisine**

*Sublimotion:  
the show must go on*

**origins of EVOO**

*Extra Virgin Movies:  
EVOO, Films and  
Much More...*



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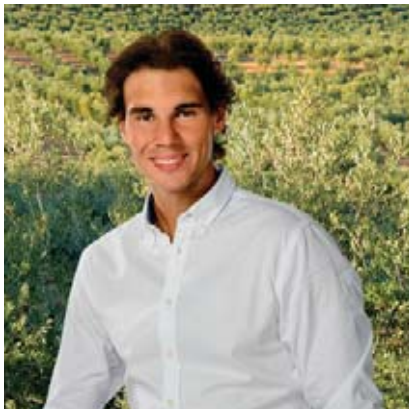
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"What do you want a meaning  
for? Life is a desire, not a meaning"  
Charles Chaplin





# Editorial



*Pandora Peñamil Peñafiel*  
*Editor in Chief*

## For EVOO Lovers

It is said that Hannah, Charles Chaplin's mother, was interned in a mental institution in London for many years. Once the comedian became famous and wealthy, he took her out of there so that she could spend her remaining years in a luxurious California mansion with all her needs covered. When mother and son were reunited she didn't recognize him. Whenever he visited her, Hannah would hide portions of food wrapped in newspaper inside his shoes and he would act as if he didn't realize. No one ever found out what he'd do with the food his mother had furtively left him before leaving the house, he always kept this last secret of hers. Love is always stronger.

Three years after his mother's death, Chaplin premiered *City Lights*, a pivotal film for romantic movies, and with it he showed the world a place in which to dream, without sound, without words, without color, with just one quality that already separated him from the rest of the world: sensitivity. That is all that is needed to speak of love. That, plus a spectator eager to let themselves go.

But if movies have their own language, then the olive tree has always had one too. Its ancient longevity has turned it into an unlimited inspiration for artists of all eras. It has been light, warmth and now, culture. Van Gogh, Cézanne, Picasso, Machado... all of them have been EVOO lovers. They have drunk from it and immortalized it, passing on the responsibility to continue honoring it. Because, even though there might not have been a true extra virgin culture as such, we are writing the screenplay piece by piece, together, and increasingly inspired. We have uncovered and recognized ourselves. All of us, those who love this juice and are willing to make it trendy, as Chaplin did with silent films when the thundering sound was already raging in all theaters. Because, Chaplin is to movies what olive oil is to life.

For those in this club: this is your home. EVOO lovers are growing in numbers. The olive tree has spun along with the planet's movement and there is no longer space for bystanders. The time for players is now. And there is no better game than that of the senses. Touching the texture of the soil, those twisted trunks that Machado wrote about with our fingertips; listening to the way the mountain winds rustle among the golden leaves and their olives at *veraison*; the scent of rain by the seaside; a field of olive trees at dusk, with a table set, ready to celebrate anything; and tasting those aromas that belong only to extra virgin olive oils, pungent, sometimes bitter, always intense... like life itself.

Because you, yes you, are an EVOO lover and this is your time.





# The Island Paradises of Extra Virgin

By Alfredo Briega Martín

Waiheke, Maui, Kythira, Corsica, Pantelleria, Brijuni...  
Evocative places that give flight to our imagination and that  
also reveal themselves to us as genuine -and remote- island  
paradises of extra virgin olive oil.





## Premium EVOO from the Antipodeans

With an extension of 92 km<sup>2</sup> (35.5 sq. mi.), inhabited by a permanent population of a little over 7,000 people, Waiheke is the second largest island in the gulf of Hauraki -only second in size to the Great Barrier Island- and the most accessible. This paradisiacal spot is profiled by green hills and located at a 35-minute ferry ride from Auckland, the financial capital of New Zealand. 40 kms. (24.8 miles) of beaches, with crystal clear and lukewarm seas, hide a real treasure inland: a couple of hectares of dryland olive groves that are lovingly cared for by its owners, John and Margaret Edwards, an adorable couple whose love story with extra virgin olive oil began during their frequent visits to Spain and other Mediterranean countries in the 1960s.

The plantation, Matiatia Grove -under whose name their EVOOs are marketed- is located near the Bay of Matiatia and is one of the oldest on the island. Originally a land of green pastures -Matiatia is a Maori word that means *whispering grass*,- in 1992 the Edwards undertook a small experiment with different varieties. With time, those that produced low yields were replaced or grafted to those that had prospered in the local maritime ecosystem, in order to produce a top-quality EVOO. Five years later, Matiatia Grove has about 1,200 olive trees, aged from 2 to 21 years old, in which Italian and Greek varieties predominate clearly -Frantoio, Leccino, Moraiolo, Pendolino, Nocellara and Koroneiki- and from which a small, but high-quality, volume of production is obtained. The fact is that their company, Waiheke Olive Oil, aspires to produce the best Premium EVOO from the Antipodeans.







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## The first EVOO *Made in Hawaii*

Known as the “Valley Isle” as it is formed by two volcanoes (Mauna Kahalawai and Haleakala) which unite in a fertile ism, Maui is the second largest island in Hawaii -1,880 km<sup>2</sup>(725.8 sq. mi.)- and the third most populated in the archipelago. Its name alludes to the semi-god Maui, known in various places in Polynesia, who created the islands by fishing them from the depths of the sea.

In 2010, Jamie Woodburn and his son Josh founded the Maui Olive Company, where they combine their knowhow, experience and efforts to produce high-quality extra virgin olive oil at their own mill in Kula. A risky bet and not an easy task, as nobody had done it before in Hawaii. The fact is that Maui olives -whose origins date back to the times of the missions- will never replace sugar or pineapples as a crop. Their olive groves, with a view of the ocean -nearly 4,000 trees aged from 3 to 7 years old, from the Santa Cruz Olive Tree Nursery, in California- grow caressed by gentle winds on the fertile volcanic soil of the Haleakala slopes and foothills, at an altitude going from 2,000 to 4,000 m. (6,500-12,000 ft.) above sea level. The dozen different varieties that have been planted are mainly Greek, Spanish and Italian, those that adapt best

to these heights: Koroneiki, Arbequina, Arbosana, Frantoio, Pendolino, Lucino, Picual, Manzanillo... as well as the Cerasuola -with which they have been experimenting at the younger olive groves- or the French Picholine. The Woodburns have also acted as consultants, designers and managers in the plantation of 10,000 olive trees on Maui and Oahu.

The fruit is harvested by hand, by members of the family, friends and acquaintances, with the promise of a bottle of EVOO and a nighttime barbecue. The harvest is transported to the mill in a short car ride, and the separation of the leaves and branches from the olives is also done by hand, to insure that only the fruit goes into the olive press, where it is milled immediately. The first harvest was obtained in 2015, after six years of work: a handcrafted EVOO *Made in Hawaii* -green, pungent, fruity, robust and complex in taste- with a limited production and certified by the UC Davis, benefitted by the exceptional cultivation conditions that are a result of a Mediterranean micro-climate at Kula and Olinda. Quite a rarity. The Maui Olive Company is proud to be the first extra virgin olive oil producer at a commercial level in the archipelago. But not only that. They also enjoy their work that respects the environment, generates riches and contributes towards the rise of sustainable agriculture in the islands. An ever more promising future can be guessed at, that will deter the tides of development and preserve a legacy for future generations.







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## Olive Groves in Canada? Impossible!

The Olive Farm is located in Fulford Valley, on Salt Spring Island, in the southern Gulf Islands on the West Coast of Canada. Since December 2016, the first 100% Canadian extra virgin olive oil is obtained from its nearly 3,000 olive trees. A marvelous eccentricity born out of the passion, enthusiasm and patience shown by the Braun couple -George and Sheri,- who are true lovers of the olive and its magical elixir. But, as olive trees take such a long time to grow, the Brauns haven't dilly-dallied and have taken to planting, cultivating and harvesting many other fruits: cranberries, cherries, grapes, wheat, quinoa, garlic, artichokes... and kale, lots of kale.

After finding the right type of land in which to establish their olive grove, the Brauns bought a 72-acre farm in Fulford Valley, on Salt Spring Island, at the foot of the verdant Mount Maxwell. The search for olive trees became harder than they had expected. "All the garden centers insisted that olive trees wouldn't grow in Canada, that I was going to waste my time and money" remembers George. "But I didn't heed them and went on looking, until I found the Fairfield

Olivi Nursery (California), who in the summer of 2011 sent me 350 trees of the Italian varieties Frantoio, Leccino and Maurino, which we considered would have the best chances of survival and grow, as they are resistant to the cold. It then became clear that we would need to build a greenhouse to protect these little rooted trees, where we cultivated them for a year before moving them out to the fields. Thus, during the summer of 2012 we planted approximately 1,000 trees in our first olive grove."

After four years of observation and much care, at the beginning of December 2016 the first, and much hoped for, harvest arrived. The fruit was picked by hand by family, friends and workers, and were milled a few hours later. The production process of the olive juice -putting into practice everything that had been learnt at the Master Miller Course taken at UC Davis the previous autumn- was thrilling. The challenge had begun.

Despite a low yield, the small production at The Olive Farm is yet the largest in Canada. George Braun is convinced that both the production and the yield of their olives will grow along with the olive trees on their property, and that thanks to the special micro-climate in the valley, the fruits will be able to survive the 46th Parallel North, making the -impossible?- dream of cultivating an olive grove in Canada come true.







VINO DE JEREZ  
GRAN RESERVA

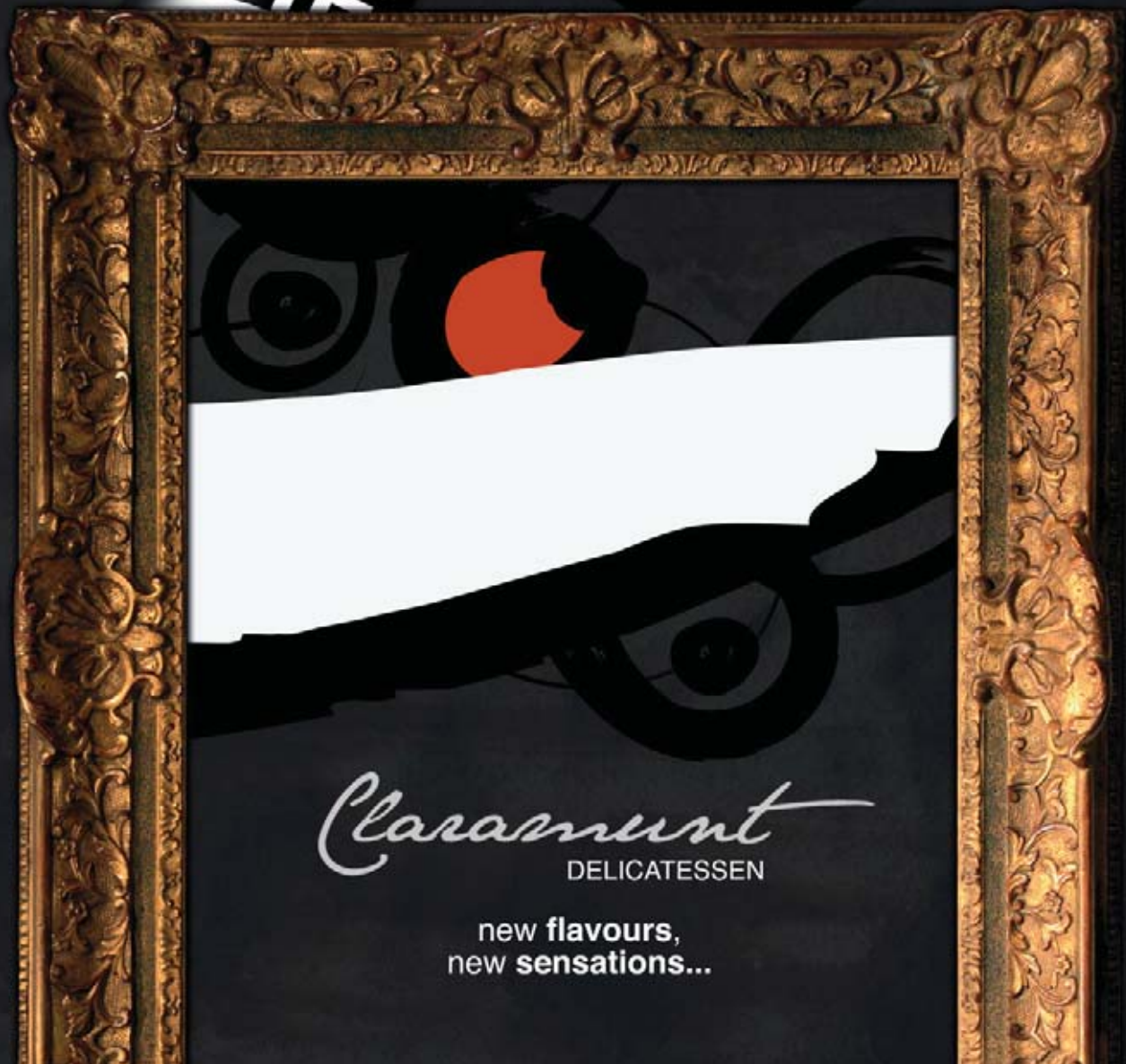
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new flavours,  
new sensations...



## EVOO with a Corsican Accent

But now let us travel to Old Europe. Hidden between gentle green hills, swept by the sea breeze and the colder breath from the high mountains, where vines, oaks and poplar trees grow along the River Bravono, Moulin Oltremonti's *domaine*, in Linguizzetta (Corsica, France) spreads over 35 hectares (86 ac.), divided into two lots on the east coast of the island, between the sea and the mountain. Their first olive grove rests on a farm of only five hectares (12 ac.), close to the mill -built in 2013, and the only one in Corsica to be certified by Ecocert for organic EVOOs, under the Huile de Corse (Oliu di Corsica) PDO;- and half a mile away, is the second and more important plantation, stemming from cuttings taken from centuries-old numbered olive trees.

The farm -at present in the process of transforming to organic framing- was born in the spring of 2008, with nearly a thousand

olive trees, after a long process of reproduction of the old Corsican varieties of age-old olive trees, on the slopes of the village Monte in Casinca to the north, and Santa Lucia di Tallano to the south: Ghjermana di Casinca, Ghjermana di Tallano and Sabina varietals. The first harvest was in 2011, and its juices have been awarded prizes at international competitions.

Their range of EVOOs -*Cuvée Émilie, Dolce, Frescu, Intensu, Athéa* and *Galoppa*- are produced mainly from the Ghjermana di Casinca variety, harvested at the beginning of Autumn so as to confer them with their characteristic pungent and fruity flavor. The enterprise also owns a line of flavored oils and gourmet products from *L'Épicerie Oltremonti*, as well as 100% natural soaps made using extra virgin olive oil. At Moulin Oltremonti all the phases of the production process are taken care of, to ensure the quality of their product from tree to bottle, and they also work with other olive growers in the region. Thus, Oltremonti lives in total harmony with their olive trees, which they tend with care and due respect.





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## Aphrodite's Birthplace

Homer tells us that Aphrodite, the Goddess of love in Greek mythology, was born on the island of Kythira, on the steep slopes of the coastland, and rose up from the crest of the waves after Uranus had been mutilated, and his testicles had fallen into the sea. Located southeast of Peloponnese, the 284 km<sup>2</sup> (110 sq. mi.) of this beautiful island in the Ionic archipelago, with little more than 3,000 inhabitants, surrounded by three seas -the Ionic, the Aegean and the Cretan- make up a natural paradise where numerous remains from old civilizations are still preserved today in good condition. And that is despite the various pirate raids it suffered throughout history, which threatened to finish with such a valuable legacy on more than one occasion. This island has seen Phoenicians, Spartans, Athenians, Romans, Byzantines, Venetians, Ottomans...

On this island of myths and history, abandoned by its inhabitants but never forgotten, wine and honey are produced, but also olive oil. In 1992 Harry Tzortzopoulos returned to the island of his ancestors, after completing his agricultural studies, to take charge of his family's olive

groves that are mainly concentrated in the Stenokampos area, on the outskirts of Karava, in the northern region of Kythira. Since its birth in 2001, his company Astarti-Tzortzopoulos Estate has been dedicated to the production, packaging and commercialization of top quality traditional and organic products, with the goal of promoting organic farming, awareness of the environment on the island, active participation in the protection of the land, as well as fair trade.

This unique *terroir*, the singular microclimate of the area and the agricultural practices that include dryland farming and early harvests are the factors that contribute to the superior quality of its limited-production organic EVOO -*Astarti Exclusive*, *Astarti Exclusive Premium* and *Astarti Blend*,- whose fame has crossed borders and presently enjoys well deserved international acknowledgement, exporting 65% of its production. All the land and the olive trees belonging to the company -of the Koroneiki variety, that grow at an altitude between 10 and 140 meters (from 30-460 feet) above sea level- are certified organic, as are their facilities. Since May 2013, and thanks to the collaboration with the Potamos agricultural cooperative, Astarti Co. has its own packaging plant in St. Elias-Potamos, to the north of the island, which also fills the needs of other producers in the region.



Photograph by BonBon



Photograph by Oli Tina EVOO Kythira



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## Mallorca, EVOO territory

The cultivation of olive trees and the production and consumption of olive oil are of great tradition on the island of Mallorca (Balearic Islands, Spain). Traditionally, the *oli* from Mallorca has been acknowledged and appreciated, as much by the island's inhabitants as by the citizens of the areas with which they have maintained historical commercial relations, especially the south of France. Closely connected to the birth, in 2002, of the Regulatory Council Oli de Mallorca Protected Designation of Origin, the production of extra virgin olive oil has gone through a re-emergence, and nowadays olive groves are beginning to expand over the island thanks to small olive tree farmers -around 830- whose goal is the recognition of its differentiating factors, such as its quality and singular character.

In the middle of the Serra de Tramuntana, declared a World Heritage Site by UNESCO in 2002 and today a true natural museum treasuring thousands of centennial olive trees of the native variety, Mallorquina, there are two restaurants

devoted to extra virgin. Chef Guillermo Méndez, one of the masterminds of the new cuisine in Mallorca, is the head of El Olivo, at the Hotel Belmond La Residencia in Dei , one of the most enchanting and prestigious hotels on the island. Situated in an old *hacienda*, surrounded by olive trees from which the olive oil under the Oli de Mallorca PDO is produced -part of the restaurant occupies what was originally the farm's oil mill.- The second one is the Valldemossa Restaurant-Hotel, with magnificent views of the olive groves that surround this picturesque place on the island of Mallorca, and whose cook has won, for two consecutive years, the Oleotapa competition for the best *tapas* made with extra virgin olive oil. And one should not forget the Michelin-star restaurant Andreu Genestra, also lodged in a charming place, the Hotel Predi Son Jaumell, which has its own vegetable garden and olive grove. Its chef, an EVOO enthusiast, has integrated extra virgin into his tasting menu, pouring it onto the service plate, so that the aroma of the olive juice reaches the guest while it is being poured.







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## Liquid Gold in the Paradise of the Canary Islands

Without leaving Spain, in the Canary Islands the cultivation of olive trees is a centuries-old occupation. In Tenerife, the introduction to this type of farming and the implantation of the first crops took place very recently, specifically towards the end of 2005. From this moment on, and propelled by a municipal initiative in Arico, in the south-western area of the island, this cultivation was well received and began to extend -at first associated with other types of cultivation, such as vineyards,- and later on regular plantations. There are nearly 70 hectares (173 ac.) of olive-tree farmland in Tenerife, divided into very small plots, with an average of 200 olive trees planted per plot. One can find plantations from 70 meters (230 ft.) above sea level, in the Port of Güimar, to the Trevejos farm in Vilaflor, practically on the slopes of the Mount

Teide, at an altitude of nearly 1,500 meters (5,000 ft.). The olive trees grow on volcanic soil, this is especially so in the south, where the lack of rainfall is overcome by establishing a natural pumice-based mulch, that is very porous, weighs little and is white in color, known as *jable*. As is the case of other types of crops, the farms are located on typical terraced plots, providing a solution to the steep slopes on this island.

Thanks to the island's benign climate with mild temperatures all year round, extra virgin olive oil produced in the Canary Islands is the first to be harvested in Spain, and even in Europe, as harvest gets underway before the summer months (August and September). These EVOOs are produced by family-owned farms in which the members of the family get together to pick the olives exclusively by hand, that are then pressed at their own mill and bottled by them, with the Arbequina variety being the most common in the archipelago. Lack of rainfall and the handling of deficient irrigation systems give the extra virgin olive oil from the Canaries an interesting complexity of aromas and flavors, that on many occasions brings tropical fruits to mind, such as the banana, the guava or passion fruit.





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## Horizontal olive groves in Pantelleria, the black pearl of the Mediterranean...

As part of the province of Trapani, Pantelleria, *daughter of the wind*, is a beautiful Mediterranean island, a little more than 80 km<sup>2</sup>(30 sq.mi.) big, located halfway between Sicily (100 km.-62 mi.) and Tunisia (70 km.-43 mi.). Made up of rocks of volcanic origin -the island is only the small part that emerges from a volcanic structure of more than 2,000 m. (6,562 ft.) in height- its history has always been bound to its geographical location. Phoenicians, Carthaginians, Romans, Vandals, Byzantines, Arabs, Venetians, Normans... According to legend, one of its lakes, the *Specchio di Venere* (Venus' Mirror), which is, in fact, the crater of a volcano, was the goddess' dressing-table mirror before her erotic-festive encounters with Bacchus, and its thermal, almost fluorescent waters flow constantly from the heart of the earth at a temperature of almost 50 C (120 F) and containing sulfurous and calciferous sediments.

This paradise, a movie backdrop and a destination for celebrities, VIPs and members of high society since the 60's, who have chosen Pantelleria as their private Garden of Eden -Armani, Truman Capote, Gabriel Garcia Marquez, Michelle Pfeiffer, Isabella Rosellini or Madonna, amongst others,- is covered with palm trees, olive groves, vineyards of the famous *Passito di Pantelleria* variety, and those typical buildings called *dammusi* -Armani built himself one- whose origins date back to the 10th century. The olive groves -that were introduced by the Phoenicians- make up part of the vegetative heritage, along with plantations of vineyards and capers. The predominant varieties are the Biancolilla and the Nocellara del Belice, both with double capability; the first mainly used for the production of oil and the latter for table olives. Due to the strong winds that lash the island for the better part of the year, the trees are characterized by their horizontal structure, reaching an average height of only 1,5 m. (5 ft.), and are pruned in such a way that their branches grow parallel to the ground. Thus a fully-grown tree can spread over a surface area of 20-30 m<sup>2</sup>(200-300 sq. ft.) or even more, as some of the branches that are in contact with the earth grow roots to form a new plant. Quite a caprice of nature, modeled by man.





# Grand Cru

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## ... and white olives from Malta

Set in the middle of the Mediterranean at some 90 km. (55 mi.) from Sicily, Malta is a densely populated country of small dimensions, and has a strategic geographical position. Recent archeological discoveries prove that the Romans were already producing oil 2,000 years ago, and some of the oldest references date back even more than 5,000 years, as shown by some of the carbonized remains of cultivated olive trees found during the excavations at the Skorba Temples complex. Between 1530 and 1798, the Maltese Crusader Knights of the Order of Saint John decorated their gardens with white Bajda olive trees, and their fruit became an ingredient in one of the typical dishes in this country: rabbit stew. White Maltese olives frequently appear in reports on the agronomy of the island, whose temperate climate and rich alkaline soil make it ideal for the cultivation of the olive tree, from which a fresh EVOO is produced, of undisputed -and scarcely recognized internationally- quality.

Olives and olive oil are widely used in Malta, as an ingredient present in the majority of traditional Maltese dishes, as well as for medicinal uses. However, most of the olive oil has traditionally been imported from Italy and other Mediterranean countries. Sam Cremona, previously a gemologist, known as the *Godfather* of olive oil, is probably the most authorized voice to talk about the olive juice from Malta. On his farm in Wardija there are Bajda olive trees of beautiful pearly-white fruits, one of the two native varieties on the island -the other is Bidni,- that are particularly resistant to plagues and the fearsome olive fly, and from which genuine Maltese olive oil is extracted since 1997, much sweeter than many other common extra virgins. From amongst approximately 12,000 olive trees living on the island, only 70 are of the white olive variety. Determined to recharge the Maltese olive oil industry by planting native varieties, thanks to his initiative the population of olive trees has increased on the island and small farms with an artisanal production are beginning to prosper. The objective is: to position Maltese extra virgin on the global map of olive oil.







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## The Old Olive Tree in Brijuni

Thanks to the virtues of its climate, geographical position and type of soil, the region of Istria, in Croatia, is ideal for olive farming and the extraction of top-quality EVOOs, amongst the best in the world. Olive oil from Istria was already much appreciated during the Roman empire: according to Pliny the Elder, its excellence was comparable to the liquid gold coming from the Spanish province of *Hispania Baetica* and second only to the Italian oil from Venafro. Marcus Valerius Martialis, the most important Roman writer of epigrams, also dedicated exceptional praise to the Istrian olive juice that he compared to the beauty of his native Cordoba. As well as written testimonies, the Romans also left numerous remains of ancient oil presses and amphora's all along the western coastline; and olive groves of native varieties have been found, such as the Istrian Bjelica, Buža and Karbonera. It is known that there were many rustic villas on the island of Brijuni, where more than 300,000 liters of oil were produced yearly. Here, as an integral part of its fascinating landscape, there is an old olive tree that is more than 1,600 years old, whose fruit is picked by hand in October and still produces high-quality EVOO -an average of 65 pounds of olives a year, from which 4.1 liters of extra

virgin is extracted.- An exceptional tree, with its crown spreading over 22 m. (72 ft.) wide, 6 m. (20 ft.) tall, and a 2.5-m. (8 ft.) trunk diameter, and is quite the survivor: a storm split it in two during the 70's.

The Brijuni National Park is a heavenly garden with a view of the sea, made up of forests, parks, meadows, orchards and other artificially created areas, where hardy olive trees, oak trees, Mediterranean brush -*macchia*- and other species such as holly, strawberry tree, myrtle or terebinth live together harmoniously. There are nearly one thousand ancient olive trees on this archipelago of Karst origin, making up a unique forest ecosystem that, in the autumn, produces an abundance of olives. In 2001 a project was launched in cooperation with the Department of Agriculture at the Zagreb University, called *Brijuni Olive*, with the purpose of identifying and creating an inventory of rare olive varieties, amongst which there are 15 genotypes that stand out for their morphological characteristics, genetic singularity, exceptional quality oil and antiquity. After cloning these trees, a small garden of olive trees was planted on the island of Veliki Brijun, that can be admired by those visiting the National Park, giving them the chance to watch the harvesting of these uncommon fruits, from which a unique EVOO is obtained under its own brand, and is cold extracted at the modern Palunko oil mill in Fažana.





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*Thinking about the future*







## “The Rhythm of our harvests

*Time is marked by the succession of the seasons and the alternation of sun and rain, not by the hands of the clock. Nature, friend and enemy to the same extent. The daily struggle with the adversaries, some so tiny that they are almost invisible, others so big that they seem eternal. From nothing, everything, from the flower to the fruit, from the fruit to the product. These are the rhythms of our life, of our years. Indeed, of our "vintages". Never the same, all of them demanding and overwhelming, like a love story. Each one marked by a different challenge.*”



## The quality is born in the olive grove

And each of these challenges has forced us to go further, to reinvent ourselves, to dare, like when we started this adventure. We were born in a different time, now far away, and we gradually grew up, creating our history day by day, building our work from year to year. Not being known and not being able to compete with the numbers of the great production, in order to emerge we relied on some fundamental concepts, still today at the base of our company philosophy, such as terroir, interpretation and selection.

Each of our products brings with it, then and today, the peculiar characteristics of our territory, the Tuscan Val d'Orcia, fertile soil for many productions of excellence and Unesco heritage since 2004. We started from here, from a small village in the hills, Montenero d'Orcia, trying to enhance a product with an already high potential. In our luggage, three precious values that have always animated our work: tradition, passion, innovation. In front of us, a goal, clear and defined: Absolute Quality. Not simple quality, but Excellence, above all, as continuous tension and challenge.

To reach this, we have traveled a long way, never accepting any compromise and selecting only the best olives, cured and

processed respecting their exceptional quality, crossing the vintages and incorporating their characteristics with constantly improving knowledge and techniques.

Distinguishing production in a range of nuances and intensities, we have brought the Frantoio Franci oil range in the world: ten labels, each with its own identity, each with its own use and destination. The difference between the base oil, Fiore del Frantoio, and the top of the range Villa Magra Grand Cru lies in their structure and complexity; both, however, have a well-defined personality and follow our strict quality standards.

On its hand, the world has welcomed us warmly, with new friends and supporters and with a shower of national and international prizes, the most important and prestigious. Last in chronological order, but not for importance, the exceptional 99/100 score of the Flos Olei 2018 guide, which judged our company among the 8 best in the world.

All the experience and knowledge gained during our journey have helped us further enhance the already favorable vintages and look for the good in the less fortunate ones. When the obstacle was the fly of the olive tree, those who could not run for cover or who moved too late had to surrender, even giving



# FRANCI FRANTOIO

MONTENERO D'ORCIA  
TUSCANY - ITALY



up the harvest, or attempted to save something, bringing to his mill olives that were deeply compromised by the insect attacks. From our side, through regular monitoring, timely and targeted interventions, continued attention and the use of organic farming products, we have saved production, obtaining a high quality raw product, also free from pesticides. Wisdom and practice, coupled with new technologies, have succeeded in making perfection what was cultivated with patience and love: careful, meticulous and scrupulous workmanship, as our practice, allowed us to get a clean finished product, with clean profiles, sharp but at the same time complex and elegant.

When, on the other hand, the enemy is nature, everything is more difficult, especially in unusual circumstances such as those presented this year. The exceptional blossoming of the plants in spring was strongly compromised by the hot winds blowing during those days; drought and incredibly high temperatures that have been lasting for months and months have completed the painting, causing a significant decrease in the amount of olives harvested.

This is nature, though: staticity and changeability. To observe it, to be patient, then choosing the right time to act, always assisting and never trying to oppose to it. We live our olive trees all year round and every day: we look at them, scrutinize them, cuddle them, walk through infinite steps, whole miles to avoid leaving even a tree, because we know that to those who give, the olive trees return. To those who share with them the summer heat and winter frosts, to those who protect them as it should and how it can. For those who take care of it, silently, without making too much noise. I see it when I observe an olive tree that goes through years, decades, centuries, like an immovable giant. And then I think of the peculiarity of every olive vintage, which never repeats itself identical to the previous one and will not be like the next one. It's about the ability, experience, passion of those who know how to handle events and manage their fruits.

*Giorgio Franci*

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



# Rafa Nadal, The Final Match Point: Tennis Or Olives?

By Pandora Peñamil Peñafiel

“Whether I’m in Shanghai or Spain,  
I’m always on the lookout for olives  
or extra virgin olive oil”

Little more can be said about Rafa Nadal. We already know he’s the number 1 tennis player in the world, and we also know he’s the best ambassador for the *Marca España* (“Spain Brand”). Yet if you sit to chat with him about his life outside the court -you may not believe it, but he does have one- the person behind the legend is revealed, and he is passionate about extra virgin, to the point of making himself sick from eating too many olives at his first communion. Where does the disciplined elite athlete end and the casual foodie begin? Come and see; everyone is a winner in this game.









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**You are considered to be one of the greatest players in the history of tennis, the best on clay, with 16 Grand Slams, 75 singles titles, 30 ATP Masters 1000 titles, among many other prizes... yet you recently mentioned that you didn't feel like a hero. If that's not the case, which is how your fans view you, who do you feel you are when you're not in the limelight?**  
I feel like I am who I truly am, a regular person who is fortunate to work doing what he's most passionate about. And, everything has gone far better than I ever dreamed of. In a nutshell, I am a lucky person and I am, above all, very grateful to life.

**Your grandmother once said that your first communion was rather tumultuous due to an olive-eating binge... Did you like them that much? What memories come to mind when you think of olives and olive oil?**  
Yes, I've loved olives ever since I was a little boy, and that story is completely true. I ate a whole jar of olives in one go! I always look for olives and even ask for them at restaurants. Not just olives, good olive oil, too. Whether I'm in Shanghai or in Spain, I always ask for both.

**Discipline, hard work, talent and dedication... are just some of the synonyms that describe your every day. Do you always stick to the script or do you allow yourself some leeway now and then?**  
Tennis is a highly demanding sport and when you are

younger you can allow yourself to ad lib ever so slightly, but it's always best to stick to the script and do things properly. It's not a good idea to stray too far, a mistake many have committed and it's difficult to get back on track. The competition is too great.

**As an elite athlete, you have to follow a nutritious and healthy diet. Does extra virgin olive oil have a prominent place in this lifestyle?**  
Absolutely. It's a fundamental ingredient for me. Wherever I may be I'll always have olive oil on toast for breakfast, and I usually eat salads or fish for lunch or dinner, which I season with a drizzle of extra virgin. It's essential to me, a fixed element in my diet and my way of understanding food.

**It's obvious you love Spanish and Mediterranean cuisine, and you've even entered the culinary world with Tatel (the successful restaurant chain established in Madrid, Ibiza and Miami), but... who cooks at home? Do you like to cook?**  
I really do love to cook. It's not like I know how to prepare tons of different dishes, but those I do know, I love and really enjoy cooking them. I love going to the market or the supermarket in Manacor and choosing the fish. I like to bake them in the oven with potatoes, onion... and plenty of oil! That's one of my favorite and most frequent dishes. I'm also pretty good at pasta, though I eat less of it lately.



# THE PERFECT OLIDAYS



**If you had more time to cook, what dishes would you prepare? What type of cuisine are you into?**

I really love fish and I'd probably expand my recipe repertoire. It's definitely paramount to start off with excellent raw materials... In Mallorca we have great seafood, and I like to prepare it in the simplest way, to highlight the ingredient's own flavor. Grilled, but not overcooked, Sóller prawns are amazing.

**One of the trees with the greatest symbolic power is the olive tree. As it happens, where you come from there are many ancient trees that still to this day transmit purity, essence, quality... just like your game. Are symbols important in life?**

I'd never thought of that parallelism, but it's totally true. It might be that the traditions are precisely what make my sport, tennis, so special; and that comparison between the ancient tree and a century-old sport so symbolic.

**The Mediterranean Diet is on the Representative List of The Intangible Cultural Heritage of Humanity by UNESCO. As a person from Mallorca, what does the Mediterranean culture mean to you?**

In my opinion, the Mediterranean culture is a fundamental part of our lives and our way of being.



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Spain is very rich in culture, especially when it comes to gastronomy. We enjoy eating and have excellent products that are known and valued worldwide. The Mediterranean culture is a way of living life enjoying what it has given us: the climate, the cuisine, the way in which we understand and view things and of course, work.

**The latest WHO numbers on child obesity are very worrying. How would you convince a child or a teenager to set bad eating habits aside and start playing sports and eating healthy food?**

Sport is very important because, aside from the exercise itself, it holds values that can be used to deal with everyday life. On one hand, its important for kids to have fun and sports are above all, meant to be fun, to have a good time, playing in a team or on your own, yet contending against something or someone the proper way. And on the other hand, food is essential in the growth of children and people in general. The combination of a healthy diet and sports make you a better person and make you feel better. It may be hard to understand or follow at times, but it's a matter of education and will.

**Sportsmanship, fair play, friendship, generosity, hard work... do you believe these concepts so akin to sports are present in society today?**

These should prevail, even if we sometimes ignore them. But yes, all those concepts along with humility, solidarity and perseverance are crucial in our society.

**Last year you sponsored *Aceites de Oliva de España* (Spanish Olive Oils) in Australia, Brazil, Japan, Mexico, China and the U.S. What was the experience like?**

We were very active in the promotion of our olive oils, and the truth is you realize how much they are appreciated outside of Spain. Much remains to be done, no doubt, but olive oil is becoming better known in many countries and distant markets. It is important to carry out these marketing strategies so that people not only know about them, but know about them more in depth.

**You have just received the *Premio Especial Aceites de Oliva de España 2017* (Olive Oils from Spain Special Award), along with the Ministry of Agriculture for your support in the *Nacidos en España, Admirados en el Mundo* (Born in Spain, Admired Globally) campaign. What does this prize mean to you, as it's so different to the ones you usually receive?**

As always, I am very grateful for the work they do, and of course for the prize. Unfortunately, I wasn't able to pick it up in person, but I'm sure at some point I'll be able to thank them personally for the honor received.

**You are at the forefront of sports, always pushing the limits, breaking the mold and being yourself. If you were an olive oil, what kind would you be? Bitter, pungent, mild, bittersweet...?**

That's a tough question to answer. I only know that the oil I prefer is probably very different to what I'm like...





## personal matters

**A hobby:** Fishing and golf

**A virtue:** Not know what it is or not knowing how to express it

**Favorite movie:** Ridley Scott's *Gladiator* and Olive Stone's *Alexander*

**Favorite dish:** Any fish

**Favorite Olive Oil:** Spanish olive oil

**What Food Would You Take to a Desert Island?:** None... I would take the necessary elements to fish it myself!

**What do you like most about your job:** The competition

**What do you like the least:** The times when I can't compete

**A Dream Still To Be Fulfilled?:** I have achieved so many more than I ever imagined...

**Last Meal, What Would You Choose?:** Red Prawns from Mallorca



**"DIGGING  
INTO HISTORY  
FOR FUTURE  
FOOD"**





# Avant-garde

By Pandora Peñamil Peñafiel

## Delicacies With EVOO, When The Supporting Actor *Eats Up* The Protagonist

When EVOO is the main character in a dish, its aroma immediately stands out, inundating the diner's palate in a brilliant and unexpected way. However, there are many products -edible or not- in which extra virgin appears as a supporting actor, indispensable to the end result. Be it on some delicious Atlantic sardines, or as an ingredient in an exclusive line of Parisian cosmetics, the fruit of the olive tree has a magic touch that turns any inanimate object into an experience full of life.

Definitively, some supporting actors deserve to be eternal.



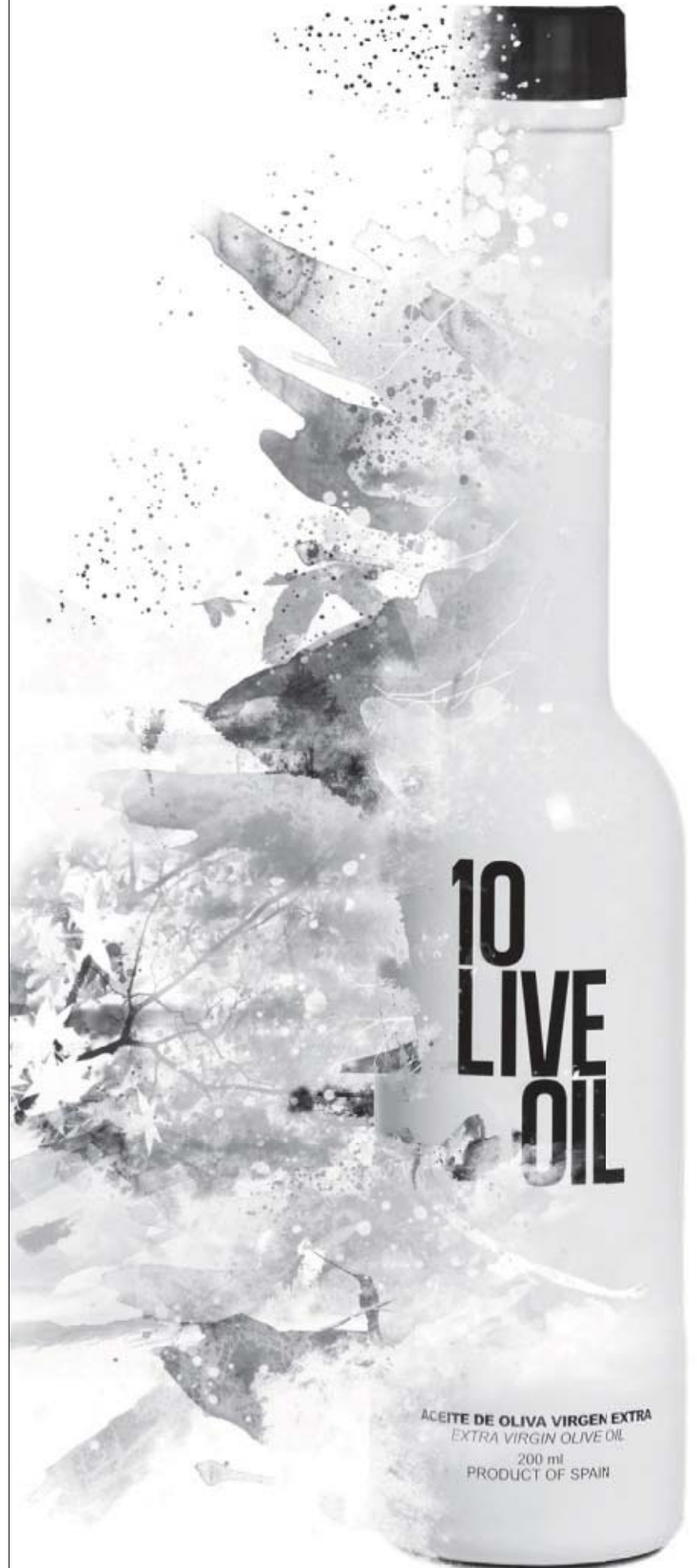
## A Banca da Sardinha

This Portuguese brand -created to endow this typical product with personality- goes one step further than the traditional tins of sardines, with a design that is both fun and modern. Each tin represents a fish with its own character, that gets involved in different situations which demonstrate that it can be audacious, intrepid, fun, curious and also a little clumsy, depending on what it is paired with: olive oil, tomatoes, curry or lightly smoked...  
[www.sardinha.pt](http://www.sardinha.pt)



## Ambre Bath Oil

This delicious and stimulating mixture of essential oils of olives, rosemary, thyme and mint, that helps to relief stress, mental and physical tiredness, clear the conscience and improve respiratory problems; while its base of oils extracted from cotton seeds, sweet almonds and castor oil, that nourishes and softens the skin. What more can one ask for? Well, apparently this 100% natural bath oil is also suitable for vegans.  
[www.shop.ambrebotanicals.com](http://www.shop.ambrebotanicals.com)



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[www.10liveoil.com](http://www.10liveoil.com)





## Belmondo Skincare

This Belmondo line of cosmetics proposes to provide a relief to the tension of those days when life hits you in the face, leaving you with yet another little wrinkle. The first item, a gentle oil called *The Dew* -made with organic EVOO and full of Omega 3 & 6 fatty acids, as well as antioxidant A and C vitamins- penetrates easily into the deepest layers of the skin, to restore its fundamental suppleness and luminosity. On the other hand, *The Earth* -a new version of the classic French green clay mask, made with olive tree leaves- removes dead cells from the skin of the face, absorbing excess oil and creating a fine texture, and a rosy healthy glow.

[www.belmondo.ca](http://www.belmondo.ca)

## Bottega Beer & Olive Oil

In this project combining extra virgin and beer, the aromas of malt are mixed with that of the olive, and Florentine designs with the Tuscan flavors. This is an artisanal product, transformed into an Italian-style piece of jewelry, led by *La Quimera de Arezzo*, one of the great works of Etruscan art, an antique beast that examines and represents the eternal flair of the transalpine country.

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



## Comaxurros

In Comaxurros, the tradition of the Spanish *churro* is revised, with the idea of serving traditional *churros* in an innovative and surprising way. This project, created by pastry chefs, chocolate makers, sociologists, designers and gourmets, makes good use of the raw materials at Almazaras de la Subbética, who supply the EVOOs to make these *churros*, which are to pastries what funk is to music: delicious, simple, contagious and lots of fun.

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



## Gin Mare

Gin with a Mediterranean spirit. Proof of that are the natural plants that are used to make it, and which grow around its *mare*, the Mediterranean: Arbequina olives, thyme, basil and rosemary. The meticulous investigation prior to manufacturing a recipe that is based on the individual distillation of each ingredient in a Florentine still makes those who try *Gin Mare* experience a real trip to the shores of the *Mare Nostrum*.  
[www.ginmare.com](http://www.ginmare.com)

## Korres Pure Greek Olive

Inspired in the ancient beauty rituals of the Cretan women, Korres reverts to the sacred tree in ancient Greece, to present *Pure Greek Olive*, a cosmetic line -includes bath gel, body milk, hand cream, traditional bars of soap and a facial and body scrub- whose main ingredient is extra virgin from the Koroneiki variety. The properties of this foodstuff are a natural source of vitamins, minerals, amino acids and antioxidants, that deeply nourish the skin, while blocking humidity and restoring elasticity, so as to maintain a youthful skin that is instantly hydrated, refreshed and softened.

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



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## Matakana Lime&Olive

The exuberant region of Matakana in New Zealand is the source of inspiration for this moisturizing bath and shower gel, enriched with two of the local ingredients most in demand: extra virgin olive oil (rich in Vitamins A and C) and Manuka honey. The aroma of recently picked limes is combined in this product that claims to energize the skin, preserving its natural degree of moisture. Are we discovering the Maori secret?

[www.matakanabotanicals.co.nz](http://www.matakanabotanicals.co.nz)

## O.Live

The Mediterranean climate and the unique properties in EVOO are a rich source of provitamin A, vitamins K & E and other powerful antioxidants that, with the *O.Live* spa treatment, act on the face, hair and body, nourishing, hydrating, strengthening and fighting aging.

The result? The appearance of a Greek goddess, and the sweet aromas of organic extra virgin, chamomile, green tea, apricot or Macadamia nuts.

[www.oli-live.gr](http://www.oli-live.gr)



O.LIVE



## Olive's Secret

By ways of an intense research program, Olive's Secret offers top-of-the-line innovative beauty and health elixirs, made from extracts from wild plants and olive oil produced in Crete. This Greek company -firmly based on the four humors of Hippocrates- aims to elevate the fruits of the olive tree to a higher category, and to offer their clients an experience that goes beyond the merely physical. Philosophy in its purest state.

[www.olivessecret.gr](http://www.olivessecret.gr)



## Perricone MD

Perricone MD is the project of a medical cosmetics star, the American Nicholas V. Perricone, a researcher and clinical dermatologist known for his "Inflammation Theory of Aging". Both their *Hypoallergenic Gentle Cleanser* -made with olive polyphenols, tocotrienols, neuropeptides and green tea extract- like the *Hypoallergenic Nourishing Moisturizer* -also made with olive polyphenols and tocotrienols- nourish the most sensitive skins and is recommended for use after aesthetic treatments.

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



## Pijo

If there is such a thing as stylish potato chips, that's what Murcia-based *Pijo* chips are. A project developed in order to support local entrepreneurs and promote products from the land with a powerful and self-assured image. These potatoes made with black olives are an elegant way to start or (who knows) end an exciting evening.

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



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



## P.R.I.M.V.S Pesto

This lifestyle brand based on Premium quality principles, eye-catching design and demanding clientele, offers exclusive Italian culinary products with Protected Geographical Indication (PGI) such as this Genoese pesto made with Taggiasca extra virgin olive oil, aged *grana padano* cheese, pine nuts and basil. A heavenly taste within reach of mere mortals.

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



## Pure Living Lucia Collection

This Canadian firm created by Lucie Bernier and André Pace in 2002 with the aim of providing excellent products from around the world presents its brand *Lucia Pure Living* specially centered around the olive fruit including soaps, sprays, candles and bay leaves. A wonderful way of taking care of the body while enjoying the aroma of the countryside in any corner of a busy city.

[www.pureliving.ca](http://www.pureliving.ca)

## Regis Olive Line

Stylists from the beauty-chain Regis, with over 130 establishments all over the UK, recommend *Designline Olive Oil Shampoo* and *Design Olive Oil Colour Shine Shield*, rich in vitamin E and K to nourish and protect the hair, restoring its natural appearance. The trick? These barbers will never reveal it, but it has a lot to do with the brightness of the liquid gold.

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



## Tsatsakis Baking Stories

The growing demand of Cretan products has encouraged the family-company Tsatsakis -producers of preservative-free baked goods, made with fresh ingredients and extra virgin olive oil- to create a new culinary range of products for foreign markets such as croutons and crisps (chips) with EVOO. All this with a fresh and casual design that aims to deliver "Greek moments": the joy of sharing a Greek salad on a summer day, or a bucolic boat trip aboard a traditional *kaiki* ship.

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



## TITOBOWL

TITOBOWL is the second project of an eco-friendly functional design line called *Natura Imitatis* -Latin for *Imitate Nature*.- Made using porcelain and olive wood, this bowl, because of its particular design, is perfect for sampling different olives and passes as an elegant piece of sculpture when it's not being used. Anything else? Yes, each piece -whose top can also be used as a toothpick holder- is signed and numbered.

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



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of my life without the poetry of  
EVOO, that timeless liquid gold”*





# Chefs

By Pandora Peñamil Peñafiel

## Mario Batali, The Chef Who Makes Time Stand Still With a Round of *Tapas*

Madrid took him in when he was still just an adolescent, fascinated by Spanish cuisine and in a hurry to learn how to cook. Three decades later, with more than 30 restaurants around the world, a dozen books published, his own seasoning mixes, kitchen appliances, television shows and several philanthropic projects later, Mario Batali is one of the most influential chefs in the world. Gwyneth Paltrow, Pharrell, Courtney Love or Paul McCartney are only some of the list of celebrities who line up to enjoy his Mediterranean *tapas*.

With a high media profile, sincere and charismatic, the chef who reigns on social media sits down with us for a round of questions, and good Tuscan wine (the more the better!).







Photographs of La Sirena by Xavier Lachaine



**Bar Jamon, Casa Mono, La Sirena... They sound like a list of fashionable restaurants in Madrid but, however, these are some of the establishments you have in New York. What influence has Spanish cuisine had, and still has, on you?**

Since 1975, when my family moved from Seattle to Madrid because of my father's job as an engineer at Boeing, I have always been captivated by Spanish cuisine and its fusion with culture, history and art. Maybe it was when I discovered the marvelous pleasure in the simplicity of a Spanish *tortilla* that I immediately associated the gastronomy of this country with something extraordinary. Nowadays, Spanish cuisine has evolved a great deal and has become known for that evocative experimentation which, in fact, has had a particular influence on my latest restaurant, the Tapas Bar La Sirena, where our chef Anthony Sasso has taken typical Mediterranean dishes a step further, something never seen before in New York. That is precisely what we want to do, bring that playful nature, which the city of Madrid gives off, to Manhattan.

**You, in fact, lived in Madrid for a few years, when you were still a teenager. What do you remember about the capital city's cuisine? Do you think it has evolved?**

Ahh, yes... Those wonder years of learning! I went to the American School of Madrid, in Aravaca, from 10th to 12th grade, and that couldn't have been a more incredible experience for my mind and my palate. I remember being





amazed with everything I tasted at any given time of the day, from those Sundays when we'd scrape the *paella* pan to eat the *socarrat* (crusty layer of rice adhered to the bottom of the pan), to those crispy *churros* (fried dough pastries) -so typical of the capital city- that I would devour when my body demanded something sweet and savory at once. The food was so good... Later, when I returned to Madrid in 2008 to film *Spain...On the Road Again*, I saw it all under a very different light. This time I was sharing the experience with my friends Gwyneth Paltrow, Mark Bittman and Claudia Bassols and also, by then, I already had a certain gastronomical experience and perspective. I had received training in Italy and already had a couple of restaurants of my own, so I was able to enjoy and re-discover that cuisine which had given me so much while still a teenager when, for example, molecular cuisine didn't exist yet. However, what I most like about Spain is that today, despite all this evolution in gastronomy, one can still eat a slice of toasted bread, rub a bit of garlic on it and a drizzle of good extra virgin olive oil and make time stand still. I think it is a marvel that these typical Spanish dishes remain immobile in time; this is a real gift.



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Photograph by Ken Goodman

“When I discovered the marvelous pleasure in the simplicity of the Spanish tortilla, I immediately associated the gastronomy of this country with something extraordinary”

**As an enthusiast of the Mediterranean cuisine and its products, what role does olive oil play in your cuisine?**

The juice of the ever-cheerful olive is, without doubt, the most widely used staple in my kitchen. And you'll not only find one bottle! No! At my restaurants I always have a batch of Tuscan Premium EVOOs to season and cook my dishes with. Yet, I also have other not so expensive extra virgins -though not inferior in quality- from a good supplier that I use for my marinades and for frying. Yes, I'm definitely that guy who even uses extra virgin to fry with!

**To hear you say that is wonderful... Do you remember the first time you tried it?**

I have been very lucky because my family has always used high-quality olive oils at home, for generations. I don't remember a single day in my life without the poetry of this timeless liquid gold.

**Is that so? Then what would you say is your favorite dish featuring olive oil?**

Without a doubt, *Spaghetti Aglio e Olio*. It is one of the most simple, yet tastiest dishes, which scientifically proves that everything changes if you have an excellent EVOO at hand.

On holiday I would choose a portion of *Torta dell'Olio*, with a glass of Moscato d'Asti for dessert, a Batali family classic. If you have flour, sugar and oranges at home, and a good fresh, early-harvest EVOO, you can make a really spectacular cake.



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**You own restaurants in the United States and Singapore, and you have traveled Spain with Gwyneth Paltrow, filming *Spain... On the Road Again*, tasting some of the most typical dishes of our gastronomy. Do you remember a particular flavor that has had a special impact on you?**

Even though I felt really satisfied just eating bread with a fresh tomato spread on it, and a glass of wine in any of the *tapas* bars in San Sebastian, while we were filming *Spain... On the Road Again*, words cannot describe what I felt when Manuel Baixauli made us a seafood paella at La Matandeta in Valencia...

**And speaking of your companion on set, Gwyneth... do either of you have any culinary secrets that you can't confess?**

Do you know what? I can't find any guilt in pleasure... And I'm afraid Gwyneth can't either! Gwyneth, Mark and Claudia made up a dream team for exploring Spain's exquisite caprices. I can assure you that we were all impressed with the dishes we tried, even Claudia, who was more than familiar with many of the gastronomical specialties from her own country.

**You have said that “unlike curing cancer or heart disease, we already know how to beat hunger: food.” You have worked intensively towards raising awareness and helping to materialize this solution in the world through the Mario Batali Foundation,**



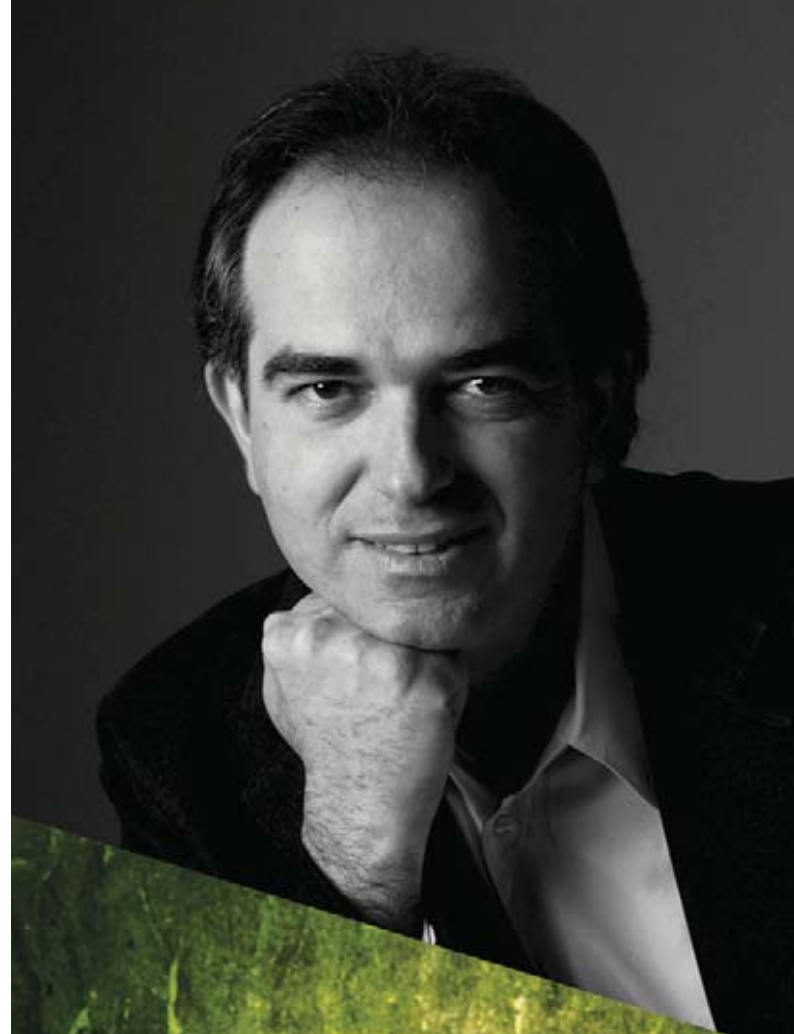
**C**“In my restaurants I always have a batch of EVOOs for seasoning and cooking my dishes, as well as for my marinades and for frying. Yes, I am definitely that guy who even uses extra virgin to fry with!”

**Food Bank for New York City and The Lunchbox Fund. How does it feel to know that millions of children have gained access to healthy food thanks to these types of initiatives? Do you feel that the governments of developed countries have neglected this type of aid?**

As citizens of the United States -or from any other spot in the first world- we still have much left to do in the fight against hunger and sensitize those who are in charge, so that measures are taken. Although I am very proud of all the work that we have done at the Food Bank for New York City and the Mario Batali Foundation, I am aware that we will never reach a time when we feel our job has been done nor that we could ever delegate in governmental initiatives and elected politicians.

**With your personal interpretation of Italian cuisine you have managed to make the most demanding critics in the United States surrender at your feet, and you have even managed to make your restaurant Babbo Ristorante and Enoteca in New York be awarded the coveted New York Times 3 Stars distinction, making it the first Italian restaurant to achieve this in 40 years. Do consumers know about real Mediterranean cuisine? Or are they just content sticking to pizzas and tapas?**

I think that New Yorkers -and North Americans in general- associate Mediterranean cuisine with fresh products, seasonal ingredients and reasonably sized portions. Pizzas have the advantage of being one of the most demanded fast-food choices, but *tapas* and Mediterranean cuisine in general, have definitively left their mark on the consumer. What those of us that live in the Big Apple most like, is to find a Roman *trattoria*, an Israeli restaurant and a *tapas* bar, all on the same block.



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**And speaking of *tapas*... Spanish cuisine has been much ignored in the United States, at the expense of Italian cuisine, but in recent years thanks to chefs like you and José Andrés, typical Spanish food like *bocadillos* (sandwiches), *montaditos* (canapé-sized sandwiches)... are being increasingly appreciated. Are *tapas* the latest fast-food trend?**

Definitively. Personally, what I most like about *tapas* is how they can radically change the evening's mood. Suddenly the rhythm at the restaurant slows down, people have a good time and share things by simply switching from the typical menu to some small plates of Mediterranean food.

**Going back to olive oil... It seems that the consumer still knows very little about this product and sometimes chooses other fats for cooking and seasoning. Have you been aware of this reality in your restaurants? Do you think this product is poorly promoted?**

At many of my restaurants we like to display the oils as if they were wines, at the bar. Without going any further, at our New York OTTO restaurant -where we prepare cured meats, antipasti and vegetables- we have a wide variety of EVOOs continuously on display.



Photograph by Quentin Bacon





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Of course keeping them in showcases is also a way of storing them, but we feel that for clients it can be very pleasant to see what products we are going to use in their dishes. At EATALY (New York) we have our own peculiar and brilliant olive oil expert Nick Coleman, who visits Italy annually in search of the best olive groves and producers, to line up their EVOOs and be able to offer total traceability from tree to table. When you visit EATALY NYC, Nick is there in person to help you choose the perfect extra virgin for your needs. He is completely obsessed by this product, and any client that spends 5 minutes with him becomes an extra virgin olive oil enthusiast.

**We know it is a product that you really like. In fact, you have a brand of extra virgin olive oil yourself, under the Umbria PDO. What encouraged you to do this?**

I wanted to recall the flavor that I love so much and have tasted in Spain and Italy, and make it accessible to any home in the United States. At home I cook with the basics: extra virgin olive oil, Maldon salt, pepper and vinegar. I always, always have these basic ingredients at hand, as well as my Umbria PDO EVOOs, and other favorites of mine such as *Primo* or *Capezzana*. If you have your tools on view, you can be sure you'll use them!

**Social media give us a unique platform to get to know our clients, fans or consumers. It seems that with these networks and cooking reality shows like *MasterChef*, the consumer is becoming more interested in cooking. Do you think cooking is trendier than ever before?**

Cooking is trendier than ever before because television channels offer gastronomy to the consumers 24 hours a day, seven days a week, and they make it seem very cool. Although I must say that I would never advise anyone to enroll in a cooking school to try to become famous. There must be a passion for it first, and later, perhaps, the *followers*. And if they never come, at least you will have filled your life with damn good food!

**Our star question... If you had to choose a menu for one last dinner, what would it be?**

Linguine with clams or a never-ending platter of fresh seafood, to enjoy while sailing by the Amalfi Coast. Ah, and a glass -or a bottle, since I'm asking- of Vermentino wine.

**More than 30 restaurants around the world, a dozen books published, your own seasoning mixes, kitchen appliances, television shows, various philanthropic projects... What have you got left to do?**

A perfect game of golf?

*“At EATALY NYC we have our own olive oil expert, Nick Coleman, who helps each client choose their perfect extra virgin. Five minutes with him and you become an extra virgin olive oil enthusiast”*



Photograph by Hannah Thomson





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# 2018 agenda

By Cristina Revenga Palacios

## Training and EVOO: How Much Do You Know About This Liquid Gold?

We travel the world to delve into the interesting and exciting training experiences offered by different entities, associations, companies, schools, centers and universities that focus on gastronomy and extra virgin olive oil. Top-level culinary training in its purest form. Who said that studying was boring?



### UNITED STATES

#### Course on the sensory analysis of olive oil in California

The California Olive Oil Council (COOC), in collaboration with the prestigious Italian National Organization of Olive Oil Tasters (ONAOO, in its Italian acronym), will continue in 2018 with the training course that began a year ago on the sensory analysis of olive oil. This seminar -held at the headquarters of this entity in California- will explain the official tasting techniques, as well as the training required to enable the recognition of defective and positive attributes to be found in this food. In addition, throughout the activity, various international samples of EVOO are presented and tasted. An initiative that helps develop each participant's capacity to determine a comprehensive flavor and quality profile of olive oil. A unique opportunity to train in sensory analysis.

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





## NEW ZEALAND

### Olives New Zealand's Training Activities

We travel to New Zealand, where various activities are organized by Olives New Zealand. Thus, in 2018, the Focus Field Days are due to take place during the month of February in the Northland, Hawke's Bay, Wairarapa, Nelson and Canterbury regions, during which and by way of several field day visits, they will introduce the Focus Grove Project, which will study the improvement of tree productivity. A month later, in Auckland, a seminar will be held on the processing practices that improve the quality of EVOOs; and later on, in October, New Zealand's capital city, Wellington, will host a seminar that will allow to understand where the excellence of an oil resides, featuring the prize-winning juices at the New Zealand Extra Virgin Olive Oil Awards.

[www.olivesnz.org.nz](http://www.olivesnz.org.nz)



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## UNITED KINGDOM

### Solving queries with Judy Ridgway

In recent years, writer and journalist Judy Ridgway -one of the most internationally acknowledged olive oil experts- imparts series of much sought-after classes on the appreciation and tasting of EVOOs from different parts of the world in London and Brighton, for one day only. These training activities provide an answer to the following questions: what is olive oil?; why try it?; how does the tasting process work?; how is oil produced?; as well as teaching about the standards for extra virgin olive oil; defective oils and how to recognize them; their description; the specific flavor characteristics; the origins, designations and labeling; the importance of varieties, and that of the cultivation and timing of the harvest; and olive oil at the store and at home. Ridgway is also open to organizing advanced tasting courses, targeted at people who already have experience in olive oil tasting and will take suggestions... Want to sign up?

[www.oliveoil.org.uk/index.html](http://www.oliveoil.org.uk/index.html)



### Spanish Olive Oil School

Expanding EVOO culture in the United Kingdom. With this goal, a novel concept on British soil has recently seen the light: The Spanish Olive Oil School, launched by Elena Gracia and María del Mar Fernández, two Spanish ladies who have settled in London, and share a passion for extra virgin. With this school they intend to approach different collectives, from private individuals to professionals such as chefs, importers, distributors or specialized shops, offering tasting sessions, master classes, workshops and introductory or advanced level courses. At present, the school features oils produced in Spain, but EVOOs and tasters from other countries are also welcome, with the aim of gradually enriching the training and tasting experiences offered.

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







## THE NETHERLANDS

### The Savantes International EVOO Program

The Tire Station Hotel in Amsterdam will be the scenario for the presentation, in March, of the Savantes International Extra Virgin Olive Oil Program, directed by Simon Field, in which the participants will be able to taste the world's best EVOOs, so as to deepen their knowledge of tasting, their skills and their experience. This three-day course becomes an independent hub on the commercial importance of extra virgin olive oil and its attributes and among its participants are producers, distributors, retailers, chefs, media and consumers. This activity is also a global movement that connects people across the world, promotes respect for the juices from producer countries and opens the door to becoming a member of Savantes, or a Registered Savantes EVOO Member. The International Savantes Extra Virgin Olive Oil Program takes place regularly in the United States, Italy, United Kingdom, Spain, New Zealand, Australia and South Africa, and since 2001 this entity has held different olive oil tasting programs in various countries. And this is because the Savantes network includes more than 600 suppliers and tasters from all over the world.

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



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**SPAIN**

**The Úbeda Center for the Understanding of Olive Oil and the Olive Grove**

Located at the “Casa de la Tercia”, a singularly beautiful historic 17th century building in Úbeda, Jaen -declared a Unesco World Heritage Site- the Úbeda Center for the Understanding of Olive Oil and the Olive Grove is a space for oleo-tourism that is dedicated to the dissemination and study of olive grove culture and extra virgin olive oil. The center spreads over more than 1,200 sq. m. (12,900 sq. ft.) including different spaces such as a museum area, a walled patio, various exhibition halls, a cooking classroom, a training classroom, an area for children, several conference halls and a gourmet shop, where the members’ products can be acquired (EVOO, pickles, jams, chocolates, cosmetics, pottery...). Throughout the year, this space, managed by this association, programs multiple activities in Spanish and English, such as museum visits (individual or groups), oil tasting workshops (including tastings with pairings), oil tasting courses (beginner, advanced and development levels), visits to oil mills, strolls through the olive groves,

cooking workshops and cooking performances, the “Olivar y Aceite” Oil Tasting Club (six sessions annually), oleo-tourism packages, symposia and conferences as well as initiatives for children (guided visits, oil tastings, cooking workshops, etc.). An environment in which to enjoy oleo-tourism in Jaén, and plunging into the ancient culture of extra virgin olive oil. Definitely a place you should get to know in Úbeda.

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



Photograph by Marc Vila

**Olive Oil Evaluation Course**

The Mòn Sant Benet cultural, touristic and entertainment project, located on the outskirts of Barcelona, is the place chosen for imparting a course during the month of March, on how to evaluate olive oil (*Curso de Evaluación de Aceite de Oliva*). Organized by the Catalanian Institute for Research and Technology in the Agro-food Industry (IRTA, in its Spanish acronym), in collaboration with Extra Virgin Alliance (EVA), the course will instruct on the main quality criteria used for olive oil, the skills needed to carry out tastings, and how to identify wrongly labeled oils, as well as how to interpret the results of sensory and chemical analyses for olive oil commercial and marketing purposes. This training course, which will be taught in English, combines theory and hands-on tasting sessions, as well as daily round tables for debating and commentaries amongst attendees. It will also include the participation of national and international experts. An initiative that provides the necessary tools for the tasting, analysis and understanding of olive oil.

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



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TOOLS FOR THE TRADE:  
 TASTING, TESTING AND  
 UNDERSTANDING OLIVE OIL

19-23 March 2018  
 Barcelona, SPAIN



**A Journey to the World of Olive Oil at Oleícola San Francisco**

Located at the heart of Jaen, in the region of La Loma and close to the World Heritage Sites of Baeza and Úbeda, Oleícola San Francisco opens its doors to the traveler and offers its proposal for oleo-tourism: "Discover how we make it." Their "Journey to the world of olive oil" gives travelers the chance to discover the secrets of olive oil, the undisputed soul of this region, its history, traditions, customs, curiosities and both the old and modern methods of its production. By ways of the comprehensive "Program for Permanent Activities" that revolves around the world of olive oil, and guided by master artisans and oleo-tourism professionals, guests will get to know the oil mill, olive trees, harvest, tools used for farming, the efforts made for the care of this millennial tree... Guided visits to the oil mill and olive grove, their star product called "Olive pickers for a day," workshops on *tapas* with EVOO, or meals "Degusta Jaen" ("Taste Jaen") are some of the many initiatives that can be found at this mill, that has been acknowledged and awarded prizes for its promotion of olive oil culture.

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



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## ITALY

### O'Live & Italy: yoga, hiking and EVOO-tasting

Welcome to Maripa Queendom! In 2009, Maria Paola Gabusi, extreme sports photographer from Milan, moved with her family to her grandparents' house, a large farm surrounded by an olive grove, which had been uninhabited for 50 years. Gabusi refurbished this beautiful spot located on the western shore of Lago di Garda with care and charm, and then studied the region's culture, which is closely related to olive oil and the olive tree, training to become a professional olive oil taster. This place recovered its original warmth, and was enriched with passion and commitment when it became the headquarters of O'Live & Italy, a non-profit organization that organizes international courses and Master Degrees for tasters and lovers of EVOO from across the world, who can discover the culture and flavors of the olive juice on the premises. In 2018, O'Live & Italy plan to carry out three international master degrees for tasters, chefs and olive oil experts. These will include contents on health benefits, pairing and tasting the world's best EVOOs. These trainings usually also include other culinary initiatives, as well as visits to oil mills, yoga or hiking.

[www.oliveitaly.it](http://www.oliveitaly.it) / [www.maripaqueendom.com](http://www.maripaqueendom.com)







## FRANCE

### Haute École Française de Dégustation d'Huile d'Olive Fabienne Roux

Would you like to develop your senses in a pleasant environment and become familiar with the art of olive oil tasting and the life cycle of the olive tree, the emblematic tree of the Mediterranean countries? Learn more about this noble nectar and the journey it takes from tree to table. To do this, the elegant French city of Aix-en-Provence welcomes you to the Haute École Française de Dégustation d'Huile d'Olive, run by professional taster and olive-oil expert, Fabienne Roux. Courses on sensory analysis for professionals and sommeliers are organized, where they are taught how to taste and use extra virgin olive oil. The training activities, that constantly update their scientific and didactic content, are aimed at satisfying a wide range of professionals and cover all phases of the production process, from agronomy to extraction techniques, sensory analysis and marketing. In addition, the methodology is adapted as much for people with proven formation and competence in the matter, as for those who are just beginning to show interest in EVOO, so as to obtain a solid base of knowledge. The activities are always complemented with practical exercises and "Ela otours," which include visits to farms, oil mills and all types of plantations (traditional, modern, large or small). A place for exchange, experimentation, debate and the defense of quality in extra virgin olive oils, according to its organizer, who endeavors to keep the technical know-how and ancestral tasting practices alive, making them accessible to all.

[www.fabienne-roux.org](http://www.fabienne-roux.org)



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## JAPAN

### The Olive Oil Sommelier Association of Japan

In 2005, in the country of the rising sun, the Olive Oil Sommelier Association of Japan (OSAJ) was created as an independent association with more than 1,600 members, whose objective is to bolster among Japanese consumers a healthy market for olive oil. As well as carrying out promotional activities and research projects, this entity organizes, amongst other activities, cultural programs for the better appreciation of the olive culture and the enjoyment of EVOO, study trips to producer regions, as much in Japan as abroad; as well as a Junior Sommelier Program, an introductory course on the history, varieties, use and production of extra virgin olive oil, that will provide a basic understanding of the tasting process; and the Sommelier Program, an advanced course on the sensory analysis of olive oil, that covers the history, the sector's trade regulations, the nutritional characteristics of extra virgin olive oil, the grinding and processing of the olive, as well as the cultivation and characteristics of each variety. This association also hosts Olive Japan, the International Extra Virgin Olive Oil Competition, which takes place in April; and the Olive Japan Show, that will take place in June 2018.

[www.oliveoil.or.jp/en](http://www.oliveoil.or.jp/en)



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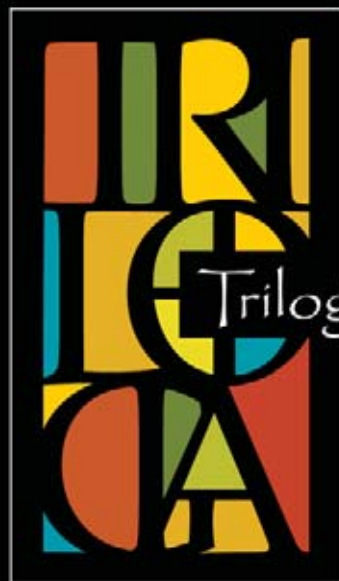


## CROATIA

### Foodpairings with Chiavalon Extra Virgin Olive Oil

We travel to the Istrian Peninsula, the largest in the Adriatic Sea, located between the Gulf of Trieste and the Kvarner coastline. In this region of pleasant climate, spectacular landscapes and 242 kilometers (150 miles) of coastline, one discovers Vodnjan, a charming medieval settlement where the Chiavalon Company organizes guided visits to their small family farm that specializes in producing top-quality extra virgin olive oil. During the tour, this company explains the origins of olive oil production in Istria and the history of the family, as well as the way by which the best quality EVOOs are produced. Chiavalon has a beautiful farm where, in 2008, a modern sampling hall was built, in which guided tasting sessions, *foodpairing* activities and tours take place, always with extra virgin olive oil as the grand protagonist. The main objective is to teach clients and visitors how to recognize a good -and authentic- EVOO on the market, and how to use it in everyday life.

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



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# Organic and Biodynamic

## EVOO With Standards For Today's Society

By José Luis García Melgarejo

How extra virgin olive oil can -and must- go beyond its organoleptic and sensorial qualities, its health benefits and its culinary and gastronomic properties, and boost other attributes to satisfy our social conscience.





Olive oil-producing companies can be of benefit to society by managing their business correctly, creating employment, paying their employees decent wages, innovating and contributing to human progress or paying their taxes that finance public infrastructure and services. It is undeniable that a company's main goal is wealth creation, yet society no longer values companies based solely on their financial returns, but is increasingly interested in the company's positive actions towards its social and environmental surroundings.

Agricultural and entrepreneurial activities involve externalities added to their main productive function. However, these external effects can have a negative or positive impact. Thus, the concept of multifunctionality has been applied for over two decades to food production systems. With this approach, new values have been added gradually into products derived from their stronger commitment to the preservation of natural resources, the maintenance of agricultural landscapes, the contribution to geographical balance and rural development.

Recently, Harvard University Professor, Michael Porter, launched a strategy known as Creating Shared Value (CSV), a step beyond the concept of social responsibility. This new paradigm encourages the corporate world to renew their business procedures, creating activities that are beneficial for companies, customers and the planet.



### *New Focus*

It's not simply about doing charity work, but contributing to society in proportion to what one receives from it. This not only provides the businesses with the satisfaction of giving back to the social environment, but also contributes to having consumers recognize this commitment to society as another element of their product's attributes. What could conceptually be called the "non-trade concerns" of today's society is most notably an opportunity for groups of olive-growers and extra virgin olive oil producers. New approaches like the MEWE theory that enables us to see the world in a different light, leaving individuality and personal satisfaction behind (ME) to focus on the whole and on collective satisfaction (WE).

The olive oil sector has recently been witnessing new and more advanced productive systems from a perspective of social responsibility. Such as the organic olive grove concept that pioneered in the 80s, constantly evolving till present day and becoming one of the sectors of greatest growth and international recognition. There are, however, more advanced projects that seek excellence, learning about and considering their social and environmental surroundings, acting in an ethical and transparent manner,



72

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Pure organic olive juice of october.





accepting their role as engines of sustainable development and taking into consideration their stronger commitment to society and the environment as a competitive advantage.

Taking the basic fundamentals established by official regulations or private standards applicable to the agribusiness environment in general as a starting point, farmers, industries and businesses in the sector could voluntarily apply stricter requirements and environmental goals. From the perspective of waste management, water and energy consumption, optimization of packaging and transportation, taking the principles of reducing, reusing and recycling a step further, and propelling the evolution of organization processes towards lower environmental impact. From the social perspective, responsible companies commit to engaging in strict compliance of the existing regulations, to ensure that human, social and worker's rights are being respected wherever their activities are carried out. But also collaborating with social organizations in the field of health, supporting disadvantaged groups or sponsoring cultural and sports activities.

Olive juice is one of the pillars of the Mediterranean Diet that promotes good health. Its quality and nature depend on the way in which it has been made. In the culinary field it has an increasingly recognized value around the world. But, it helps us enjoy it more if it has the added value of happiness, adding other attributes that satisfy our social conscience to its organoleptic and sensory qualities.

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



*Projects That Are  
Eco-Friendly... and  
Charitable*

*By Cristina Revenga Palacios*

Here are some of the most beautiful and charitable initiatives with organic EVOOs as protagonists and tools.



**SPAIN**

***Gloriae, an EVOO To Change Lives With***

In 2016, with the birth of Eco-Litsae in Úbeda, Gloria Romero and Rosa González undertook the beautiful journey of commitment to sustainability, fair trade and social causes through a philosophy based on the respect for human beings and mother earth. In coordination with the Fundación F.E.L.Í. (Foundation for Children Education and Training, in its Spanish acronym), the company that produces the organic EVOO *Gloriae* began to provide both social and educational coverage to families in need in Úbeda, collaborating with the city's solidarity network and donating over 10% of their sales. But their generosity and solidarity activities have expanded to other countries such as Senegal, where they have worked non-stop since 2011. There they have built a school and a library in Diara Dieri, created a women's association and contributed to eradicating female genital mutilation in the region, among other actions aiding the local community. Fundación F.E.L.Í.'s solidarity and collaboration has also reached Nepal, with the refurbishment of a school or the provision of food after the devastating earthquake that struck part of the Asian country in 2015.

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





**Re-present and Lady Exceptional, Gifting Life** Enthusiasm, social awareness and the conviction that everyone should work together to make a better world were the premises that led José Luis Sosa and Amelia Medina to create the project Re-present, backed by the South Walker company. Under the brand name *Re-present*, this firm from Jaen offers different varieties of EVOO, among which is their organic Picual extra virgin olive oil, and the possibility of personalizing the product, donating 15% of the price to a charity organization chosen by the customer in any part of the world. Without a preference for any initiative in particular, the company offers the possibility to collaborate with cancer research through various foundations. With *Lady Exceptional*, another of its brands that include an organic Picual EVOO, the company has created a campaign called “*Let’s Beat Cancer*” collaborating with research centers by donating 1 euro for each of its cans to the Fero and Cris Contra el Cáncer foundations.

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



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nuestra cultura y  
nuestra gente



FUNDACIÓN FELÍ  
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y la Formación Infantil **PROYECTO SOLIDARIO**



## GREECE

### Bläuel Greek Organic Products, Sustainability and Cooperation

Thirty years ago, Austrians Fritz and Burgi Bläuel started the organic EVOO and gourmet products company, Bläuel Greek Organic Products, and in doing so were building a future along with farmers and the families of Western Mani, a fascinating and picturesque peninsula in the Peloponnese, where they have helped more than 300 families introduce organic farming into the region and preserve traditional olive-tree cultivation methods. Their *leitmotiv* is: respecting man and nature, building their business on the principles of environmental and social responsibility and its precepts: commitment to organic farming; ethics, worker equality and respect for consumers; sustainability, reducing their environmental footprint; and social commitment. At this point, the company cooperates with local schools and the regional center in environmental education through organizing guided tours of the factory, educational meetings with students and teachers and distribution of informative material. Bläuel also support local animal welfare associations and the Gaia association, an environmental group that organizes a volunteer firefighting squad. As a continuation of their commitment to preserving the region along with the search for economic development of its inhabitants, the Bläuel family also created Mani-Sonnenlink, a certified eco-friendly hotel and a meeting place for meditation, alternative therapies and culture, where they organize music festivals and seminars that help preserve, rediscover and promote ancient Greek traditions expressed in dance, music, gastronomy or the olive harvest.

[www.blauel.gr](http://www.blauel.gr)



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24h  
in your kitchen  
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PROTECTED ORIGIN DESIGNATION (PDO)

**SIERRA MÀGINA**  
JAÉN - ANDALUCÍA







## FRANCE

### Les Pastras, Generous With The Little Ones

Les Pastras is an organic farm in the heart of Luberon in Provence. Eleven hectares (27 ac.) of land where they produce wine, honey, truffles and of course, extra virgin olive oil, representing the region's native olive, Aglandau, with a smooth and creamy texture, walnut nuances and the golden hue of the sunset. The farm is run by Johann and Lisa Pepin, a Franco-American couple who moved to Provence from Chicago in 2003 to take charge of Johann's family property. The couple felt lucky to receive this beautiful property and set out to give thanks by donating 50% of the profits earned from their EVOO and truffle oil to children charities such as One Family Orphanage (Haiti), The Lifeline Syria Challenge, Big Brothers Big Sisters of America, Caring for Cambodia, Children of Ebola Survivors and Ebola Orphans and HIV/TB Children and Families in Sierra Leone. Tourists from all over the world visit Les Pastras to pick olives with the Pepins and enjoy EVOO and wine tasting sessions, experiencing the genuine Provençal life. These guests often "adopt" an olive tree: by paying an annual fee, the tree will bear an engraved plate and can be visited by the adopter, as well as receiving olive oil obtained from its fruits. A portion of the income earned with each adoption also goes to children's charities.

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

*We don't just produce  
Organic Extra Virgin Olive Oil*



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## ISRAEL

### Sindyanna of Galilee, the Taste of Fair Trade

How can an olive oil create hope? The answer lies in *Extra Peaceful Olive Oil*, the new brand by Sindyanna of Galilee, a non-profit organization run by a group of Arab and Israeli women seeking social change convinced that “working together, life tastes much better”. Among their projects is an exceptional -and award-winning- line of Premium organic EVOOs and other fair trade foodstuffs born from the Arab-Israeli cooperation, promoting female empowerment to create economic, education and job training opportunities for women; working with disadvantaged Arab and Israeli population; and supporting local producers with which they establish relationships based on integrity, trust and mutual respect. Through the artisanal production of their extra virgin olive oil -Kosher and USDA certified- obtained through sustainable farming methods in olive groves planted on derelict land, the women of Sindyanna are inspired everyday to be agents of change and build bridges between the Arab and Israeli communities, serving as an example for children and promoting peace among future generations. A joint effort that aims to be the microcosm of a society based on solidarity and brotherhood. The colorful design of the labels, drawn by the Sindyanna children, illustrates the ideas of optimism, union and hope. Their catalogue of fair trade products includes delicious *za'atar* spice mixtures, carob syrup or almond, honey and olive oil soaps, as well as traditional handicrafts (palm-frond woven baskets, embroidery...).

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



NATURALMENTE BIOLOGICO







"With rigorous studies and continuous search for innovation, we strive to preserve the typicality of the olive cultivars. Crushing technology conceived to obtain the very best from each olive variety."

*Giorgio Mori - Owner T.E.M.*



Giorgio Mori's passion for premium olive oil was the inspiration to search for innovation.

From early 90's rigorous studies led him to understand how technology in crushing mills could maximize the positive features in oil production. There is a new emerging generation of farmers today, totally dedicated to quality, who are sharing the same vision: enhance and preserve the extraordinary features of the olive varieties thanks to the ultimate technology.

This leads to successful products and prestigious international awards. A success that is a combination of total commitment and know-how. Fonte di Foiano in Bolghery (Tuscany) and Le Tre Colonne in Giovinazzo (Apulia) are two perfect examples of this ideal synergy. Two family owned companies searching for a proper technology to give value to their extraordinary olives, found in Giorgio Mori TEM the winning solution.

Giorgio Mori developed with them dedicated customized equipment that allowed to produce outstanding olive oils and thus grow in the premium oil panorama. A celebration of olive cultivars, treasure of biodiversity and excellence.



**MORI-TEM**  
**INNOVATION**  
**IN CRUSHING**  
**TECHNOLOGY**

for information [www.tem.it](http://www.tem.it)





# FONTE DI FOIANO GRAND CRU

by Di Gaetano family

1076mg/kg Polyphenols with elegance

Grand Cru "The Best 20" FLOS OLEI 2018

# LE TRE COLONNE CORATINA

by Salvatore Stallone



Simply the best Coratina

Coratina - "The best 20" FLOS OLEI 2017



In the surroundings of Bolgheri, where excellent wines like Sassicaia are also produced, *Fonte di Foiano Estate* is placed strategically, reflecting all the main attractions Italy is admired for. Geo-climatic factors are just the starting point, combined with the passion of the company owners Paolo and Simone Di Gaetano in their search for excellence and quality. The Di Gaetano family perfectly associates the gifts offered by land with modern and efficient production technologies. Nature alone was not enough to grant a perfect Extra Virgin Olive Oil and their customized crushing allows the production of oils extremely high in polyphenols, bitter and piquant with an extraordinary bouquet of vegetal notes. *(for information: export@fontedifoiano.it)*



The Stallone family has been devoted to olive trees growing and olive oil production for three generations. Based in Giovinazzo, with more than 6,000 trees almost all secular, of Ogliarola Barese, Coratina, Picholine. Salvatore Stallone dedicated his life to the production of a superior quality extra virgin olive oil, upgrading his crushing equipment and production process.

Processing methods during harvesting and crushing allow *Le Tre Colonne* to produce outstanding olive oils extremely high in polyphenols: a combination of taste and excellent nutritional properties. The decision to produce a monocultivar of Coratina in a market that would favor the sweet oils has been a challenge for Salvatore Stallone but a real success. *(for information: letrecolonneexport@gmail.com)*









# The Ring

By Pandora Peñamil Peñafiel

## Chefs on the Ropes: The Roca Brothers, A Three-Way Fight

It all began in 1920 with Joan Roca and his wife Angeleta, who were Joan, Josep and Jordi's grandparents, and then came Monserrat Fontané, the matriarch of the Roca clan and key element to understanding the vocation of these three brothers who managed to position their Celler de Can Roca as the Best Restaurant in the World (currently the third) in 2013 and 2015. The third generation of this restaurateur saga who would devise impossible dishes from the second floor of their parents modest house of meals, Can Roca, has managed to merge the highest *cuisine d'auteur* (3 Michelin stars) with the teachings of Fontané: cooking with respect, affection and generosity. Will they exit The Ring victorious? Welcome to the passionate private world of the Rocas.

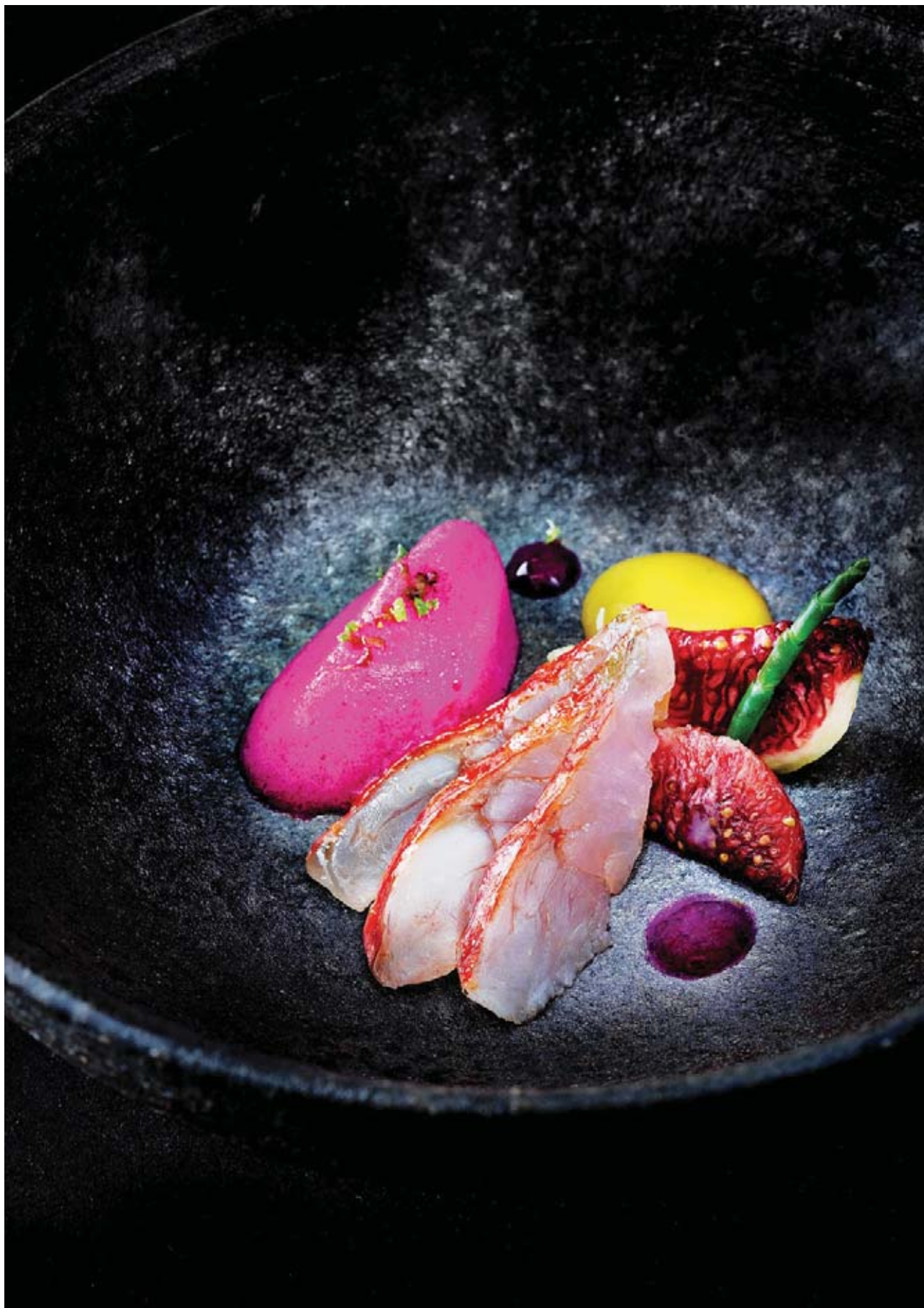






## we asked them...

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







## Joan Roca, Chef

*THE KITCHEN*

*“EVOO is the guiding thread in our cuisine and it is present in practically every dish we make”*  
(Joan Roca)

1. The Mediterranean.
2. An afternoon snack made with olive oil and sugar on toast.
3. Landscape and authenticity.
4. It is the guiding thread in our cuisine and it is present in practically every dish we make.
5. To welcome our guests we serve a *bonsai* olive tree with olives hanging from its branches. In the latest version of this dish, the olives were made with an EVOO ice cream that provided unexpected freshness.
6. I always like to use various oils from different origins, such as Andalusia, Aragón or the Valencian Community, although I am always open to discover new varietals.







7. The lamb with bread and tomato that our grandmother used to make for us when we were kids.
8. I like Arbequina and Argudell. I like the fruitiness of the Arbequina; and the balance between pungency and bitterness of the Argudell, as well as its origin, Ampurdán (Gerona), which is so close to us.
9. Lately, I'm using one produced in Ampurdán, made from Argudell olives.
10. Pungent.
11. I consider it eternal.
12. Consumers are increasingly more aware of the wealth of this exceptional product.
13. I think it's a fantastic idea.
14. Extra virgin olive oil is one of the healthiest fats we can find in the world.
15. Indeed, I can't think of anything as versatile.
16. Always, always, we try all our products with our team with the aim of obtaining and offering maximum excellence for our clients.
17. Because it's culture, tradition, landscape, economy and health.

  
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*Tradition, Passion, Excellence.*

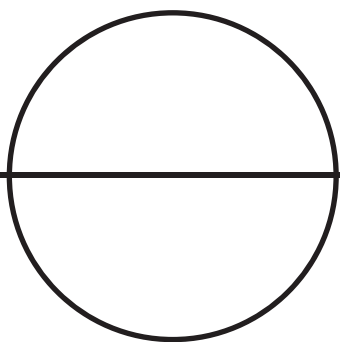


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## Josep Roca, Sommelier

THE ROOM



88

*“Olive oil existed before us and will still be around long after us and our trends and fashions”  
(Josep Roca)*

1. Liquid gold.
2. Potato puree with olive oil.
3. Ancient culture.
4. I like it especially in preserves and brine. Oh, and in *alioli*!
5. The improvement of this culinary fat thanks to its cold extraction.
6. Local varieties such as the Argudell, but we also enjoy Arbequina, Cornicabra, Picual, Hojiblanca, Empeltre, Koroneiki, Frantoio and Nocellara del Belice.
7. A *bocadillo* (sandwich) of kidneys in Sherry with a generous dash of extra virgin, garlic and parsley.
8. We use the Argudell a lot, yet I'm a total fan of Nocellara del Belice.
9. The EVOO produced in the Valle del Belice in Italy.
10. Fruity with a lingering finish.
11. Olive oil existed before us and will still be around long after us and our trends and fashions.
12. Up until relatively recently there wasn't a culture of creating high-quality olive oil. For that reason, unfortunately, we couldn't relay the attributes we can now convey with pride.
13. It offers without doubt, the opportunity of differentiation and delivering a faithful commitment to the Mediterranean way of life; and it also helps towards promoting the rich diversity we have in Spain in terms of olive varieties.
14. No, although our culture wouldn't understand if we gave it up.
15. It's possible. We could probably find another ingredient with as much versatility in our culture.
16. We partake in tasting panels in our area. We do it quite regularly in order to choose the best option in terms of taste and intensity.
17. Liquid gold, fruit of an ancient tree, essential to be able to understand what Mediterranean cuisine tastes like.

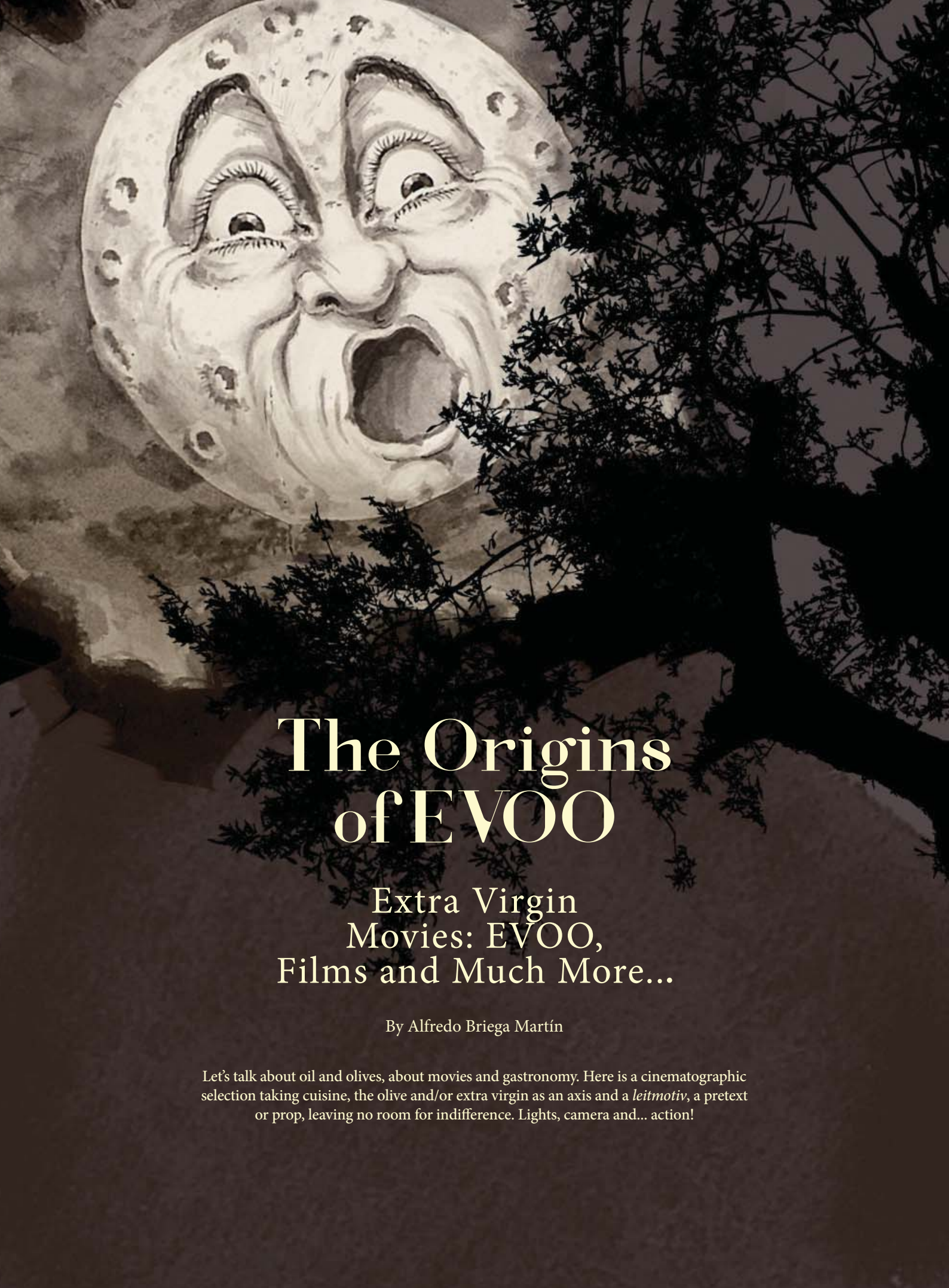
Jordi Roca,  
Pâtissier  
*THE DESSERT*



“There are plenty of reasons to consume EVOO. It is rooted in our culture, our tradition... and it is essential for the tomato-jamón-bread combo!”  
(Jordi Roca)

1. *Jamón* (Iberian Ham).
2. When I discovered Iberian acorn ham, I ate it with tomato and olive oil on bread.
3. Tomato and *jamón* on bread.
4. I love to spread some tomato on bread, add a small dash of extra virgin olive oil and crown it with a slice of *jamón*.
5. Its frozen version... Super refreshing!
6. The oils from Argudell, Picual, Hojiblanca, Arbequina and Koroneiki varieties.
7. 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.
8. Argudell, for its contrast with the fragrance of the *jamón*.
9. The one made with Argudell.
10. Sweet!
11. I think EVOO is more of an everlasting foodstuff.
12. Information: too much, in some cases, or too little in others.
13. I think its great.
14. A very healthy vegetable fat, but it isn't essential in other cultures.
15. Sugar may come close.
16. Yes.
17. There are plenty of reasons. It is rooted in our culture, our tradition, our landscape... and it is essential for the tomato-*jamón*-bread combo!





# The Origins of EVOO

Extra Virgin  
Movies: EVOO,  
Films and Much More...

By Alfredo Briega Martín

Let's talk about oil and olives, about movies and gastronomy. Here is a cinematographic selection taking cuisine, the olive and/or extra virgin as an axis and a *leitmotiv*, a pretext or prop, leaving no room for indifference. Lights, camera and... action!





## El Olivo

(Iciar Bollain, Spain, 2016)

In *El Olivo* (*The Olive Tree*) -her seventh fiction motion picture and third collaboration with the screen-writer Paul Laverty- the Madrid director Iciar Bollain, weaves in a symbolic tone an emotional tale of affections and disaffections, agreements and disagreements, with the economic and values crises as backdrop, using the ancient tree as a powerful iconic image of the Mediterranean landscape, land and identity. A beautiful story about the magical relationship between man and nature, and how ambition and meanness in the human being can corrupt this relationship. A poetic and moving film that touches the soul and vindicates the importance of family ties and nature in our lives, while it bestows value on the extraordinary natural and cultural heritage that the preservation of millennial olive groves can suppose.

**Recommended to:** *Lovers of soulful stories, and defenders of nature and our natural heritage.*







## Lorenzo's Oil

(George Miller, U.S.A., 1992)

Based on real facts, *Lorenzo's Oil* is a family drama that narrates a great story of the will to overcome. That of an Italian-American economist and his wife of Irish origin, and their fight to obtain a medicine that could save the life of their son, victim of a strange and terrible degenerative illness, known as ALD (Adrenoleukodystrophy). Ignored by the medical community, and refusing to accept the fatal diagnosis of an inevitable and early death, Augusto and Michaela Odone -Nick Nolte and Susan Sarandon- question the official treatments applied and embark on the search for a remedy that could save little five-year-old Lorenzo's life, declared terminally ill. The brave fight put up by these selfless parents that never gave up finds its reward in the discovery that gives name to the film, an oil which is synthesized drop-by-drop, that managed to delay the progression of the illness. Utilized since then as a preventive method for the treatment of ALD, Lorenzo's oil is made of oleic acid -very abundant in olive oil- and erucic acid -that abounds in colza or rapeseed oil-, a combination that reduces long term fatty acids, the main cause for the illness, an affection that provokes intense lack of myelin and progressively attacks the brain.

**Recommended to:** *Selfless parents and those who believe in miracles.*





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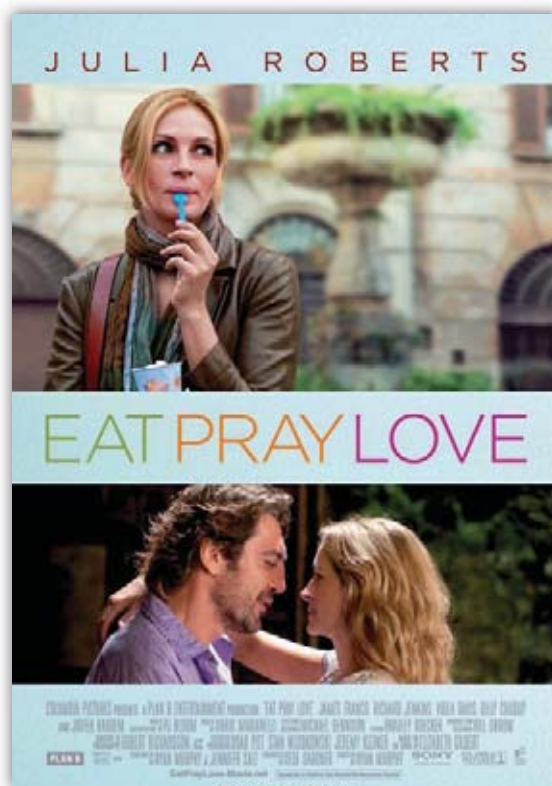




## *Eat, Pray, Love* (Ryan Murphy, U.S.A., 2010)

The adaption of Elizabeth Gilbert's bestselling autobiography, *Eat, Pray, Love* is a story of female self-affirmation, narrating the journey of initiation made by a woman in the middle of an emotional and spiritual crisis, when she decides one day to abandon her easy life -including her husband- and start off on a journey around the world to try and find her real self. During her particular year-off, she will be eating in Italy, praying in India and loving in Indonesia. In the part of the film that takes place in Rome and Naples, the protagonist -who has Julia Roberts' glamorous face- dives into the pleasures of Italian gastronomy in the form of ice-creams, Neapolitan pizzas -with olive oil, of course, which she falls helplessly in love with,- brushetta, *pasta al dente*, *spaghetti all'Amatriciana*... Italy has never been so edible.

**Recommended to:** *Italian food fanatics and women in need of a change of direction in their lives.*

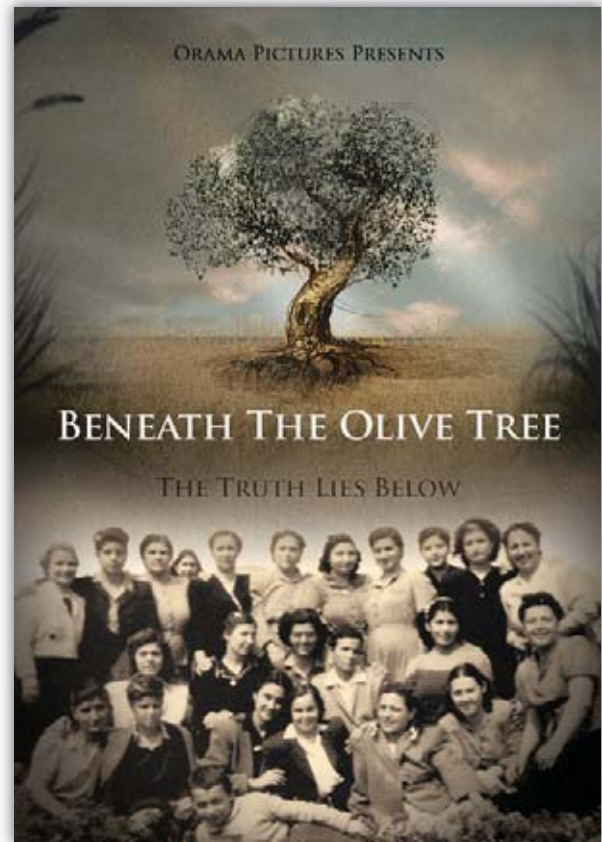




## *Beneath the Olive Tree* (Stavroula Toska, Greece-U.S.A., 2015)

Narrated by the North American actress, of Greek origin, Olympia Dukakis -who is also the executive producer,- *Beneath the Olive Tree* is a heartrending documentary that relates the atrocities suffered by thousands of exiled Greek women who were political prisoners on the island of Trikeri, in what was the largest concentration camp for women during the civil war that devastated the Hellenic country from 1946 to 1949. A somber chapter in the history of the country, that the Greek government still hides, which also unveils a terrible and moving family secret. Nearly three decades later, the discovery of seven notebooks written by these brave women during their captivity -one of whom was the grandmother of the director, Stavroula Toska- and buried under an olive tree -a symbol of peace, quite a paradox- revealed their inspiring real-life stories of survival and suffering, dignity and courage.

**Recommended to:** *Humanists and history lovers, even when it tells us about its darkest corners.*

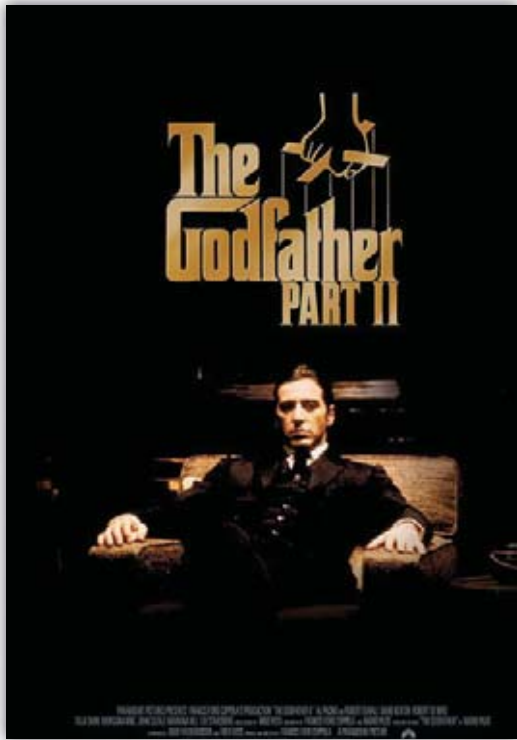


*Bastione di Sant'Armonio  
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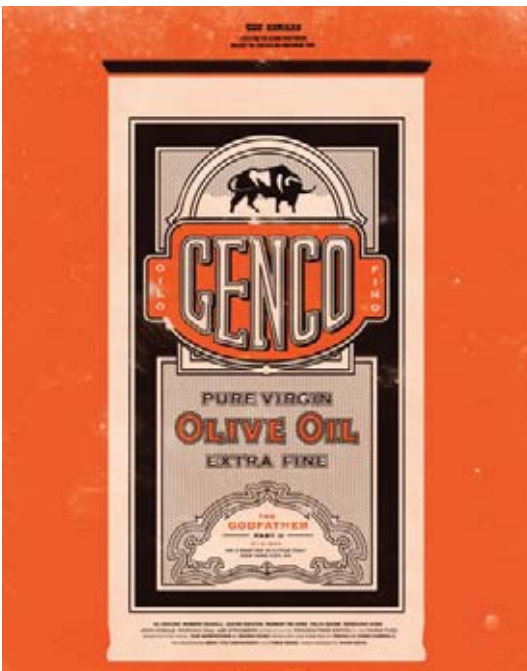


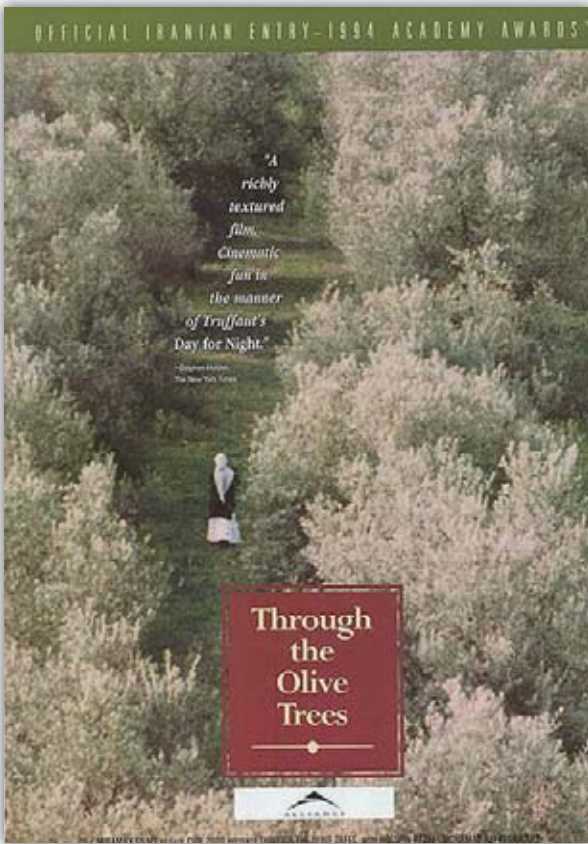


## The Godfather Part II (Francis Ford Coppola, U.S.A., 1975)

*The Godfather Part II* shattered the myth that second parts were never any good, overtaking its already acclaimed predecessor. And in both films olive oil takes a very significant place. *Genco Olive Oil*, the importing firm created by Vito Corleone and his partners Genco Abbando - the son of a grocery store owner and a close childhood friend, who's name the company takes and whom in time would become his personal *consigliere*, - Tessio and Clemenza, is one of the culinary icons of the saga. Corleone invests the better part of his capital in it, with Genco in charge of the storage of the product at his father's old establishment, whilst Tessio and Clemenza are in charge of selling the oil. The goal was none other than to establish a monopoly and thus gain complete control over the entire demand for olive oil in the U.S.A., thus supplanting market competition. In order to do this, one of the methods used was to reduce to a minimum the selling price of the oil, at the expense of a more than doubtful quality. To be able to export his olive oil, Vito needed the consent of the local capo, none other than his family's murderer, Don Ciccio. However, to fulfill his purpose Don Vito ends up abandoning marketing and resorting to the use of force.

**Recommended to:** *Exquisite palates without too many scruples.*





## Through the Olive Trees (Abbas Kiarostami, Iran, 1994)

Half-way between fiction and a documentary, *Through the Olive Trees* -the culmination of the *Earthquake Trilogy*-narrates the arrival of a film crew at a small village in northern Iran, in the Koker region, devastated by a terrible earthquake that killed tens of thousands of people. In the background, there is a love story between the two main characters in the film, Hossein and Tahereh, two young people who play the roles of a couple that had got married just after the earthquake, and whose relationship will compromise the production -in real life Hossein tries to persuade Tahereh to marry him.- The choice of non-professional actors, the technical simplicity, the naturalness of the language used, the true portrait of the protagonists' daily life portrayed with thoughtfulness and honesty, with attention to detail and the use of time, are all key elements in a film of unhurried rhythm, far from any noise, and that shuns all gender labels. Kiarostami's camera captures the movement in the olive trees, rocked by the wind, silent spectators of the couple's ups and downs. Movies and life, beauty and truth. A ray of hope, an essential film.

**Recommended to:** For those who are in love with the little big things in life.



# OP E - RA COLLECTION

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## *Non c'è pace tra gli ulivi* (Giuseppe de Santis, Italy, 1950)

Filmed on location in Fondi -the director's birthplace-, Itri and Sperlonga, *Non c'è pace tra gli ulivi* (No Peace Under the Olive Tree) is a rural drama with social content, belonging to the current of Italian neo-realism that followed the Second World War, a popular and progressive type of movie-making whose great representatives are, besides De Santis himself, Roberto Rossellini, Luchino Visconti and the Vittoria de Sica-Cesare Zavattini tandem. The film integrates political analysis, marked by class struggle, into the protagonists' private life, with the undertones of a peasant society that is still primitive and conflictive, that of his own native village. According to De Santis: "What characterizes neo-realism is not the new way of narrating things, nor is it the camera that abandons the studios to portray the realities of street-life, nor is it the use of non-professional actors and actresses: it is the clear and sincere facing up to the problems of our times, of our people." Common worries that include the denunciation of fascism and the exaltation of partisans, the underdevelopment of the country's southern area, the unemployment in cities, the social problems in the countryside, the status of women, the misery of the older population or crime in cities.

**Recommended to:** *Lovers of socio-political and nostalgic films with a strong social conscience.*



# UN CUORE D'ORO

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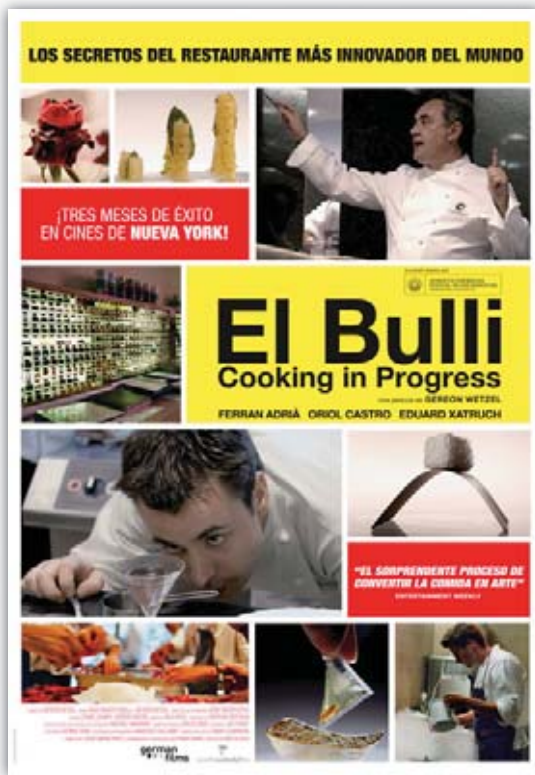
Solo da una scrupolosa selezione delle migliori olive 100% italiane e da una lavorazione sapiente del prodotto estratto a freddo può nascere un'autentica eccellenza di qualità certificata: Redoro, l'extravergine d'oliva che unisce gusto, tradizione e amore.

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## *El Bulli: Cooking in Progress* (Gereon Wetzel, Spain, 2012)

At El Bulli, Ferran Adrià's restaurant on the Costa Brava that used to receive nearly two million requests for reservations each year -it closed its doors in 2011,- everything was valid, except copying oneself. The menu would change completely at the end of each season and was never repeated. "Creativity means not copying," a Jacques Maximin aphorism, was the motto that guided the activity of Adrià and his team of chefs, who came from all over the world. The only possible way to give birth to his creations was to keep the restaurant open for just six months a year -nearly 8,000 clients, 50 every evening, for a 160-day season- so as to devote the remaining time to developing new dishes at his cooking lab, El Bulli Taller. *El Bulli: Cooking in Progress* is a documentary that brings us closer to the process of creation in the experimental and avant-garde cuisine by a chef whom many consider to be the world's best chef. Here, ideas sprout, are discussed and almost all the results are perfectly documented. A process that is in constant evolution, in which many ingredients and products are examined and interpreted in an absolutely novel way, with the use of surprising and inspiring techniques, which are the fruit of exhaustive research -sometimes taken to a burn-out point.- El Bulli is at once complex and simple, says its mentor. But, what exactly is *El Bulli: Cooking in Progress* about? Water, oil and salt, is Ferran Adrià's answer.

**Recommended to:** *Fanatics of El Bulli and Ferran Adrià, and culinary enthusiasts in general.*



## Our Summer in Provence

(Roselyne Bosch, France, 2014)

This lovely French dramatic comedy narrates the generational gap between the grandfather (Jean Reno), an ex-motorbike rider with a hippie past, who has traveled round the world before retiring to cultivate olive trees on his farm in Provence, and his three grandsons, whom he hardly knows, and who are going to spend the summer holidays at his home. An experience they will never forget. An ode to life and the importance of family, that talks about the difficult transition into adulthood and the need to build affective links to overcome the void produced by the lack of communication.

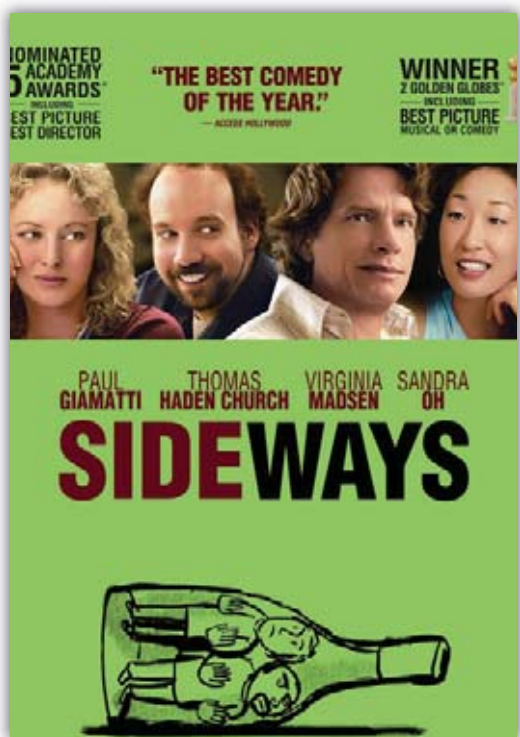
**Recommended to:** For lovers of family films with message and content.



Extra virgin olive Oil by Mimi:  
a product of excellence  
made in Italy







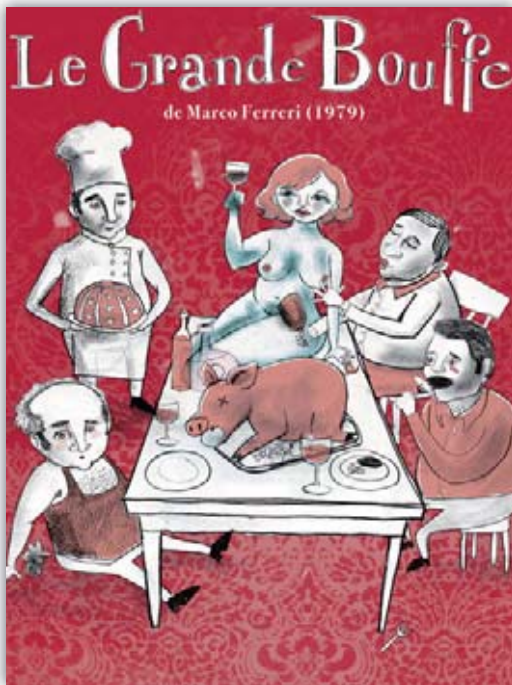
## Sideways

(Alexander Payne, U.S.A., 2004)

Winner of the Oscar for Best Adapted Screenplay in 2004, *Sideways* is one of the little gems of independent cinema. It deals with usual themes and common places, but which are, nonetheless, of interest: friendship and love, the loss of youth, mid-life crises, failed ambitions... all these issues are treated with humor, lucidity and good taste. The main characters are a would-be writer who is a wine enthusiast (Paul Giamatti) and an unsuccessful actor who is on the point of getting married (Thomas Haden Church). The film narrates their journey together through the wine-growing area in California (Napa Valley) a week before the wedding, taking it as a sort of bachelor party. With a masterful direction of actors and excellent interpretations and dialogues, the film -based on a homonymous novel by Rex Pickett- is a celebration of friendship that distills good humor and good times all around.

**Recommended to:** *Gourmet lovers, foodies and having-a-good-time adepts.*





## La Grande Bouffe

(Marco Ferreri, France-Italy, 1973)

Four friends, united by hedonism and the most absolute boredom, get together for a weekend in a palatial Parisian mansion belonging to one of them, with the purpose of undergoing a joint gastronomical suicide, consisting in eating until bursting point. They soon add another capital sin to their gluttony, lust, and thus, to the food orgy -the main role of the film, understood as festive, liberating and destructive- prostitutes are added. Obscene sex is intermingled with pigs, cheeses, hams, caviar... Controversial, transgressor, excessive, grotesque, sometimes scatological and even repulsive, one either loves *La Grande Bouffe*, or hates it. Quite a classic culinary movie, which has been interpreted as a pessimistic parable about consumer society and a radical attack on bourgeois conformity, as well as being a ferocious defense of the individual when confronted with social conventions.

**Recommended to:** *Bulletproof stomachs and lovers of heavy unprejudiced emotions.*

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INTEGRADA



A.A.A.A.





## Virgen&Extra

(José Luis López-Linares, Spain, 2018)

This is not an advertisement, nor a report, nor a corporate or institutional video. Produced by Antonio Saura and directed by José Luis López-Linares, *Virgen&Extra* (*Virgin&Extra*) is a rigorous and emotional film that delves into the universe of extra virgin olive oil, for some the gastronomical revolution of the 21st century. A journey from tradition to the future, that investigates the origins of this ancient foodstuff, born in the lands that are kissed by the Mediterranean, and that today has expanded all worldwide. Narrated by the voices of its main actors, to transmit its memory, legacy, wisdom and flavor. The secret -and the mystery- of the best EVOO, the path that olive oil will take in the world to come, the interest in innovations and internationalization, the health benefits of extra virgin, its role as Ambassador of the new Spanish and Mediterranean cuisine, the oldest and most beautiful olive trees in Spain, the cult to the avant-garde, coming from the essence of tradition... The adventure of olive oil is what *Virgen&Extra* is about. No more and no less than that.

**Recommended to:** *The devotees and those curious about EVOO Made in Spain, and its merits.*







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PICUAL TEMPRANO



EN LIMITADA





# The QvExtra! International-CEQ Italia Alliance Sets Out to Conquer U.S.A. and Japan

By Alfredo Briega Martín

The Shift Towards Internationalization in Favor  
of Quality EVOOs in Two of The  
Fastest-Growing Global Markets



At the end of 2106, QvExtra! International and the Consorzio di Garanzia dell'Olio Extravergine di Qualità (CEQ Italia) received a grant from the European Commission (EC) to promote extra virgin olive oil in different markets, as well as the SIQEV quality label, which certifies that the product maintains all its properties and organoleptic characteristics during the preferential consumption period. It bears remembering that in October 2015 both associations reached a historic agreement to promote quality extra virgins which will ensure the excellence of the product to consumers in both countries by means of this international quality certification.

The United States and Japan are the two chosen destinations to raise awareness about the virtues and excellence of Spanish and Italian extra virgins. The idea is to inform consumers in both countries about every aspect of the culture and traditions behind the olive-growing sector and provide a window into the reality of olive oil: where and how it is produced, its characteristics and recommended use for each variety, etc... Other goals include educating consumers on how to discern, value and appreciate the sensory and organoleptic attributes of EVOOs, guaranteeing a high-quality product that is obtained by meticulous agricultural methods, achieving stricter standards than those currently in force.

The European Commission approved project -which amounts to one million euros, of which the EU Executive finances 80%- extends over a three-year period (from January 2017 to December 2019) and includes various promotional and marketing actions carried out by both associations in the two countries: training courses at

culinary schools, dinners with journalists and stakeholders, setting up a booth at a major US trade fair, *in-store* marketing and promotion actions, PR activities...

### Promotion Activities

Activities began in the U.S. in June 2017 and two months earlier in Japan, and will continue on until December 2019. The proposed strategy, in both cases, aims to raise awareness about the nutritional, sensory







and health benefits of high-quality EVOOs in order to increase the consumer's perceived value. The recipients will be intermediary operators such as restaurants and foodservice managers, importers, distributors, gourmet shops, chefs and culinary students, journalists and *influencers*, physicians and nutritionists. They are all considered opinion leaders and the new ambassadors of quality extra virgins, entrusting them with the task of educating potential EVOO consumers, especially seniors and those aged between 30 and 50 open to innovation and creative cuisine trends.

In the U.S., training courses aimed at 90 future chefs -at least three per year, for three days in different cities- will be carried out in some of the country's most important cooking schools (Culinary Institute of America, The Kendall College of Culinary Arts, The Johnson & Wales University, The French Culinary Institute). In Japan, a course will be held annually in Tokyo aimed at 30 students of prestigious centers such as the Hattori Nutrition College.

At these courses, there will be theory lessons and practical workshops on the use of olive oil in the kitchen, studying this product in its double aspect of being both an ingredient and a dressing. For their part, students must create a recipe that introduces the use of EVOO into the local culinary tradition, with a prize given to the best fusion recipe.

Dinners with journalists and stakeholders in the United States -two per year- will be held in two different cities at restaurants such as The Bartolotta Restaurant (Milwaukee, Chicago), Eataly (Chicago or New York), Gibson Restaurant Group (Chicago) or Black Salt (Washington), with at least 30 diners. In the case of Japan, one dinner will be held per year in different cities -always in the same city as the training course- for the same number of guests, preferably in establishments with open kitchens. During dinner, each participant will receive promotional material about the campaign and journalists of the media invited (*Food & Nutrition, Better Nutrition, Taste of Home, Cooking Light, Food & Wine Magazine...*) will be encouraged to write at least one half-page article about the event.

The *in-store* marketing and informational activities in both countries will consist of 10 annual tasting sessions,

sampling and presentation of the products to at least one hundred clients, carried out in just as many stores and local chains of three cities over 5 days with the possibility of showcooking if the establishment has space enabled for that.

Regarding setting up a stand in a U.S. trade fair -tentatively, the Summer Fancy Food fair in New York,- the 40 sq. m. (430 sq. ft.) exhibition display area will adequately represent the image of quality extra virgin olive oils, as well as drawing the visitor's attention by means of live cooking sessions and providing maximum visibility of the informative material that will be designed for the occasion. Other interesting trade fairs would be Winter Fancy Food in San Francisco, Western Foodservice & Hospitality Expo in Los Angeles and NRA Show in Denver.

Lastly, the PR campaign -carried out by an agency with proven experience and know-how in both the U.S. and Japanese olive oil markets- includes the production of three press reviews per year informing of the different initiatives carried out, managing press contacts with the aim of obtaining 10 articles a year in specialized magazines, sending material and brochures to a minimum of 500 contacts plus blogs and social media, invitations to the different events to at least 300 contacts, etc.





# EVOO FILMS

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If this movie about your EVOO began with a flashback, where would it take us? What sparked your beginnings in the extra virgin olive oil industry and when did it happen?



If you had to highlight one sequence in particular, which would you consider was the best moment -known in movie terminology as the climax- in your brand's trajectory?



Before the closing credits roll in and *The End* appears on screen, is there anything still left for you to do in this industry?

ACEÍTES GARCÍA DE LA CRUZ, AGROLAND, ALMAZARA DEORTEGAS, ALMAZARA LA ALQUERÍA, ALMAZARAS DE LA SUBBÉTICA, CASAS DE HUALDO, CORTIJO SUERTE ALTA, DOMAINE FENDRI, EL JARDÍN DE ALMAYATE, FINCA DUERNAS, GRUPO VALDECUEVAS, HACIENDA GUZMÁN, JACOLIVA, LA PONTEZUELA, LUQUE ECOLÓGICO, MUELA-OLIVES, OLEALSA, OLEO QUIRÓS, OLIVAIS DO SUL, OLIVAPALACIOS, OLIVAR DE SEGURA, OLIVAR DEL AZARAQUE, OLIVAR DEL DESIERTO, RAFAEL ALONSO AGUILERA, SAT SANTA TERESA (1881)



# 145 Years of Avant-Garde Tradition

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

Aceites García de la Cruz



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We would travel back to the time of Abraham Lincoln, or even to the invention of the telephone, which revolutionized communications. That was when García de la Cruz was born, during the second half of the 19th century. Our EVOO has matured and evolved following the ebbs and flows and the trends of each period. We have learnt from each of them, always answering to the demands of our clients and consumers. That is what has made García de la Cruz an established brand in the extra virgin olive oil world.



Leading the market in Japan and establishing a US subsidiary have both been highlights in our development, given that both markets are the most important globally for our sector.

Raising awareness about extra virgin olive oil across the globe: health, pleasure and sensation. Starting a culinary revolution through extra virgin olive oil, adding an incredibly sensorial experience to each dish. We need to spread the knowledge about the benefits of EVOO to all corners of the world; not only about its health benefits, but also the enjoyment and stimulating flavor it provides.

Agroland - Colinas de Garzón

## A MASTERPIECE OF NATURE, CARVED BY THE HAND OF MAN

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



Our story began in 1999, when Alejandro and Bettina Bulgheroni discovered Garzón, a nook in Punta del Este where their family dream was born and today has become a reality.

This little Tuscany in Uruguay is a faithful example of a country that values authenticity and naturalness, able to combine tradition with technology, looking for a balance and harmony in each of their expressions.

Currently our company is distinguished as the best oil mill outside the Mediterranean basin. The World's Best Olive Oils ranking has placed Agroland, S.A. at number 14 out of the 25 best extra virgin olive oil producers in the world, and our Colinas de Garzón EVOO from the 2016/17 campaign has obtained more than 45 international awards, becoming the most lauded olive oil in Uruguay for the eighth consecutive year.

We intend to continue investing, innovating and incentivizing the best team of professionals in order to offer healthy and natural products that generate a high degree of satisfaction among our consumers, with absolute awareness of the vital importance that our land and our surroundings play, ensuring the care and sustainability of the environment.

## ORGANIC SINGLE-VARIETY

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Almazara Deortegas



## AT THE VERAISON OF LIFE

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



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A trailer filled with organic olives in perfect condition waiting to be ground in a queue for two days. The olives begin the oxidation process as the trailer heats up. Fermentation is clearly happening and the farmer, Marcelo, who powerlessly watches as his fruits go to waste after being tended to for a whole year at his olive grove, decides, along with his wife Rafaela, to build an oil mill and produce his own organic olive oil, in order to control the fruit's entire process.



One of the most intense moments came during the first campaign, when we still didn't quite know the quality of the product we had in hand. We came in at 3rd place in the TOP10 at the most important organic products fair in Europe, Biofach. That was when we understood that the olive juice we had made was something special...



To continue researching and experimenting in the path of sustainability for the sake of an increasingly aware and connected, regenerative and active agriculture, where responsible farmers in love with their land are given the value and respect they deserve for their labor.

## BLANQUETA'S & FARMSTED, BY THE MARTINEZ AND ALFAROS

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

Almazara La Alqueria



I would rewind to my early childhood, to the time when I opened my eyes under the shade of an olive tree rocked by the winds of La Mancha in my hometown (El Bonillo) and the green and silver color of its leaves hypnotized me... I was inside a basket made of thin olive branches that my mother braided with her tender yet strong hands.



There is no single separate moment. Those of us who love EVOOs experience a climax every year when the first oils from the new harvest begin to flow; and with the new sensations it generates in clients who, year in and year out, excitedly await the new vintage. Each year we write a new episode in the series.



To start all over again, experience alongside my family what I lived as a child, passing on to my children the love of mother earth and work, respect for the environment... To keep fighting towards opening the eyes of consumers to the greatness of a good EVOO and that my example may serve as a guide to other producers so that they can continue fighting for the nobility of the olive-grower profession; that is the legacy I want to leave the sector.

It is bitter, pungent, although well-balanced.

It should not be exposed to air, light, heat and cold;

if it is produced and conserved correctly then its antioxidant

properties will be guaranteed, and you will be rewarded

with both the taste and the nutrient content.

We guarantee its initial

quality and we collaborate

with distributors

and restaurants to store it

properly until consumption.



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di qualità



Almazaras de la Subbética



## 4,000 Families and One Destiny

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



The first thing that comes to my mind is the Dressel 20, the old olive oil amphora used in Andalusia centuries ago. I guess it's because our traditions aren't only one, or even several, generations old; in essence we are a society, a culture, a way of life that have been handed down for 2,000 years, which has created this special bond that our farmers have with Priego de Córdoba PDO's groves. Then, I look at the photo of our founders, back in 1954, and I still see a group of farmers, weathered by the work on the fields, who were our Rochdale Society of Equitable Pioneers.



I want to believe that our climax is still to come, and our film has many scenes to record yet.



As I said, there are still many scenes left to record. If we think about *The End*, I think we would lose our enthusiasm, the passion that drives us to better ourselves every day. Perhaps, that's why a second title springs to mind: *The NeverEnding Story*.

Cortijo de Suerte Alta



## THE LIVELY OLIVE GROVE

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



In 1986 the challenge lied in transforming an estate that dates back to the 14th century and place value on it for the sake of future generations. By 1996 the farm had installed an irrigation system and evolved into organic farming regulated by the Andalusian Committee for Organic Farming (CAAE in its Spanish acronym).



A new oil mill was built in the center of the farm next to the Cortijo in 2006. Our aim was to cover the entire production cycle from the flower to the bottle. We wanted to convey our passion to the consumer by means of a unique EVOO. Achieving excellence through 100% environmentally sustainable farming and bottling only that which had been produced at our olive grove.



The current challenge is to involve the new generation in order to guarantee continuity. In addition, we seek to complete our range of EVOOs by introducing a new, more delicate and sweet variety, the Arbequina, which will become part of the new brand *Marqués de Prado*.

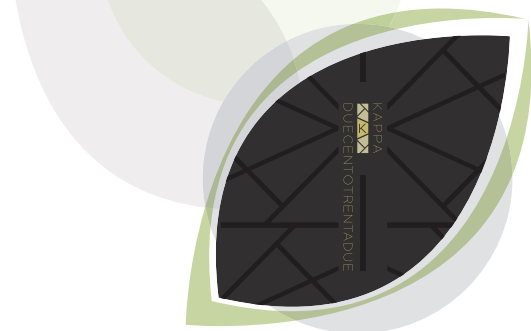
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# The Man and The Earth

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



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This project began many years ago and developed very slowly. Initially it was mainly an agricultural project with a very rigorous, almost scientific approach. The first olive trees were planted in Hualdo estate in 1995 and right from then we entertained the notion of building our own mill.

In winter 2001 we had a harvest of 245 tonnes of olives, it was an awakening for the farm and that was when we really perceived our estate's potential and what it could become; the question about setting up our own mill arose recurrently. We had to be absolutely sure about what we were going to do and it wasn't until the end of 2009 when we took the step to produce olive oil.

Casas de Hualdo is still young and it would be premature to talk about a climax at this stage however we have certainly lived some exciting moments since our beginnings like when we won First Prize at Extrascape and headlines read "The most beautiful olive grove in the world." This was especially encouraging for us. Our company also celebrated winning AEMO's Best Oil Mill in Spain Prize and the prizes we have been awarded by the Spanish Ministry of Agriculture.

However there has been so much more than prizes, the hot air balloon rides were very memorable experiences. One of our visitors commented that a stroll through Hualdo is the closest thing to a safari trip that they remember in Spain. We've seen roe deers running out in front of our cars and sometimes foxes and mongoose cross our path.



If it were a film, our story would be about man at one with nature, each are actors who understand each other perfectly and whose stories are entwined. An epic film in which words are unspoken. Our story doesn't have a single hero, rather many characters who work on the farm to the rhythm of the seasons. These anonymous characters are essentially the measure of everything. That's how things were before us and that's how things will be in Hualdo when we're no longer here.

We still have a lot to do, if this were a documentary or a series we'd still be in the first season. To be more specific, between all of us we have to take EVOO out of its Mediterranean origin and take it much further: not only to other countries, but also to new levels in different contexts.





Oleoestepa was born from a cooperative commitment to excellence and sustainability, among forests of olive groves located in the heart of Andalusia, in an extensive valley of more than 7 million olive trees that enjoys unparalleled conditions for their cultivation, inside the boundaries of the Estepa PDO.

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

**Egregio** is a premium organic showpiece. Made with Hojiblanca and Picual olives it delivers a fresh and modern blend, with a complex and highly fruity sensory profile.

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

## Truly Extraordinary



Follow us



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# A Story About the Passion for a Tree (To Be Continued)

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

Domaine Fendri



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My passion for olive oil began in my early childhood. At the age of two I was sitting in the family olive grove listening to my father talk about those magical trees he was planting. That was probably the moment I realized that olive trees were very different from the rest of plants: they contain part of our ancestral identity and their legacy can be transmitted to subsequent generations.

El Jardín de Almayate



Those childhood memories during family meals where our grandfather's extra virgin olive oil from his olive grove was ever-present, and the curiosity to find out what kind of work had to be carried out to obtain that liquid gold we shared at the table.



Definitely the production of our first Premium EVOO in 2010, after researching for many years with the best international producers and investing heavily into our olive grove and oil mill; breathing new expression into the Chemlali varietal and bringing a modern approach to an old production process with which we honor our tradition. In a way, technology brings us closer to the true essence of the fruit.



Passing on the passion for olive trees and oil to my three daughters just as my father did with me. One of the last scenes of the film should go as follows: our family walking hand in hand among the olive trees, my daughters inspecting the young fruits and debating over how the next harvest will turn out. In the end, Mother Nature is always the one to decide, and that is also part of the magic.

## COOKING WITH SOUL

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



In our eyes, without a doubt, the climax came about when we experienced a mutual crush with Martín Berasategui at San Sebastian Gastronomika in 2014. Since then, he has always supported us and what we are most proud of is the dish on his menu that features our olive oil.



We would love to be able to pour more time and resources into raising awareness about EVOO and its excellent qualities among the general public. As well as to continue innovating and improving, from the olive grove to the store shelves, in order to bring the highest quality to the whole world.

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**Descubre más en [BruniGlass.com](http://BruniGlass.com)**

FRASCA TOP. Bruni Glass presents its new line dedicated to the gourmet sector. Thanks to our Innovation Center, we are able to customize any bottle to create an original and unique product. The Frasca collection is an exciting addition to our existing catalog that includes thousands of beautiful and innovative premium glass designs for the food, wine, beer and spirits markets.

**See more at [BruniGlass.com](http://BruniGlass.com)**



**bruni glass**  
a berlin packaging company



Finca Duernas



## THE OIL OF LIFE [www.fincaduernas.com](http://www.fincaduernas.com)



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The story of our extra virgin began 200 years ago, before the Lumière brothers invented their camera. I remember at an EVOO tasting in London many years ago, some British chefs, all of them Michelin-star recipients, were reluctant to try our Duernas Oleum Arbequina, and would only smell it. Until one of them dared to try it and... they were amazed. Not only did they truly love it, they were transformed and are now among my main clients.



To come across chefs, doctors, suppliers and customers who share with us the idea of excellence has always boosted our desire to continue laboring as "extra virgin activists" in a sector where this genuine and wonderful product still isn't granted the incalculable value it deserves.



To manage to get consumers to really appreciate the nutritional treasure and huge flavor palette that extra virgins deliver. This isn't just Finca Duernas' task, but that of many producers who have the courage to commit to excellence, as is the case with all QvExtra! members. Creating this perfect juice takes a huge dose of courage and tenacity because no farmer is willing to sacrifice yields if the market doesn't then value their product.

Pago de Valdecuevas

## A SECRET IN THE MOORLAND [www.valdecuevas.es](http://www.valdecuevas.es)



Year 2008. A young entrepreneur from Valladolid discovers the magic of Premium EVOOs, falling completely in love. So, he decides to begin his journey to grow high-quality Arbequina olives, capable of competing with the best in the world, on the Castilian moorland.



Without doubt, the best is when the cast of actors involved in Pago de Valdecuevas comes face to face with the consumer, and observes their reaction when tasting their EVOO: the descriptions and explanations these give generate a sense of pride in having achieved something important.



In this last scene of the film, we see consumers and professionals differentiating between qualities of olive oil, possessing greater knowledge of olive oil in general and Premium EVOOs in particular, with a desire, at the same time, to delve deeper into what these great juices have to offer from a culinary and health standpoint.

Olive oil and our adhesive labels,  
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Spain



Hacienda Guzmán



## DELICATESSEN

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



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It would transport us to a field in the middle of the Andalusian countryside flooded with olive trees at the crack of dawn as the activity begins on a harvest day.

Hacienda Guzmán's journey in the extra virgin olive oil sector began in 2012, although the professionals on board have worked towards obtaining high-quality EVOOs their entire lives. Hacienda Guzman, an olive oil hacienda from the XVI century, just 15 minutes from Seville that nowadays produces one of the best Extra Virgin Olive Oil of the world.

Our sequence could be taken from Around the World in Eighty Days, because that is what we are achieving at Hacienda Guzmán. Our CEO and one of the owners Alvaro Guillén, who knows well the product and the market, has introduced Hacienda Guzman in 35 countries in the last 5 years, while obtaining accolades at the main competitions for quality in extra virgin olive oil, not only for the aroma and flavor of our oil, but also for our bottle's design.

To continue working so that consumers may learn to value top-quality extra virgin olive oils as well as spreading olive oil culture all over the world, with a special emphasis on Spain, which despite being the birth place of olive oil, lacks a customer base that knows how to appreciate this product's excellence.

Jacoliva



## TROY'S TREASURE

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



We would travel back in time to 1868, the year that this company was founded, which coincided with Heinrich Schliemann's discovery proving that Troy really had existed and wasn't just a figment of Homer's poem. In the same spirit, 150 years ago a Corchero believed that behind an olive such as the Manzanilla Cacereña, which had traditionally been considered a table olive, along with a particular way of producing olive oil was a treasure to be found in the shape of an EVOO that could only be created by doing something that no one else had done before.

Schliemann found The Mask of Agamemnon after breaking with traditional archeological methods and revolutionizing excavations while proving that Troy was not a myth. I would highlight the moment when, guided by intuition, I knew I was standing before an EVOO that then went on to win the Delicate Green Fruitiness Prize in the organic category awarded by the Spanish Ministry of Agriculture, Fisheries and Food. Just as in Schliemann's case, it is something that only the person who first dreamt it will get to experience.

To find myself at least once more before a discovery in my manner of producing olive oil that would imply a pivotal moment for Manzanilla Cacereña EVOOs.

# El esplendor de la naturaleza

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## Catch Me If You Can [www.lapontezuela.com](http://www.lapontezuela.com)



Once upon a not-that-long-ago time, in Los Navalmorales, Toledo, an enthusiast of the art of olive growing decided to produce his own d'auteur EVOO: *5 Elementos*. With an all-star cast, the best technical training and a natural landscape worthy of *The Lord of The Rings*: Montes de Toledo, you can't go wrong!

As with a good series, we strive to make each season better than the last. Some of our recent highlights have been taking the leap into the big supply chains and our growing internationalization, allowing for more and more viewers from around the world to enjoy our liquid stories. A unique experience for the senses.

There are always new challenges: winning important awards, continuing to experiment with new formats and technologies, adding new followers, growing our market so that our brand is increasingly recognized as a guarantee of top-quality... We have the script, we have the actors (*Comicabra*, *Picual*, *Secret Blend*) and we have the attitude. The show must go on. And we are sure that there will be a very, very happy ending.

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## Luque Ecológico



## THE MATRIX

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



Everything started when about 30 years ago, we took a "green" pill that transported us to a reality in which organic farming and respect for the environment govern society, OUR REALITY. Along with a few other pioneers, we became members of the newly created CRAE (Organic Farming Regulating Committee, in its Spanish acronym), predecessor of the current certification and control bodies, and we got to be part of the first Board of Directors of the Andalusian Organic Farming Committee (CAAE, in its Spanish acronym). In any case, the relationship of the LUQUE family with the olive grove goes back to seven generations -and four with miller activity-, so definitely EVOO is part of our DNA.



In our case, instead of dodging bullets like Neo, we try to avoid the chemicals that threaten us daily in everything that surrounds us, mainly in the crop fields and in food.

For us there is no *The End*, but a *To Be Continued*... as we are forever promoting new projects both dealing with quality as with the environment. There is still so much to be done and we aren't satisfied with leaving it at what we've already achieved, so we promise to continue delivering updates to the sector with *The Matrix Reloaded* and *The Matrix Revolutions*.



# OLIO PANTALEO

*Always. For all.*



We take every possible care of our secular olive trees. They are our patriarchs and give us harmonic and fruity oil every year. We will never abandon them.



Drawing by: Doriano Stralogo

We are so eager for the future that we have planted thousands of olive trees that are intensively grown with highly-mechanized methods. They are very productive young plants ensuring more oil for all.

Olives are like our sisters. We have them travelling comfortably to the mill, so that they do not get scratched. We care so much about the oil they contain that we do not want to lose all the good there is.



Our mill is a blend of ancient and new features, but behind our equipment, we are always there, following every stage, ready to get all possible nutrients, flavours and perfumes of oil from each and every olive.



Seeing oil flowing out is a moment of great celebration for us. Just imagine these intense fragrances: every time such a variety is wonderful. We never stop working, but each and all of us taste it to test all its goodness.



We take every possible care also when packing it, because quality extra virgin olive oil must be protected from the traps of light, air and temperature. This is why we dress it well: to keep each fragrance unaltered.

Eventually, here it is: our "Selezione Oro" bottle, 100% Italian extra virgin olive oil, versatile and fit for every use, ideal both raw and cooked. We will not add anything else, we do not want to be biased. You can simply experience it firsthand and discover it. What are you waiting for?





Muela-Olives



# BREAKFAST AT TIFFANY'S

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



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To when 70 years ago, Mr. Mateo Muela Velasco, our company's founder, decided that the future of olive oil lied in the perseverance of using traditional and artisanal methods. In 1942, he started his own family business producing extra virgin olive oil using the traditional cold pressing system. Back then it was a different project, ahead of its time, that involved taking a chance for EVOOs; a wise decision with which he was the first to prove that striving for quality could yield the highest returns in the olive oil sector.



When we won the Oscar for "The World's Best Olive Oil", exhibiting the medal on the display windows of the main stores for four consecutive years.



Reaching the hearts of our audience through the aromas of *Venta del Barón*.

Olealsa



# THE PLEASURE IN THE LITTLE THINGS

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



It would takes us to the time when the farmers in our organization, while growing almonds, hazelnuts and carobs, were also producing olive oil for their own use and that of their friends and families, lovingly caring for the Arbequina olives that yield excellent quality juices.



Without a doubt, when the farmers achieve recognition for their daily work and efforts. When the land, with the Mediterranean Sea and the Sierra Prelitoral Mountains enclosing the crops of Plana del Baix Camp, which has been passed from generation to generation, provides them with an olive which produces a top-quality single-variety Arbequina EVOO.



We still have a long way to go. Firstly, to have the farmers feel proud of their work. Next, to have the families who enjoy our *La Quartera* EVOO perceive the hardships and onerousness of the field behind every drop, how the farmer gazes up at the sky searching for a helping hand from the climate, interpreting the clouds, squinting at the sun, the lulls in the winds... all those signals that day after day help predict how successful the harvest will be.

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Oleo Quirós



## The Big Test [www.oleoquiros.com](http://www.oleoquiros.com)



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I would go back to a conversation among friends in Mora de Toledo, during the 1998/99 harvest campaign, when back then the cooperative wouldn't accept olives until mid-December and we wanted to pick the Picual olives before that. Then one friend said to my father, ironically: "this is how things go, get a mill." The mill was finished in 2001 and here we are.

We have been meeting all our objectives as we go, but the best moment was during the 2008/09 campaign when we obtained the prize for Best Comicabra EVOO With Montes de Toledo PDO (Grand Selection Prize of Castilla-La Mancha) and, above all, with the award Premio Alimentos de España (Spanish Food Awards) for our organic EVOO, *Pago de Quirós*. A good year, no doubt.



Many things, among them to continue contributing our bit towards achieving a greater differentiation between EVOOs and other oils through being members of QvExtra! or Montes de Toledo PDO, so that they can continue carrying out their work in defending and promoting extra virgin olive oils around the world.

And, on a personal level, I'd like for *Pago de Quirós* to be awarded with a Mario Solinas; I am convinced that the staff at Oleo Quirós strives to achieve this.

## ILLUMINATING DISHES WITH ART AND PASSION

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

Olivais do Sul



To a chat with my grandfather, under the olive tree he planted with his father on the farm we used to go in the summers, which will already be 100 years old, when he told all of us grandchildren about the importance of extra virgin olive oil and its benefits and qualities.

When we picked up the award for Best Extra Virgin Olive Oil – Portugal National Agriculture Awards in 2013, which we received as an accolade to the hard work of a great team celebrating it the following year at our 10th Year Anniversary Party with 200 guests. We feel that our project of a modern company, pioneer in olive growing and olive oil producing, has transformed into a prestigious standard bearer that has opened the door to internationalization and conquering markets such as Brazil and the U.S.



To convince the people -and make them feel thrilled- about the multiple properties and benefits this product has on a healthy and culinary level, and raise awareness about it so that people can choose wisely, explaining it in the same way that my grandfather did.



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# THE SHAPE of LIGHT

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



# IN SEARCH OF THE LIQUID GOLD: CALATRAVA'S EL DORADO

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

Olivapalacios



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Taking advantage of the virtues of the land where we grew up, less than ten years ago we decided to create a new project focusing on the olive tree and its liquid gold. We were searching for excellence, a special EVOO that the lushness of these lands in Campo de Calatrava where Don Quixote passed through, rich in nutrients of volcanic origin and exceptional for the cultivation of olive trees, would help us achieve.

The first time would be when we launched our EVOO with a studied image and an eye-catching packaging that ensured it would preserve all its properties intact. The second important moment was when *Palacio de los Olivos* obtained its first gold medal in New York, which was a prelude for all the other national and international awards to come. We already had our precious liquid gold with the highest quality standards and the market thus recognized it.



Moved by the passion with which we carry out our work, our goal is for our golden elixir to reach the most remote places on the planet and develop new oils from new varieties that will soon accompany our Picual queen in this exciting journey.

Olivar de Segura

# OLIVAR DE SEGURA, MUCH MORE THAN EVOO

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



We would travel to the paradise that is the Sierra de Segura at the end of the 80s of last century, where the most beautiful mountain olive grove that you can imagine was pioneering in organic farming and olive oil.

This current moment, as our 2016/17 harvest has been our best yet. Thanks to our farmers' efforts, the quality obtained by our oil mills and the recognition of our clients we have far exceeded the number of sales in liters and economic value, placing us once again as Jaen's leading cooperative group in virgin and extra virgin olive oil, and a global benchmark in the packaging of organic EVOO.



Not just us, the industry as a whole still has much work ahead. For our part, we are continuously advancing in the differentiation of our products from a point of view of their greater quality attributes, their health benefits, sustainability and the social value that contribute to our region and society in general.

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



Olivar del Azaraque



## Anibal's Way [www.aceitedelcaminodeanibal.com](http://www.aceitedelcaminodeanibal.com)



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A doctor close to retiring was searching for a way to prevent diseases and prolong life. He began this journey by planting olive trees in an area where some pre-Roman ruins -a mill stone, to be precise- proved that there had already existed a tradition of planting, harvesting and grinding olives. The olives obtained were used as food, as lighting, to heal wounds and in beauty care.



The first time we perceived the aromas and flavors of the oil obtained from the olives on our trees, and seeing the bottles in the most prestigious stores and restaurants of the world. Every year brings a new climax as we watch the blooming trees and how the olives make their way through aromatic herbs as they change color, in a setting like no other.



To manage to make a reality of our brand's slogan: *"I will either find a way or make one"*, as said by the Carthaginian general, Hannibal, who passed through our olive groves. That path must lead us towards placing higher value on EVOOs as the most important element in the Mediterranean diet, the food of the future.

**"I will either find a way or make one".**

## ONCE UPON A TIME IN THE WEST... DESERT GOLD

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

Rafael Alonso Aguilera



In 1999, when we decided to take the leap to becoming farmers, as well as producing and packing conventional and organic EVOO. At that time this type of production was almost non-existent in the sector and today it is a reality.



July 2015, with our 2014/15 harvest. After obtaining over 30 awards that year, our brand Oro del Desierto is considered the best organic EVOO according to "The World's Best Olive Oils ranking", and third in conventional production. That moment is a milestone after which we have not stopped receiving awards of all kinds, keeping us in the elite of the best oils in the world; far from being content, we firmly believe that we can still improve.



Many things. Despite exporting to 27 countries, attaining recognition and obtaining good business results, we believe that much remains to be done as a brand and as a company. And the challenge of the sector continues to be to get consumers on a massive scale to recognize EVOO as a quality product and be willing to value it, as it deserves; we contribute daily towards this aim.

# Una storia di eccellenza

Una tradizione millenaria offre il segreto di una moderna eccellenza. L'olio extra vergine di oliva DOP "Bruzio" e l'olio extra vergine di oliva biologico Coriolanum sono da assaporare a crudo per coglierne la pregiata essenza. I condimenti Coriolanum uniscono il gusto esclusivo dell'extravergine all'aroma e al sapore intenso dei nostri agrumi e delle spezie del Mediterraneo.

L'azienda Minisci è tra le prime imprese agroalimentari della Calabria. Situata nella dolce e solare Piana di Sibari, produce e commercializza nel mondo olio extravergine d'oliva, frutta e ortaggi, freschi e trasformati, canditi ricoperti di cioccolato finissimo di alta qualità.



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# THE DESERT'S EXTRA VIRGIN O.1

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

Olivar del Desierto (Castillo de Tabernas)



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We would return to the Tabernas Desert in Almeria, to when the first olive tree was carefully selected. A shot of the land where it has been planted subsequently followed by another shot of the flower that blooms before the fruit grows. Fade to black and then an image of our bottle.



One of the highlights in our EVOO's history was when the wife of one of our most international singers of the last decades called our headquarters one day at 4pm and with resolution in her voice said: "Hello, my plane is at the airport, we've come for some Castillo de Tabernas EVOO and we don't want to leave without it."



Our commitment and daily effort is to care for, protect and coddle the land and the quality processes with which we produce our EVOO, from the very planting of the olive tree to collecting the harvest, with the same tenacity that nature rewards us each year.

SAT Santa Teresa (1881)



## Good Things Last [www.1881.es](http://www.1881.es)



The *flashback* takes us back more than 3,000 years, to the beginnings of laboring over a rich and deeply rooted land somewhere in the south of Spain, where the olive tree is as present as deep are its ancient roots. As spectators we follow a storyline that shows us how the most ancient and diverse civilizations maintain certain traditions for their undeniable quality. Extra virgin olive oil is one of them.



Aside from the awards and recognitions obtained, the story of our EVOO has a sequence that is as emotive as it is meaningful, which travels way back. In 1959, a small group of farmers from Osuna decided to join forces and share the treasure that is their oil with the rest of the world, born from the rituals and traditions that have been gathered and passed down from generation to generation. A legend that turns into *1881*, so that each person in every corner of the world may enjoy it.



*Good Things Last* is not a film about our brand, but the love story of a village towards this tree and its fruit, that each generation has kept alive, perfecting it until it has become unbeatable. Therefore, it's not a question of if *1881* has any unfinished business, but that its work never ends.

# 8<sup>th</sup> INTERNATIONAL EXTRA VIRGIN OLIVE OIL COMPETITION

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# EVOO Tasting

## An EVOO For Each Dish: Juices That Should Be In Every Pantry

A selection by Marcello Scoccia, Vice President and head of the Italian National Organization of Olive Oil Tasters (ONAOO, in its Italian acronym).

Illustrations by Carmen Bernáldez



Until recently, extra virgin olive oil was perceived as something secondary in the preparation of different dishes. Over time, and thanks to the efforts in heightening consciousness carried out by ONAOC and other organizations around the world, consumers have begun to realize that the EVOO accompanying a great dish is not merely a necessary fat with which to prepare the recipe, but a basic ingredient in our kitchens.

For many years, the ONAOC has set about the task of educating restaurateurs on choosing quality oils and to have at the disposal of their customers at least four or five different kinds. And, although there are still some who are inattentive in their choice of oils -resulting also in poor quality and an inadequate sensitivity when it comes to choosing a suitable EVOO for each dish,- fortunately

this is changing. In the same way that we demand a selection of wines with which to pair our dishes, we should expect a good restaurateur to deliver similar standards when it comes to -and no less importantly- oil. It would translate to having, both at the restaurant and at home, different oils to be used appropriately in the kitchen. This product, unlike wine, has a short shelf life, which is why a restaurant should never offer an olive oil menu with a high number of references, as they would be at risk of suggesting an oil to their customers that has gone rancid.

Luckily, we have a wealth of olive oils to choose from, but allow me to point out five varieties, which are not necessarily the best, since all cultivars and regions are capable of producing excellence.



### *Taggiasca (Ponente Ligure, Italy)*

A variety large in size that represents a small production volume in Italy, but which makes up practically the entire olive cropland in the province of Imperia. Famous worldwide as a table olive, its late harvest fruits deliver a high oil output, adapting just as well to areas by the seaside as to high hills. It is characterized by its delicate fruitiness with notes of almond and pine nut, and for its equally delicate and balanced bitterness and pungency.

**Pairing:** *A very versatile oil, suitable to accompany dishes while not overbearing them. Perfect for delicate baked fish, frying and confectionary.*



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### *Athinolia (Sparta-Lakonia, Greece)*

Also known as Mastoidis, its cultivation extends especially across the Peloponnese and the island of Crete, occupying 15-20% of the Hellenic country's olive-growing surface. Lesser known than the Koroneiki, it is a double aptitude, rustic varietal that withstands the cold well and moderately tolerates dry climates, with an average productivity and high yield. It produces good quality oil, with pronounced vegetable notes of artichoke and olive leaf.

**Pairing:** *Recommended for vegetables and oily fish.*



*Third Edition*

# ATHIOOC2018



## ATHENA INTERNATIONAL OLIVE OIL COMPETITION

ATHIOOC is the fastest growing international olive oil competition in the world and has already gained the respect of hundreds of olive oil producers and international judges. The third edition will take place at Delphi, one of the most emblematic archaeological sites in the world, home to the famous oracle that was consulted on important decisions throughout the ancient classical world and also the center of one of Greece's largest olive groves.

**What better place to organize an international olive oil competition indeed!**

**DELPHI  
GREECE  
MARCH  
19-21**





### *Hojiblanca (Andalusia, Spain)*

Resistant to calcareous soils, drought, and cold, this double aptitude and late harvest cultivar has high and variable productivity. Its oil content is low but highly appreciated for its quality. It yields a very fragrant oil with floral and tomato plant notes, well structured and balanced.

**Pairing:** *Perfect for dishes featuring tomato, cheese, or for soups -in which the heat helps release all its rich and aromatic notes,- as well as red meats.*





CONDE DE MIRASOL



2016



2017



2017

TWO DIFFERENT OILS WITH THE SAME PASSION FOR EXCELLENCE

Green or ripe, We introduce you two of the most awarded extra virgin olive oils in the world







### Coratina (North of Bari, Italy)

A variety that adapts easily to different cultivation regions, very early-harvest and high and constant productivity, with a high oil yield. A well structured juice of robust fruitiness, with predominant green almond notes and an equally intense bitterness and pungency, which stands out for its high polyphenol content.

**Pairing:** *It goes well on mozzarella or burrata-type fresh cheese, proving perfect for a tomato and fresh-legume bruschetta.*



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## OUR BRANDS





***Tonda Iblea***  
***(Sicily-Ragusa, Italy)***

Earmarked until recently for the production of table olives, this native eastern Sicilian variety withstands the cold excellently, bears late harvest olives with large and round fruits, with which one of the most fragrant, harmonious and exceptional Italian olive oils is produced, delivering medium to robust fruitiness where vegetable and tomato notes prevail, and a pungency and delicateness that predominate over its bitterness.

**Pairing:** *Perfect for large-sized fish such as swordfish or tuna, salads and cooked vegetables; it is also suitable for white and grilled meat.*



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# Better With Extra Virgin



How a healthy diet supplemented with extra virgin olive oil reduces the risk of developing gestational diabetes and improves the health of newborn infants.







Diabetes is one of mankind's major health threats. The data presented by the World Health Organization (WHO) in their 2016 "Global report on diabetes" are certainly worrying. The number of people suffering from diabetes has gone from 108 million in 1980 to 422 million in 2014, with 8.5% prevalence among adults. It was the direct cause of death for 1.6 million people in 2015. The good news is that it's a disease that is clearly linked to lifestyle habits and therefore, relatively easy to tackle with a few simple guidelines: "adults can reduce their risk of type 2 diabetes and improve insulin sensibility and glucose uptake through regular and adequate levels of physical activity and healthy diets that include sufficient consumption of dietary fiber, and replacing saturated fatty acids with polyunsaturated fatty acids," according to the report.

An array of research has emphasized the protective effect derived from the consumption of extra virgin olive oil, as part of a healthy diet. The latest major study published on this subject has been developed in Spain and places the focus on an especially sensitive group, that of women who are at risk of developing gestational diabetes during pregnancy, which affects somewhere between 10% and 25% of pregnancies in the world, according to WHO estimates. Led by Dr. Alfonso Calle Pascual, the "Estudio San Carlos de Prevención de la Diabetes Gestacional" (St. Carlos GDM Prevention Study) defines this condition as "the alteration of glucose regulation which appears for the first time during pregnancy. It is linked to an increased risk of illnesses in the mother: higher rate of infections, gestational hypertension and eclampsia, at the same time as it also increases prevalence in preterm births, increasing the rate of caesarean sections; and regarding the newborn, the risk of the so-called Infant of a Diabetic Mother Syndrome, that manifests in low levels of red blood cells, glucose, potassium and calcium in the infant's blood." The research team set out to tackle this disease on the basis of a healthy diet supplemented with extra virgin olive oil and



**Doctor Calle Pascual, leader of the St. Carlos GDM Prevention Study.**



**St. Carlos Clinic Hospital, in Madrid.**



nuts. To this end, and throughout the year 2016, they divided 1,000 healthy pregnant women into two groups of 500. The intervention group was recommended to consume more than four tablespoons of extra virgin olive oil and pistachios per day. Other recommendations focused on diet and physical activity and were identical for both groups of pregnant women. Similarly, follow-ups and number of visits were also identical.

A study that has culminated in the publication of the results in the prestigious scientific journal Plos One, which confirms that the incidence of diabetes was reduced by 30% in the group of pregnant women that were given extra virgin olive oil and nuts without restriction. In addition, the need for insulin treatments was also reduced by half. At the same time, there was a significant reduction in the rates of prematurity, urgent caesareans, perineal trauma and urine infections in the mother; and also of small or large newborns for the gestational age. Furthermore, mothers who consumed unrestricted amounts of extra virgin olive oil controlled their weight during pregnancy much better. "The effects of extra virgin olive oil consumption are both direct -as a result of consumption- and indirect. In nutrition, what one eats is as important as what one stops eating (substitution of unhealthy products). Women who have received extra virgin olive oil consume vegetables more frequently, because these are more pleasant to eat. On the other hand, they are more mindful of what they eat. They use extra virgin olive oil when making sauces or stews which provides them with a much more pleasant taste, eliminating other store-bought condiments that are less healthy. Moreover, extra virgin olive oil has other proven beneficial effects: better glycemic levels after eating and improved insulin sensitivity, thereby

reducing glucose transmissions after food intake, a very relevant fact in gestational diabetes. And another important element to keep in mind: a pregnant woman's healthy diet is transmitted through epigenetic changes to the child, which improve the newborn's health."

### *Paradigm Shift*

Doctor Calle Pascual argues that studies like this one will force a change in the way this disease is tackled all over the world: "I think there's already enough scientific evidence to justify universal recommendation for the consumption of extra virgin olive oil during pregnancy. The problem lies in that, influenced by the Anglo-Saxon world, there is still the belief that a low-fat diet is the healthiest diet. Fortunately, since the Predimed Study came out advice is changing and consumption of olive oil is being promoted."

The Spanish Biomedical Research Centre in Diabetes and Associated Metabolic Disorders (Ciberdem, in its Spanish acronym) participated in the study, which has been funded by the Carlos III Health Institute. It has also received support from the Spanish Olive Oil Interprofessional organization as part of its ambitious R&D promotion program, to which it allocates about 11% of its budget. In this regard, Teresa Pérez, the organization's managing director, has expressed her satisfaction. "These results add to the numerous scientific evidence obtained in different research studies that the Interprofessional has been sponsoring for almost a decade. Health is a major concern for us and food is undoubtedly the key to improving healthy habits throughout the world."

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



**OLIVE OILS  
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# Emotional Tableware

By Alfredo Briega Martín

*Haute Cuisine* lives happy times. Chefs are the new celebrities. In the sophisticated global world of avant-garde cuisine, tableware becomes a functional element that helps communicate and represent the chef's discourse. Nowadays products are not only sold; sensations and emotions -intangible or not- are what generate desire. Recent studies in gastrophysics, carried out at Oxford University, demonstrate the influence of these elements on the perception of flavors, and a positive valuation on behalf of clients, thus better reaching their expectations. Beauty and functionality, creativity and quality. Exclusive tableware, personalized and made to measure, making each culinary experience unique and different.





## Cookplay

(Bilbao, Spain)

**Restaurants:** *El Celler de Can Roca (Girona, Spain), Martín Berasategui, Mugaritz and Subijana (Guipúzcoa, Spain), Azurmendi (Vizcaya, Spain), El Portal de Echaurren (La Rioja, Spain), Quique Dacosta (Alicante, Spain), Noor (Córdoba, Spain), Felix (The Peninsula Hotel, Hong Kong)...*

**Concept:** Created in 2014 by Basque industrial designer Ana Roquero, trained in London, Bachelor of Fine Arts, authorized handcrafts consultant by the German Government and external consultant for prime brands on a national level for the past 20 years. Cookplay was born of a dream to provoke emotions in the world of cooking, with the passion and commitment to design a more creative and experimental table, closer to the sensitivity found in new gastronomic culture. Ana Roquero's designs -gathered together in three collections: *Jomon* (2014 Red Dot Design Award), *Yayoi* and *Shell Line*- aim to give shape to new culinary concepts, redefining the table by innovation and design, with a view set on the user and the new global food culture, creating useful objects based on the simplicity and naturalness that go with the new culinary habits, with pieces that help break barriers and be more creative in the kitchen or when setting a table. Modernity, elegance and purity, a breath of fresh air as much for the most sophisticated culinary creations as for more everyday tables.





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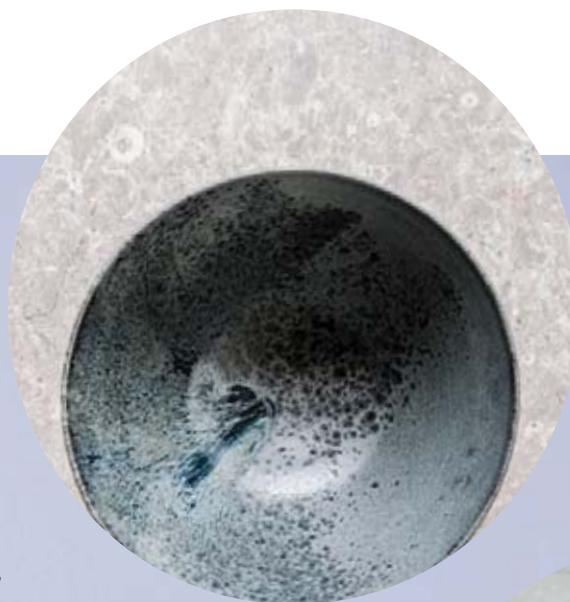
## KH Wurtz Studio

(Horsens, Jutlandia; Denmark)

**Restaurants:** *Noma, Geranium and Amass (Copenhagen, Denmark), Törst and Luksus (Brooklyn, New York, U.S.A.)...*

**Concept:** Aage and Kaiser Würtz are a team of pottery makers -father and son- from Jutland in western Denmark, who one day decided to defy the standards and challenge established rules. In 2006, chef René Redzepi commissioned them to produce the tableware for his restaurant Noma after discovering their creations. Many other New Nordic Cuisine gourmet restaurants spread out all over the world, followed suit. Their hand-vitrified designs with cracked enamel and mottled surfaces effects appear to have been sculpted from extra-terrestrial matter. These days, organic crockery with contemporary and vanguard aesthetics -but that haven't lost their handcrafted character- from the K.H.Würtz brand -especially stoneware and occasionally porcelain- can be found in kitchens all over the world. Each piece is made completely by hand, using traditional vitrifying and glazing methods, and each possesses distinctive characteristics such as a subtle concavity even in the smoothest of plates, unexpected edges, soft and moody colorations, specs of glass and iron shavings applied with a sponge or a spray-gun... A timeless style inspired by Scandinavian traditions and by Bernard Leach, the father of 20th century British ceramics, but clearly future-orientated.

[www.khwurtz.dk](http://www.khwurtz.dk)





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## Lov i Listed

(Listed, Bornholm; Denmark)

**Restaurant:** Kadeau (K benhavn, Denmark).

**Concept:** Run by ceramicist Torben Lov and his wife, Susanne Ikerup, Lov i Listed is a ceramics studio located at Bornholm, an island in the Baltic Sea, and is focused on the production of two sets of crockery, one of which has been especially created for the Kadeau restaurant (1 Michelin star), for which a new dish has been designed every year for the past decade, together with the chef Nicolai N rregaard. For the founder of Kadeau, who knows Torben since childhood, Lov was the only possible option: "I knew Torben's hands and what he represents," he points out. Torben, who has been making completely handmade pottery since 1970 -a process which gives it a different life and expression- finds the inspiration for the creation of plates that are natural and textured in the exuberant nature surrounding him, the sea, shells, moss, lichen and wood; he doesn't use molds to create his pieces, nor does he spray enamel on the pottery, rather he submerges it in buckets. Thus, a smoky grey plate is a *doppelgänger* for damp sand. The blue streak in a shiny bowl glows like the shell of a mussel. Copper green plaques imitate lichen. Inspiration reaches Lov "as if it were popcorn," says Susanna, who manages the business-side. But there's no hope of buying anything soon: they have stopped taking new orders since summer 2015.

[www.lovilisted.dk](http://www.lovilisted.dk)





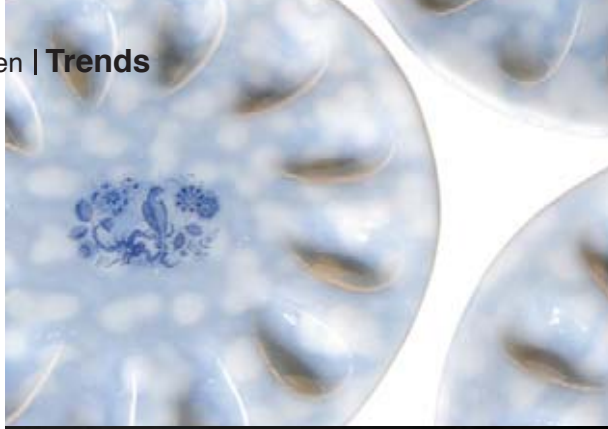
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# Luesma & Vega

(Barcelona, Spain)

**Restaurants:** *El Bulli, El Celler de Can Roca and Miramar (Girona, Spain), Bodega 1900, Pakta and Koy Shunka (Barcelona, Spain), DiverXO (Madrid, Spain), Quique Dacosta (Alicante, Spain), Mugaritz, Arzak and Lasarte (Guipúzcoa, Spain), Azurmendi (Vizcaya, Spain), Zaranda (Es Capdell , Balearic Islands, Spain)...*

**Concept:** Luesma & Vega is a studio specialized in the development and production of customized tableware for *haute* gastronomy. Founded by Ester Luesma and Xavier Vega in 1991, it stands out for its innovative character in the techniques of handcrafted elements (fused glass, advanced thermoforming), with glass being the main protagonist. The *slow design* creation process allows for each one of the pieces that make up a series to be unique, yet maintain a coherent formality, displaying small variations that respond to the philosophy of the studio. The experience in tableware design was gestated thanks to their collaboration with Ferran Adrià, working hand in hand with the El Bulli team from 2004 until it closed





# LACONTARINA

---

NATURE, ART, EMOTION

in 2011. The crockery created by Luesma & Vega helps emphasize the discourse that the chef wants to transmit, thus completing the puzzle of his imagination, and framing his work as a gastronomical creator with precision. As well as complying to a complete functionality briefing, the pieces should be resistant to everyday use, and to usual thermal processes, industrial washing machines, be stackable, comfortable and intelligent, the right solution to solve the needs of the team of house waiters.

Each year, some of the pieces developed exclusively for well-known restaurants and chefs are included in their general catalogue.

[www.luesmavega.eu](http://www.luesmavega.eu)



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





## MK Studio

(Copenhagen, Denmark)

**Restaurants:** 108, Rel , Brace (Copenhagen, Denmark)...

**Concept:** “I love the idea of pottery because it is one of the things in my life that I don’t 100% control,” says Magdalena Kaluzna, a Polish creator, together with her husband -and chef- Michal, from MK Studio. This young ceramist, graduated in Fine Arts, was producing porcelain in her Copenhagen kitchen when she received a call from a promising Danish chef called Kristian Baumann. He wanted to place an order for the tableware of his new restaurant 108, a *spin-off* of the famous Noma. After finding a studio in the modern district of Nørrebro, in Copenhagen -“in Denmark everybody values ceramics and good design,” she sustains- she began working on an initial order for 1,500 plates for Baumann. As 108 grew in popularity, so did Kaluzna’s star. Today she produces porcelain -and clay, glazed glass, etc.- that is elegant and fun, for several top level clients in Copenhagen, including Relæ (a restaurant distinguished with 1 Michelin star, as is 108) and for The Coffee Collective chain. Her designs -cups, plates and bowls- hide a multitude of details and are focused on functionality and beauty. In MK Studio there are no guidelines or rules. Shapes, colors, states of mind... all are motives for inspiration. Even the Scandinavian climate is perfect for developing all the tonalities of grey and black that Magdalena so much likes. “Chefs are tired of using clean white plates. They are looking for something more interesting, patterns and colors that remind us of nature. I feel a great connection between my ceramics and the restaurants where food is served on my plates. 108 is the perfect example. Each client contributes a lot, they tell me many things that I had never thought about”, she acknowledges.

[www.mk-ceramics.com](http://www.mk-ceramics.com)





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# ArteHoy

(Madrid, Spain)

**Restaurants:** *Kabuki, Estado Puro by Paco Roncero, La Cabra, Benares, Umiko, Arriba (Madrid, Spain), HEART Ibiza (Ibiza, Balearic Islands, Spain), Grupo Nomo, Oaxaca (Barcelona, Spain), José Carlos García Restaurante (Málaga, Spain)...*

**Concept:** Pedro León's workshop, in the Lavapiés district of Madrid, produces totally handcrafted plates, bowls and cups for some of the capital's grand restaurants. From Paco Roncero to the Adrià brothers, including Ramón Freixa or Javier Aranda, all of these chefs made orders for exclusively personalized ceramic pieces, made by hand for their famous Michelin-Star restaurants. Ever since 1996, they have been dedicated to ceramics as a creative activity, and in the past years have been specializing in the development of handcrafted tableware using their own enamels and mixtures of clay -which, as well as being original, are resistant and hardwearing,- only employing non contaminating materials, as well as recycling everything that falls into their hands. ArteHoy gives courses (in ceramics, Raku-ware and potters wheel) and periodically organize exhibitions to show their clients and friends their work that has been inspired by specific themes, new collections and their pupils' collections.

[www.arte-hoy.com](http://www.arte-hoy.com)





  
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# OLEOTOURJAEN

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



Jaen, the world's leading olive oil producer, offers visitors the best possible setting in which to experience olive oil tourism (also known as oleo-tourism) through a wide range of olive grove and olive oil-related activities: museums, oil-mills, specialized restaurants, gastronomy and gourmet experiences, rural accommodations, farmhouses, spas -with oleo-therapy beauty treatments-, parties and events, sampling and tasting sessions, olive-tree and oil tours... A journey to the essence of olive-growing culture, where visitors get to experience the process of olive oil making first hand, from olive-tree cultivation to the extraction and packaging of the oil at the oil mill or picking olives in the field. An array of possibilities made available in order to transform oleo-tourism into a unique experience that will not leave anyone indifferent.



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



A supporting action for the tourism and the olive-growing industries that has been accompanied by a greater professionalization of the olive-farming sector, an upgrade in the quality of their oils -ranked among the best in the world- and a cuisine of the highest quality which has grown at a pace dictated by the quality of Jaen's EVOOs. These circumstances, alongside the tourism industry's need for exploring new market niches, and since olive groves grant greater uniqueness to this area, differentiating it from the rest of inland destinations,



there has been a boom in olive oil oriented tourism: In fact, and according to data put together by Jaen's Provincial Council, the current number of visitors who travel to Jaen for oleo-tourism related activities amounts to 10,000 per year, 80% of which are foreigners.

Currently, about 100 regional resources linked to olive groves and olive oil are part of the tourist strategy that was put in motion in 2013: 20 tourist-friendly oil mills, 28 restaurants, 14 museums and event halls, a dozen tourist-service businesses, 5 unique accommodations, 3 farmhouses, 6 oleo-libraries, 3 tasting firms, 5 companies making olive-oil based cosmetics, 2 artisanal olive-tree wood-crafting businesses and 2 spas.

Oleo-tourism is strongly present in all of the promotional actions the Provincial Council develops throughout the year: international and national tourism trade fairs and culinary events (Fitur, Madrid Fusión, Salón de Gourmets, San Sebastián Gastronomika...) and an array of specific actions such as sending eight "Jaén Selección 2017" oils to the 121 three Michelin star restaurants that exist in the world, scattered over three continents: Europe, Asia and America. Moreover, Jaen extra virgin olive oil and OleotourJaén have focused much of the promotional actions carried out in 2017 on Milan, London and Manchester, on account of the new air connections from the Federico García Lorca airport to these European cities; while the *Fiesta Anual del Primer Aceite de Jaén* (Jaen's First Oil Harvest Annual Celebration), which took place in Linares and Bilbao this year, has once again delighted thousands of people in its fourth edition. Additionally, the *AOVE Blogger* (EVOO Blogger) contest brought eight prominent culinary bloggers together as a part of *Tierra Aentro*, who cooked, with the support of several Jaen restaurateurs, succulent recipes using the eight *Jaen Selección 2017* EVOOs as starring ingredients. Not to mention the training courses aimed at the restaurant industry or -as was the case in 2016- the call for a line of grants given by the Provincial County endowed with 200,000 euros to enable the adaptation and use-of Jaen oil-mills and cooperatives for tourism-related activities.

Finally, other key strategies worth highlighting include OleotourJaen advertising campaigns implemented throughout the year, or farm-trips around the province for travel agents, tour operators and journalists.



# OLEO TOUR JAÉN

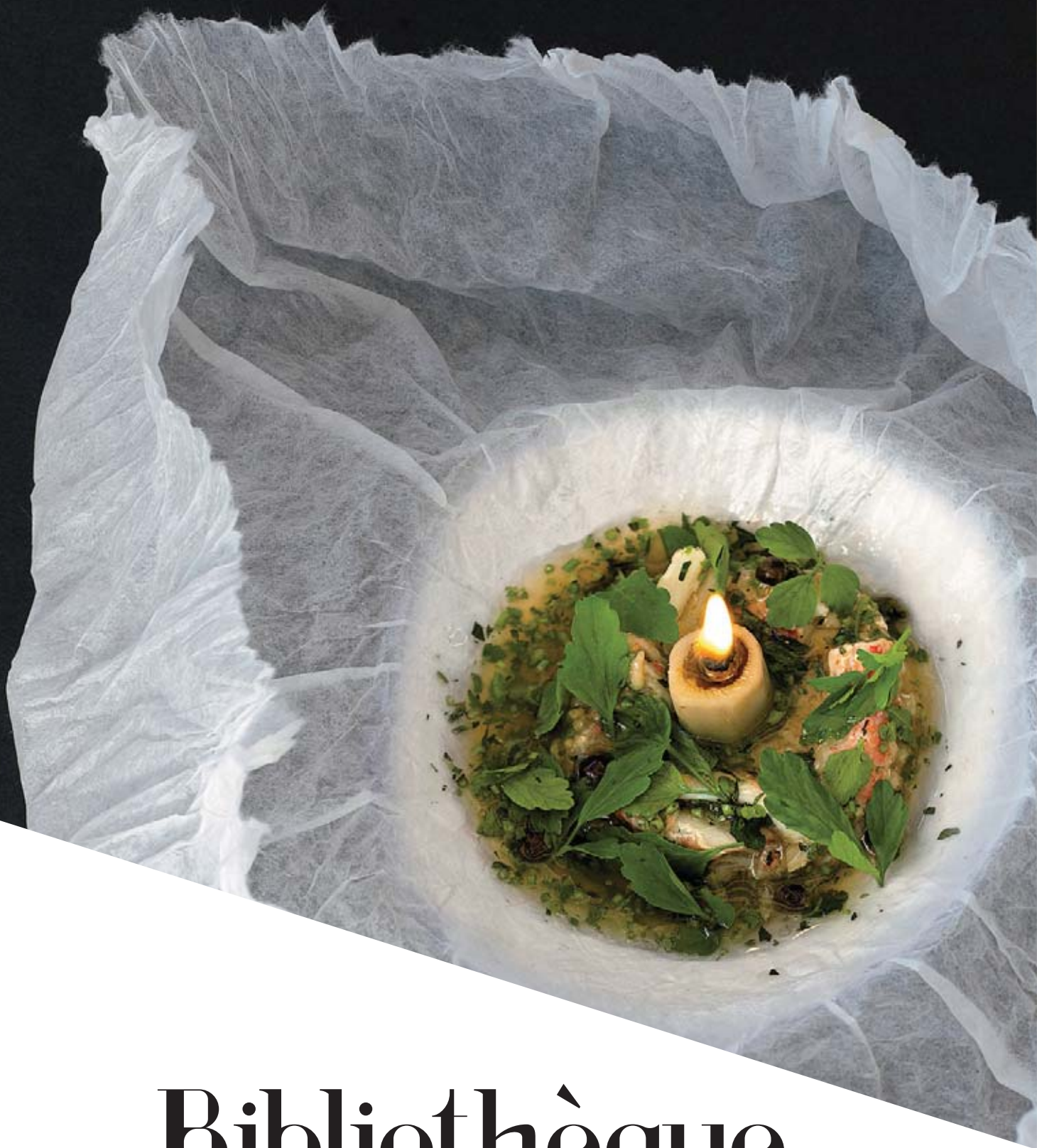
*El turismo del aceite  
de oliva de calidad*



VER +







# Bibliothèque

By Alfredo Briega Martín

Raw cuisine, a new science that is transforming the way in which we experience food, what is inside the refrigerators of the great European chefs, Salvador Dali's surrealistic kitchen recipes, the best examples of *a la carte* graphic art, or the challenge of cooking and eating insects. Here are our literary proposals, half a dozen little jewels that will leave no one indifferent.



### Cook It Raw

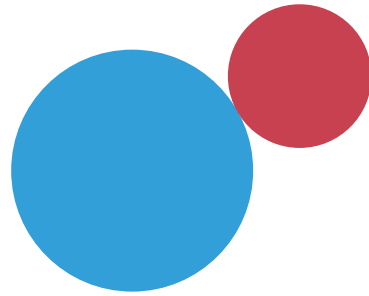
“Cooking is an attitude... our creativity increases just by being all together”, proclaims Albert Adrià, one of the protagonists of *Cook it Raw*. A book that takes its name from an innovative international event that has been organized since 2009 -the first edition coinciding with the United Nations Climate Change Conference- by Alessandro Porcelli (founder of *Cook it Raw* and director of the Nordic Gourmet Tour, a successful gastronomic events enterprise) in collaboration with Andrea Petri (Paris des Chefs). In it, 25 of the world’s best chefs are invited to abandon their kitchens for a moment, experiment, share ideas -and even make mistakes in front of their colleagues- and to explore new creative territories, in a passionate challenge with the aim of creating a unique dinner menu, inspired by their respective surroundings and a predetermined question. *Cook it Raw* is not a cookbook or a chef’s whim; instead it is a fascinating behind-the-scenes story of the four *Cook it Raw* events that took place in Denmark, Italy, Finland and Japan. With contributions made by acknowledged gastronomical writers, such as Anthony Bourdain, Jeffrey Steingarten or Andrea Petri, and more than 400 images of the events, as well as an inspired collection of raw creations, including notes and anecdotes from the different chefs, *Cook it Raw* is an exclusive -and sometimes even amusing- window into what is probably the most progressive culinary collective in the world at present. Structured in four thematic chapters that contain the essence of each event (Denmark-*Nature*, Italy-*Creativity*, Finland-*Collaboration* and Japan-*Future*), each chapter includes an introduction about the locality and an essay written by some of the world’s most reputed chefs.

**Cook It Raw. By:** René Redzepi, Daniel Patterson, Albert Adrià, Alex Atala, Andrea Petri, Anthony Bourdain, Lisa Abend, Jeffrey Steingarten, Mattias Kroon and Adam Sachs. **Publisher:** Phaidon Press

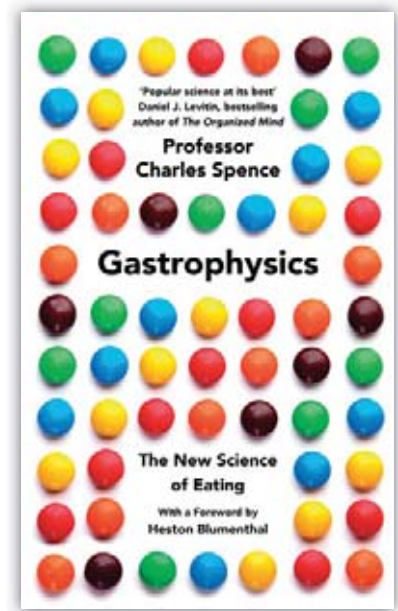


Photographs by Pers-Anders Jørgensen/Erik Olsson





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### Gastrophysics

*Gastrophysics* is the name given to a new science that transforms the way in which we experience food. In this science, professor Charles Spence, head of the Crossmodal Research Laboratory at Oxford University -author of *The Perfect Meal* and the man behind Heston Blumenthal's experimental cuisine, who writes the prologue to the book- asks himself questions such as: Why do we consume 15% more if we eat while watching television, 35% more food if we are in the company of another person, and 75% more when three are present? Why does tomato juice make up 27% of the beverages bought on airplanes? How are chefs and different enterprises transforming our gastronomical experiences, and what can we learn from their cutting-edge knowledge in order to prepare a memorable meal at home? What's the latest going on at the world's best restaurants? What direction will the restaurant business take in the future? As a specialist in cognitive psychology, and consumer and sensorial marketing psychology, as well as winner of the IG Nobel Prize for Nutrition for his innovative work on "sonic sound", Spence shows in 13 chapters how our senses associate in the most extraordinary ways and reveals the importance of all the off-the-plate elements of a meal, the secrets of all the factors that really influence our tasting experiences: the weight of the cutlery, the positioning of the food on the plate, the influences of sight, touch and sound, or the background music, and much more. Be it when dining alone or in company, on an airplane or in front of the television, the author unveils how to understand what we are tasting and how to influence on what others are experiencing. Definitely, meals will never be the same.

**Gastrophysics. The New Science of Eating:** By: Prof. Charles Spence. Publisher: Viking (Penguin Random House UK)





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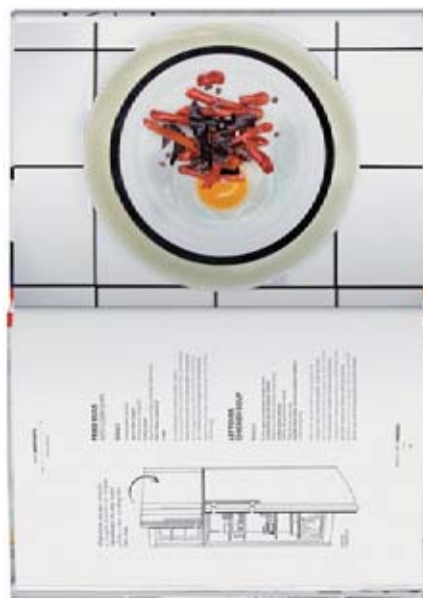
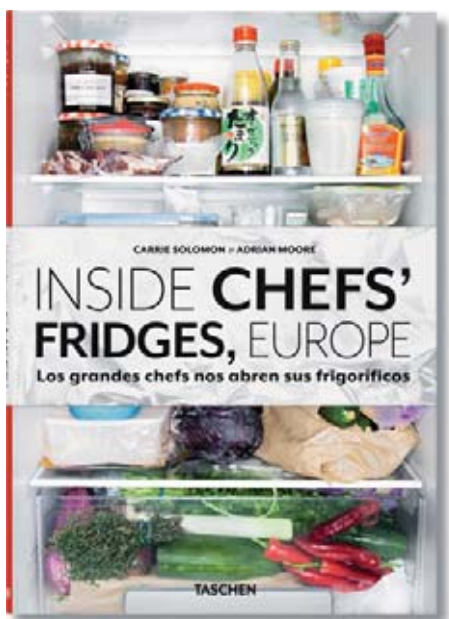


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### Inside Chefs' Fridges, Europe

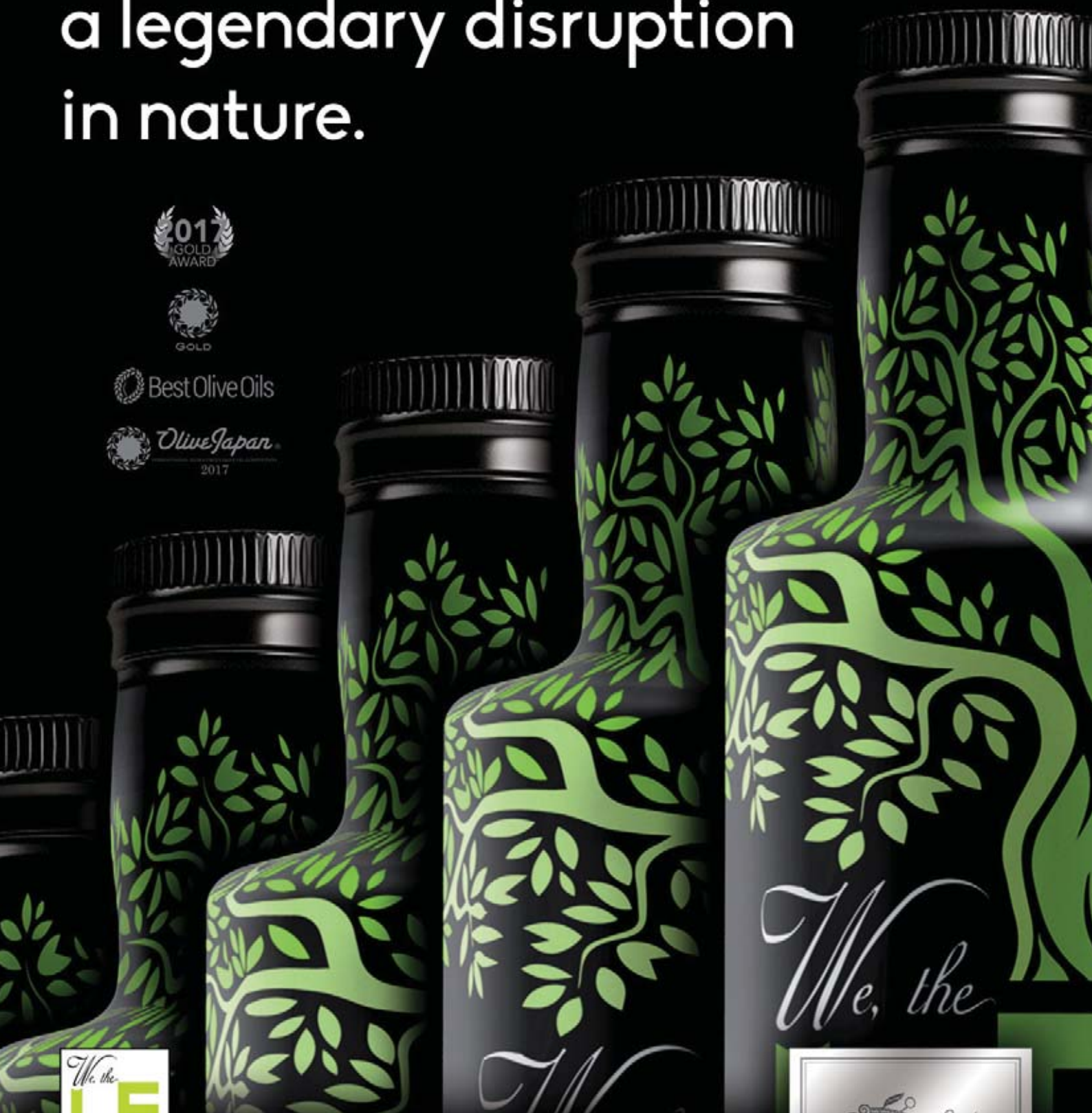
In *Inside Chefs' Fridges, Europe*, the great European chefs open up their fridges or, in other words, their sanctasanctorum. We are living in the times of star chefs. Never before had we felt such fascination for food and its creators, but in this media frenzy, creative cuisine can be perceived as something as somewhat remote from our daily lives. *Inside Chefs' Fridges* brings this culinary sky down to Earth. In a tour throughout Europe, 40 of the continent's most important chefs -who together account for more than 60 Michelin stars- are portrayed poking about in their household fridges: each chef unveils their favorite contents, the basic ingredients that they buy, their personal habits and their two most valued homemade recipes, in which they use regional ingredients and specialties. Among the stars in this first European edition are Joan Roca, Massimo Bottura, Fergus Henderson, Yotam Ottolenghi, Marco Pierre White, Hélène Darroze, Iñaki Aizpitarte, Mauro Colagresco, Thierry Marx and Christian F. Puglisi. Beyond media brilliance, this work -with a prologue by Nathan Myhrvoid, author of *Modernist Cuisine*- allows us to gain access to a privileged collection of recipes and secrets that these cooking geniuses manage in their domestic reality. Haute Cuisine enters our homes.

**Inside Chefs' Fridges, Europe.** By: Carrie Solomon and Adrian Moore. Publisher: Taschen

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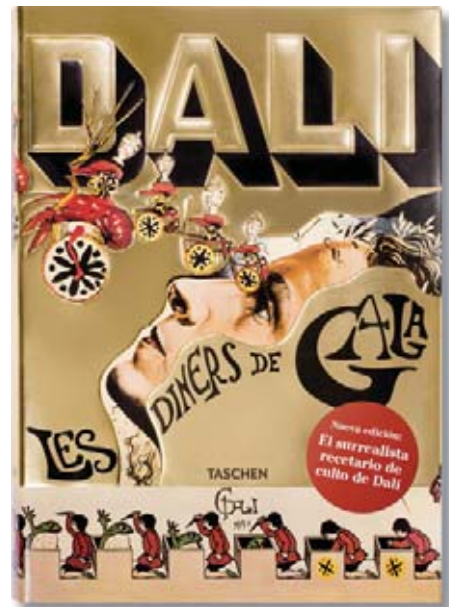
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### Les Diners de Gala

Food and surrealism are perfect lovers: sex and lobsters, collage and cannibalism, the encounter of a swan and a toothbrush in a cake shop. The opulent dinners organized by Salvador Dalí (1904-1989) and Gala (1894-1982), his wife and muse, were legendary. Fortunately for us, Dalí published a cookbook in 1973, *Les Diners de Gala*, which unveils some of the sensual, imaginative and exotic ingredients that came together in those famous encounters. This new edition of Salvador Dalí's cult cookbook -quite a rarity and a multi-sensorial experience- groups together 136 recipes in 12 chapters, illustrated especially by Dalí, and organized according to the different dishes, as well as a section on aphrodisiacs. The illustrations and recipes are accompanied by Dalí's extravagant reflections during these dinners -"the jaw is our best tool for clinging on to philosophical knowledge"- and all of them can be made at home, although in some cases a knack for cooking and a well-stocked pantry are required. They are old-school recipes, with specialties from the best French chefs from Paris restaurants, distinguished with Michelin stars, such as Lasserre, La Tour d'Argent, Maxim's and Le Train Bleu. Because good taste, however voluptuous, never goes out of fashion.

**Les Diners de Gala.** By: Salvador Dalí. Publisher: Taschen



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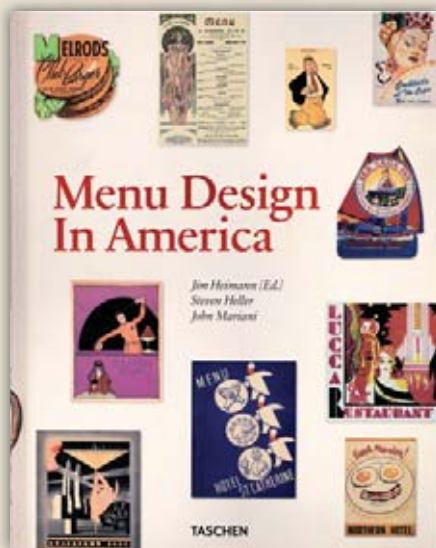
*Lose yourself  
in the most intense flavor*







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### Menu Design in America

Until the end of the 19th century, when restaurants became something usual, printed food menus were rare articles, reserved for special occasions. As establishments proliferated, these menus were transformed into something more than a mere list of dishes. Their design became a fundamental part of the act of eating out and, thus, menus transformed into becoming a marketing tool and even an appreciated souvenir. Menu Design is an anthology that displays the best examples of this graphic a la carte art. Containing nearly 800 samples illustrated in vibrant color, and menus of all kinds, this luxury volume not only delivers the history of restaurants and a revealing view, covering more than a century (1850-1985) of the act of eating out in the U.S.A. Several photographs of restaurants round off this compendium that will attract anyone who enjoys both eating out, as well as the graphic and gastronomical history of the restaurants.



Menu Design in America. By: Jim Heimann, Steven Heller & John Mariani. Publisher: Taschen

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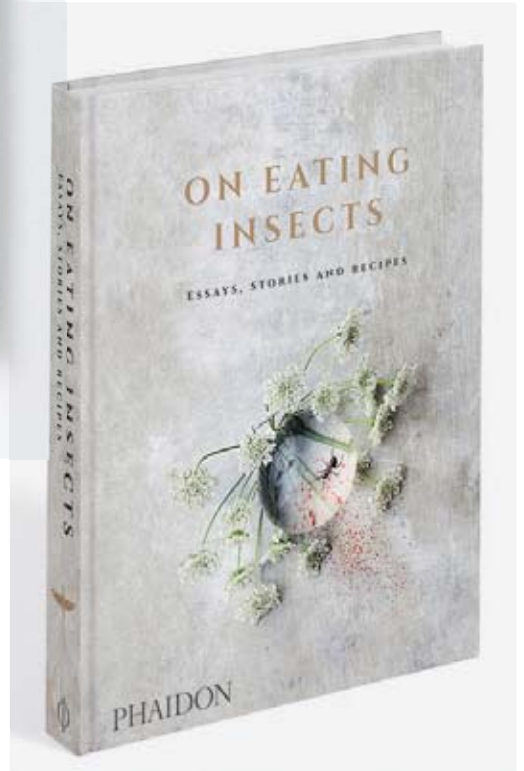
Avocado and Tuna Tartar  
according to *Disfrutar* Barcelona  
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**On Eating Insects**

On Eating Insects: Essays, Stories and Recipes is an irresistible exploration of one of the most fascinating present day food trends: the practice of cooking and eating insects. This originally taboo theme has, nonetheless, taken off in the Western world thanks to the interest shown by the consumer and the media, whose covering of the subject oscillates between sensationalist headlines and the passionate defense of its economic and nutritional benefits, as well as its presence in restaurants and supermarkets. However little has been written about what they taste like, the multiple possibilities they have to be used as ingredients, and their preparation as a foodstuff. This book, with a prologue by René Redzepi and an introduction by Mark Bomford, director of the Yale University Sustainable Food Project -embellished with beautiful photographs- is the first to provide a holistic view on the subject, gathering together a series of essays that reflect on the cultural, political and ecological significance of the consumption of insects. At the same time it flees from the exaggerated claims asserting that edible insects will solve the challenges of feeding the growing population of the world. On Eating Insects also includes fascinating stories of travels and the fieldwork done by the Nordic Food Lab, which explored the gastronomy of insects throughout a wide variety of cultures and societies, from Kenya and Uganda to Australia, Mexico, Peru, Japan and Thailand, passing through Denmark, Norway, Holland and Sardinia. One must not forget the exquisite recipes provided, sophisticated and surprising, showing us just how delicious it can be to eat insects: bee larvae ceviche, spicy crickets with asparagus... Once the initial fear or rejection towards the idea of eating insects has been overcome -quite a challenge, as the authors admit understandingly- On Eating Insects leads us to ask questions about what we are consuming, and encourages us to widen our horizons when selecting food. It becomes an essential read, not only for cooks and food industry professionals, but also for all those interested in ecosystems, sustainability and the diversity of cultural practices throughout the world.

On Eating Insects. By: Josh Evans, Roberto Flore, Michael Bom Frøst & Nordic Food Lab. Publisher: Phaidon Press



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# Tuscany: On Olive Trees and People

By Luigi Caricato

In Tuscany, Italy, where the art of the *Oliandoli* -oil producers and traders- prospered during the Middle Ages, olive trees are treated as if they were people, and even prisoners make extra virgin olive oil...







The whole of Italy is inundated with olive trees. There is not a single region that doesn't care for this millennial tree. What could be considered as the Italian tree par excellence is even cultivated in Piemonte and the Aosta Valley, a very extreme area for olive trees due to severe winter frosts.

In fact, the olive tree is on the Republic of Italy's coat of arms. To prioritize one region over another is not an easy task, but if one has to choose, then it is Tuscany that draws our attention, because of its fame. A well-deserved reputation acquired thanks to its olive groves landscapes, but one should not forget that landscapes are also made up of people, not only plants. People who have managed to make Tuscany appreciated all over the world, and their olive oil treasured, everywhere.

The landscape is the reflection of an ancient olive growing tradition, so much so that there is not a single province in Tuscany, from north to south, east to west, which does not profess this predilection for the olive tree. In Maremma (Seggiano) they have even placed the roots of a specimen of the Seggiano olive varietal inside of an enormous antique cistern, which was used to collect rainwater. These roots are fed by the vapor rising up from the water in a circular tank set at the base of the cistern. There are sensors that register electrical signals to monitor the plant with. These signals are then artistically transformed into a form of written language, which in turn are reinterpreted as if it was a music score, as everything is based on sound.







Diana Frescobaldi.

### *The Marquises of Frescobaldi and Laudemio*

Only in Tuscany, is it possible to achieve such a degree of experimentation. The territory has more than 80 different cultivars, but the most widespread are called Frantoio, Leccino and Moraiolo. Much of the blame for this drive for renovation lays with the Frescobaldi family, who revolutionized the way of presenting extra virgin olive oil at a time when concepts such as packaging or visual design were unheard of in the sector. In 1988 Vittorio Frescobaldi founded the Laudemio consortium -the forerunner of the line of *grand crus*- as a winning bet, guaranteed by a strict production protocol, with the aim of enhancing the value of a territory in a previously unprecedented way. The name Laudemio comes from a term that refers to the best batch of the harvest, which in medieval times was reserved for the lord and master of the land.

Anticipating European legislation, this small group of 30 Tuscan producers adhered without exception and with full conviction to a productive discipline following rigid parameters of cultivation, production methods and



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packaging, focusing on two factors, quality and origin -or, in other words, the same criteria that inspires PDO and PGI certifications at present. - And the choice of its famous octagonal bottle, perfectly recognizable and functional, was not taken by chance. It was inspired by the retro designs of glass perfume bottles that, thanks to being transparent, drew attention to the color and shiny reflections of their precious content, and were presented inside an elegant cardboard case, protecting it from the harmful effects of light. Unique packaging and a unique label that clearly identifies this supreme-quality EVOO, the result of careful selection and the expression of a well-defined *terroir*, in addition to the commercial brands of the companies involved in this project, such as *Marchesi di Frescobaldi*.

### *La Maremma, the Art of the Oliandoli, the Domeniche Contadine...*

The most renowned olive-growing area in Tuscany is located in the provinces of Florence and Siena, but the region of Maremma -where Etruscans identified Capalbio and its surroundings as being the best producer area- also emerges with character, with the famous rustic villa Settefinestre, in which there is evidence of an ancient agricultural farm with its own *frantoio*, and some of the impeccable examples of good rural practices have not been lost with the passage of time, specially from the Modern Period to our days.





The great resurgence was registered in 1985, the worst year in Tuscan olive farming history, when a terrible and devastating frost killed most of the olive trees. Life, however, propelled by a strong will to never give up, always springs back again; in such a way that nowadays the Tuscan countryside still captures everyone's attention.

In Tuscany, trees are treated as if they were people. Florence, Dante's birthtown, has always maintained a strong link to olive farming and olive oil traditions. We are witness to the footsteps of its glorious past, the old art of the *Oliandoli*, whose coat of arms can be admired at the Lamberti mansion, in the Piazza del Monte di Pietà, on which one can observe a rampant red lion holding an olive branch, against a white background. The *Oliandoli*, guild of producers and traders during Medieval times and the Italian Renaissance, was a corporation of arts and trades whose members were in charge of managing the *frantoi*, but would also engage in bulk and retail sales of oil, a trade that has always flourished in Tuscany.

Another important character was Baron Bettino Ricasoli, second president of the Council to the Kingdom of Italy during the 19th century, whose impromptu and innovative spirit started the organization of the so-called *domeniche contadine* (Peasant Sundays), a day in which farmers got together to follow the teachings of "rural catechism." The workers on his



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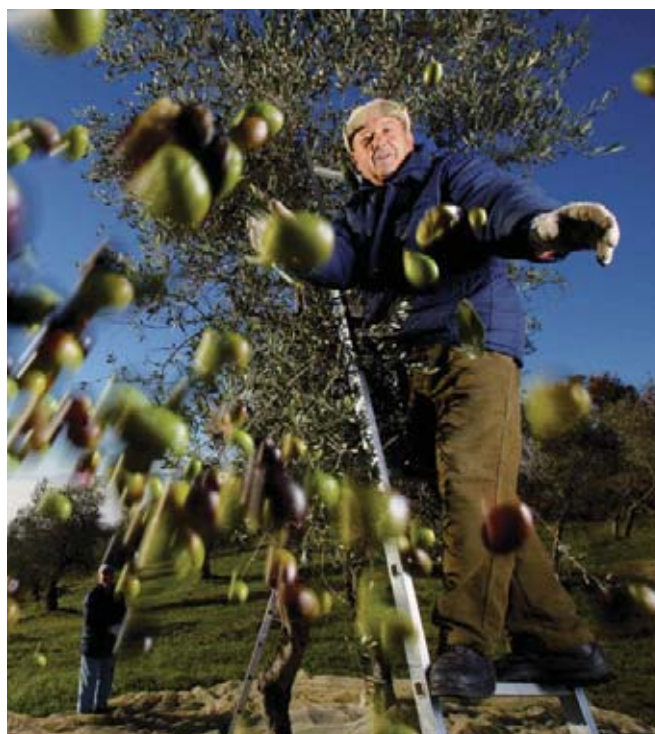
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property in Chianti were given detailed instructions by the baron on how to cultivate the olive trees and vineyards, to obtain high-value oil and wine.

All this explains the good reputation of Tuscan olive oil production, as a result of the work and the tireless efforts of its people, and their firm conviction and determination. The last example of this untamed and enterprising spirit takes us back once more to the Marquises of Frescobaldi dynasty, the driving force behind a quite plausible project on the prison-island of Gorgona -which would have its replica on the neighboring island of Pianosa,- where its nearly 60 prisoners have learned a trade and dedicate themselves to the production of top-quality wine, cheese and olive oil, with the goal of achieving their re-insertion into society and the job market when they regain their freedom. The Frescobaldi family has employed its own human and technical resources -namely, its agronomists and oil mill- to produce on this little island in the Tuscan archipelago their *l'Olio degli Incontri* (the Oil of Gatherings), a name taken from the homonymous garden that is reserved for the meet ups between prisoners, families and children. This is Tuscany and its olive oil, this is the image that it transmits to the world: always one step ahead.



**Luigi Caricato**  
Olive oil expert, writer and  
director of the  
Olio Officina Festival and  
Olio Officina Magazine.



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# A New Dawn For Food Transportation

By Alfredo Briega Martín  
Photographs by Sergio Ferreira

An exciting journey beyond the sea loaded with  
nostalgia, EVOO and hope for a more  
sustainable future.





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This adventure focuses on trading, sharing, celebrating and sailing full speed ahead towards a sustainable future. But let's start at the beginning. New Dawn Traders is a British company born in 2012 that promotes the fair trade of products (fine Caribbean rum and chocolate, coffee, oil...) brought across the Atlantic Ocean transported in ships with capacities ranging between 5 and 50 metric tons, such as the brigantine *Tres Hombres*, owned by the Fairtransport sail cargo company. Under a Dutch flag, this pioneering environmentally sustainable sailing vessel has no engine and a cargo capacity of up to 35 metric tons that has been sailing since 2009 powered only by the wind on a sustainable route that links the European continent with the Canary Islands, the Caribbean and America.

Bridging the gap, physically and metaphorically, between different and distant communities and cultures. With that very goal in mind a heterogeneous crew of sailors who are also artists, teachers, creators, actors, musicians, scientists and chefs sail aboard the *Tres Hombres*. This beautiful schooner has already completed five transatlantic round-trips, transporting their cargo without using fossil fuels.







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Through their products -marketed under the brands *New Dawn* and *Tres Hombres*- and events -such as the Sail Cargo Festivals organized in Cornwall to mark the arrival of the cargo, or hosting the meeting of the Sail Cargo Alliance (SCA) attended by people from all over the world (ship-owners, brokers, producers) who share this particular way of viewing life,- the company aims to introduce a new maritime culture around fair-transport ships, the products and goods they carry and the communities they support. A symbolic journey aiming to strengthen a global movement entailing bringing international food trade to a human scale and consumerism on a conscious and responsible level, offering high quality products at the best -and fairest for everyone involved- price possible. Because New Dawn Traders are convinced that good quality, especially when it comes to food, must inevitably be linked to their ethical production. In raising awareness about the importance of fair-transport, marine conservation and food sovereignty, in addition to supporting a growing industry for sail shipped goods that promote diversity in local markets with food from different climates and cultures, as part of a healthy and sustainable food network.





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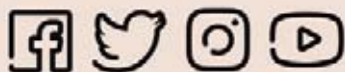
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### *Eco-Friendly Logistics*

In December 2016 a trial voyage was carried out with a cargo of 1,000 liters (2,642 gal.) of Spanish Aceites Retamar (Guareña, Badajoz) extra virgin olive oil, supplied in 5 liter (1.3 gal.) PET bottles. No sophisticated or fancy packaging. The original plan was to transport the oil from Porto (Portugal) to Bristol, in England, on board the engineless *Nordlys* ship -which ultimately had to arrive at the port of Brixham instead, as the authorities in Bristol didn't authorize the use of the tug.- This autumn the coasts of Portugal, France and England welcomed the *Nordlys* to complete the shipment of 2,245 liters (593 gal.) of the best Portuguese EVOO, reducing the supply chain to the simplest -and most pioneering- formula: Farm-Ship-Client. That is to say, from farm to table using eco-friendly transportation that eliminates the use of fossil fuels and offers job opportunities for these traditional trading vessels, while allowing to open unique markets to small businesses and family farms and bring life to quiet or industrialized ports. In this way, they manage to involve both clients as well as local communities, which become part of this exciting adventure.





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## The six Elements

Os seis Elementos



El proyecto YEP - Young EVOO Producers ha surgido en el final de 2016, y reúne a 9 jóvenes productores que representan 6 marcas de aceite de oliva virgen extra DOP de Trás-os-Montes, que comparten los mismos principios y estos se basan en 4 elementos: **Calidad, Terroir, Excelencia y Irreverencia.**

*YEP - Young EVOO Producers was created in late 2016, bringing together in its formation a group of "Young" olive oil producers, representing 6 brands of extra virgin olive oil PDO Trás-os-Montes, whose elementary principles are based on four common denominations: **Quality, Terroir, Excellence and Irreverence.***



[www.yep-ne.pt](http://www.yep-ne.pt) | [geral@yep-ne.pt](mailto:geral@yep-ne.pt)



# yep

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Bulk orders are carried out by groups or local cooperatives and are paid in advance; the customer then collects the EVOO when the boat arrives, taking care of its subsequent storage and onward distribution. The costs are therefore, greatly reduced.

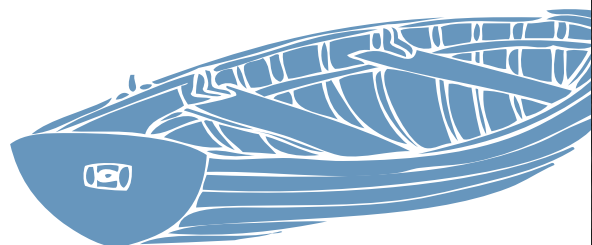
Community Supported Shipping (CSS) is the maritime equivalent of Community Supported Agriculture (CSA) for cargo under sail. Sail Cargo is the natural extension of a local market for those who are guided by ethical and eco-friendly criteria in the transportation of products that aren't available in their region, and is the most suitable option to mitigate the environmental impact of an industry, the shipping industry, which is one of the unknown pillars and least regulated in our global economy. With the added bonus that it is a system that adequately values every link in the chain and establishes a fair and competitive price. Each product sent in this pioneering and sustainable way bears an informative label, listing in detail where the money has been spent. The producer gains; the ship does too. But the process doesn't end there. The client can jump onboard at any part of the trip: working on the farms, sailing on the ships, or even becoming a port ally or a local distributor. "The more and the better we can fill our ships, the more farmers we'll be able to support and our communities and ecosystems that support us will be healthier," says Alexandra Geldenhuys, from New Dawn Traders Ltd.



There are currently three Portuguese companies that have decided to send their EVOOs beyond the seas using New Dawn Traders ships: Caixeiro (Trás-os-Montes), Justine Emilia Reigado (Beira Alta) and Passeite (Coimbra). All of them producers who are passionate about the land they work on, the communities they support and the traditions and cultures they represent and preserve, as stated by the British company.

"We are building a network of allied ports, and this year we have sent oil to the island of Noirmoutier, in France, and Fowey and Newhaven in England. A small quantity was set aside and taken from Cornwall to Bristol where it is available for purchase. Next year we are looking into The Netherlands, Germany and Denmark, but we'd rather grow gradually and make sure we are doing things right. And, on the other hand, we'd also like to fill the ships from West to North and we are looking for markets to make this happen," says Alexandra, who concludes assuring that "the entire supply chain is a part of this adventure, and it is up to us to imagine and reconstruct all our food system so that it can be in harmony with the people and the planet."

The next step -as revealed by New Dawn Traders- is to build their own sailboat. A new dawn in cargo under sail with the sights set on a more sustainable future.





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# The Best EVOO and Food Apps

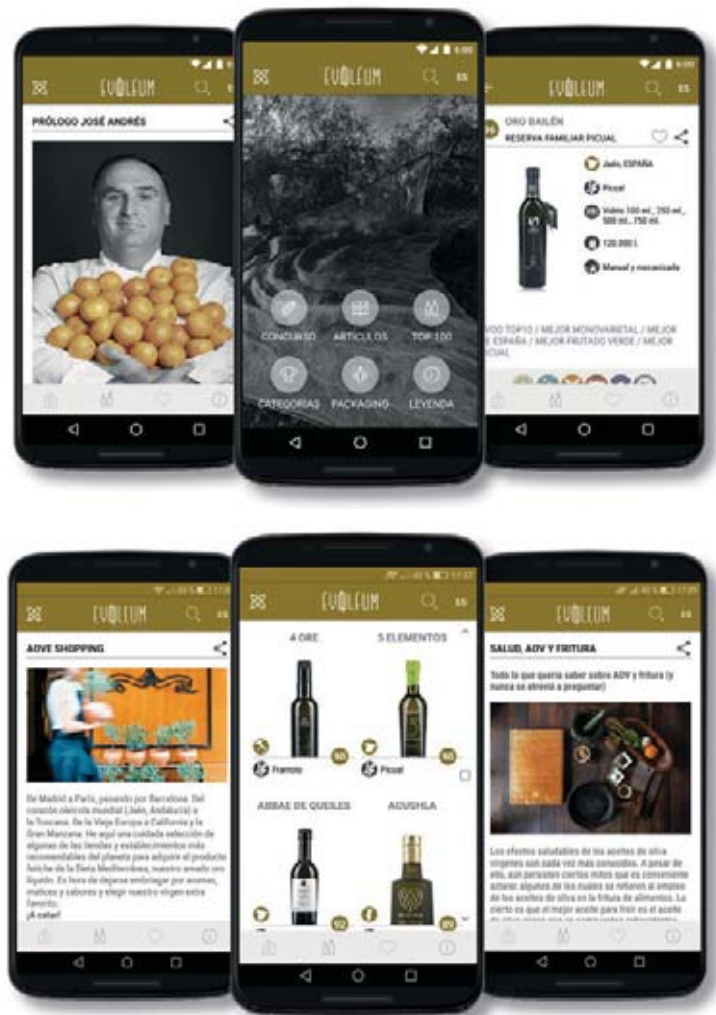
By Alfredo Briega Martín

A fascinating sensorial journey to the culinary  
and extra virgin olive oil worlds within  
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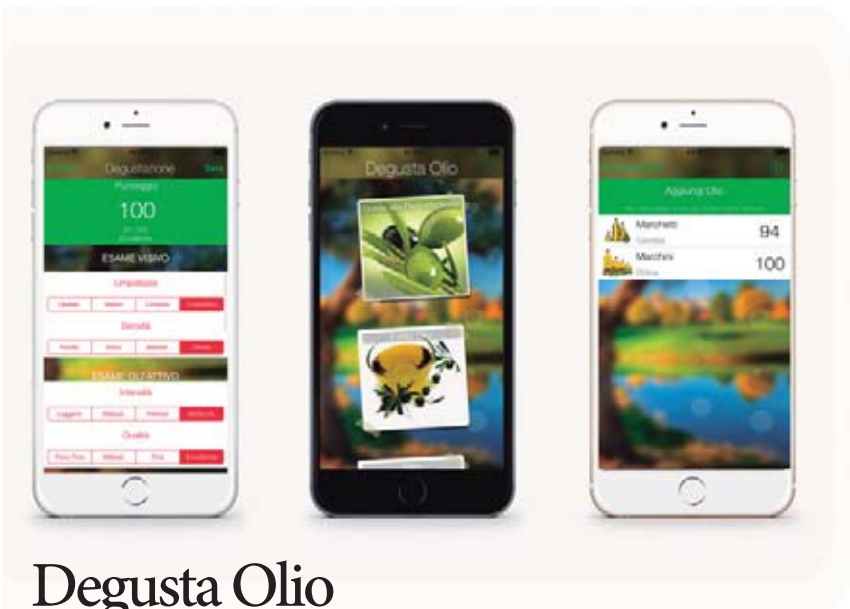
# EVOOLEUM

*EVOOLEUM (World's TOP 100 Extra Virgin Olive Oils Guide)* is an app prefaced by the world's most influential chefs, that annually showcases the exclusive EVOO TOP100, or in other words, the 100 best EVOOs in the world, in accordance to the results of the International EVOOLEUM Awards for Quality in Extra Virgin Olive Oil, organized by AEMO and Mercacei. This application for smartphones or tablets -available for free on iOS and Android, in Spanish or in English- makes it possible to obtain information, from anywhere in the world, about each campaign's 100 best EVOOs, as well as the possibility to search by country, score obtained in the competition, category (best single-varietal, blend, fruitiness, organic farming, packaging design), Kosher and Halal certifications... Which EVOO should I use when roasting fish? What would be best for my tomato and avocado salad, an Arbequina or Hojiblanca oil? The answers are available in the EVOOLEUM app, because each TOP100 olive juice is accompanied by the dishes it best combines with. And all this delivered with a modern and intuitive design, that stands out for its browsability and easy use, without forgetting other powerful exclusive contents related to the fascinating world of extra virgin and its culture: gastronomy, the art of tasting, the best EVOO shops, oleo-tourism, a dictionary of olive oil terminology...

[www.evooleum.com/en/application](http://www.evooleum.com/en/application)







## Degusta Olio

To shed light upon the art of tasting extra virgin olive oil. This is Degusta Olio's main objective, an app that is divided into three sections, created by programmer and blogger Giulio Mollica, that allows the user, once the basic concepts about production and tasting have been acquired, to draw up a fully personalized database with their own oils, which include a description and score, technical fact sheets, photographs... as well as instructions on how to send information by email, or share it on social media. The perfect app to understand EVOO tasting, with news about the olive oil industry, the profiles of its producers or a run through the history of this amazing elixir. Everything you needed to know about olive oil and never dared to ask.



## Arte Olearia

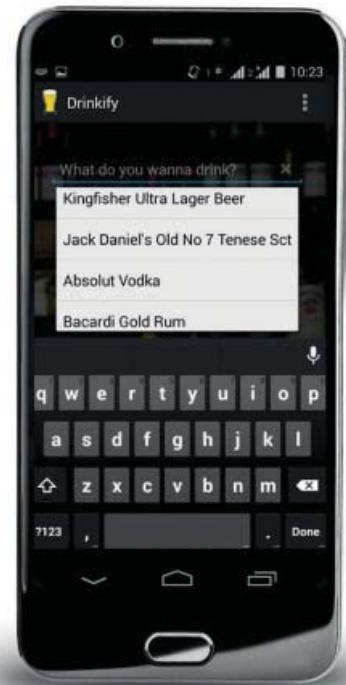
One fine day someone suddenly thought of inventing a kind of *Candy Crush*... inspired on olive oil! It's based on the same premise as the famous game, except that, instead of candy, it combines olives and famous Italian dishes. From Trieste to Sicily, traveling through Parma and the *Food Valley*, home to Coppini Arte Olearia, this ingenious app will allow the user to discover the most popular areas for olive cultivation, and get to know the names and flavors of native varieties alongside those of traditional dishes and meals, as well as restaurant recommendations by the Accademia Italiana della Cucina of establishments making good use of regional extra virgin, combining different types of fruitiness (delicate, medium and robust) with the most appropriate recipes from the world's best known kitchens. Quite a discovery, which you and your children will inevitably love.





## Drinkify

Each musical piece has its own drink. This is the premise of this app, suggesting a certain type of beverage or another, depending on what music one wants to listen to, and thus enjoy a perfect evening. Drinkify combines the passion for music and for drinks, and shows the users which is the ideal drink or cocktail to go with the melody of the band or artist that we are listening to, and even provides a recipe, as well as a little advice on how to serve it. A fun-to-use tool, created in only 24 hours at the Boston Music Hack Day, in 2011, by three copywriters and developers (Mathew Ogle, Hannah Donovan and Lindsay Eyink), that appears as the perfect blending solution for music-lovers.



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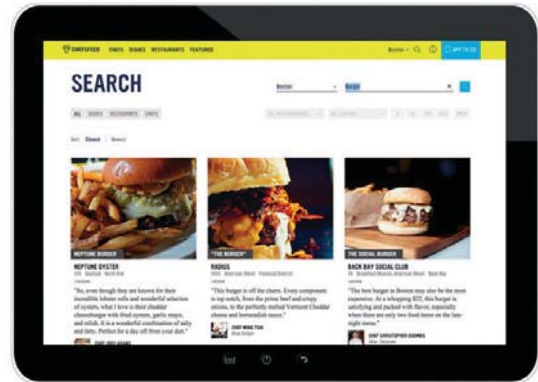
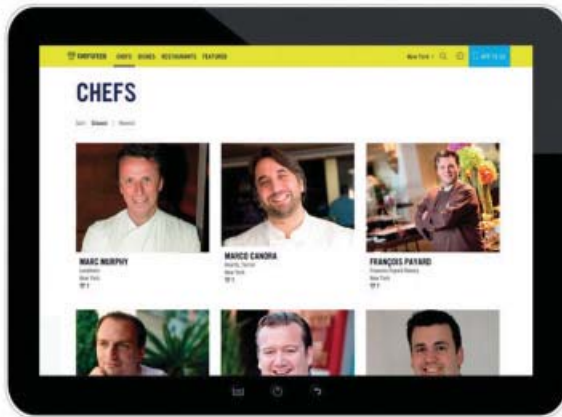
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## ChefsFeed

Food is the new social currency, ChefsFeed affirms, introducing itself as being the only food app to be launched by chefs, with details on restaurants, dishes, recommendations and advice on where and what to eat, given by some of the best chefs of over fifty cities in U.S.A. and Canada -as well as London-: Atlanta, Boston, Chicago, Dallas, Denver, Houston, Las Vegas, Los Angeles, Miami, San Francisco, New York, Philadelphia, New Orleans, Washington DC, Montreal, Toronto, Vancouver... An app for city and food lovers, fed by chefs -the best possible source- that offers exclusive videos (recipes, mini-documentaries, animations...), the histories and guides of restaurants, so as to be sure of making the right choice. Because, when choosing something as important as where to eat, what can be better than eating where the chefs themselves go for a meal?



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OTHER APP'S  
**jamie oliver**  
 20 minute meals



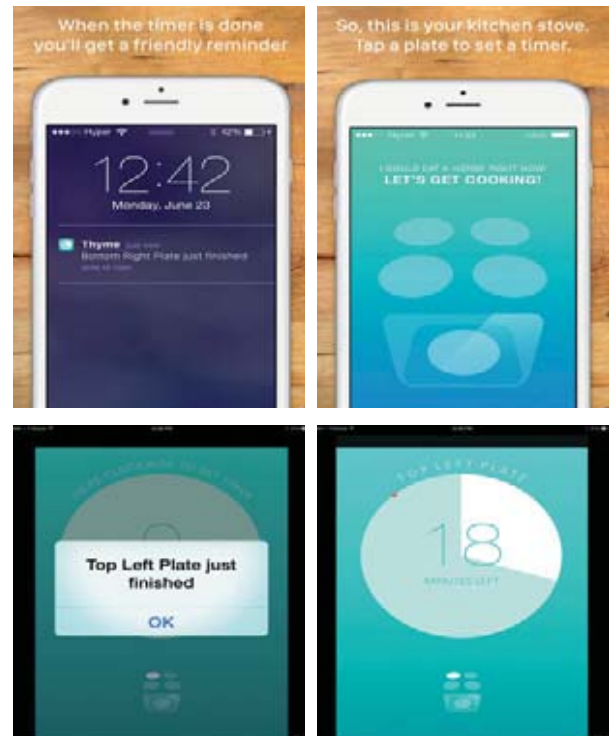
## Jamie Oliver 20 Minute Meals

With 20 Minute Meals, cooking seems easy. In it, Jamie Oliver, the famous British chef, provides the tools and inspiration needed to make delicious food at home, with 65 recipes whose preparation time is 20 minutes or less. The chef gives support to users even before entering the kitchen. He runs through the ingredients on supermarket aisles, with lists of interactive articles, complimenting each recipe with step-by-step instructions and photos, so that one can see if anything is going to go terribly wrong. The app includes more than 20 videos with useful advice, tricks and basic kitchen skills -from how to sharpen a knife, to how to chop up an onion, or the correct way to make pasta *al dente*,- and allows users to classify the recipes by ingredients or by name.



## Thyme

Available on iOS and Android, Thyme is a simple kitchen timer with unique characteristics that distinguish it from other apps of the same kind. With an intuitive and intelligent design, this practical app has a modern, simple and clean interface that allows the user to set timers for each stove burner -as much in hours as in minutes,- making monitoring easy even when several different dishes are cooked at the same time, and also as an additional timer for the oven and the microwave. A total of five timers that can be used simultaneously on a smartphone, and be managed separately for greater efficiency; a quick look at the screen shows how much time there is left on each one of them, with alarms and notifications going off when the time is up, even if the app is closed -the Android version also has countdown timers, that show up on the notification screen.-



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## Fooducate

Fooducate is an app especially designed for those who want to lose weight, although it can be used by anyone who cares about the food they eat. Recommended by doctors and dentists, this fantastic and prize-winning app goes much further than a simple calorie counter, as it is able to scan products at a supermarket using the smartphone's camera, and thus finding out whether the product is a healthy option or not. After analyzing the information given on the product's nutrition chart and list of ingredients, the app assigns a personalized qualification (A, B, C or D) to each product, according to its nutritional value, with an itemization of what is really in the food product (sugar, *trans* fats, food coloring, additives and preservatives, artificial sweeteners...), and at the same time allows the user to monitor their food intake, to schedule fitness sessions or to find out about their physical health, and the quantity -and quality- of their daily calorie burn.



## GoEVOO

The family of Carol Firenze, creator of *The Passionate Olive*, is originally from Liguria (Italy), although she was born and raised in California, where 99% of the EVOOs in the United States are produced. This extra virgin olive oil enthusiast -and sommelier certified by IRVEA and a consultant credited by the Italian Culinary Institute in New York,- is also an educator, author of *The Passionate Olive: 101 Things to do with Olive Oil* and a brilliant lecturer. Her app GoEVOO -focusing exclusively on the liquid gold- offers a unique experience targeted at EVOO lovers, where she unveils its multiple uses (culinary, and related to health and beauty), local olive oil producers in the United States, olive oil terminology, recipes... Advice on improving health thanks to extra virgin, an icon of the good life.



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

## OLIVE JAPAN

This is the world's largest Olive Oil competition in Asia. This contest stands out for being one of the most popular around the globe. In the last edition (2017), 611 EVOOs from 21 different countries were submitted and 411 of them were awarded. Those oils which will win the PREMIER MEDAL will be rewarded in the prize-giving ceremony and will be tasted during OLIVE JAPAN SHOW 2018 in June.



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Olive Oil Sommelier Association of Japan (OSAJ)

Chairman TOSHIYA TADA









# Eataly, The Taste of Italy

By Alfredo Briega Martín

Eat better, live better. This is Eataly's claim, the vibrant marketplace created by Oscar Farinetti, where coffee shops, restaurants, and take-away food counters intermingle with regional products by local and Italian producers that fly the flag of sustainability. It's mission: to make top quality Italian food and drinks accessible to all.

Eataly Dubai Festival City Mall.



As the Eataly Manifesto proclaims, the secret to quality in life lies in consuming high-quality products that contribute with an added value. Quality food, quality beverages and, definitively, quality time. At Eataly they are in love with high-quality food and drinks. As well as with their history, the people who produce it and their places of origin. Furthermore, they are also certain that good food brings us together, helps us find common ground. And that one of the greatest forms of happiness is to gather round a table and participate in all that happens at it.

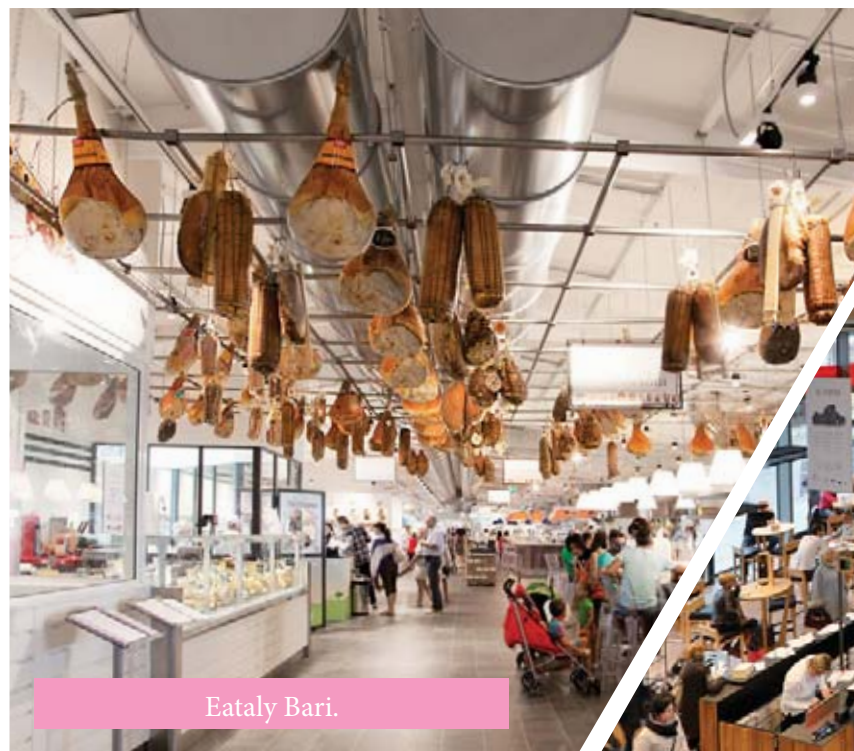
Pasta, rice, crackers, sauces and creams, San Marzano tomatoes, vinegars, spices and condiments, olives, EVOOs, *antipasti*, *panettoni&pandori*, honey, pastries, coffee, tea, non-alcoholic beverages, fresh food, preserved goods... As well as items for use at home and in the kitchen, beauty products, textiles (T-shirts, aprons...), bags, gift boxes, cookbooks... There is room for all of this and much more at Eataly. The best of Italy served directly to the table -or to the home.-



Eataly Moscow Ristorante Gourmet.



Eataly Milano Smeraldo.



Eataly Bari.

Ever since the first store opened a decade ago (January 2007) in Turin, Eataly has shared its passion for top-quality Italian food and beverages across the world, from New York to Tokyo. The chain has two shops in the Big Apple (NYC Flatiron and NYC Downtown), which add to those in Chicago, Boston and, in the near future, Los Angeles. In Italy, Turin (2), Milan (2), Rome, Genoa, Piacenza, Bologna, Forlì, Florence, Bari, Pinerolo, Monticello d'Alba... And beyond the transalpine country, Munich, Copenhagen, Moscow, Monaco, Istanbul, S o Paulo, Arabia -Dubai (2), Riyadh and Doha,- Tokyo (2), Yokohama, Seoul...

There is no limit to their target audience. In fact, the whole world is their target audience. The challenge? That each client will feel comfortable, happy and enriched by every visit to Eataly, where they will find a wide selection of top-quality Italian food and drinks, at the best possible price and in the best atmosphere. Earning the customer's confidence daily

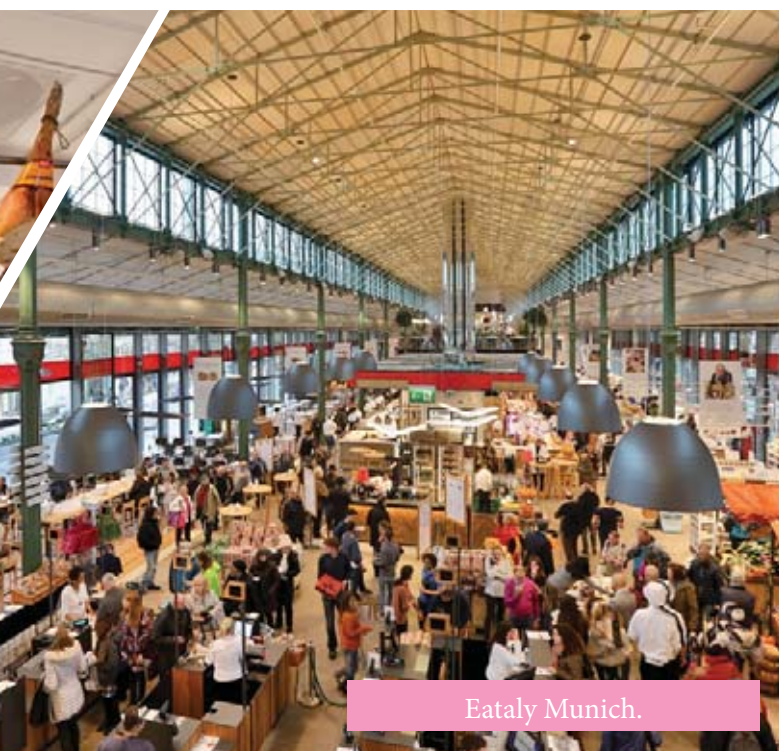


Eataly NY Downtown Osteria della Pace.



and gaining their life-long loyalty. Eataly's corporate culture speaks of concepts such as curiosity, passion, harmony, diversion and honesty in reference to products, services, experiences and clients.

Courses, cooking classes and *workshops*. Events, food samplings and tasting sessions. Even guided tours. Eataly stores are not only spaces where one can eat and shop, but are also learning centers. To learn about the products, their histories and origin. About the Mediterranean culture. The producers -who share this same passion for making top-quality food accessible to all- are periodically invited to present their products in the shops, giving the clients the opportunity



Eataly Munich.

to sample them as they listen to the history, passion and values that guide their work. As can be expected, extra virgin olive oil takes a prominent position, with a wide variety of juices from carefully selected fruits, harvested exclusively in Italy. Here one can find extra virgin oils coming from more than twenty producers in Calabria, Campania, Emilia-Romagna, Lazio, Liguria, Puglia, Sardinia, Sicily, Tuscany or Umbria, with a price range that oscillates between 8 and 35 euros. More than fifty references whose mix of aromas, nuances and flavors vary, depending on the characteristics of the *terroir*, soil, climate, the native varieties of olive and local traditions. Eataly encourages people to sample the different categories -delicate, medium and intense- and to discover the infinite pairing possibilities.



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# FICO Eataly World

On last November 15th, FICO (Fabbrica Italiana Contadina) Eataly World, the world's largest agro-food complex was inaugurated in Bologna. Choosing the Emilia-Romagna capital -a region that acts as a bridge between northern and southern Italy,- was not by chance: it is the birthplace of a great number of brands belonging to different industries (design, automotive industry, fashion, technology, culture) which represent Italian excellence throughout the world -amongst them 44 PDOs and PGIs.- Its strategic location makes it a first class tourist destination, perfectly connected with the main cities and ports in the country by high-speed trains and the highway network.



A total of 10 hectares (24.7 ac.) -2 ha. (4.9 ac.) of fields comprising farms and stables, with more than 200 animals and 2,000 crops; and 8 ha. (19.7 ac.) roofed- bringing together the “marvels” of Italian biodiversity and excellence: 40 agricultural factories run by the most representative producers in the country; 40 restaurants, as well as food and beverage counters (*trattorias*, *bistrós*, street-food stands, theme restaurants, bars and coffee shops...) offering the best of Italian cuisine; a market spread out over 9,000 m<sup>2</sup> (96,978 sq. ft.) selling *Made in Italy* products, with *workshops*, food sampling sessions and temporary spaces for the promotion of seasonal and non-edible products; areas set out for sport, children, services and reading activities...





In addition, FICO Eataly has six big instructional multimedia carrousel, divided into different sections, where one can learn about the connection between mankind and nature's different elements; movie and theater installations; a 1,200 sq. m. (12,917 sq. ft.) congressional center with a capacity of 50 to 1,000 people; and a foundation (FICO Foundation for Food Education and Sustainability) with the participation of four universities, whose main objective is food education and raising consumer awareness, with a special focus on Italian culture, and the cultivation and promotion of the values that are put into practice daily at the complex, by ways of educational, and formation, promotional and research activities relating to the Mediterranean Diet, directed at young people, families, teachers and citizens in general.

A unique -and free- experience that allows for learning about Italian agriculture, food processing and the whole production chain, from field to fork; as well as the sampling of traditional Italian food, learning about it and having fun while attending any of the 30 events and 50 daily classes (amongst others, about olive pressing), or the more than 200 conferences that take place every year, including corporate meetings and trade-fairs. Do you feel FICO?



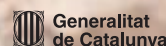
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## Roi Ulivo Bistrot, the Universe of Extra Virgin at FICO

A new Olio Roi thematic space -the official olive oil at FICO Eataly World-, the Roi Ulivo Bistrot, has become the great standard-bearer for extra virgin olive oil at the world's largest agro-food complex. This didactic and educational fairground, focused on the different aspects of the world of extra virgin, offers courses, events (musical, gastronomical, tasting sessions under the direction of ONAOC – National Organization of Olive Oil Tasters) and activities related to all the different phases in the olive oil production process, from the olive to the bottle. Different sensorial journeys allow visitors to gain a more complete vision of the Mediterranean Diet's star product, with the aim of increasing their awareness and knowledge of the product, and thus encourage its consumption.

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The outdoor installations comprise an olive grove that is more than 30 years old, and a museum area that explains the traditional methods of harvest and maintenance of the plant, using tools and utensils that come from a previous era. Indoors, thanks to the alliance between EVP and Alfa Laval, there is a genuinely authentic oil-mill with the latest in the lines of storage and packaging; as well as a shop that is built over an old olive oil-mill dating back to the 1950s, preserved in order to transmit its history to the visitors; and a restaurant that is managed by Gran Torino Focacceria, which produces delicious focaccia ligure on site.





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# The Best Guide For The Best EVOOs

By Alfredo Briega Martín

The *EVOOLEUM World's TOP100 Extra Virgin Olive Oils Guide*  
is a *must* for extra virgin enthusiasts.



And the winner is... *Trefórt*. This EVOO by the Paolo Bonomelli Boutique Olive Farm, whose name sounds like an expensive French perfume, is the utter champion of the second edition of the EVOOLEUM Awards, the International Prizes for Quality in Extra Virgin Olive Oil organized by *Mercacei* and the Spanish Association of Olive Producing Municipalities (AEMO, in its Spanish acronym). With 97 points out 100, this exquisite juice made at an olive olive farm on the eastern shore of Lake Garda, the *Riviera Degli Olivi*, which owes its name to two of the native olive varieties from which it is obtained, is the world's best EVOO in 2017 according to the competition's jury, who are possibly the best group of international tasters ever to be brought together before. A sublime limited edition extra virgin olive oil with a spectacular mixture of green and ripe fruitiness exhibiting notes of olive-tree leaf, banana, citrus fruits, green almond, walnuts, cinnamon, aromatic herbs and fresh flowers... A juice that comes close to perfection for its extreme

complexity and harmony, and is suggested to be paired with red meat, poultry and cheese. Dreamy, right?

The *EVOOLEUM Guide* is a unique product, as unique as the 100 EVOOs it contains. Immersing oneself in its almost 300 pages is a stimulating sensory journey through the immense sea of olive trees in Jaen, the Italian countryside, the Portuguese historical region of Trás-os-Montes or the beautiful Istria, in Croatia. As well as the desert-like Sidi Bouzid, in Tunisia, or the Valle de Leyenda in Valparaiso, Chile.

And discovering the exciting stories that lie behind these magnificent juices, those of their brave creators, producers united by a common bond: the pursuit of excellence in every process and product. It doesn't matter if its Picual, Arbequina, Hojiblanca, Cornicabra or Manzanilla Cacere a olives. Or Coratina, Frantoio, Cobran osa, Koroneiki or Chemlali. The overused nickname of liquid gold was never as true: we stand before a true treasure of nature shaped by the hand of man.







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### A REFERENCE GUIDE WITHIN EVERYONE'S REACH

With a printed version in Spanish and English and its own iOS and Android app, the *EVOOLEUM Guide* is a reference guide and a handbook available to all professionals in the olive oil sector -producers and packagers, brokers, buyers and distributors,- the Horeca channel, consumers and, in general, anyone who is interested in discovering or delving deeper into the exciting world of extra virgin olive oil.

With a prologue by the world's most influential chef, the popular José Andrés, the guide includes a comprehensive fact sheet of each one of the juices on the TOP100 EVOO list: score obtained, olive varietal/s, geographical location of the olive groves, Protected Designation of Origin (PDO) or Protected Geographical Indication (PGI) to which it belongs, packaging, marketable volume, uniqueness of the environment where the olive grove is located, cultivation technique and type of

plantation, production system, certifications and quality labels (Kosher, Halal, SIQEV), producer's contact details, etc... All this using simple symbols and icons accompanied by a picture of the bottle and a detailed tasting note describing their organoleptic characteristics and the food it pairs with best: meat, fish, salads, vegetables, pasta, cheeses, desserts... even cocktails. An obscure object of desire for foodies and culinary fans or professionals.

In addition, the 2018 *EVOOLEUM Guide* offers a wide variety of interesting contents in the shape of informative articles by prestigious experts in the sector and including subjects such as the art of olive oil tasting, global olive-growing, the different olive varietals, EVOO and gastronomy, the best stores selling extra virgin, oleo-tourism, health, an olive oil dictionary...



You can buy the *EVOOLEUM Guide* online at [www.evooleum.com](http://www.evooleum.com) and download the *EVOOLEUM* app at Apple Store and Google Play



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**BEST PREMIUM DESIGN**



**BEST INNOVATIVE DESIGN**



**BEST RETAIL DESIGN**



**PACKAGING AND DESIGN**

EVOO packaging deserves and occupies a prominent place in the Guide, introducing and addressing, in a specific and differentiated manner, the 9 winners of the EVOOLEUM Best Packaging Design Awards in the categories of Best Premium EVOO Design, Best Innovative Design and Best Design in Retail, thus recognizing this sector's great creative revolution of recent years. A pioneering contest in its genre whose jury -made up of leading figures in the worlds of fashion, design and media- certainly match up to the magnificent packagings that dress the world's best EVOOs.

But if its content seems enticing, its new design is just as spectacular, created by the branding and packaging expert agency, Cabello x Mure -they were also responsible for the Guide's first edition as well as *Olivatessen*, the publication you are now holding-: modern, cosmopolitan, suggestive and breathtaking. A design recognized in 2016 and 2017 with the Anuaría Selection Award -considered the most important graphic design awards in Spain and Portugal- and an International Graphic Design Prize (IGDEA) for Best Design of an Editorial Publication. Will you miss out?





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# Sublimotion: the Show Must Go On

By Alfredo Briega Martín

The world's coolest and most luxurious restaurant is in Ibiza. Sublimotion, whose cover charge exceeds 1,500 Euros, features a tasting menu at a single table for 12 diners, created by the chef Paco Roncero -a lover of extra virgin olive oil- who acts as master of ceremonies. Welcome to the world's first gastronomical show.







The concept of Sublimotion was born in 2012, at the research workshop of Paco Roncero (2 Michelin stars), and in 2014 his doors opened for the first time on the island of Ibiza. The result of two years of intense work in collaboration with a multi-discipline team of professionals and artists -cooks, designers, engineers, illusionists, stage designers, architects, choreographers and script writers- is a new format, that manages to fusion haute gastronomy with the most avant-garde technology, in an unprecedented mise-en-scène, thus becoming a new scenic art, the world's first gastronomic performance, created to be experienced with -and to arouse- our five senses. It is not in vain that during the same year of its inauguration, Sublimotion was distinguished with the F&B Best Innovation Prize at the 2014 World Wide Hospitality Awards.

Located at the Hard Rock Hotel Ibiza -a five star establishment in Playa d'en Bossa, the first one of the famous chain to be established in Europe, that brings together the brand's philosophy and the most genuine Mediterranean atmosphere- Sublimotion by Paco Roncero is a platform from which to submerge into the chef's (and his team's) creative process, designed to transport the guest into an unknown universe where cutting-edge gastronomy is merged with the most radical and differentiating mise-en-scène. As an example: 12 unique diners per show, gathered round a single table, a tasting menu with over a dozen dishes, a team of 25 professionals... An experiential and initiatory journey never seen to date that takes place in a striking set where the diner is a part of the show and becomes its main character. Three hours of pure performance, pure emotions, extreme creativity. A unique and unforgettable experience.





### *The Room*

The Sublimotion experience begins onboard one of the Range Rover models that drives the 12 fortunate people to a space where everything is possible. After going through a restricted and hidden entry, we arrive at the room: 350 m<sup>2</sup> (3,767 sq. ft.) of an installation conceived expressly for the purpose of staging the world's first culinary show, a blank canvas where creativity knows no limits. The main capsule, 70 m<sup>2</sup> (750 sq. ft.) of open space and 7 meters (23 ft.) high, interactive and synchronized, has a sophisticated audio-visual set-up that allows us to understand the significance of the word "exclusive"; at the same time, the table designed for only 12 guests is one of the most important technological developments in the field of culinary innovation. We are talking about sensitive performance, where the table becomes the stage and the audience the protagonist of the scene. But there's even more: 250 m<sup>2</sup> (820 sq. ft.) of private terrace space (after dinner) where the participants can continue their experience once dinner is over.







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### *Updates in the fourth season*

Last May 11th 2017, the fourth season at Sublimotion was presented, arriving charged with suggestive novelties. No fewer than eight Michelin Stars make up the team headed by Paco Roncero, including the chefs Dani García, Diego Guerrero, Toño Pérez and the confectioner Paco Torrealba, considered to be the best in Europe. The musical direction of this new season is undertaken by Alfonso G. Aguilar, a soundtrack composer with a long career in Los Angeles, who has designed a musical strategy that intensifies the emotions felt by the guests enjoying the haute cuisine. On the other hand, Jorge Blass, Spain's most international illusionist, contributes with all his know-how and experience to surprise an audience ready to get the most out of their five senses.

In the field of Plastic Arts, the Madrid born illustrator and sculptor Juan Carlos Paz, alias BAKEA, brings us a sweet edible story, narrated by one of his appetizing characters. As novel as it is passionate, this culinary scene -served in a choreography, with overhead projections and a studied soundtrack- unites two great disciplines for the first time, BAKEA's illustrations with Torrealba's confectionery.

Finally, the handcrafter from Alicante, José Piñero, surprises with the production of different decorative elements and experimental tableware designed exclusively for this gastronomic performance; meanwhile the fashion designer, Roberto Diz, in charge of the costumes, where the look changes according to the theme of the scene served in real time; and the DJ and musical producer, Wally López, recreates for the second consecutive year, the essence of the nights in Ibiza, combining electronic music with gourmet cuisine.





The Sublimotion experience is completed with the combination of augmented and virtual reality applied to gastronomy, the radical changes of scene that allow a jump into the most cutting-edge of futures, or takes us into an early 20th Century cabaret... Art, avant-garde cuisine and technological innovation in one same space, united and choreographed to create a sensorial universe beyond reality. Sublimotion is all this. No more and no less.

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Photograph by KARRASTOCK

## Paco Roncero, Executive Chef At Sublimotion

*“EVOO is an essential product at Sublimotion”*

Sublimotion is the outcome of a dream in which vanguard gastronomy and innovation join together to create a unique experience. We have a conversation with the executive chef at Sublimotion, who is one of the maximum representatives of the Spanish culinary vanguard within and beyond our frontiers, and who has worked for years in search of the perfect conditions to boost the taste and emotions of all his creations. A technical and creative vanguard that not only means a style of cuisine but also is the way to provide and understand gastronomy as being a unique sensorial experience.

EVOO and Sublimotion... sounds good

As with in all my restaurants, extra virgin olive oil is an essential product when adding the perfect touches to the preparation of certain recipes, or as a main ingredient in some of our dishes.

Give me an example...

Many. For example, it is vital in a yellow gazpacho of fine shellfish, or when serving Parmesan cheese, from which we remove the fat and exchange it for oil.

Any favorite variety or provenance?

Spain has a range of incredible oils to offer and, depending on the dish, we use one variety or the other, from one region or another. Personally I love Picual and Arbequina oils.

Does the Sublimotion client know or ask for this product?

Of course he knows about it, but the client who comes to Sublimotion above all is ready to be surprised.





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# Dolce Vita

## Séka Hills, the Yocha Dehe Wintun Tribe Opens the Doors to its Olive Groves and Ancestral Traditions

By Pandora Peñamil Peñafiel

For thousands of years, Native Americans lived amongst oak forests, hills and meadows in Capay Valley, California. Today, a considerable part of these lands is planted with olive trees and vineyards, which define the perfect Mediterranean microclimate for the development of Séka Hills, one of the richest agricultural farms in Yolo County. Here, the Yocha Dehe Wintun Nation welcomes those intrepid visitors who wish to discover how they produce their artisan olive oil, wine and honey, as a show of love and respect for the land they have inherited from their ancestors. A fascinating journey through the history and aromas of the North American continent.







The forefathers of the Yocha Dehe Wintun Nation -which means *home by the spring water*- took care of the land in Capay Valley (Yolo County, California), protecting plant and animal species and preserving the environmental balance. This tribe of Native Americans owns one of the richest agricultural farms in the County of Yolo. That is the idyllic spot where Séka Hills is located -*blue hills* in the native Patwin language,- the ranch owned by the Yocha Dehe Wintun Nation, that lends its name to the line of agricultural products they commercialize, inspired by the landscape that dominates their lands in the Capay Valley.

The tribe owns 16,000 acres of land, which include areas that are specifically reserved for habitat restoration. 2,100 acres of this area are dedicated to 16 types of sustainable crops, out of which 250 hold organic certifications. For an environmentally friendly use of the land, they incorporate beneficial insects, vegetation topsoil, agricultural mulch, drip irrigation systems and crop rotation systems to the farming methods. The Yocha Dehe Wintun also own 700 heads of cattle that roam free on 10,000 acres of pasturing lands, within a sustainable grazing program.







In 2008, they began cultivating 82 acres of high-density Arbequina variety olive groves. Later on, and with the aim of offering their clients a wider selection of varietals, another 84 acres of Picual, Frantoio and Taggiasca varieties were planted. At present, and thanks to the growing national demand for extra virgin olive oil, they have increased their olive-tree plantations by nearly another 400 acres. The olives harvested on the farm are sent immediately to the modern oil mill -equipped with state-of-the-art Alfa Laval technology- that is on the ranch itself, and was finished in 2012. The result: the range of single-variety Premium EVOOs, *Séka Hills*.

***Quite a Sensorial Experience from the West***

The ranch opens its doors all year round to those intrepid travelers that wish to personally experience the kind of care Native Americans show for their land and their Mediterranean-style crops.

The Séka Hills Olive Mill & Tasting Room exhibits the generous agriculture of the region, and is the ideal destination to acquire artisanal products (artisanal for real!) and sample a surprising variety of delicious local food. But even better, visitors can contemplate the most impressive panoramic views of the olive groves that surround this land and the rolling blue hills that inspired the naming of Séka Hills.

The tasting room is located within the mill's facilities, which covers an area totaling 14,000 square feet, offering a privileged view on to how the olives are cultivated and milled, and how the internationally award-winning *Séka Hills* extra virgin is produced. Visitors can enjoy a full program of guided visits and tastings, delivering a unique sensorial experience that includes the Yocha Dehe Wintum Nation's entire gastronomic line of products: olive oil, wine, honey, dried meats and seasoned nuts.





The ranch's architecture reflects the tribe's commitment to sustainability and environmental responsibility. So much so, that this pro-active agricultural complex's design blends completely into the surrounding landscape. The interior showcases the use of local materials and recycled wood, combining the antique with the new, using avant-garde eco-friendly technology. And outdoors, the hills, the crops, the ancient trees and the color of the sunsets, make this land the perfect movie location, which one should see at least once in a lifetime.

### *The Tasting Room*

The Tasting Room is the crown jewel of the itinerary, located inside the oil mill, as an adaptable open space that is available for community meetings, classes, tasting sessions and special events, and can also be reserved for private events. In it is a cute deli selling salads, sandwiches, cold cuts from local livestock and baguettes filled with seasonal organic products, that visitors can enjoy while being awed by the amazing views that can be seen through the ranch's windows.

From small informal receptions to more important ones, the Tasting Room offers an adaptable space with the capacity for up to 150 people. Next door there is a small conference room, designed especially for meetings, or meals, for eight people, and is often used for EVOO tasting sessions.

### *The Old Sugar Mill*

The more select gourmet seekers can also visit the Old Sugar Mill, in Clarksburg, a few minutes away from downtown Sacramento,



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where the Séka Hills wines are produced. This unique and multi-generational complex holds fourteen California wineries, producing wines exclusively from this region, where the breeze coming from the San Pablo Bay is beneficial to the flourishing vineyards. This historic mill dates back to 1934, when it was used to process beet sugar, nowadays often celebrates food and wine pairing cultural events, such as the Port, Wine & Chocolate Lovers Weekend (every February), or the Gourmet Cheese & Wine Fair (August).

The tribe is also particularly proud of its shop, which sells a selection of kitchen products, recipe books and gifts for the home, adding yet another reason for making a visit to Séka Hills a must, as much for tourists, as for Capay Valley residents.

### Visitors Who Become Clubbers

Frequent visitors can become members of one of the two Séka Hills clubs: the California Club and the Harvest Club, in order to enjoy their artisanal items and be the first to taste the olive oils, wines, walnuts and honey from each harvest. The benefits of being a *clubber* in one of these two programs includes invitations to the many wine and EVOO tasting sessions that take place in the Tasting Room, discounts on

products sold at the store and deli, and information on all the parallel activities that both clubs organize.

Both the California Club -for state residents only, which includes all Séka Hills products- and the Harvest Club -for out-of-state visitors, where wines are not included- send their club members, four times a year, a box of selected organic products, which have been farmed on the premises.

Any of the options that this melancholic ranch has to offer make this place a paradise for disconnecting from noisy reality, and reconnecting with Earth and Nature at its wildest. A gift from the Yocha Dehe Wintun Nation to present and future generations, because, as the old Native American proverb goes: "We do not inherit the land from our ancestors: we borrow it from our children."

If you are encouraged to take this trip, don't hesitate to greet them in their native language: *?omoy!* They will understand, and so will the land you are standing on.



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# As Pontis, the Reign of the Manzanilla Cacereña Olive

By Alfredo Briega Martín

A happy example of harmonious coexistence between economic growth and the safekeeping of environmental values.

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The Sierra de Gata mountain range, to the northwest of the province of Cáceres, exhales authenticity everywhere. From its own spoken language, *A Fala*, maintained for more than eight centuries, to its native variety of olive, the Manzanilla Cacere a, very resistant to the cold and well adapted agriculturally to poor quality highland earth -from which an intensely fruity, and extraordinarily aromatic oil is obtained, with an excellent balance of pungency and bitterness- and its beautiful countryside, generous nature and gastronomy. Here, human activities are focused on their compatibility with habitat and species preservation, favoring the sustainable growth of the region.

Almazara As Pontis (Agropecuaria Carrasco) is a young family enterprise dedicated to the production of extra virgin olive oil, beginning its activity in 2008, when the international crisis had gone beyond being a threat, to become a stark reality. The objective was clear: to produce an excellent quality EVOO from Cáceres using only Manzanilla Cacere olives with maximum respect for the environment throughout the process, as well as contributing to the dynamics of the rural area where it is established, the Sierra de Gata region, thus ensuring the continuity of this complicated dryland olive grove, main

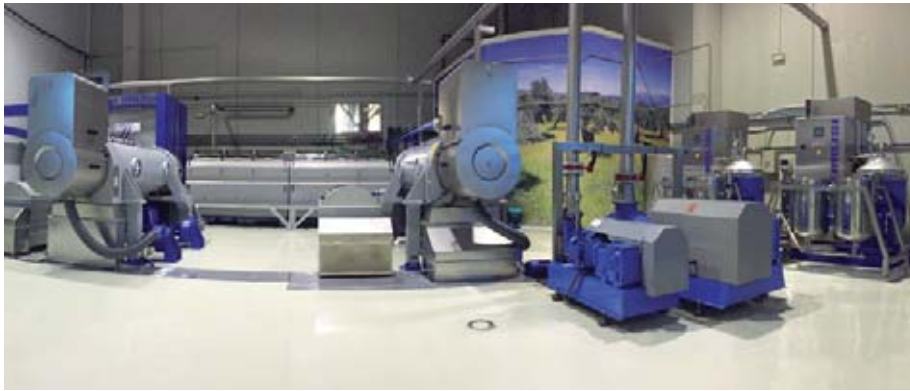
*Almazara As Pontis' Vieiru EVOOs are consumed in 21 countries over three continents*

economic pillar in the zone, penalized by its scarce production and low yield: to obtain a liter of this extra virgin more than 12 kilos (26 lbs.) of olives are required and nearly 20 (44 lbs.) in the case of its organic EVOO.

An ambitious project that today is a proven reality: the extra virgins from Almazara As Pontis -commercialized under the *Vieiru* brand and certified by the Gata-Hurdes Protected Designation of Origin (PDO)- are consumed in 21 countries over three continents, and their quality is reflected in the more than 150 national and international awards received during the last campaigns, amongst others the 'Alimentos de España' Prize (Foodstuffs of Spain) for Best Extra Virgin Olive Oil in the 2015/16 campaign, conceded to *Vieiru DOP Gata-Hurdes* by the Spanish Ministry of Agriculture, Fisheries, Foodstuffs and Environment, in the category of 'Frutos Maduros de Producción Convencional' (Conventional Production, Ripe Fruity).







### **Best Oil Mill in Spain 2017 with Pieralisi Technology**

The modern installations at the Almazara As Pontis oil mill -named Best Oil Mill in Spain 2017 by the Spanish Association of Olive Producing Municipalities (AEMO in its Spanish acronym)- are doted with Pieralisi's most advanced technology, a firm that the Agropecuaria Carrasco company feels completely identified with, as it shares the same spirit and innovative ambitions. It has two lines of automated production, controlled by tactile screens and manufactured exclusively for the production of their EVOO *Vieiru*.

One of them is provided with a TG whisk panorama made up of six elements with an SPI decanter and a vertical Marte model centrifuge; whilst the other disposes of a *Protoreattore* 3 + 3 system -unique of its kind in Spain and the first ever

to have experimented using with cold water,- a Panorama 1250 three axle whisk with a SPI 333 centrifuge decanter and a vertical Marte centrifuge. Each year, the Pieralisi technical assistance undertakes the start-up and overhaul of all the machinery, guaranteeing the perfect functioning of the plant, as well as the brand's original spare parts.

A technological and human effort that has managed to set the variety of Manzanilla Cacere a -largely unknown until a few years ago- in its rightful place, giving way to one of the best extra virgin oils in Spain and the world's most awarded 100% Manzanilla Cacere a EVOO -none less than 160 acknowledgements in the last six campaigns- especially their organic version *Vieiru DOP Gata-Hurdes*, that for three consecutive years has figured in the Top 10 of the prestigious "World's Best Olive Oils ranking".

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



## **A Velha Fábrica (The Old Factory), Olive Oil Tourism in the Heart of Sierra de Gata**

Halfway through April 2017, the Carrasco family introduced olive oil tourism (oleo-tourism) into their project to energize the region of Sierra de Gata and promote extra virgin olive culture, by purchasing *A Velha Fábrica*, a country hotel, an emblematic and charming touristic complex, located in Valverde del Fresno -only 16 kilometers (9 miles) from Portugal- that has been connected to the world of olive groves since its origins, as it was built over the remains of an old textile and oil factory, dating from the 19th century. In fact, oleic details inundate this magical place.

There was also the will to increase the value of the historic and cultural heritage of this enclave, located in a singular natural setting of great environmental and scenic value. The antique oil press holds all its original characteristics and the visitor can learn about the production process of the liquid gold, as well

as accede to a large historic archive of books and documents related to olive oil.

The lodging has two well-differentiated areas: the main building, where there are 11 spacious double bedrooms with every amenity, and eight cozy apartments that have ample living rooms, bathroom and independent access. The communal areas include gardens, parking lot, children's park, social salon, coffee shop, terrace, swimming pool and restaurant, where one can enjoy the exquisite regional gastronomy with the best of the season's products, always accompanied by *Vieiru* extra virgin olive oil, full of nuances, aromas and flavors. An unbeatable opportunity dive into the world of olive groves, in direct contact with the producers of one of the world's best EVOOs. Relaxation, nature, culture and olive oil. Can anyone do any better?



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Basil



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Berries



Freshly cut grass



Dried nuts



Fennel



Olive leaf



Ripe apple



Green apple



Orange



Walnut



Pear



Pepper



Pine nut



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