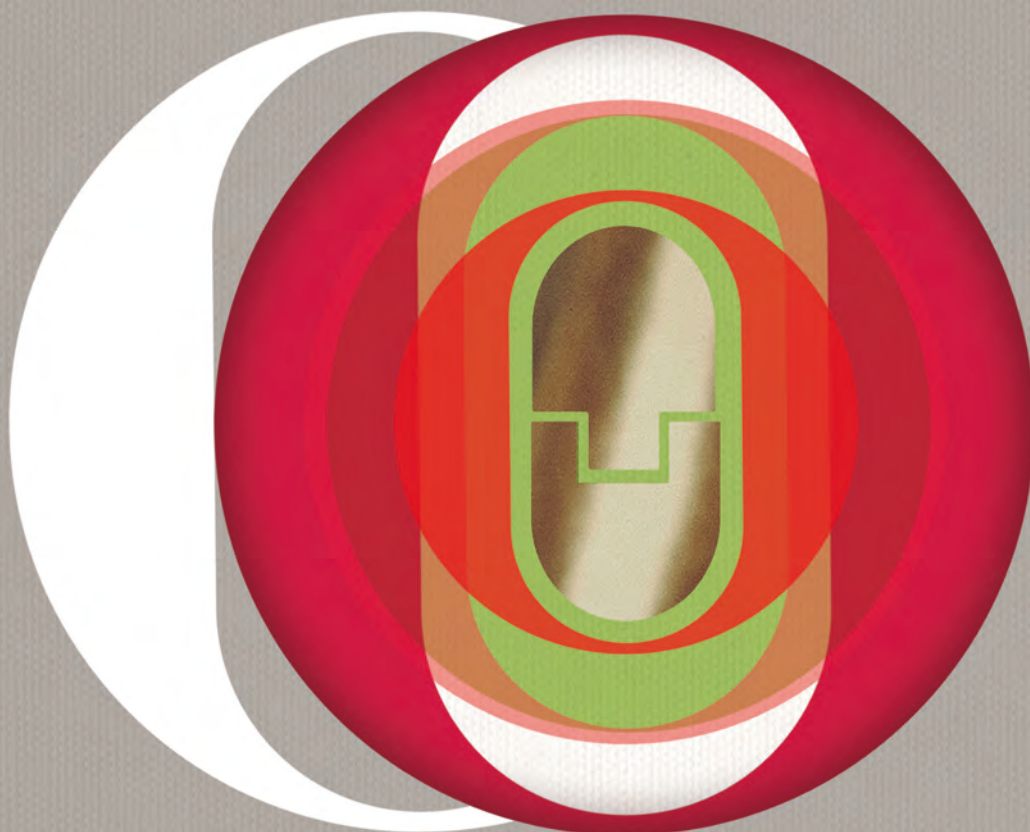


oliva tessen

BY MERCACEI

*the delicate pleasure of extra
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crazy about EVOO

*Eva Green, the
movie star who
became a foodie*

chefs

*Rasmus Kofoed,
guru of the
world's most
beautiful
sustainable
cuisine*

the origins of EVOO

*Shakespeare,
Byron, Neruda,
Hemingway...
Olive trees laden
with verses*

guest star

*Jesse Bongiovi, the
heir to a family
of music and
gastronomy stars*

the Ring

*Dominique Crenn,
Elena Arzak and
Ana Roš against
the ropes*

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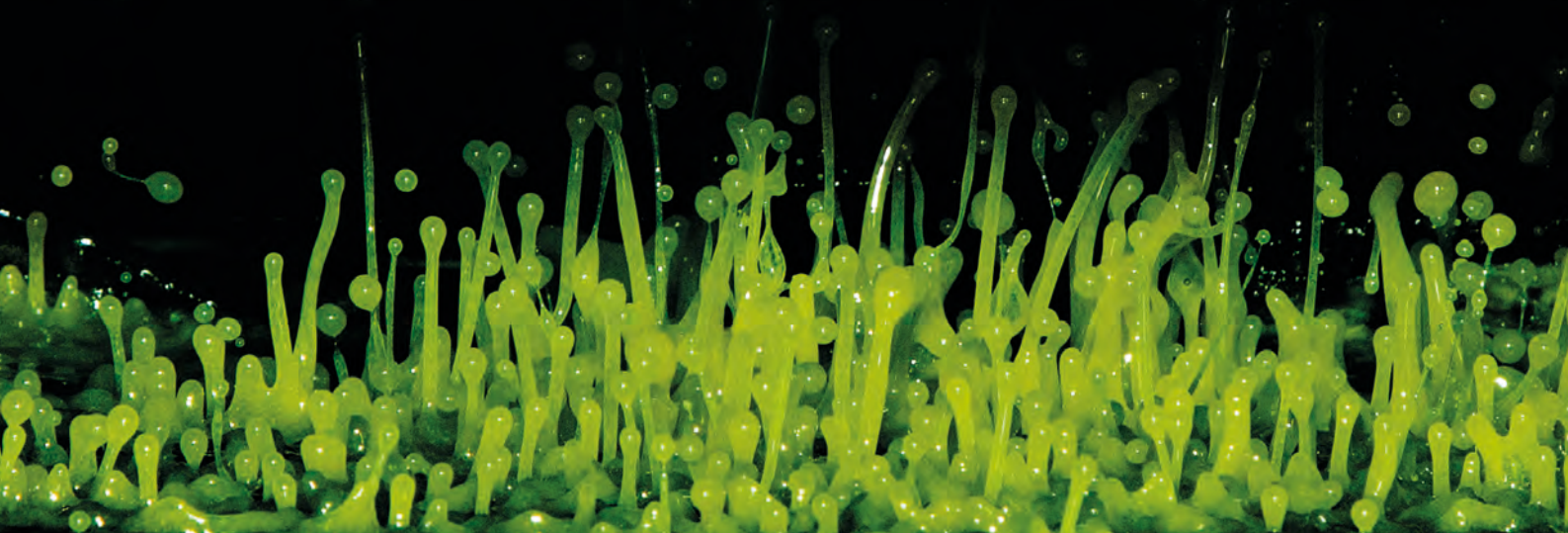
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Contents

7—EDITORIAL

Only mystery

8—THE ORIGINS OF EVOO

Olive trees laden with verses

30—CRAZY ABOUT EVOO

Eva Green, the baroque actress who would join the dark side for a burrata cheese with organic EVOO

36—EVOO & FASHION

Gucci Osteria da Massimo Bottura, luxury and haute cuisine

46—THE RING

Who runs the world? Female chefs, for sure! Dominique Crenn, Ana Roš & Elena Arzak in an epic battle

60—TRENDS

Do we really still call it tableware?

72—COOLTURE

EVOO, the star of the show

84—GUEST STAR

Jesse Bongiovi, the heir to a family of music... and gastronomy stars

92—IT FOOD

Welcome Mr. Delivery!

108—QVEXTRA! INTERNATIONAL

QvExtra! International turns EVOO into the new superfood

126—CEQ-ITALIA

CEQ, obsessed with quality

132—CHEFS

Rasmus Kofoed, guru of the world's most beautiful sustainable cuisine

142—AVANT-GARDE

Fusion Picnic with EVOO! 10 tips for an unforgettable gourmet day

154—OLIVE OILS FROM SPAIN

No kitchen without the Olive Oils from Spain

158—OLIVE ROADS

The Olive Houses, where nature and architecture become blurred

168—BIBLIOTHÈQUE

Here are our delicious proposals for 2021 that will whet your appetite

178—ORGANIC & BIODYNAMIC

Bio cosmetics with EVOO, an olive mind in a healthy body

186—SOLIDARITY

World Central Kitchen, the world's largest humanitarian kitchen

194—AGENDA

Vacation mode on: Oleo-tourism is in vogue!

204—DOLCE VITA

LA Organic, unforgettable experiences in the Serranía de Ronda

212—ROAD TRIP

A cry of hope and agro-resistance in the land of Canaan

220—PREMIUM OIL MILL

Almazara Casa del Águila: Innovation, quality and tradition

oliva tessen

BY MERCACEI

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*“Only mystery allows us to
live, only mystery”*

Federico García Lorca



Editorial

Pandora Peñamil Peñafiel
Editor in Chief

 *pandora_tessen*



Only mystery

“**He was seen, walking among guns,** down a long street, out into the cold field, still with the morning stars. They killed Federico when the light came up”. This is how Antonio Machado described the death of his friend Federico García Lorca on that shattering night when he was shot next to an olive tree in the Viznar ravine, on his way to Granada. It was the night of August 18, 1936. They killed the poet but they could not silence his poetry.

Dalí, Picasso, Cortázar, Vargas Llosa, Buñuel... They yearned for and honored the existence of that brilliant *Chien Andalou* who unraveled the mystery of the olive trees as no other artist in the world would. He said about them that they are laden with cries. He did not have time to tell the world the rest of what these trees were hiding. He could never stop describing them as he did the scarlet violence emanating from the avenues of Harlem or Wall Street when he was a poet in New York.

But the olive trees survived him, as they have done with all the civilizations that have passed through this old blue planet and today, in the middle of the 21st century, they are still full of cries, not of sadness, but of hope. In these adverse times that we are living in, they maintain their integrity, wise, impassive, twisted, but

as generous as ever. Its fruit is the same and we have known how to shape it through the millennia having almost perfected it. We no longer speak of olive oil, not even of *acerbo* oil, which is how the ancient Greeks referred to the juice extracted from green olives. Now we simply say EVOO.

In the century of diminutives and acronyms, the EVOO is king. It is not difficult to read in the press -is there anyone who continues to read more than the headlines?-, in gastro magazines or in the hashtags of social networks the term *#evoo* next to haute cuisine content, premium brands or Michelin starred chefs. Now it is the chefs who are interested in that monovarietal or that other blend that makes their dishes explode in the mouth of the diner, that tastes like mint, but also licorice, artichoke or vanilla in the same mouthful.

Without knowing how, EVOO lovers -a concept we are proud to have created at *Olivatessen*- are finally in fashion. And this doesn't seem to be a passing fad. How did it happen? With a lot of work, promotion, and communication, communication, communication. The rest is pure mystery. But, as Lorca said, “Only mystery makes us live. Only mystery”. So, for us, long live the mystery of the extra virgin! ●

Olive trees *laden with verses*

By Alfredo Briega Martín

Throughout history, many authors have been inspired by the olive tree, its fruits and its magical elixir. Many poets of all times have sung to the old olive tree, and not only those born in the shelter of the Mediterranean. Because the millenary tree is complicit in time and the heritage of all. Here are some poetic examples...





Pablo Neruda

Ode to Olive Oil



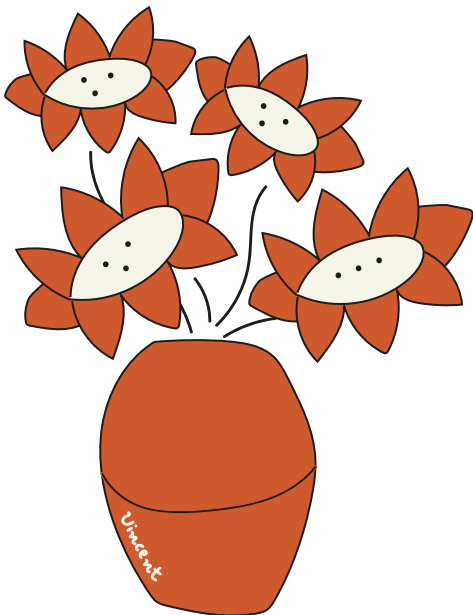
Considered by many, including the Colombian writer Gabriel García Márquez, as the best poet of the 20th century, the Chilean Pablo Neruda (Parral, 1904), Nobel Prize for Literature in 1971, sang to the simple and elemental things in life, naming and highlighting everyday objects from an acute observation through a rich and at the same time deliberately simple language. His odes, full of optimism for the future –a product of his humanism– are addressed to the common people, whom he seeks to reach through simple poetry that vindicates the humble as the true protagonists of history. The mere contemplation of worldly things, their exalted praise, becomes an act of optimism, a song of celebration to the miracles of life. His *Ode to Olive Oil* (*Nuevas odas elementales*, 1956) is a declaration of love for the liquid gold, to which he pays tribute by focusing on the representation of both the juice of olives and the landscape of the olive grove, stating that “I love the homelands of oil, a treasure trove that descends from the sources of the olive tree”.

*“Near the murmuring
In the grain fields, of the waves
Of wind in the oat-stalks
The olive tree
With its silver-covered mass
Severe in its lines
In its twisted
Heart in the earth:
The graceful
Olives
Polished
By the hands
Which made
The dove
And the oceanic
Snail:
Green,
Innumerable,
Immaculate
Nipples
Of nature
And there
In
The dry
Olive Groves
Where
Alone
The blue sky with cicadas
And the hard earth
Exist
There
The prodigy
The perfect
Capsules
Of the olives
Filling
With their constellations, the
foliage
Then later,
The bowls,
The miracle,
The olive oil”*



Vincent Van Gogh

Letters to Theo



“Oh, my dear Theo, if you saw the olives just now... The leaves, old silver and silver turning to green against the blue. And the orange-coloured ploughed earth. It is something quite different from your idea of it in the North, the tender beauty, the distinction! The rustle of an olive grove has something very secret in it, and immensely old. It is too beautiful for us to dare to paint it or be able to imagine it”

The son of a Dutch Protestant pastor, Vincent

Willem Van Gogh (Zundert, Netherlands, 1853), one of the leading exponents of Post-Impressionism, painted, over the course of a decade, 879 paintings -including 43 self-portraits and 148 watercolors- and 1,756 drawings. A central figure in his life was his younger brother Theo, an art dealer in Paris, who gave him continuous and unselfish financial support. The great friendship between them is documented in the many letters -some 650- that Vincent wrote to his brother from August 1872 until July 1890, the year of his death. *Letters to Theo* is an exceptional collection, an extension of his thinking that constitutes the spiritual and artistic autobiography of a master painter who always lived in precarious conditions, between madness and misery -he gave away his works and only sold one painting in his lifetime- and for whom recognition only came after his death. His final years were marked by his permanent psychiatric problems that led him to be voluntarily confined in mental sanatoriums, among them the asylum of Saint Paul-de-Mausole in Saint-Rémy-de-Provence, where he was admitted on May 8, 1889, occupying two rooms, one of them fitted out as a workshop. When he gave up his walks around the clinic, he painted pictures where the subjects were pines, cypresses and olive trees. To the latter, with their sinuous trunks, he dedicated several works: *Alpilles with olive trees in the foreground*, *Olive Tree* and *Olive Harvest*.

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Miguel Hernández

The Olive Harvesters



*“Andalusians of Jaén,
proud harvesters of olives,
tell me from your soul, then,
who made the olive groves?”*

*They did not come from nothing,
from money, nor the masters,
only from the silent earth,
and from sweat and toil.*

*United with pure water,
united with the planets,
the three made the beauty
of the twining trunks.*

*Rise, white olive tree,
they said at the wind's feet.
And the olive raised an arm
weighty as concrete”*

Miguel Hernández (Orihuela, Alicante, 1910) was a poet and playwright of special relevance in the Spanish literature of the twentieth century who was considered by Dámaso Alonso as the “great genius” of the Generation of '27. His book of poems *Viento del pueblo* is part of his second poetic stage, where the author moves from the self, the lyrical intimacy, to us, to direct language and social commitment, war and politics with an ideology that served as propaganda. Within this work, which lacks a precise structure and whose predominant metric form is romanticism, we find such emblematic poems as *Aceituneros (Olive Harvesters)*, also known as *Andaluces de Jaén*, written during his stay in the Jaén capital from March to June 1937. Official hymn of the province of Jaén, symbol of freedom and perhaps the best poem written about this land, these beautiful verses evoke the beautiful landscape formed by the more than 60 million olive trees in this Andalusian province, the first producer of olive oil in the world.



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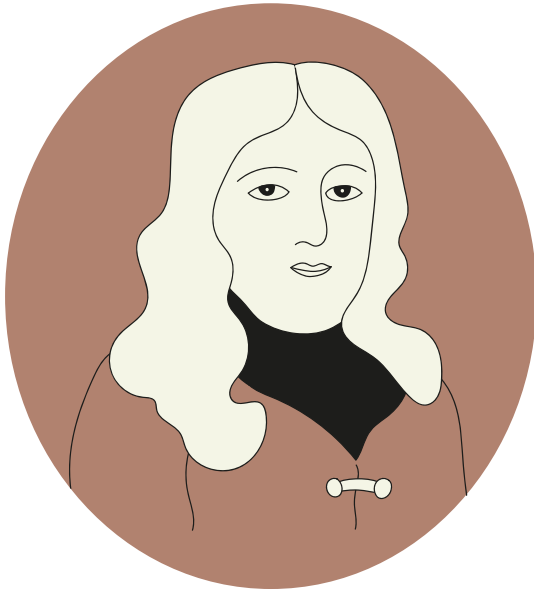
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John Milton

Paradise Regained



“The olive grove of Academe, Plato’s retirement, where the Attic bird Trills her thick-warbled notes the summer long”

The poet and essayist John Milton (London, 1608), one of the greatest writers in the English language, lived through one of the most turbulent periods in the history of England. With a Renaissance background, as evidenced by his deep knowledge of the classics and his travels in Europe, he supported the creation of the Commonwealth of England and his political treatises were consulted in the drafting of the Constitution of the United States of America. After *Paradise Lost*, his most famous epic poem –one of the greatest in world literature, with which he shares his theological theme–, in *Paradise Regained* (1671), made up of 2,069 verses distributed in four books using the pentameter method, Milton focuses on the episode of Jesus’ temptations in the desert following the Gospel of St. Luke. For the author, if Paradise was lost because Adam and Eve gave in to Satan’s temptation, it was regained by Jesus’ resistance.



William Shakespeare

The History of King Henry the Fourth



“I wish your highness good health, and happy news beyond the report I have to deliver! Prince John sends his respects: Mowbray, the Archbishop, Hastings and the rest are under arrest. There are no more rebels anywhere; the olive branch of peace has been extended everywhere”

William Shakespeare (Stratford-upon-Avon, 1564), “the least English of England’s poets,” as Jorge Luis Borges described him, is considered the most important writer in the English language and one of the most celebrated in world literature. His profusion of linguistic resources rivals his mastery and originality in the representation of characters. *The History of King Henry the Fourth*, a historical drama written possibly before 1597, is the second work of his quartet dedicated to the successive reigns of Richard II, Henry IV (two works) and Henry V. It describes the events that begin with the Battle of Humbleton Hill in late 1402 and end with the defeat of the rebels at the Battle of Shrewsbury in mid 1403. In this part, the Bard of Avon refers to the olive branch as a symbol of peace, a concept embraced in ancient Greece and the Roman Empire and which already appears in the biblical account of Noah’s Ark, when a dove returns carrying an olive branch in its beak to announce the end of the flood.

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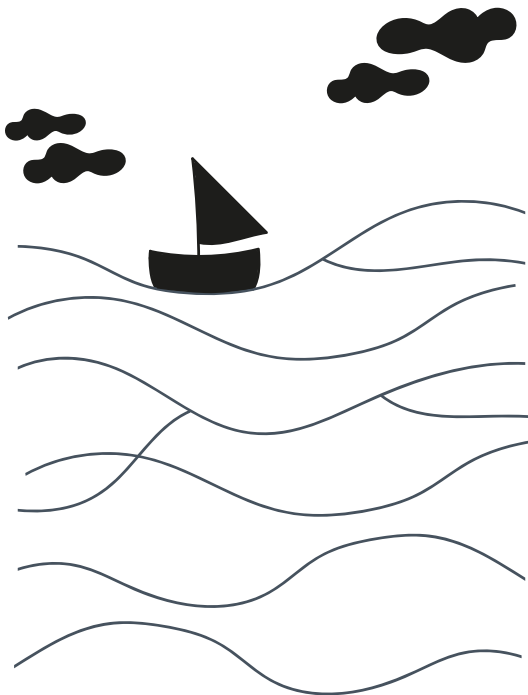
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Ernest Hemingway

Reports from the Spanish Civil War



“Pink of almond blossoms - grey dusty green of the olives - planting plane trees along the road during the great battle - planes - the ditch - the olive trees - Reus - the bombing - clouds of smoke dust - brown dust”

The Spanish Civil War (1936-1939) inspired

artists and intellectuals from all over the world, giving rise to unforgettable works of George Orwell, Pablo Picasso, etc. and the American writer and journalist Ernest Hemingway (Oak Park, Illinois, 1899), Nobel Prize for Literature in 1954, who joined the intellectuals who defended the Republican cause during the war. Hemingway spent a large part of his eventful life in Spain, a country he loved –especially its culture and traditions, hence his admiration for olive trees– and was so fascinated by bullfights and bullrings –he was a great fan of the *Sanfermines* in Pamplona, the Spanish city that influenced him the most– that he set one of his books in them, *Fiesta*, considered his first great work. Returning to the Spanish Civil War, his chronicles of the conflict, which he covered as a correspondent for the North American Newspaper *Alliance*, are famous. Written in a telegram style to save money in transmission –punctuation is omitted in the telegrams and words are sometimes joined– the economy of language, precision and narrative rhythm used in them made Hemingway the creator of a literary genre somewhere between the novel and reportage, a precursor of the new journalism of the 1970s. Influenced by his journalistic work, Hemingway claimed that his texts were written following the theory of the iceberg, according to which, as these large masses of ice floating on a surface of water, only a ninth of the story told is exposed and in view, while the bulk of it is known to the writer but not explicitly revealed.

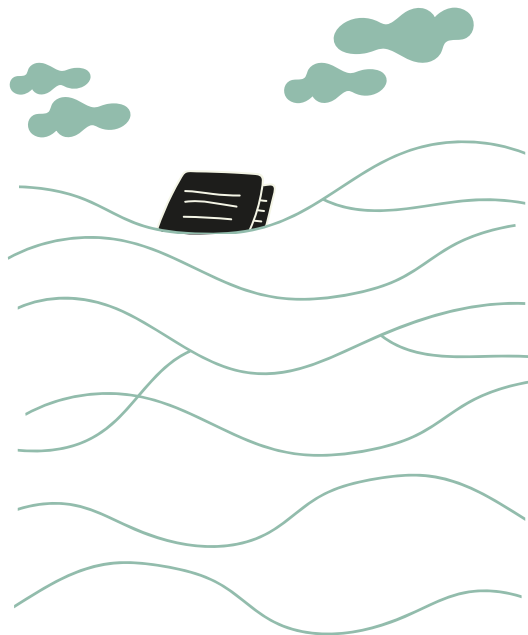


POWERED BY NATURE



Virginia Woolf

Orlando



“She was like a fox, or an olive tree; like the waves of the sea when you look down upon them from a height; like an emerald; like the sun on a green hill which is yet clouded; like nothing he had seen or known in England”

Orlando (1928), the sixth novel by Virginia Woolf (London, 1882), is considered the most brilliant of her literary works. It is a free-style biography –in fact, it is a parody or satire of this literary genre– based on the life of Vita Sackville-West, an aristocrat and writer with whom Woolf had a love affair in the late 1920s –in fact, the novel is dedicated to Sackville.– In it, a young aristocrat with literary aspirations is transformed into a woman, living through different historical moments without hardly growing old: from the Elizabethan period, through the Victorian period, to the modern era at the dawn of the 20th century. In this groundbreaking work –we are possibly in the presence of the first transsexual character in the history of literature–, feminist and of great stylistic influence –an example of English literary modernism of the early 20th century–, the author deals with subjects considered taboo in her time such as homosexuality, female sexuality or the role of women within society. In short, this is a novel that is difficult to classify and is a dissertation on the female condition and “the longest and most charming love letter in literature” –as defined by Nigel Nicolson, one of Vita’s sons– in which the protagonist compares her beloved, among other metaphors, to an olive tree; not surprisingly, Woolf described Sackville as “a dazzling beauty and an imposing presence”, which explains the simile used.



Mahmud Darwish

The Tears of Olive Trees



*“If the Olive Trees knew the hands that planted them,
Their Oil would become Tears”*

A symbol of Palestinian culture and one of the greatest contemporary Arab poets, Mahmoud Darwish (Al-Birwa, Galilee, 1941) decided from a very young age to make literature his weapon of struggle, throwing himself into the arms of writing –he published his first book of poems, *Birds Without Wings*, at the age of 20, and four years later his second, *Olive Leaves*– at the same time as being a political activist within the Communist Party. His work, translated into 35 languages, is a cry of denunciation in the face of the suffering and humiliation of his people –his own village was completely destroyed by the Israeli army.– In it, Palestine becomes a metaphor for the loss of Eden, the birth and resurrection, as well as the anguish of dispossession and exile. In 1988 he wrote the Palestinian Declaration of Independence, which earned him, along with his work in defense of freedom and his land, the nickname “poet of resistance,” although he also sang to life and love.



Giorgos Seferis

Surface



“You spoke about things they couldn’t see and so they laughed. Yet to row up the dark river against the current, to take the unknown road blindly, stubbornly, and to search for words rooted like the knotted olive tree- let them laugh. And to yearn for the other world to inhabit today’s suffocating loneliness, this ravaged present- let them be”

“Wherever I go, Greece wounds me”, wrote the Greek poet, essayist and diplomat Giorgos Seferis (Smyrna, 1900) in his collection of poems *Cuaderno de ejercicios*. In his work –written in *Dimotiki glosa*, the language of the people, which presented notable variations on the official one, called *Kazarévusa*, imposed by the State–, he emphasizes his love and nostalgia for the Mediterranean and his hometown, although he does not say its name, combining his own experiences with the history and mythology of Greece. Thus, one of his main sources of inspiration was Homer’s *Odyssey*, to show how the human personality has not changed through the centuries. A great admirer and connoisseur of the poetry of T.S. Eliot, which he translated into Greek, in 1963 he received the Nobel Prize for Literature “for his eminently lyrical work, inspired by a profound love of the world and Hellenic culture”, being the first author from this country to achieve this award.



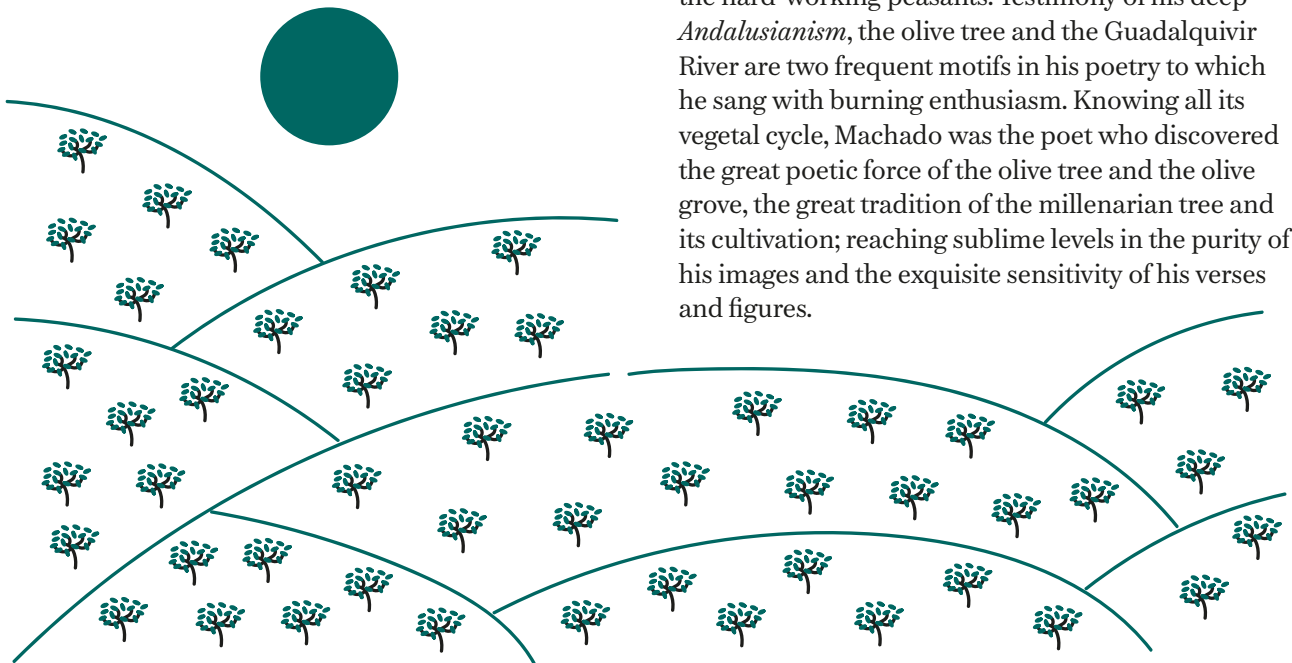
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Antonio Machado

The Olive Trees



*“Old thirsty olive trees
Under the glaring sun,
Dusty olive groves
Of Andalusia’s countryside!
The Andalusian country, swept
By the blistering sun,
Crisscrossed hillock to hillock
By olive groves on end!”*

The work of Antonio Machado (Seville, 1875), the youngest representative of the Generation of ‘98, evolved from his initial modernist style –like that of his brother Manuel– towards a symbolist intimacy with romantic features, which led to a poetry of human commitment, on the one hand, and of almost Taoist contemplation of existence, on the other; a synthesis that in Machado’s voice echoes the most ancestral popular wisdom. A lover of the beauty, grace and colors of Andalusia, Machado liked to interact with the people of the village, with the hard-working peasants. Testimony of his deep *Andalusianism*, the olive tree and the Guadalquivir River are two frequent motifs in his poetry to which he sang with burning enthusiasm. Knowing all its vegetal cycle, Machado was the poet who discovered the great poetic force of the olive tree and the olive grove, the great tradition of the millenarian tree and its cultivation; reaching sublime levels in the purity of his images and the exquisite sensitivity of his verses and figures.

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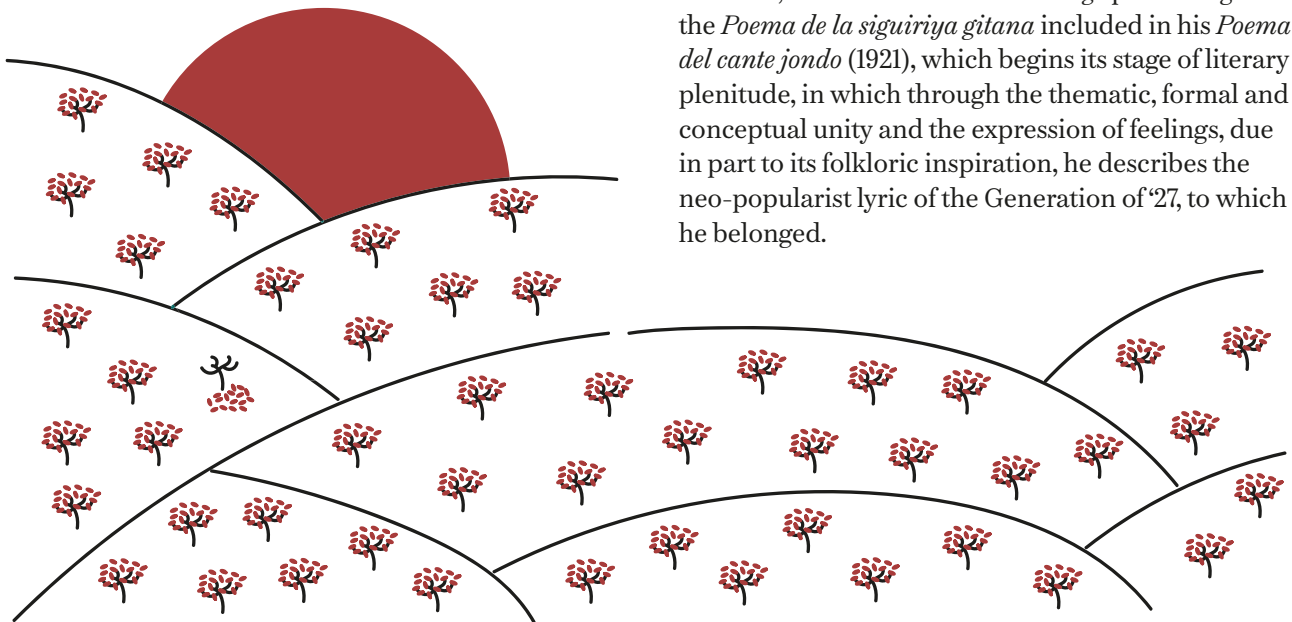
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Federico García Lorca

Passage



*“The grove
of olive trees
opens and closes
like a fan.*

*Above the olive grove
Are a sunken sky
And a dark rain
Of cold stars.*

*Reeds and nightfall quiver
at the river’s edge.
The grey air ripples.
The olive trees
Are laden with cries.*

*A flock
of captive birds
shaking their very long
tails in the dark”*

In the early morning of August 18, 1936, Federico García Lorca (Fuente Vaqueros, Granada, 1898) was shot by dictator Franco’s authorities next to an olive tree on the road between the Granada towns of Víznar and Alfacar. The most influential and popular poet of Spanish literature in the 20th century became a symbol of the repression and of all those who disappeared in the Spanish Civil War. In his poems and plays, Lorca reveals himself as a keen observer of the language, music and customs of Spanish rural society. The presence of the olive tree is recurrent in his work, as in the case of this *Passage* pertaining to the *Poema de la siguiiriya gitana* included in his *Poema del cante jondo* (1921), which begins its stage of literary plenitude, in which through the thematic, formal and conceptual unity and the expression of feelings, due in part to its folkloric inspiration, he describes the neo-popularist lyric of the Generation of ‘27, to which he belonged.



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Victor Hugo

Les Misérables



“In this way, his unhappy soul struggled with its anguish. Eighteen hundred years before this unfortunate man, the mysterious Being, in whom all the sanctities and all the sufferings of humanity come together, He too, while the olive trees trembled in the fierce breath of the Infinite, had brushed away the fearful cup that appeared before him, streaming with shadow and running over with darkness, in the star-filled depths”

Considered the leading exponent of Romanticism,

Victor Hugo (Besançon, 1802) is perhaps the most notable writer of 19th century French literature. Of an early vocation, he proclaimed the principle of “freedom in art” and throughout many years he combined his brilliant literary work with his successful political career, becoming one of the most important public figures of his time in France. His works enjoyed widespread recognition due, above all, to the brilliance of his prose and the choice of arguments in which the mysterious and supernatural are perfectly intermingled with the most intelligent and accurate social denunciation. Set in the first half of the century, between the Napoleonic wars and the bourgeois revolution of 1848, *Les Misérables* (1862), the great novel of French romanticism, is a magnificent portrait of the turbulent French society of the 19th century; a novel of realistic, epic and romantic inspiration –as well as a hymn to love– where those who keep their conscience intact in a world governed by poverty will triumph.



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Lord Byron

A Turkish Tale



*“Where the citron and olive are fairest of fruit,
And the voice of the nightingale never is mute:
Where the tints of the earth, and the hues of the sky,
In colour though varied, in beauty may vie,
And the purple of Ocean is deepest in dye;
Where the virgins are soft as the roses they twine,
And all, save the spirit of man, is divine?
‘Tis the clime of the East; ‘tis the land of the Sun
Can he smile on such deeds as his children have done?
Oh! wild as the accents of lovers’ farewell
Are the hearts which they bear, and the tales which
they tell”*

Idealist and eccentric, controversial and caustic, George Gordon Byron (London, 1788), the great poet of Romanticism, born into an aristocratic family, escaped from the puritanical English society to travel all over Europe and get involved in the Greek revolution against the Ottoman Empire. Considered one of the most iconic figures of 19th century English-language poetry, Lord Byron embodied the ideal of the romantic hero of the time. His *Turkish Tales* are delightful narrative poems that won him fame and favor from readers. Of a melancholy and transgressive nature, the sixth Baron of Byron lived a tumultuous life full of excesses and contradictions: he died at the age of 36 in Mesolongi in western Greece, fighting for the Greek country in a war in which he sympathized more with the Turkish enemy.



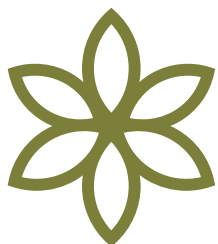
Rafael Alberti

What is an olive tree?



*“What is an olive tree?
An olive tree
he’s an old, old, old
and it’s a boy
with a branch on his forehead
and hung at the waist
a bag all full
of olives”*

The olive grove constitutes the natural landscape of the Andalusian countryside, forming part of the imagination of the authors of the Generation of ‘98 and ‘27. A member of the latter, considered the Silver Age of Spanish literature, Rafael Alberti (El Puerto de Santa María, Cádiz, 1902) was another of the Spanish poets who sang praises to the olive grove. *Qué es un olivo? (What is an olive tree?)* is one of the best known poems of his extensive work, in which the contrast between light and shadow plays a decisive role. The darkness, combined with an eternal feeling of uprooting towards the present that the author himself defined as “inseparable nostalgia”, constitutes the axis that sustains all his poetry, together with a constant hope of escaping in search of the light. A communist and atheist, committed to the working class and anticlerical, Alberti was one of the many Spanish intellectuals who suffered exile after the defeat of the Second Republic in the Civil War, returning to Spain in 1977 after 40 years of exile in France, Argentina, Uruguay and Italy ●



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EVA GREEN

*The baroque actress
who would join
the dark side for a
burrata cheese with
organic EVOO*

By Pandora Peñamil Peñafiel

Bernardo Bertolucci discovered her and did not hesitate to turn her, at the age of 20, into the revolutionary Isabelle of *The Dreamers*, his intimate portrait of May '68. Later she would also be the muse of cult directors Ridley Scott, Tim Burton and Roman Polanski, with whom she would bring to life complex and dark historical characters such as Artemisia I of Caria, Sibyl of Jerusalem or the tormented Vanessa Ives of *Penny Dreadful*. Much is known about the talent of the most Victorian French actress in Hollywood, but little is known about her life away from the spotlight where she makes her own Cuvée at Le Crocine, the Tuscan winery of her sister Joy and her brother-in-law Niccolò, with whom she loves to enjoy a good burrata sprinkled with organic EVOO. We chatted with this hypnotic, baroque and inaccessible –so far!– actress to discover that, just like on the big screen, a little Eva Green is never too much.



The love story between Eva Green and wine consolidated when her twin sister Joy met Niccolò Marzichi, an Italian winemaker with a family winery located between Bolgheri and Castagneto Carducci in the Tuscany region of Maremma. Marzichi grew up in a typical Tuscan villa where wine was inevitably part of his DNA and his most beautiful memories were of walking hand in hand with his father between the barrels while listening to the fermentation of their authentic *Sangiovese* wine.

The truth is that during the first years of his career he had not even considered following in his family's footsteps. However, everything changed when a friend of his showed up at his house with a pizza and a bottle of wine. When he opened it, it changed his life completely. It was an '82 *Château Haut Brion*. At that precise moment he realized that good wines,

besides pleasing you, can draw you into a parallel world full of aromas and sensations. It was then that he decided to return to Tuscany, with Joy and her first-born son, to start making wines that, under his brand *Le Crocine*, would awaken that torrent of emotions that *Haut Brion* had aroused in him.

Today, Niccolò and Joy produce four premium wines of the varieties Cabernet Sauvignon, Cabernet Franc and Merlot under the Tuscany IGP and the Bolgheri DOC. Among them is *Cuvée Eva*, Eva Green's personal project, made with 100% ecological Cabernet Franc. From its first stage in the barrel, this wine is distinguished by its balance and complexity, standing out on the palate for its power and intensity, with delicate notes of ripe fruit, rose petals, mocha and sandalwood. A complex and unique character description, almost as much as its creator. By the way, how about asking her how the story goes?

The story of Le Crocine began when a friend of your brother-in-law Niccolò brought home a bottle of wine and a pizza. When did your love of viticulture begin?

It happened little by little. I'm a very inquisitive person and I've always been very interested in nature, so when my sister Joy set up the winery next to Niccolò, a new world opened up for me to discover. I used to love full-bodied wines, but thanks to them I now have the opportunity to discover and appreciate other more complex features.

Your sister is a fundamental part of Le Crocine. Do you also consider yourselves foodies in your family? Do you like gastronomy, eating out, enjoying after-dinner conversations...?

I have always liked to eat, being a foodie is good for the heart and the soul! When I go to visit my family in Tuscany, we often go to lunch in restaurants around Bolgheri, and I must admit that I am totally in love with Italian cuisine. The mild climate of the Tuscan coast means that fruits and vegetables have a deliciously intense flavor that is completely new to me, but what I like most is when Niccolò cooks! I am a vegetarian and he always manages to surprise me with original and gourmet dishes such as risotto with freshly picked artichokes from the garden or pasta with zucchini, basil and mint.... Mmmmm!

In France, as in Spain, we follow a Mediterranean Diet in which super healthy foods such as extra virgin olive oil stand out. Do you like it? Do you cook with it?

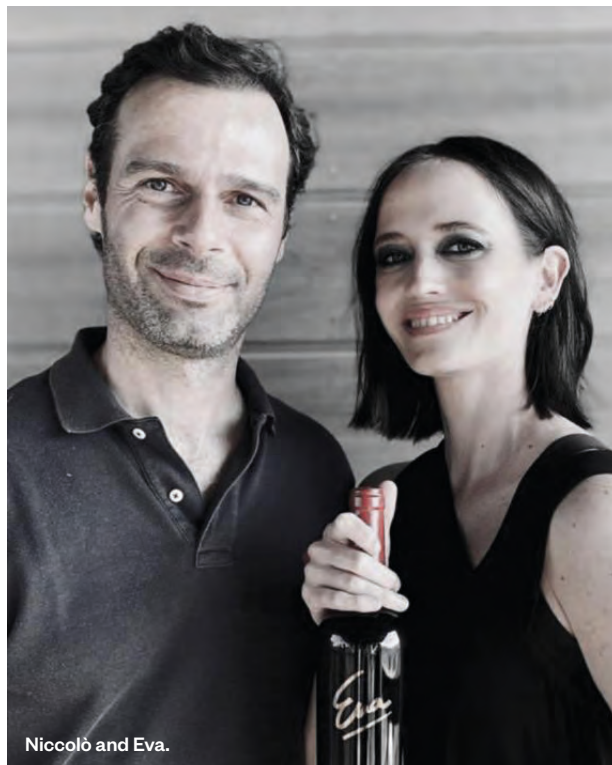
Yes, I adore olive oil! Preferably organic, though. I especially like it to dress a tomato salad with burrata. I have to admit that when my sister lets me try new harvest EVOOs with a piece of bread... I could just feed myself on that!

In some of your most famous film and TV roles you try to keep the balance between light and dark. For what gastronomic pleasure would Eva Green go to the dark side?

Without a doubt, it would be for the cheese, a *Saint Felicien* or any goat cheese, but also for chocolate or red wine. That is to say... I cross over to the dark side every night!

Your filmography is full of emotionally charged characters. Now that there are so many gastronomic programs and series, when shall you play the role of a chef or a sommelier? Would you like a more relaxed character?

“I could feed myself with freshly harvested EVOO and a piece of bread”



Niccolò and Eva.



Joy and Niccolò.



Yes, why not. I'd have a good excuse to train my palate! The world of wine really fascinates me. When I'm with my sister in Tuscany, we often play at guessing the aromas in the "Le Nez du Vin" box. It contains a lot of bottles that you have to choose at random, smell –of course blindly!– and try to identify. Then we compare the results and challenge ourselves to see who has the best olfactory skills.

If you had to describe a feeling as if it were a dish, what does a Bafta taste like? And a bad review?

A Bafta, without a doubt, would taste like a bottle of vodka, vertiginous but euphoric at the same time; and a bad review, like whisky, because my body cannot tolerate it. But, if I have to be honest, the best option is not to read them!

Your job requires you to be at the disposal, as it were, of directors almost every day. At home, the moment of relaxation arrives. Who cooks in Eva Green's house?

I love taking long walks with my dog, I would say that this is my time to relax. The truth is that I don't have much time to cook, so when I'm in London I usually order weekly menus from *The 5 Day Plan*, which are prepared by nutritionist Rosemary Ferguson. They are delicious and very healthy! ●





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Gucci Osteria da Massimo Bottura, *luxury and haute cuisine*

By Alfredo Briega Martín

Culture, gastronomy and fashion come together to create an unforgettable Made in Italy experience in Florence and Los Angeles, result of a collaboration between Gucci's creative director Alessandro Michele and renowned chef Massimo Bottura.

Luxury and haute cuisine at its best.



This Gucci-Osteria Francescana association finds its origin in the friendship cultivated since childhood between the company's CEO Marco Bizzarri and chef Massimo Bottura.

Traditionally, Italy has always been associated with design, fashion and gastronomy. Also with luxury. And Gucci –the well-known Italian firm based in Florence and dedicated to the design and manufacture of fashion items such as clothing, shoes, jewelry, handbags, watches, perfumes and leather accessories– is synonymous with luxury, as its slogan says: “redefining luxury fashion”. Founded in 1921 by Guccio Gucci, Gucci’s stores originally featured finely crafted leather accessories in a classic style and its iconic ornate moccasin, as well as silks and knitwear in distinctive patterns. In 1947, the famous signature symbol appeared, designed by Aldo Gucci, son of the founder of the fashion house, who is credited with the famous two G’s.

The designs of this house, which belongs to the Kering Group, made its products among the most copied in the world at the beginning of the 2000s. In 2013 its annual sales reached 4.7 billion dollars. In May 2015 *Forbes* magazine, in its list of the *World’s Most Valuable Brands*, placed Gucci in 38th place, the second most valued fashion brand, behind Louis Vuitton, estimating that the brand was worth 12.4 billion dollars.

In January of that year the 48-year-old Roman fashion designer Alessandro Michele was appointed creative director of the firm. After a period of some decline, Michele has managed to restore the splendor, and commercial success, to the Italian luxury goods firm. Responsible for all of the Gucci collections and global brand image, Michele was chosen by the company’s

CEO, Marco Bizzarri, for his talent and “contemporary vision”. By reinventing the rules, “which is what Gucci is all about,” says Michele, by mixing the old with the modern, vintage and disco, the bohemian and decadent airs with the work of young illustrators, all seasoned with notes of colorful psychedelics and nerdy details, his arrival was a turning point in the century-old history of the Italian house, a true revolution that transformed the fashion world. In its firm commitment to sustainability, the company, which in 2018 achieved a zero carbon footprint in its entire supply chain, will only present two collections a year instead of five, placing nature and respect for the environment at the center of its activity.



Roman fashion designer Alessandro Michele was appointed on 2015 creative director of the firm, restoring the splendor, and commercial success to it.

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The synergy of the luxury sector with haute cuisine seemed inevitable. So, in January 2018, Gucci Osteria da Massimo Bottura opened its doors at Piazza della Signoria number 10, in the heart of Florence's historic center, the birthplace of the house, as a result of the alliance of two Italian icons that are immediately recognizable around the world.

An association that finds its origin in the friendship cultivated since childhood between Marco Bizzarri and the chef of Modena, and owner of Osteria Francescana with three Michelin stars, and that celebrates their shared love for fashion and gastronomy. The *Osteria* is located inside Gucci Garden, the eclectic Florentine *palazzo* (Palazzo della Mercanzia) dating back to 1337, and houses in its galleries collections of art, clothing, accessories or publications, as well as a bazaar-style boutique organized in two large rooms with unique pieces and products of exclusive design –with the distinctive Gucci Garden label– that are not for sale in any other Gucci store. A magical place that perfectly represents the Renaissance culture, a melting pot of creativity that brought together the most innovative minds of the time. A reinvented, lively and collaborative space in which to express the history, philosophy and constantly evolving aesthetics of the house Gucci, which mixes different cultural options with the most innovative avant-garde.



On the first floor, Gucci Osteria da Massimo Bottura, supervised by the famous chef, offers classic Italian dishes and conceptual twists that make up a gastronomic experience that, “with eyes wide open, seeks the unexpected”. At the head of this intimate restaurant is Mexican chef Karime López, an outstanding student of Bottura’s, who she impressed with her dedication, professional skills and talent, with extensive experience gained in some of the best restaurants in the world: Can Fabes (Sant Celoni, Barcelona), Mugaritz (Rentería, Gipuzcoa), Noma (Copenhagen, Denmark) or Ryugin (Tokyo, Japan).

Her innovative menu is the result of her long international career and her many culinary trips, as well as her undisguised passion for art and music. “Traveling around the world, our cuisine interacts with everything we see, hear and taste,” says Bottura. The characteristic culinary style of the chef, born and raised in Querétaro, north of Mexico City, and her avant-garde way of mixing styles, combines perfectly with Bottura’s vision and the concept behind Gucci Osteria, which is simply to remind people that “Florence has always been a center of cultural exchange, particularly during the Renaissance, which



brings together the most diverse traditions, trends and styles,” adds the chef.

Karime likes to challenge the traditional perception of Italian cuisine by creating fun versions of classic dishes. Her *tostada de maíz morado*, for example, reflects her Mexican heritage, but gives a twist to tradition by serving roasted corn over chopped marinated tuna and avocado, with hints of spice and citrus to make it easier to digest. For its part, “Taka Bun” is a tribute to her husband –Takahiko Kondo, *sous chef* at Massimo Bottura in Osteria Francescana– and to the food they enjoy at home, with crispy sweet and sour pork belly covered with a umami-rich balsamic miso sauce. By the way, in the restaurant they always cook with Massimo Bottura’s EVOO, *Villa Manodori*.

In November 2019, less than two years after its opening, Gucci Osteria da Massimo Bottura received its first Michelin star. At the age of 37, Karime became the first Mexican chef to achieve such recognition.



Mexican chef Karime López, head of Gucci Osteria da Massimo Bottura in Florence.



ESSENCE



From classic Florence to sophisticated Rodeo Drive



The restaurant in Florence was followed by Gucci Osteria da Massimo Bottura Beverly Hills, which opened on February 17th. Located on the roof of the Gucci Los Angeles store on Rodeo Drive, the restaurant features outdoor seating and expansive views of Beverly Hills, and completes the innovative culinary scene of this dynamic city by bringing together the world of culture, food and fashion to create an unforgettable experience.

After working for two years as Karime Lopez's *sous chef* in Florence, chef Mattia Agazzi moved to LA to take Massimo and Karime's creative vision to the California coast, imprinting his own personality on the new Gucci Osteria establishment. A native of Bergamo, Agazzi's first experience was at the famous restaurant Da Vittorio, located in this Italian city at the foot of the Alps, which received three Michelin stars during his time at the helm of the kitchen. A mountain lover and avid climber, Mattia spent the next few years traveling the world and working



Chef Mattia Agazzi, head of Gucci Osteria da Massimo Bottura in Los Angeles.



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Gucci Osteria da Massimo Bottura is the alliance of two Italian icons immediately recognizable around the world

in restaurants such as Norbert Niederkopfler's St. Hubertus in the Dolomites, Joël Robuchon's L'Atelier in London and Brent Savage's Yellow in Sydney, where he perfected the techniques of Italian and French cuisine, learning in the latter the secrets of vegan cooking.

The menu, with a profoundly Italian flavor, includes signature dishes such as the chef's famous tortellini with *parmigiano reggiano* cream and the legendary Emilia burger as well as other new creations inspired by California. Using organic produce from local farmers' markets, Gucci Osteria da Massimo Bottura Beverly Hills' dishes honor a complex array of culinary influences from around the world that characterize Los Angeles, a cultural and gastronomic melting pot, transforming classic Italian recipes into cross-cultural creations that blend influences, techniques and flavors.

The restaurant design includes details from Gucci Osteria in Florence such as the use of Gucci Décor wallpaper, antique mirrors, red marble dining tables and wicker dining chairs. The unique elements that distinguish it from its predecessor are the



herringbone wood floors and cherry red velvet benches, while the outdoor terrace features Italian marble mosaic floors and an antique wooden pulpit that serves as a bar. In an intimate and cozy atmosphere, Gucci Osteria da Massimo Bottura Beverly Hills accommodates nearly 50 guests for lunch and dinner services seven days a week.

The relationship between the Italian firm and the iconic Californian city, home to numerous celebrities and jet-setters, has only been consolidated and strengthened since the 1970s, and is present in collections every season, events and launches such as the *Gucci Guilty* fragrance at the Hollywood Forever Cemetery or the SS19 advertising campaign, which celebrates and pays tribute to the Golden Age of Hollywood, for which, since his appointment as Creative Director in 2015, Alessandro Michele has always shown great fascination. In addition, Gucci supports the local art and film community through the annual LACMA Art + Film gala, co-chaired by Michele himself.

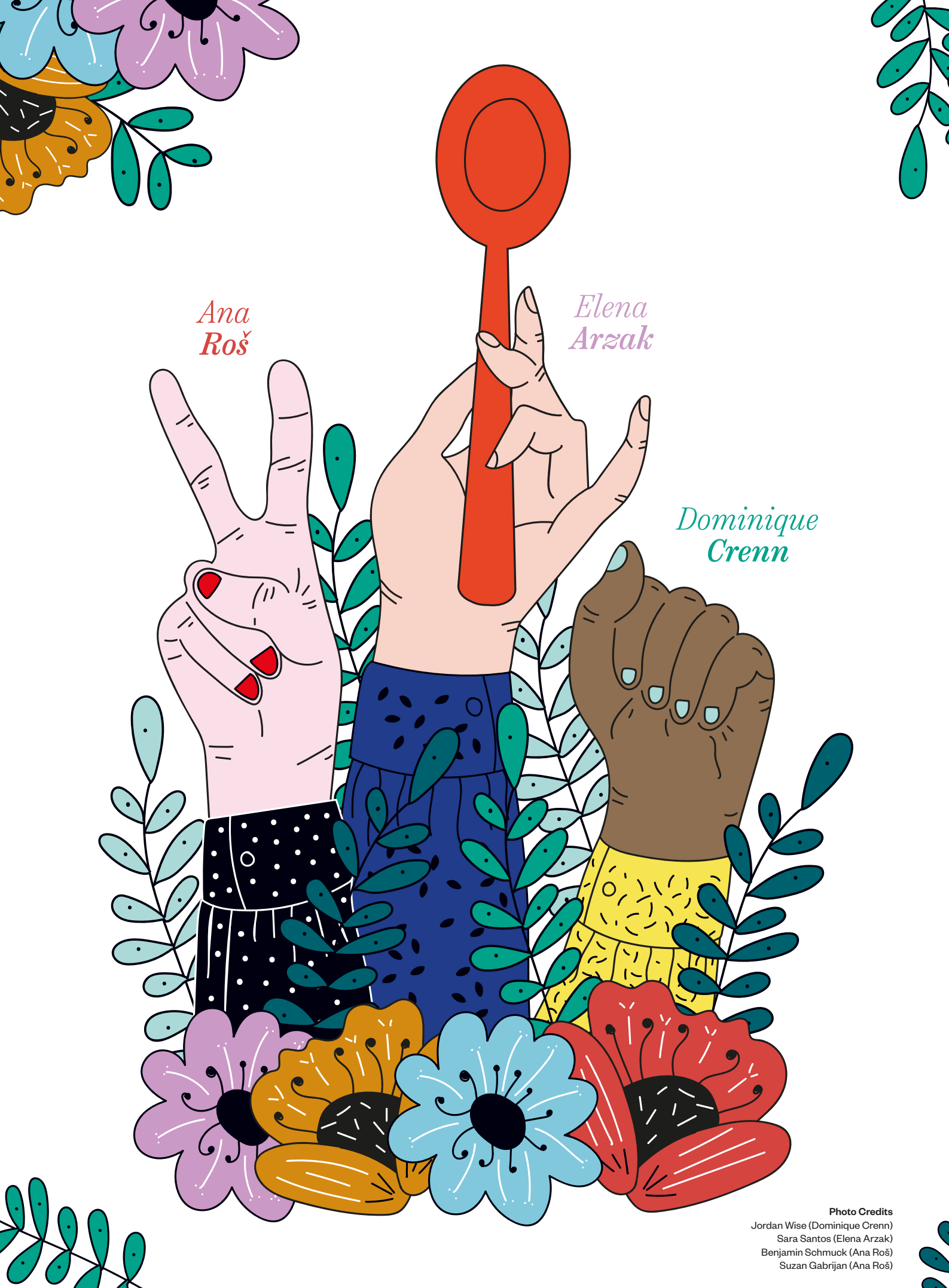
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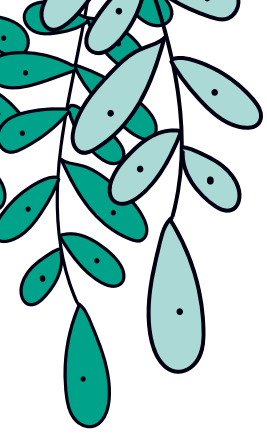


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Who runs the world?

Female chefs, for sure!

By Pandora Peñamil Peñafiel

Together they have 8 Michelin stars, hold the title of World's Best Female Chef and represent the future of the gastronomic sector under the principles of sustainability, respect for local products, a return to their roots and the prominence of EVOO in the kitchen. From eclectic San Francisco, through the majestic Slovenian Alps, to the traditional Basque Country, the cradle of the Spanish culinary world, we get in the Olivatessen Ring the chefs who, as Beyoncé would say in her feminist hymn, dominate the world of gastronomy today: Dominique Crenn, Elena Arzak and Ana Roš. Welcome to the era of sisterhood in the kitchen.





Dominique Crenn, Elena Arzak & Ana Roš

We asked them...

1—Do you think that gastronomy offers us a new way of seeing the world? Is it possible that a flavor reveals the reality or the culture of a country?

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

3—If we talk about olive oil, do you remember the first time you tried it? How important is it in your kitchen?

4—Which of your dishes defines you best? Why?

5—We are going through a complicated period in which we are trying to fight strong challenges such as pandemics or climate change. Should this situation make us think about our current habits? Is the natural, the local and the sustainable the true luxury of the 21st century?

6—Traditionally, women have been the great cooks in history; however, in the current scenario, the spotlight seems to be on male chefs. Do you think women are taken seriously as chefs or is there still some sexism in the culinary world?

7—In recent years, and due to the rise of social networks, we live by likes and followers. Do you think that in a way we are losing the essence of things -among them, gastronomy- due to so much posturing?

8—Which foodie trend do you despise the most? On the other hand, what trend would you like to see come back to stay?

9—Being a chef is one of the most demanding professions and one that leaves less free time. When you eat with family and friends, do you prefer to go out or cook at home? What is the best topic for the eternal after-dinner talks?

10—Menu for a last supper...

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Dominique Crenn

Atelier Crenn (San Francisco, U.S.A.), 3 Michelin stars
World's Best Female Chef 2016

“EVOO is one of my favorite ingredients for cooking, it tastes like sunshine”

1. Absolutely. Food has a language of its own and can be used to tell a story. Often, that story is about our place of origin. My food talks about my childhood, but also about the journeys I've made as an adult. So definitely yes, a dish should inform the diner about the chef and tell them where they come from.

2. I never decided to be a chef, it just happened naturally. I grew up visiting restaurants with my father and cooking delicious French dishes with my mother, so cooking soon became part of my life.

3. The importance of EVOO in my kitchen is huge, I simply love it. My mother used to cook with it and I fell in love with it since I was a child. It is one of my favorite ingredients for cooking, it tastes like sunshine.

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

5. We must change the world and we have before us an incredible opportunity to improve things at this very moment. Sustainability is not only the new luxury, but healthy, nutrient-rich food is too. Do we have to change the way we feed our community? Yes, but it's also about nurturing people and reconnecting with nature.

6. I believe that the new generations are changing the world. I love to see how inspired they are by justice and equality. They are eradicating sexism from the culinary world, but this battle is not over yet. We must continue to fight because there are still certain comments, stigmas or macho values that



persist in the gastronomic world... although I believe that we are getting closer to equality.

7. I think social networks are a wonderful way to communicate and are being used a lot to promote the positive values of gastronomy. I love Instagram, it allows me to share my thoughts, my life and my cooking with the public. Social media has definitely changed the hospitality industry, but no matter how beautiful a dish is or how good a restaurant looks on camera, the service has to be excellent and the food has to taste amazing. We can't lose sight of that.

8. I don't believe in trends at all, I just want people to be aware and think about where their



money goes when they consume food, whether it's in the supermarket or in a restaurant. I want them to think about the socio-economic impact that eating simply has, I want "doing the right thing" to become fashionable.

9. I love eating at home. I prepare charcuterie boards with cheese and pickles, grilled cheese sandwiches... Easy and comforting dishes. And as for the conversation, talk to me about politics, our children, the news... anything but food!

10. I used to say oysters and rosé...

Hold on, I would still say oysters and rosé!

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Elena Arzak

Arzak (Gipuzkoa, Spain), 3 Michelin stars
World's Best Female Chef 2012

“I remember perfectly when I first tried extra virgin olive oil, it completely overwhelmed my palate”

1. For me, gastronomy has always meant sharing, it is my way of communicating. I believe that it is something that has always existed for me, but now, more than ever, the desire to share has grown. People need to be bound to moments like the ones that sharing gastronomy with family and friends can provide. It is true that in recent years we have opened our palette of flavors to others that we did not know before and that are now more accessible, but for me there is still a very strong connection between each chef and their roots, their flavors and their land. Parsley or extra virgin olive oil with garlic will always be present in my kitchen. I can't help it, because without them I wouldn't know how to cook.

2. I have loved cooking since I was a child for several reasons: my grandmother was a cook and lived with us at home and my parents worked in a restaurant where my sister and I spent our summers helping out. Besides, I was already doing my own cooking when I was 11 years old. I learned how to make salty soufflés in the microwave and I would not stop until my whole family tried them, forcing them to eat them quickly before they were crushed! I wouldn't say that there was a specific dish that defined me, but my spirit, being the daughter of hoteliers, was already on the way to being a chef. And my family, of course, was my great inspiration to follow this path.

3. In Arzak, extra virgin olive oil has always had a prominent presence. I remember that my grandmother already used it in the kitchen and my father, later, began to worry about pairing the different varieties with the food we served. In fact, I remember trying EVOO for the first time when I was very young and nobody in the village knew what it was, but my father was always a pioneer. I remember perfectly that, when I tried it for the first time, it completely overwhelmed my palate. Of course, I

would tell you that it is the quintessential vegetable fat in Basque cuisine.

4. It's funny, maybe many people don't know it, but I'm very focused on fish. I love fish because it's very delicate and it's very difficult to get the point across. For me, as a person who accepts challenges, cooking fish and doing it well is really satisfying. Besides, I have worked a lot outside Spain and in all the kitchens I went to I always ended up in the fish game. I like, above all, grilled squid. I would say that I am fascinated by this dish.

5. Absolutely. I believe that before this terrible pandemic there was already a very strong trend towards changing our habits in all aspects and also in the world of cooking. But now there is no doubt that this movement is the future.

For me, the real luxury is sustainability. We have always tried to be totally sustainable, supporting our producers and respecting nature and its products as much as possible. I'll give you an example: my father Juan Mari always said that my grandmother talked a lot with the producers, with the farmers, with the fishermen, etc. and we always joked that she was truly sustainable without knowing the term.



6. I'm going to tell you my story. I was born in San Sebastián and there, in the Basque Country, we have always lived in a matriarchy where the role of women has been very strong. That is my great good fortune, I work in a restaurant where more than 80% of the employees are women and in positions of authority! I grew up thinking that this was the norm but I realized that it was not the case when I studied Hospitality in Switzerland and we were only two or three girls in class. However, I think it's a matter of time. Nowadays the world is much more egalitarian, and it is going to become more and more so.

7. I don't even know what a "like" is! Obviously, aesthetics are in fashion, but I think it's something ephemeral. People, in the end, want the good stuff. Many times trends are fleeting or give us an idea that is then refined and I think that's what happens with Instagram. I don't think it's bad that people take pictures of the dishes or that they are interested in esthetics in gastronomy, but I want them to look deeper so that in addition to eating with their eyes, they appreciate everything that is behind it.

8. The tendency I don't like is hurrying, cooking anything and quickly. Oh, and the lack of information, that people believe everything, that



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now everyone consumes something because it has become fashionable and they ask for it all the time. I like diversity in gastronomy.

As for what I would like to bring back, it would certainly be the custom of eating a first and second course. Lately people have gotten used to eating a single dish and I would like to restore calm at the table, giving us a little time to have a quiet lunch, not eating it standing up, hurrying and running.

9. The truth is that I chose to be a chef voluntarily, and I already knew what I was getting into! I have two teenage children, Nora and Mateo, whom I have tried to teach cooking since they were little, so when I have time I love to cook with them at home. I really like to receive guests, but when I go to eat in bars and restaurants I am happy. I only set one condition, that the place is good. I can go visit my friends with Michelin stars or the tapas bar on the corner, but I just ask them to cook well, with good raw materials. With regard to the after-dinner conversations... I try not to be single-minded about gastronomy. My husband is an architect, my sister is an art historian and my children –like all teenagers today– are multi-faceted and do everything, so I have realized that apart from cooking, there are many other things in life.

10. First I would take some barnacles. Then, if I were on an island or a beach, I would choose a cuttlefish with poached onions and papaya, which is one of the latest recipes we have made at Arzak. And for dessert, as I am passionate about cheese, I would take some Idiazábal cheese with sweet quince. This would be a menu that I would enjoy very much.





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Ana Roš

Hiša Franko (Kobarid, Slovenia), 2 Michelin stars
World's Best Female Chef 2017

“If you told me not to use olive oil for cooking I would be really confused because it is totally part of my DNA”

1. I believe that cooks who are really connected to the countryside and the place they come from end up becoming ambassadors of their land. I am quite sure that after having dinner at Hiša Franko people leave drenched in the gastronomic culture and life of this region. Otherwise, if this were not the case and we could experience the same flavors all over the world, we would probably all stay home for dinner.

2. I never had any role models, I studied Diplomacy and International Sciences and started cooking very late. I did not imagine that I would be a chef or that I would cook professionally one day, so you could say that life brought me to the kitchen as if it was my destiny. Since I consider myself a very creative person, I don't believe in signature dishes, so the menu we serve at Hiša Franko varies a lot each season. Thus, the diners who come to visit us can understand what state of mind I'm in at that precise moment and discover the interpretation I make of the territory and the ingredients it offers.

3. Slovenia is not only an alpine country, it also has a Mediterranean coast. I have always lived 50 kilometers from some olive groves where wonderful olive oils are produced, so it has been part of my life since I was a child. My mother comes from the coast and no oil other than olive oil was used in our house. In addition, we spent our summers in our house in Istria where we were surrounded by olive trees. I think that the different nuances, aromas and flavor notes that olive oil offers are so intense and bring so much to the kitchen that if you told me not to use it for cooking—as happened to me once in Asia—I would be completely confused because it is totally part of my DNA.

4. As I said before, I don't really believe in signature dishes, so I would say that the definition of my cuisine is intuition, and intuition is really difficult to explain in words.



5. I have been going in this direction for 20 years, long before it became a trend. We are trying to fight world hunger and, of course, with the crisis of the pandemic this conversation has grown stronger, emphasizing the importance of consuming local and supporting sustainable agriculture as the basis for the future. That has been our mantra for the last two decades, but until now we did not really see how important it is to avoid a major trade globalization in order to save the most vulnerable areas of the planet.

6. I have never experienced sexism, or rarely felt any discrimination in my professional life. In fact, I have always maintained an excellent relationship with my male colleagues. Perhaps, it has happened to me that when receiving some guest chefs, mainly veterans, I have seen a certain reluctance to accept female authority, but I have solved this directly by asking them to leave my kitchen. Women are assuming a more important role in society but, above all, we are chefs. Your talent, creativity and the way you organize your team will define you as a chef, not your gender.

7. The world is already superficial and chefs also run the risk of becoming trivial by trying to draw



attention to themselves on social networks instead of putting the focus where it should be, on creativity and cooking. I think the whole world is changing and the virtual realm has become so strong that I often wonder if there is a way back.

Those of us who live in the countryside probably don't notice this trend so much because we still feel very connected to the real world, to real nature and real ingredients, but I often think that social networks and the virtual world have contributed to globalizing gastronomy in the wrong way. Today we can find the same techniques and ingredients anywhere in the world and we run the risk that they stop meaning something profound in the region where they really belong. Perhaps the coronavirus, and the fact that we have stopped traveling for a while, will help us return to our roots.

8. What I hate most is the democratization of gastronomy. I am referring to the relationship between the diner and the chef. Nowadays you go to a restaurant and it seems that you try to change the menu by informing them, before you even sit down, of the complete list of your dietary restrictions. In that way we are changing the way the restaurant operates, we are taking away creativity from the chef.



Tenuta
MARIA TERESA
Duchessa di Lucca
ORGANIC EXTRA VIRGIN OLIVE OIL
IN LUCCA TUSCANY



If I could go back, I would tell all these people to take care of themselves in a different way, to go running, but to come to my restaurant and enjoy themselves, without any impositions.

9. This is a great question because I love to be the hostess, so when the restaurant is closed I like to welcome people at home. I prepare dinners for five, six or ten friends because I want to surround myself with people I love, I am very sociable. In the restaurant I can't socialize because I'm very disciplined at work and sometimes I skip meals because for me, sitting down and having lunch means a moment of peace with the people I like and that don't stress me out. When I have dinner with my group of girlfriends we can talk about everything, about men, about sex... If I eat with my family we try to be in a relaxed atmosphere and talk about fun things, we make jokes or plan the next hiking route. It depends on the company but, definitely, serious discussions should be avoided at the table.

10. My last meal would be an incredible pizza. The truth is that I have spent the whole time of the pandemic saying to my husband, "please, let's have pizza today". But I mean those delicious Neapolitan pizzas or the *Sardo* pizza that my baker prepares that literally blows my mind. The lightness of the dough, the freshness of the tomato, the creaminess of the cheese... It's almost a drug ●





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Do we really still call it tableware?

By Alfredo Briega Martín

José Piñero, the artisan of chefs, the man who never says “this can’t be done”, is a Spanish interior and industrial designer who specializes in creating tableware and experimental pieces for the country’s most renowned chefs, many of whom are recognized with Michelin stars. We sneaked into his workshop to learn about the process of developing his work, a whole exercise in creativity and teamwork that knows no limits. Definitely, these guys are daring with everything...



Every year, *Forbes.es* assembles a list of the 100 most creative Spanish minds in the business world. In 2020, the interior and industrial designer José Piñero (Alcoy, Alicante, 1971) appears as one of the most disruptive entrepreneurs of the moment, along with names like the singer C. Tangana, the actress Úrsula Corberó, the painter Rafa Macarrón or the chefs Dani García, Ángel León, José Andrés and the Roca brothers. All of them attest to the vitality and strength of Spanish creativity. In a world such as the one of business, in which it is necessary to reinvent and update oneself every day, innovation and creativity must arise from emotion and passion. It is essential to move away from the conventional and adapt to the character of each client.

In the case of Piñero, and after many years of experience in theme-based decoration, the biggest and best showcase has undoubtedly been the development of a growing line of work in collaboration with the country's most renowned chefs, designing and producing experimental dishes and pieces for the haute cuisine environment. Because, although the diners that come to their restaurants probably don't know who is behind

the tableware and cocktail items where they taste their creations, there is something that unites them all: the experimental dinner service, objects and presentation materials designed by the founder of El Taller de Piñero, for whom "transforming and shaping a creative idea involves work, experience and a good team". Albert Adrià was the first to believe in his talent, just six years ago, and he was followed by other (Michelin) stars such as Dabiz Muñoz, Quique Dacosta, Dani García, Paco Roncero and the Roca brothers. His unique gastronomic creations are presented in equally unique pieces, crafted with passion and the delicacy of a jewel.

Around the food there can (and should) orbit stimuli that enhance and complete the diner's experience, and dinnerware is one of them. The challenge, says Piñero, is to give each piece the same personality and soul that the chef has poured into his dishes. "There is no set *modus operandi*. Inspiration can come from the chef, from oneself or, most often, from teamwork. The range of possibilities is so wide that the personality of each chef, the geographical location of the restaurant, the product used or all those things together can ignite the spark."



A Post-Modern Gepetto

José Piñero, *the chefs' maker* –the title of the documentary that looks into the latest project undertaken by the Spanish businessman– is a determined guy who sometimes seems to have “the sins of an optimist” and whose talent drips from his pockets. Someone who combines the artisan instinct of a post-modern Gepetto (the father of Pinocchio) with a mutant capacity worthy of the *X-Men*. But he is, above all, a tireless worker who carries humility and illusion as a standard. “I started from scratch and since then I have not stopped working. It is said that he has 1,000 hands, although his team makes them look like 2,000. He is the man who erased from his vocabulary the words “this can’t be done”. Since he began his adventure in 1992, Piñero has dared to do everything, “transforming something as abstract as ideas into palpable, emotional, functional and memorable realities.” From a scorpion-shaped salad bowl to a two-story whisky shop inspired by Louis XVI. Creativity to power.

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In El Taller de Piñero they are manufacturers of ideas, capable of turning the greatest follies into reality. A Noah's ark of trades: interior designers, sculptors, painters, mold specialists, carpenters, blacksmiths, varnishers, etc., as well as more than 40 professionals and craftsmen from many different trades who love their work. With innovation and emotion as the keys to the whole process. There are no limits. "We make everything. You imagine it and we create it. Are you a brand? Well, you've come to the right place, because we love it when brands challenge us, whether it's POP up displays and exhibition stands, mascots or any three-dimensional prototype," he says. "It all starts with an x-ray of what you dream. But also of what you need. Working together with the brands and sharing the process gives us the opportunity to detect areas for

improvement, guarantee results and avoid last-minute surprises; in addition, in the workshop we design and manufacture absolutely anything."

But what is the creative process of a piece from the idea to the final result? "Everything starts from a sketch that I personally make with colored pencils. I share it with the chefs, we develop it and when it's ok we go on to shape it, usually through a sculpture work. Once it is ready, we make a mold and from there we make the reproductions and hand paint each one of them", affirms Piñero.

At the height of the wave –"if we are leaders, we must make it clear"– many of his works bear the stamp of exclusivity. This is the case of the piece



José Piñero, the figure who unites the great chefs, is among the 100 most creative Spanish minds in the business world, according to Forbes magazine

conceived for El Celler de Can Roca, after almost a year of collaboration: a mechanical globe capable of concealing the dish from the diner. Or those created for the Sandoval brothers' Coque restaurant: an egg and a champagne cork that unveils its secrets to the diner, in addition to three themed carts – desserts, infusions and pressed meat. Not to mention the dinner service designed for Heart Ibiza, the spectacular project beyond gastronomy conceived by the Adrià brothers together with Cirque du Soleil: a collection of singular pieces that are the enemies of indifference that not only serve to present the dish, but also provide a thematic context integrated into the visual and interactive show that Heart Ibiza proposes. Each one of them has already reached the rank of icon for the regulars of this Ibizan place: an oyster with tongue, the Dalí chair, the romantic and kissing frogs, the horn for Nigiris, the colorful skulls for ceviche, the specific methacrylate cubes for dessert or the spider for caviar, among other surprising designs. By the way, what's the strangest thing a chef has commissioned from you, we asked. "It would be quicker to answer the question: has anyone ever ordered anything normal from you?," he answers with a playful smile.



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Others are not, such as the sectioned octopus leg. That's why they are more affordable. Objects so cool that they end up being hot, the protagonists of an exhibition (*Disseny a la taula*) at the Alcoy headquarters of the Valencia Institute of Modern Art. Example: the growing collection of *carakoles* (snails), giant gastropods prone to mutations that have sponsored projects, starred in exhibitions and attracted celebrities.

Not just tableware

But since man does not live by crockery alone, at El Taller de Piñero they are also specialists in the decoration of themed spaces and premises, and are used to working together with architectural and interior design studios to develop unique, memorable and functional places. Restaurants, hotels, bars, pubs, fashionable places or theaters scattered throughout the Spanish territory, from Alcoy to Santander, through Barcelona, Málaga or Madrid. The options are almost infinite: vintage style, avant-garde, circus, theater, sports, pirate, etc. For example, the roof made up of more than 1,000 macro-fruits of resin and fiberglass developed for "La Dolça", the space that brings together the sweet offering of the restaurant Tickets, of Albert Adrià.



innovation with tradition is possible





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Piñero's work for La Dolça, Albert Adrià's space dedicated to desserts in his Tickets restaurant, where he created a ceiling made up of more than 1,000 resin and fiberglass macro-fruits inspired by works such as "Alice In Wonderland".

“We have adapted everything we have learned during our more than 20 years of experience in the hospitality industry to the world of large hotels. The personalization applied to this type of space offers an added value to its clients, as well as an additional appeal with respect to other hotels of the same category. A differentiating element that not only allows them to sell their offer and facilities better, but also to generate loyalty, increase demand and improve their margins.”

At El Taller de Piñero they take care of everything. That's why they can optimize the organization of the project, shorten deadlines and constantly supervise every little detail. Their work for the first two themed restaurants of the Barceló Hotels & Resorts hotel chain in Huelva, at the Barceló Punta Umbría Beach resort, is just one example of a trend that the main hotel groups will continue to follow in the medium and long term.

We're finishing. In a context as bleak as the current one, in which it seems difficult to find room for beauty, inspiration or even hope, what advice would you give to someone who is entering the world of gastronomy or creativity? “I would recommend you to be brave and always look ahead, because there is no harm that lasts 100 years.” This is definitely the time for the brave.

An artisan lover of EVOO

José Piñero loves extra virgin olive oil, “a product that is never missing at home and always of exceptional quality. Every Sunday when I’m at home I cook for the family a Valencian paella with firewood that always starts with extra virgin, served in traditional dishes, of course. In addition, I am lucky enough to be able to acquire a wide variety of Premium brands during my travels throughout Spain.” In fact, EVOO has been present in some of their projects when this product is the protagonist of the dish. “I like to give as an example the work we did together with the chef Jeroni Castell, from the Michelin starred restaurant Les Moles in Uldecona (Tarragona), in order to serve the first of the appetizers of their *Fargues and garrofes* menu, where the oil from their thousand-year-old olive trees is the main ingredient.”

And when will a collection inspired by the millenary tree, such as other designers like Palomo Spain or Joaquin Berao have done, become a reality? “I usually work to order, so if anyone is up for it...,” answers Piñero challenging anyone who dares ●



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EVVO

*The star of
the show*

By Alfredo Briega Martín

A delicious walk of great socio-cultural value through the largest collection of old Spanish advertising posters related to the olive juice.



For Carlos Velasco, owner of the collection of Spanish antique advertising posters that bears his name, an image is not only worth a thousand words, but “many images together can explain the sentiments of a society at a given moment in history”. After starting to collect posters from the 19th and 20th centuries in 1992, he now has more than 9,000 works that make up the largest collection of old Spanish advertising posters. In 2006, the Velasco family made the passion of Carlos and his son Roi their way of life, founding a family company conceived to exclusively exploit the funds of the collection.

This graduate in Political Science and with a PhD in Economics –he is a professor of Applied Economics at the UNED– directs the cataloguing, archiving and conservation of the collection, always in search of new works and projects. In addition to working on different lines of research, and faithful to his teaching spirit, Velasco carries out important work to disseminate and publicize his valuable collection with the aim of making the public aware of and appreciate the socio-cultural value of the works. Thus, for almost 15 years its growing collection of antique Spanish commercial advertising posters has participated in numerous exhibitions and events throughout Spain. In 2020, the company has dedicated itself to a commendable task of adapting to the new technological environment, the happy result of which is La Retrografía, which specializes in organizing exhibitions of Spanish commercial advertising (1870-1960) for artistic spaces and events. A great leap forward with which it aims to become the benchmark collection in this field both offline and online.

As CEO of La Retrografía and responsible for the design and organization of the different economic and cultural projects, historian Ángela Suau is currently working on the study of the image of women through advertising posters and on the conservation and dissemination of the “Carlos Velasco Collection” of antique advertising posters, as well as on the proposed exhibition “Oil, a historical jewel”, a delicious tour of the Spanish advertising posters from 1870 to 1960 featuring the icon of the Mediterranean Diet and great ambassador of the Spain Brand, olive oil.

As perfect guides, Suau and Velasco have selected and explained for *Olivatessen* by *Mercacei* their 10 favorite posters of the collection.



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Cancionera

Villa del Río, Córdoba. F. Valero Pérez [1920].

Plain sheet metal.

43 x 28.5 cm.

The most remarkable thing about this lithographic plate poster is what we could define as its historical and anthropological beauty, that is, what in terms of the time (1910s and 1920s) was accepted as aesthetically beautiful by the majority of the population who were illiterate and without access to a minimum of cultural training. In this sense, there are few images that bring together in a poster so many topical scenes of what was then understood to be popular culture: A border around the wall, a double modernist border towards the interior, the coats of arms of the towns (Villa del Río and Córdoba), a bride and groom in typical costumes, sitting and holding hands in front of a wrought iron cross, an expression of the purity and sacredness of their love, putting as witness to the Crucifixion itself, extensive and lined up olive groves, prickly pears in the foreground, an olive branch, reddish sky at sunset, town in the background, etc. and a typeface for *Cancionera* so cloying and baroque that it can hardly be read. But its social function was clear: to serve as an ornamental element of “joy” when hung on a wall –see the cord that held it up– of that majority of humble and medium sized homes that could not afford (nor knew of) any other type of adornment.



Musa

Córdoba. Barba [1960].

Embossed and die-cut paper on cardboard.

25 x 35.5 cm.



Although at present the *Musa* brand is known for its sauces, years ago this company from Córdoba was also a leader in the production of olive oil. This advertisement for the company founded by Baldomero Romero in 1935, created for the commercialization of his “select, pure olive oil”, was designed by the illustrator Barba in the 1960s. On a background with Islamic ornamentation, a young Andalusian woman can be seen dressed in a traditional Andalusian costume: she is the “muse” that the artist wanted to represent as a clear exponent of the race and purity of the olive oil.

Giralda

Seville [1950].
 Punched cardboard lithography.
 33 x 22.7 cm.

This is a lithographic poster on cardboard and, in turn, die-cut and with rear supports that allow it to stand on counters and windows. It dates from the 1950s, and it features a smiling housewife with that modern style that was already beginning to emerge around that time. In addition to the traditional tin-leaf container, decorated with the image of the Giralda of Seville, the illustration shows an olive branch with two olives from which a few golden drops of oil fall into a frying pan. Without forgetting the reference to the quality of the oil, in this case, “pure extra-fine olive oil”.



Carbonell

Córdoba. Pere Abarca [1915].
 Lithographic paper.
 112 x 62.5 cm.

The advertisement in question, on paper and of large size, shows a scene that would not only be repeated in the other posters and products of this brand, but also, painted by the famous Catalan illustrator Pere Abarca, and is a good example of the modernist aesthetic at the turn of the century (1900) as a reference of the quality and influence of this aesthetic movement –at a European level and, in the case of Spain, especially in Catalonia– in the Spanish poster art of those years. With the characteristic plant motifs of branches and flowers of “art nouveau” or “noucentisme”, which framed it in the form of a border, this poster with the Cordovan woman picking olives from an olive tree has remained almost unchanged throughout a century –modernized and stylistically updated in recent decades–, becoming an iconographic reference for Spanish advertising. The quality of the product is highlighted by two phrases that differ from those of other posters: “superior olive oils” and “pure select olive oil”.



Los Calés

Seville. Anillo [1960].
Original in watercolor on wattle paper.
44.5 x 33.5 cm.

Little information is available about this brand of “pure olive oil”, *Los Calés*, whose advert was also signed by the illustrator Anillo –the original drawing– in the 1960s. It shows a couple dancing Sevillanas, a representative image of olive oil and its origin, using the topic to identify flamenco dancing with Andalusia and, in this case, with olive groves and its star product, olive oil.

Hilo de plata

Montoro, Córdoba. Ricardo Anaya [1940].
Lithographic cardboard paper.
92.5 x 62.8 cm.

This large paper poster, signed by the well-known illustrator Ricardo Anaya, probably dates from the 1940s and presents an original and beautiful scene, with a centuries-old olive tree with a twisted trunk in the foreground, and with the characteristic image of the Roman bridge over the Guadalquivir River and its three towers; and the mosque of Córdoba in the background, from whose province (Montoro) came this oil from the company Francés y Cía. In addition to the image, the phrases included to highlight the quality of this oil, described on the one hand as “extra-fine oil”, and on the other as “the best in the world”, with that use of the superlative so typical of the advertisements of yesteryear, deserve special attention. The final phrase, on the other hand, resorts to a tone that purports to be cultured and poetic and remains simply corny: “Like the orange blossom, symbol of purity”.



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Jaleo

Alicante [1960].

Plain sheet.

33.3 x 33.3 cm.

This lithographic sheet metal advertisement was probably made from 1960 onwards, using a type of comic book style illustration that became widespread in Spain with certain cartoon advertisements made for television or for short films (Movierecord and Moro Studios). At that time it was not yet necessary to name olive oil “extra virgin” and it was enough to simply say that it was “100% olive”. Two curiosities: the glass bottle for its distribution, a novelty of those years (as opposed to previous stages, in which packaged oil used tin containers); and the play on words of the term “Jaleo”, as a brand name and as a sample of what happened when a flamenco dance was performed in Andalusia, with the “bailaora” or dancer in the drawing: “*Aquí hay jaleo*” (“There’s a fuss going on”).



El cocinero

Úbeda, Jaén [1910].

Embossed sheet.

20 x 37.8 cm.



This poster is probably the oldest of all those collected, and can be dated to the beginning of the 20th century. It is not very attractive aesthetically, since we only find a small black and white drawing of a cook with a can, and it is lithographed in plain sheet metal and in only one color (blue). As a typographical curiosity, which serves to date the advertisement approximately, in its four short lines there are six different typefaces, which was the way press advertisements and posters at that time were believed to compensate for the lack of color and illustration; such variety of typefaces is today considered not so much as advertising, because of the confusion and awkwardness that the lack of uniformity produced in its reading. Finally, the text “refined olive oils” was intended to reflect the quality of the product, since it was the closest form to that of today’s “extra virgin olive oil”.



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Martia

Seville. Anillo [1950].
Original in watercolor on cardboard.
 42 x 38 cm.

This advertisement for *Martia* “pure olive oils” is very different from the previous ones, as it does not contain any of the elements that have repeatedly served to emphasize the Andalusian character and excellence of this product. Its illustrator, Anillo, represents a Roman chariot of the *Martia* legion –created by Aureliano in the year 270, when he defeated the Palmyra empire–, of which one of the few known facts is that it was recognized with the nickname of *Victrix*, Victorious. The name of the brand is not accidental, since the origin of this oil is located in the town of Marchena, where many historians locate the ancient Roman colony of *Martia*.

La Marchenera

Marchena, Seville. Anillo [1950].
Paper with watercolor.
 37.9 x 41.6 cm.

What differentiates this poster from the rest is not just the name and the scene, but also its nature, since it is the only one in the group that is not really one of the posters that was made in the print store –in numbers of 100, 500 or maybe 1,000 copies for distribution in homes and businesses–, but the original one that, in watercolor and on hand-made paper, was made by the illustrator (Anillo) and then sent to the print store to be reproduced. As for the motif of the drawing, it shows a woman wearing a typical costume of the area and riding a beautiful white horse that walks majestically in step, next to a fence with wild bulls and capes. In the background you can see the village of Marchena. Since the original did not contain any text, it can be assumed that, at the time of the final printing, the reference “pure olive oils” was included ●



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Jesse Bongiovi, *the heir to a family of music... and gastronomy stars*

By Pandora Peñamil Peñafiel

Music, Sicilian tradition and rosé run through the veins of Jesse Bongiovi, the second son of rock superstar Jon Bon Jovi. Father and son share, in addition to their passion for eternal after-dinner conversations and barbecues with friends, *Hampton Water*, the rosé in vogue among Hollywood celebrities. Would you like a drink? Jesse and I invite you to the first round while we talk about family meals, charming restaurants, *risottos...* and even Bob Marley!



We have “cooked” this article listening to the song *Have a nice day* by Bon Jovi

Photo Credits Drakkar

International rock star Jon Bon Jovi and his son Jesse, together with renowned French winemaker Gérard Bertrand, launched *Hampton Water* in 2018, a refreshing and fruity premium rosé made from a blend of Grenache, Cinsault and Monastrell. The idea of making a wine that would symbolize the good life and endless summers germinated in the father and son during their stays in the exclusive Hamptons (Long Island, New York).

For the Bongiovis, gastronomy has always been part of their lives. Before Jon became known around the world, it was the tomato sauce of his father, Sicilian immigrant John Bongiovi Senior, that caused a stir. A recipe that was originally born in Sciacca, south of Palermo, and that was passed on from generation to generation, until it reached the hands of Jon Bon Jovi's father, who bottled it and created the brand *Bongiovi Pasta Sauces*, a line of Italian-American sauces—*Marinara*, *Arrabiata*, *Classic Curry*, *Hearty Garlic*, *Dad's Original*, among others—that is booming in sales in the United States.

But if there's one thing that's in vogue today, it's his grandson Jesse's rosé, made from grapes selected by

hand from the best wine producers in the Languedoc region, a perfect combination of the relaxed lifestyles of the Hamptons and the south of France that comes together in a wine described by experts as elegant and seductive. How about pouring yourself a glass while Jesse explains how he and his father got into this wine adventure?

With a father so well known in the world of music, how did you decide to enter the world of wine? Didn't you have an artistic streak?

I am convinced that the musical gene skipped a generation! But seriously, my father has always been a great inspiration to me, not only in the artistic sense, but from the point of view of professional ethics. I am well aware that to achieve such success in any field requires years of hard work and dedication. When we first came up with the concept of *Hampton Water* it was clear to me that it was going to take a lot of hard work to develop the brand and position it where we wanted it.

On the other hand, you come from a family of gastronomy lovers. Your grandfather is also famous for his range of *Bongiovi Pasta Sauces*...

"My father traveled a lot, so when he wasn't working we did the impossible to have dinner as a family"





**Have you been a foodie since you were a child?
Was there a culture of gastronomy at home?**

Food and wine have always played a very important role in all my family memories. I don't know if you are aware of this, but my grandfather created his line of tomato sauces as a result of the fights we used to have during the holiday nights to get the leftovers. He thought that if we fought so much over that tomato sauce, it must have been really good. My father was the first one to give me a taste of rosé wine, which was his favorite drink, long before it was cool. He used to call it *pink juice* as a joke. Rosé was certainly very popular during our summers on the beach in Long Island, so much so that my friends said we drank it more than water! Hence the name *Hampton Water*.

You have Sicilian roots, a beautiful place that is the cradle of the olive tree. Do you cook at home with Mediterranean ingredients such as olive oil?

Undoubtedly, homemade meals with Mediterranean ingredients such as olive oil have been the cornerstone of my life. My mother cooks really well, in fact she boasts that she can make any dish from scratch. When I was a kid, my family didn't always coincide in the same place at the same time. Obviously, my father traveled a lot, so when he wasn't working we would do

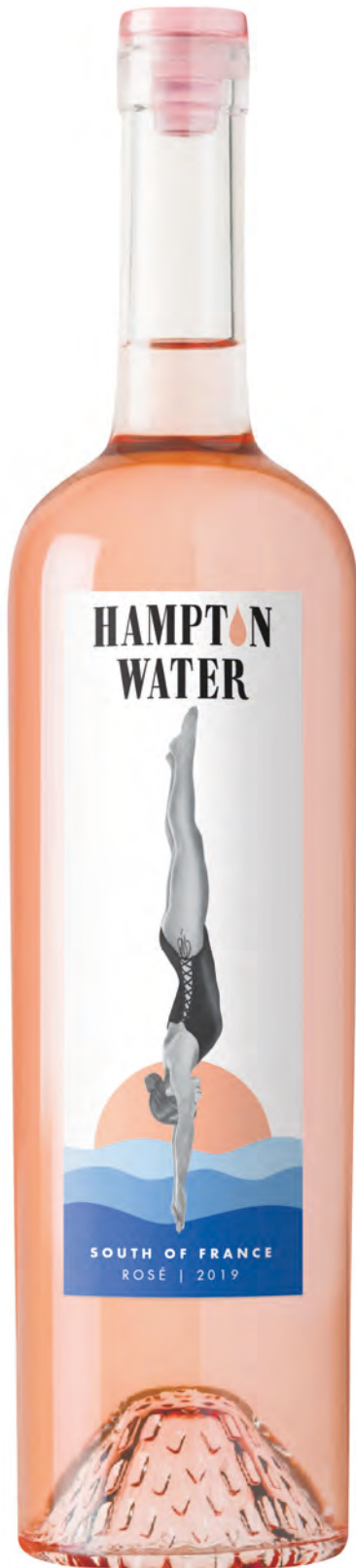


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the impossible to have dinner as a family. Ever since I moved out of my parents' house I always try to return home for dinner on Sundays. It's quite a spectacle to get together, and often the after-dinner conversations end in the early morning.

On Instagram you appear a lot with your father promoting Hampton Water. What is it like to work together on this project?

It has been amazing to work with him. Some people think *Hampton Water* is just a celebrity vanity project, something my father simply put his face on, but nothing could be further from the truth. For us, *Hampton Water* is a family business, we are really proud of the response we have received, not only from wine lovers, but also from critics and sommeliers.

***Hampton Water's* slogan is "born in France, raised in the Hamptons"... I'm sure you travel a lot around the world with this project. Where have you enjoyed the gastronomy the most? Where would you recommend us to go to eat some of your favorite dishes?**

For me, one of the most incredible gastronomic experiences I have had was in France during the 2018 harvest. Gerard Bertrand took us to Auberge du Vieux Puits, Gilles Goujon's restaurant (3 Michelin stars), located in a small village near the vineyard. I will never forget that evening, it was simply amazing. Apart from that, you would have to come to my house during the vacations to taste my favorite food since I was a child, the eggplant with *parmigiano* that my grandfather makes. It's still the star of Thanksgiving Day and we all fight, literally, over who gets the last portion.

In this very complicated time that we are going through, many solidarity initiatives have emerged from chefs like José Andrés in World Central Kitchen (WCK), with whom you have actively collaborated. What was your experience like in this association?

It was an honor to work with the World Central Kitchen team. Chef José Andrés is, without a

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“My friends say we drink more rosé than water, hence the name Hampton Water!”



doubt, an inspiration to me, because in the most complicated moments he walks alongside the people in need. When the pandemic began we knew we had a moral responsibility to contribute, and we wanted to help not only the underprivileged, but also the hospitality industry. That's where WCK came into our lives. The way they mobilized during that time was incredible and we were very clear that we were going to do everything we could to help their cause.

Music, gastronomy... Do you like to cook? If so, are you one of those who hum “It’s my life” while preparing a risotto?

I definitely love to cook and during the pandemic I had a lot of time to reaffirm my love for cooking. I haven't made any *risotto* yet but, now that you mention it, maybe I'll have to give it a try!

A song / movie / book that makes you hungry or feel like pouring a glass of wine?

Any Bob Marley theme transports me mentally to a summer afternoon, to the smell of the barbecue and to the company of my family toasting each other with a glass of rosé wine.

Coming back to Hampton Water... What foods make up the perfect pairing for this rosé?

Hampton Water is a super versatile wine. When we launched the first harvest into the market, in 2018, we toured the whole country organizing dinners with chefs from different origins and types of cuisine. We went everywhere and combined it with just about everything from Texas barbecues to Miami seafood, and even recreated a Chinese New Year in Las Vegas! We called it the *Pink Bottle Boy Dinner Series* and the idea was to show people that just because summer was over it didn't mean they had to stop drinking rosé. We worked with a wide variety of chefs to show them that you can pair *Hampton Water* with any dish you imagine and, honestly, it worked. My favorite pairing is always another glass!

Family, friends, a sunset... What is the perfect toast for you?

“May your glass be ever full. May the roof over your head be always strong. And may you be in heaven a full half an hour before the devil knows you're dead.”

Amen ●

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Welcome Mr. Delivery

By Alfredo Briega Martín

How haute cuisine restaurants found new ways to survive in the midst of the pandemic and reinvented themselves to make Premium delivery fashionable.

The terrible COVID-19 pandemic has radically changed the concept of the hotel and restaurant business as we knew it up till now, and haute cuisine restaurants –possibly the most affected by this devastating global crisis– are no strangers to this. Some closed their doors, taking advantage of the circumstance to redesign their interiors or update their menus, while others have chosen the delivery option. But, has this business formula arrived to stay definitively or will the waters return to their course when the desired normality is finally recovered?

Before the lockdown there were those who thought that delivery and haute cuisine did not mix very well. This was an unexplored avenue that has finally found suitable options to bring to your home the most refined gastronomic experience and to satisfy the demands of those customers who seek in this service a quality gastronomic response that goes beyond fast food.

Even if the haute cuisine restaurants open their doors again, many of them will have to decide if it makes sense in financial terms. If they can't fill their seats, the profits evaporate. Add to that the higher labor cost, since their employees are very specialized professionals (pastry chefs, sommeliers, etc.). Can delivery and takeaway be the way out of the coronavirus crisis for haute cuisine, a profitable and viable alternative for your business? It's impossible to know, at least for the time being. Here is a selection of restaurants around the world run by Michelin-starred chefs who have chosen to reinvent themselves and opt for this lockdown-bound model. Yes, it seems that delivery is here to stay.

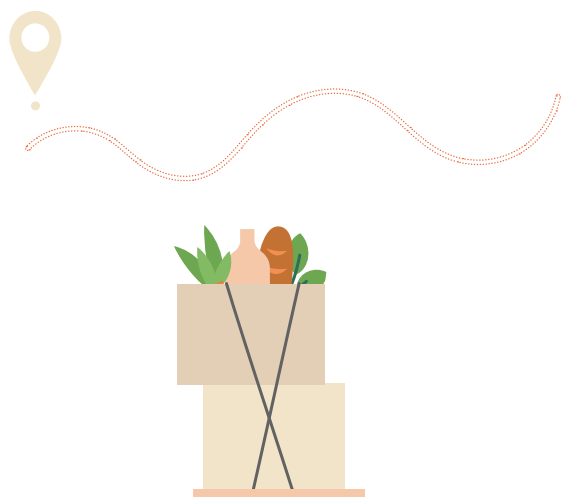


CoquetteGo

(Madrid, Spain)

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The months of forced lockdown led the Sandoval family to launch a new initiative that has proved a success: CoquetteGo, a distinctive delivery service designed by Diego Sandoval –Coque room manager– that combines haute cuisine and sustainability with the technology of Glovo, the Spanish home delivery start-up. The menu consists of starters, dishes for two with long and slow cooking –an offer that connects with the essence of their kitchen–, garnishes and desserts, as well as three menu options. Among the star dishes on the menu, the *ajoblanco* of almond, suckling pig or roast beef shank, along with accompaniments such as crisp lettuce and desserts such as chocolate crisp. Dishes prepared daily and presented in a packaging design made with recyclable and compostable materials, which guarantee the conservation and quality of the product, while keeping to its sustainable philosophy, and delivered by an impeccable waiter. With a maximum of 50 daily orders, CoquetteGo has its own fleet of delivery trucks and plug-in hybrid vehicles. A deluxe service cared for down to the last detail where orders are reserved with a pre-order of 24 hours at an average price of about 30-35 euros per diner.



Atelier Crenn

(San Francisco, U.S.A.)

When the pandemic took us all by surprise, the chef of Atelier Crenn, in the San Francisco Bay Area (three Michelin stars), was clear that in order to continue fulfilling her goal of serving the community by providing meals, it was essential to change the business model and reinvent herself. Since then, Dominique Crenn and a team of 20 people –out of the 70 who usually work in the establishment– devised a takeaway formula with a multi-course tasting menu (seven for \$145) and even a wine tasting kit. In addition, in these months they have prepared hundreds of meals for health workers and firefighters, including for a nearby shelter for victims of domestic violence. “It’s more work than I ever imagined, but at the same time it’s been one of the most incredible experiences of my life,” says Crenn.



Photo Credits Hannah Wagner and Kimberly Zerkel

A bottle of El Santuario de Magina Picual olive oil and its packaging, surrounded by olives and leaves. The bottle is dark with a white label and a decorative floral pattern. The packaging is also dark with a white label and a decorative floral pattern. The bottle and packaging are surrounded by olives and leaves, creating a natural and rustic atmosphere. The background is dark, making the bottle and packaging stand out.

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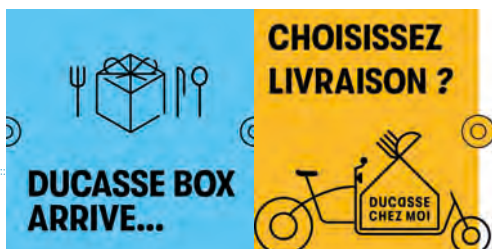
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Ducasse Chez Moi

(Paris, France)

In Paris, the renowned chef Alain Ducasse has created Ducasse Chez Moi, a takeaway service whose menu, a whole catalog of culinary delights (starters, main courses and desserts), consists of 15 condensed versions of the bestsellers and cult dishes of the great master of French gastronomy, forming a great offer at affordable prices: Salmon ceviche for 12 euros, baked foie gras in a crust (24 euros), green asparagus with coriander (25 euros), his famous duck with olives and mashed potatoes for 34 euros... as well as desserts such as mascarpone mousse, soya milk panna cotta or the definitive tiramisu from the Italian restaurant Cucina by Alain Ducasse. The delivery principle, which covered all of Paris within the walls, proved so successful that it continued once its seven Parisian restaurants reopened. The menu of the week can be found on their Facebook page and on Instagram, and orders, which must be placed by 5 pm the day before by phone or e-mail, are delivered through a sustainable electric bike company.



Alinea

(Chicago, U.S.A.)

Before the arrival of the COVID-19, Alinea (three Michelin stars) offered its diners an 18-course tasting menu for \$365. With the new normality imposed by the coronavirus, it began introducing a delivery service on March 17th with delicacies such as beef Wellington tenderloin for \$35 –which was sold out every night– and then moved on to a six-course tasting menu, with highlights such as scallops with ham and peas on fennel with vermouth cream sauce in white wine, to go for \$49.95. Each dish included instructions on how it should be reheated and served. According to co-owner Nick Kokonas, by the end of April he was able to rehire all of his employees at 80% of their previous salary and by June 23rd over 82,000 meals had been served.





Blue Hill at Stone Barns

(NYC, U.S.A.)

Before the coronavirus, there were no menus at Blue Hill at Stone Barns in Westchester County, 30 miles north of New York City, but diners enjoyed a tasty banquet with the best products from the countryside and the market. Now, its executive chef and co-owner Dan Barber prepares kits (ResourCED by Blue Hill) presented in the typical wooden boxes that can be found in any market. Each contains ingredients that showcase the abundance of the Hudson Valley and change daily or weekly, and cooking instructions for dishes designed to feed two or four people. Broth, fresh vegetables, meats, eggs, fresh bread, sweets, etc. All to keep employees and local farmers busy—in the U.S., the restaurant industry lost 6 million jobs in March and April, the toughest time of the pandemic—. The price? \$50 plus tax.



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Hommage (Tokio, Japan)

Hommage means respect, honor or tribute in French. The respect and gratitude shown by its owner and chef, Noboru Arai (two Michelin stars), a true ambassador of French cuisine in Tokyo, to “those who supported me and let me go my own way in the world of gastronomy”; hence the name of his restaurant in the traditional neighborhood of Asakusa. Customers who visit him to enjoy his refined cuisine made with carefully selected seasonal ingredients from various parts of Japan and France, as well as from other countries –from which he draws his maximum inspiration to create dishes “from the bottom of his heart”– in a traditional Japanese atmosphere, must now adjust to the delivery service established during the pandemic. The vacuum-packed home set includes a varied meal consisting of about 15 products for two people for 200 euros. The menu is regularly modified and deliveries are made to any point in Japan. An ideal gift for family and friends, especially for those who are far away.



Cosme (NYC, U.S.A.)

Cosme is an elegant restaurant in NYC’s Flatiron district that serves contemporary Mexican-inspired cuisine created by chefs Enrique Olvera and Daniela Soto-Innes, along with restaurateur Santiago Pérez. The dishes are rooted in Mexican flavors and traditions, not to mention local and seasonal ingredients from the Hudson Valley and surrounding region. Their Delivery & Pick-up menu offers more affordable prices than in the restaurant, with impeccably executed dishes that can now be enjoyed at home such as duck breast with onions, coriander, lime and hot sauce; shrimp toasts with Meco chipotle and avocado; or blowfish with yellow mole and shiso. And for dessert, the delicious meringue of corn leaves.

Cuatromanos

(Madrid, Spain)

Last May 14th Cuatromanos was born, the first project created exclusively for delivery by two of the main representatives of Spanish haute cuisine, Paco Roncero and Ramón Freixa; four Michelin stars watch over them. In collaboration with Uber Eats -the world's leading home-delivery platform- this pioneering initiative makes it possible to enjoy a menu created by the two chefs in just 30 minutes and within the metropolitan area of Madrid. The menu combines tradition and the avant-garde and includes some of their most iconic dishes and appetizers, such as the mimetic truffle cheese pebbles or the *Ferrero foie gras* with gold dust for 12.5 euros, as well as combos for up to 4 people (traditional, homemade, healthy, tapas, vegetarian, etc.) and a selection of wines and exquisite desserts such as the fine roasted apple pie with vanilla whipped cream or the creamy *tiramisu*, both for 7 euros. The service, which ensures the quality and temperature of the dishes at the time of reception and presented in plastic-free and 100% biodegradable packaging, has its own kitchen strategically located in the capital to ensure delivery times and is designed to reach all the public with its affordable price and diversity of flavors.



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John Barrita at home by La Tasquería

(Madrid, Spain)

With his intense and visceral cooking, the chef Javi Estévez revives Madrid's gastronomic tradition by reinventing tripe and offal with an avant-garde concept that relies on new preparations that pamper the product with fun and suggestive presentations. That is to say, tripe and offal of high cuisine with a casual and informal touch. The delivery menu of this restaurant combines the most popular dishes of La Tasquería, such as tripe, traditional croquette or partridge pate, with the most emblematic gourmet hot and cold sandwiches of John Barrita –snacks, squids or pastrami– in addition to combos, starters and snacks, menus for two people for 45 euros and desserts, along with several recommendations of red, white and sparkling wines at a good price. “Our customer profile is people who like to enjoy quality cuisine at home with an informal offer based on signature snacks,” says Estévez, who adds that “every day we are sending out orders, day and night”.



GoXO

(Madrid, Spain)

GoXO is the signature food delivery from three-star Michelin chef Dabiz Muñoz. With an average price of between 20 and 30 euros, the service only works in Madrid through Glovo –which has created a special bubble of haute cuisine in which you can find a selection of quality restaurants–, and is defined as “imaginative home cooking” and “illustrated gastronomy in your home”. A business concept, quite far from its StreetXO or DiverXO restaurants, that was created to fully satisfy a person's appetite with a single dish: take, for example, the lentils stewed in curry with prawns, mint and lemon butter or the potato gnocchi with smoked sausage bolognese from the Spanish region of León and vintage tangerine cream. Their profile on Instagram has hundreds and thousands of followers.

R-Haan (Bangkok, Thailand)

Along with Sorn, R-Haan is the first authentic Thai restaurant to earn two Michelin stars, thanks to chef Chumpol Jangprai's efforts to revive long-lost traditional Thai recipes and reflect the way food has influenced Thai people and culture. Inspired by an ancient Thai poem, R-Haan offers regional and traditional cuisine, using ingredients from all over the country with which chef Chumpol and his team create subtle, impressive and sometimes original dishes. Preserving the charm of Thai culinary *savoir faire*, R-Haan's special delivery menu, called Iron Star Chef 2Go, features a symphony of eight genuinely Thai flavors: sour, sweet, creamy, salty, bitter, spicy, and pungent. The food is still smoking at the customer's door in perfectly labeled biodegradable boxes and includes *khao chae*, a real treat to awaken the senses where the best jasmine rice stands out; noodles with chili paste and sweetened coconut cream with fish ball reduction; papaya salad; or tender Korat Wagyu beef rib with green curry. And one aspect to highlight: as the menu progresses, the flavors intensify.

Can delivery and takeaway be the way out of the coronavirus crisis for haute cuisine? It seems so



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QDelivery

(Valencia, Spain)

Under the *QDelivery* brand, the gastronomic proposals to collect and take away from the Valencian restaurants of the chef Quique Dacosta (five Michelin stars) are gathered together: *Vuelve Carolina*, *Llisa Negra* and *Mercatbar*. After deciding not to work with aggregators and selecting an exclusive delivery service in accordance with their proposal that allow them to closely follow the delivery process, the offer includes a selection of products from each restaurant that make up a menu –in addition to a Lunch bag per 17.50 euros to pick up at *Vuelve Carolina* and *Mercatbar*–, presented in a box where the customer can set up his own restaurant at home, with instructions on how to enjoy each dish and a suggestion from a Spotify list with the music that plays in the restaurants to set the perfect moment. From a take away paella to enjoy with the family, to some tapas from *Mercatbar* for an informal dinner, or a box for “vermouth time” with some tacos to share with friends, as well as a large selection of menu dishes with products “that travel very well”... the client only has to enter www.qdelivery.es and choose what experience they want to enjoy that day. A new concept –Dacosta considers it a new restaurant– that has come to stay “because quality delivery can also be haute cuisine”.



Le Chiberta

(Paris, France)

Located 20 meters from the Champs-Élysées, in *Le Chiberta* of Guy Savoy, with unmistakable red and black tones and a decoration worthy of Versailles, all the dishes and menus are available for delivery –transport is done on a scooter– and takeaway. The restaurant also offers other equally inviting and attractive options, such as the monthly gastronomic meetings (*Rencontre Mets & Vins du Chiberta*) where chef Irwin Durand –one Michelin star– shares his kitchen with another chef to create an exceptional 7-course menu paired with wines chosen by a winemaker that are an opportunity to highlight the different *terroirs* of France. By the way, Chef Durand also goes to the clients’ homes to prepare the dinner, a real experience.

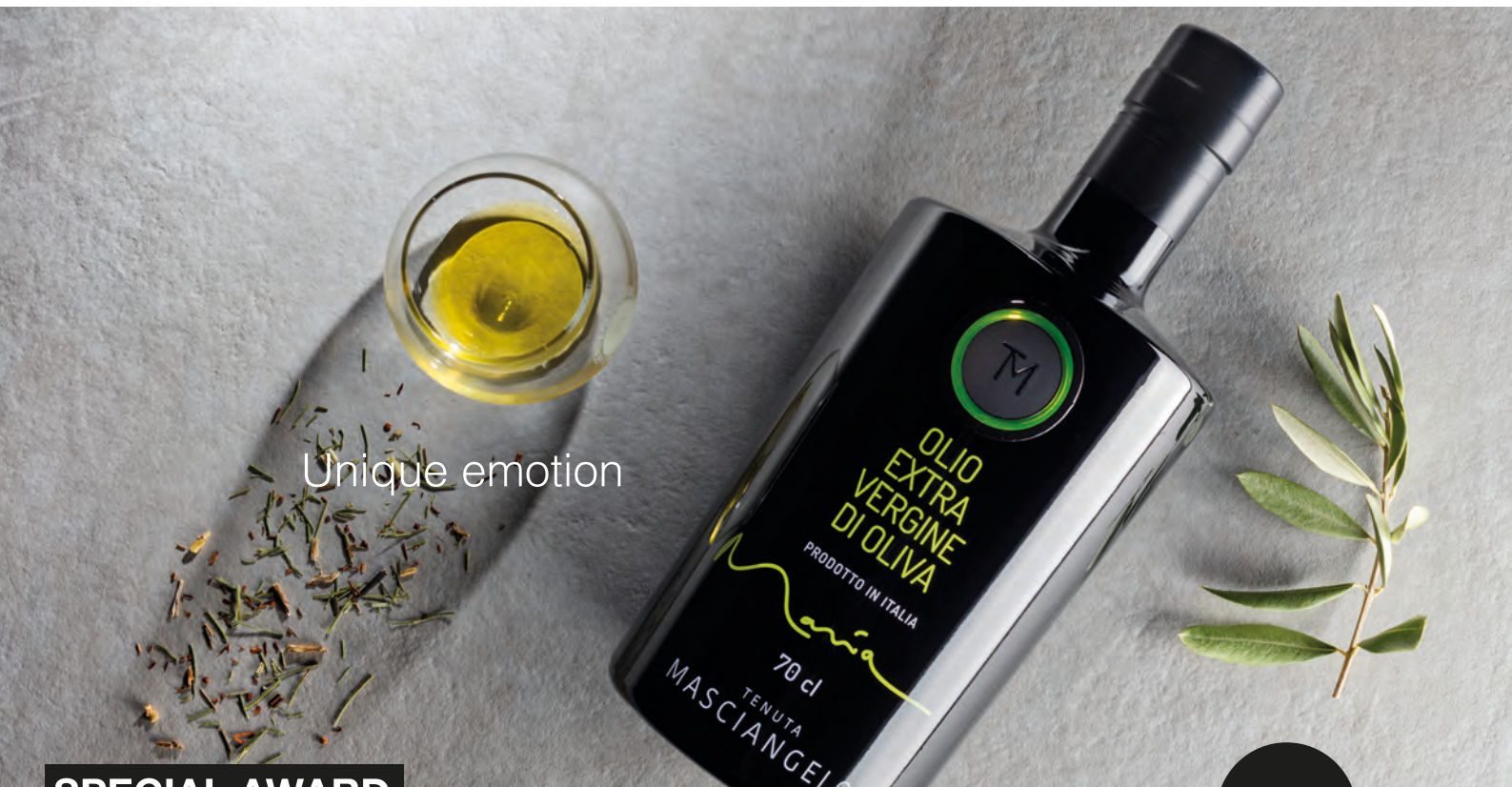


Photo Credits Dan Swartz

Masseria

(Washington DC, U.S.A.)

Masseria A Casa, an urban oasis in the Union Market district of northwest Washington, D.C., occupies a former glamorous yet austere 60-capacity warehouse. The Pugliese heritage of chef/owner Nicholas Stefanelli –one Michelin star– is reflected in both the name, which alludes to the charming, centuries-old farms of this beautiful Italian coastal region, and in the six-course tasting menu *La Cucina*, which combines old classics with new favorites. The perfect balance between tradition and modernity is transferred to its Pick-up & Delivery service, that is available from Tuesday to Saturday from \$85, with the possibility of adding a wine pairing selected by its sommelier, which reduces the offer to three dishes for two people that change daily.



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Verdelivery

(Madrid, Spain)

The kitchen of Rodrigo de la Calle, the ecological chef who has restaurants in Madrid (El Invernadero) and Barcelona (Virens), is suitable for all types of public: vegetarians, vegans and omnivores. Now, his high quality healthy food can also be enjoyed at home (Deliveroo) or on the go (onsite collection). “Delivery has always existed,” says De la Calle, “but it is more linked to certain types of fast food (pizzas, hamburgers, etc.). The current revolution brought about by COVID-19 has improved that image, as another more elaborate type of restaurant enters the scene, which, in addition to allowing us to open another line of business, offers rich and healthy food with a very reasonable quality-price ratio”. For the chef, the biggest drawback concerns the packaging. “In our case we only use biodegradable and recyclable packaging for consistency with our business philosophy, which makes the costs more expensive. Furthermore, although we take great care with everything, sometimes the dishes arrive to the client in different conditions if the rider is not careful with the transport”. With the exception of the desserts, all the dishes on the menu at Verdelivery -a project with a vocation for permanence that aspires to consolidate as a brand- contain EVOO in greater or lesser proportion. To highlight, the lettuce hearts salad with candied tomatoes, onion and caper dressing with EVOO.



Photo Credits arcomi.group

Turnè by Anthony Genovese

(Rome, Italy)

Turnè is the name of the home delivery and takeaway service of the French-Calabrian chef with two Michelin stars, Anthony Genovese from the restaurant Il Pagliaccio. With a more carefree and independent approach than that of Il Pagliaccio -except in the initial phase, when the dishes, tasty and apparently simple, will also leave the kitchens of the restaurant in Via dei Banchi Vecchi- but based equally on the excellent quality of the raw materials, the project was conceived several years ago by Genovese and Matteo Zappile themselves and launched during the lockdown. Dedicated to Rome, Turnè -which takes its name from a film by Gabriele Salvatores- is a virtual and contemporary format with which Genovese tries to make “every client in the capital who chooses, to receive my proposition at home, travel with pleasure”. The menu, of oriental inspiration, includes antipasti, first courses -to highlight, three different versions of grilled ravioli: meat, fish and vegetarian- second courses such as veal tataki or tandoori pork loin, pak choi and pineapple chutney, and a selection of desserts. The service operates throughout the center of Rome from Monday to Saturday from 12 to 14:30 and from 18 to 21 h with the help of partner platforms such as Uber Eats, CosaPorto, Foodys and Deliveroo.

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Jaleo by José Andrés

(Washington DC, U.S.A.)

“There’s nothing we like more than preparing nutritious and comforting food for our customers. And, now more than ever in these challenging times, we want to continue providing them and their families with the best nutrition we can”. This sentence can be read on the website of Jaleo by José Andrés restaurant, which represents the spirit and flavors of Spain by showing the rich regional diversity of Spanish cuisine through the creative lens of the popular Asturian chef –named by *Time* magazine as one of the 100 most influential personalities in the world in 2012 and 2018– and his team, in a festive and elegant yet informal atmosphere. A perfect blend of traditional and avant-garde cuisine that embraces local communities while remaining true to its roots. Their Delivery & Pick-up service offers menus available every day, prepared in a reliable manner and that can be collected at the door of its establishments in Washington DC and Crystal City (Arlington, Virginia) with prior notice or delivered through Uber Eats or DoorDash.



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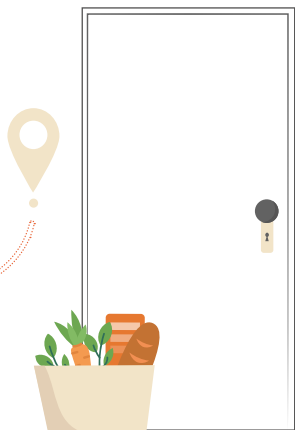


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LABe Delivery (San Sebastián, Spain)

LABe Restaurant, the restaurant of the digital gastronomy laboratory launched in mid 2019 by graduates of the Basque Culinary Center (BCC) in an innovative environment, works with an ecosystem of local producers to offer an innovative, healthy and delicious menu. A dynamic and fun approach based on the role of vegetables, which highlights both seasonal and local products and the immense talent of this small region. In a necessary reinvention to continue being close to their customers, LABe Delivery offers a selection of the best seasonal products and sends a box with the finished preparations in case they are not already plated –the order must be placed at least 30 minutes in advance– including a step-by-step guide so that the consumer can finalize the process on their own in only 5 minutes, with rich starters such as a roasted beet, leeks, kimchi sauce and hazelnuts; or main dishes such as the exquisite lamb shank, potato *parmentier* and glazed carrots. The dishes are concluded with a bain-marie and they also offer cocktails and delicious desserts ●



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QvExtra! International, a guarantee of excellence

QvExtra! International is a non-profit association created in February 2013, thanks to the initiative of 15 Spanish companies, with the aim of promoting a competitiveness among extra virgin olive oil producers through an unequivocal commitment to excellence as a means of boosting the sector.

Firmly committed to the consumer and its growing demands in terms of quality, health and authenticity, the association works to disseminate and enhance nationally and internationally a product such as the extra virgin, with unique organoleptic characteristics and extraordinary health properties. Hence the creation of an international seal of quality, the SIGEV, which certifies that the EVOO bearing its logo complies with strict quality requirements, more demanding than those stipulated by current EU regulations.

Thanks to the SIGEV seal, it is possible to control the traceability of the product from the field to the packaging plant, ensuring its quality throughout its period of preferential consumption. Thus, random controls are carried out at origin and at the point of sale which, in order to offer the best guarantees, take place by subcontracting a third party specialized in taking samples and managing them; taking care of the laboratory analyses that comply with the ISO 17025 standard.

The 33 oil mills in Spain, Portugal and Tunisia that today form part of the association share the objective of honoring EVOO –the authentic driving force of the sector– and turning it into a product of demand and not just of supply, always with a view to the continuous improvement of its quality.

In addition, the association has become a forum for knowledge and exchange of ideas and experiences between consumers, producers and other professionals related to the sector (experts, government technicians, chefs and restaurateurs, journalists, the scientific

community, etc.), organizing activities such as workshops, conferences, courses and seminars.

The art of going further

As José María Penco, director of AEMO, recalls, "on a cold autumn morning in 2013 we received a call; a group of producers were summoning us to a

lunch to tell us something.

Once at the table, they began to tell us about an idea for a project that we had never heard of before... and at that moment music began to play that was different and that, frankly, sounded very good. When others

were arguing about the frontier for an extra virgin and studying to get a pass, they were distancing themselves from that frontier and were already studying to get an A."



"The message was unequivocal," Penco continues. They said: we are going to sign a commitment with consumers without being asked, to impose some rules on ourselves to ensure that our EVOOs are of the highest quality, to establish our own voluntary verification system that guarantees excellence... and we are going to found an association to do so."

"Of course they had us on their side, we collaborated in the drafting of its founding principles, we encouraged other producers to join them and we made available all the strength that the municipalities of the olive tree may have, because in AEMO we also have that DNA, that of quality, and from its conception we understood that this was a necessary project for the sector and a firm commitment to winning the race," concludes the director of AEMO.

The road has not been easy, but today QvExtra! International, with its SIGEV seal of quality, is a well-established club where 33 producers from various Mediterranean countries walk hand in hand and who, above all, believe in what they do and transmit it with passion and enthusiasm. Among its prescribers are doctors, nutritionists, chefs, restaurateurs, researchers

and sportsmen. This is the case of Periko Ortega, chef at the ReComiendo restaurant in Córdoba -Travellers' Choice 2019 Award from Tripadvisor as the 6th best haute cuisine restaurant in Spain and 21st in Europe- and born 40 years



ago into a family with ties to the world of gastronomy and olive oil. "For me it is very important to work with the best products and producers. The SIGEV seal certifies the quality of that EVOO throughout the process up to the moment of its preferred consumption, and that means emphasizing even more the quality you will find inside that bottle. If it has this seal, what you have inside is an excellent and sublime product. And we must not forget the work of promotion and awareness that the association QvExtra! does for the best extra virgins."

Firo Vázquez is the chef of the restaurant El Olivar (Moratalla, Murcia), which this year has turned 20 years old and where extra virgin olive oil is the star of the kitchen. "I've been giving workshops and tastings all over Spain for professionals of the Horeca channel for several years now, together with QvExtra! -he points out,- but I note among these colleagues that we are not the country with the greatest olive oil culture in the world, with a few honorable exceptions. I believe that restaurants are a beacon of gastronomic culture and a magnificent way of

propagation, but in order to spread it, first you have to know the product. EVOO requires actions that generate confidence and expedite its consumption, that transmit culture and commitment to quality, practical solutions that strengthen the product. And the SIGEV seal offers us all that by being a guarantee of a fresh quality product."



EVOO, a gift to your health

For the doctor and professor at the University of Navarra, Miguel Ángel Martínez, "we are at a historic moment in which maintaining a high quality food model is more important than ever, because the body's response to a possible COVID-19 infection depends largely on what we eat. And there are some particular foods, such as EVOO, which provide special protection that helps the body to be prepared to fight the disease and has very relevant characteristics, confirmed by scientific evidence."

As Dr. Martínez explains, "it is the best source of fat that exists, endowed with nutrients of the highest quality, and is a natural regulator of cholesterol in the blood that decreases the bad one and maintains the good one, which protects from arteriosclerosis. It lowers blood pressure and has been proven to reduce the risk of suffering a first heart attack or stroke by 30%. Furthermore, its consumption, always framed within a high quality global food pattern, such as the traditional Mediterranean Diet, and linked to a healthy lifestyle, generates a strong shield against cancer. To all this we must add its taste, versatility and gastronomic richness. Therefore, I highly recommend EVOO as a regular culinary element."





QvExtra! International turns EVOO Into The New Superfood



HEALTH

We know that extra virgin olive oil is a Superfood, but why is your EVOO the best ally for health?



PROMOTION

Millennials, Centennials, Generation Z... How do you try to catch a new hyperconnected consumer addicted to social media?

ACEITES GARCÍA DE LA CRUZ • ALMAZARAS DE LA SUBBÉTICA • CASAS DE HUALDO •
COOPERATIVA AGRÍCOLA DE CAMBRILS • CORTIJO SUERTE ALTA • DEORTEGAS • FINCA
DUERNAS • JACOLIVA • LA ALQUERÍA • LASOLANA2 • LUQUE ECOLÓGICO • MOLINO DEL GENIL •
MUELA-OLIVES • OLEO QUIRÓS • OLIVAPALACIOS • ORO DEL DESIERTO • SOLER ROMERO

Almazaras de la Subbética

EVOOS with SOUL

H The EVOOs of Almazaras de la Subbética are a real reflection of this region of Córdoba, origin of some of the best extra virgins in the world, and of the character of its farmers. We are talking about a mountain olive grove, rustic and adapted to the environment, with a rough orography that involves high harvesting costs; and a very fragmented property structure, which leads to a type of family cultivation. Based on this scenario, the early harvesting of its Picuda, Hojiblanca and Picual varieties, together with the use of the most modern extraction technology -reducing the time from fruit harvesting to milling- allows obtaining juices that have high levels of polyphenols and antioxidants as well as an excellent structure of fatty acids, with oleic acid prevalence in percentages close to 80%. In order to keep all these healthy properties, the EVOOs are filtered just after production, being stored in inerted tanks to facilitate their conservation.

P Aware that the current situation makes promotional activities difficult, the company has had no choice but to reinvent itself. If until now its main tool was international fairs, as well as incoming and outgoing missions organized by both ICEX and Extenda, it has now opted to strengthen its strategy on social networks and promote activities through them, while improving the logistics of sending samples to be ready for virtual meetings. The result, as the company from Córdoba points out, is that "probably now, and thanks to new technologies, contact with our customers is more frequent and regular than before the pandemic". And what about the *Generation Next* consumers? "Maybe this is a pending subject not only for our company, but for the whole sector. We are facing a generation with new values and very sensitive to the environment and health. And our EVOOs are that in themselves. They are the environment and a way of life for thousands of families who live by and for the olive grove. And they are health. It is more than proven that extra virgin is a functional food. More EVOO means more health; more health means more strength; and the stronger our body is, the more and better prepared it is to fight viruses like COVID-19. That is why we must be able to communicate to them that when they consume our EVOOs they are consuming health, as well as contributing to the protection of the environment and securing the population in their rural environment".

www.almazarasdelasubbetica.com



Carcabuey, Córdoba



Aceites García de la Cruz

García de la Cruz, a part of you since 1872

H Aceites García de la Cruz promotes the cultivation of ecological olive groves to eliminate the toxins that are in contact with the olives, in addition to the practice of early harvesting for a decade. The fruit is classified according to quality and the milling is done cold, just a few hours after harvesting, to preserve all the beneficial health elements. Furthermore, they produce their own fertilizer from the by-product generated in the oil production process, giving back to the land what is rightfully its own and maintaining an environmentally friendly production cycle since 1872.

P For García de la Cruz, online commerce and digital marketing have become great allies for all their brands, and it is clear that the current situation has given a boost to this sales and promotion system. The cancellation of fairs and events related to the sector has not come as a surprise to this outstanding company from Toledo, which has been used to virtual meetings for some time now. As far as social networks are concerned, at García de la Cruz they know that, in a world as changing as today's, what is a trend today can be tedious tomorrow; that is why, rather than focusing on social networks, the company is creating quality online content in spaces that do not go out of fashion in order to attract the new generations who are concerned about everything related to healthy eating. On the other hand, they point out, it is necessary to enjoy EVOO more and consume it not only for its healthy properties, but also for the display of aromas and flavors, sensations and even textures, which it gives to the consumer.

www.aceitesgarciaidelacruz.com

www.garciadelacruzoliveoil.com



Muro d'Alcoi, Alicante



Almazara La Alquería

Family tradition and varieties from Alicante

H In the heart of the Sierra de Mariola Natural Park, in Alicante, a few kilometers from the Mediterranean, the EVOOs of Almazara La Alquería are produced early, when the balance between fruity, bitter and spicy is reached and the olive is at its best. Thanks to the careful production process from the tree to its packaging, together with the varieties grown of Picual, Alfafarenca or Blanqueta, the latter being native to the area, the juices obtained are very rich in oleic acid, natural antioxidants, polyphenols and oleocanthal. Family tradition and precision in the processing to bring the healthiest extra virgins to the tables of consumers.

P In order to access international markets, the company participates in renowned international competitions and awards –in the 2019 campaign it received awards in Lisbon and Athens.– Another way of promotion is the use of social networks, which aims to draw attention to its products and maximize its image and followers.

www.almazaralaalqueria.com

García DE LA 1872 cruz



An oil for every occasion
ORGANIC SINGLE-VARIETALS

AWARD # **alimentosdespaña**
FOOD INDUSTRY



www.garciadelacruz.com
www.garciadelacruzoliveoil.com

Casas de Hualdo

Our own way of farming

H In the privileged natural environment of the Hualdo Estate, on the banks of the River Tagus, Casas de Hualdo selects the best of its surrounding habitat to produce a complete range of Premium mono-varietal and blends in different formats and presentations, all with high levels of antioxidants and other healthy compounds. Likewise, in recent campaigns, the company has been developing an ambitious R+D project focused on the use of cutting-edge techniques to improve early-harvest EVOOs, including cooling the olive before it enters the mill and other paste preparation techniques such as pitting the fruit to enhance the organoleptic and healthy characteristics of the juices obtained.

P Casas de Hualdo invests great effort in nurturing the awareness and culture of extra virgin, and enlightening how to best enjoy this precious juice. In a time of limited mobility like the present one, the company continues to focus on the digital environment by generating content and conducting virtual tours and online tastings. In order to bring its products closer to consumers, it has three online stores according to its geographical scope: national, European and a specific one for the U.S.A. With a cheese farm in the making and a plan to grow organic fruits and vegetables, social media and digital tools have become perfect ways for consumers to approach this universe and get an insight of the daily work that makes this project a true commitment to rural life.

www.casasdehualdo.com



Cambrils, Tarragona

Cooperativa Agrícola de Cambrils

A benchmark in the Arbequina tradition

H A true benchmark in extra virgin olive oil made from the Arbequina variety, the Cooperativa de Cambrils has been working for decades in search of quality and excellence from the field to the table. At present, the company, which markets its EVOOs under the brands *Mestral*, *Aragem* and *Masos*, is focused on food safety, which is fundamental for its clients and a reason for concern for today's consumers. In this regard, the Cooperativa de Cambrils is the first mill in Catalonia to obtain the IFS Food certification for both production and packaging with a high level qualification, the best guarantee of a job well done.

P In a situation as complicated as the current one, and given the impossibility of attending trade fairs such as Alimentaria, the cooperative is promoting virtual meetings with importers and distributors, as well as increasing its presence on social networks and boosting online sales, which today serve the whole of Europe by prioritizing and shortening delivery times to meet consumer demands. These are difficult times, but conducive to the use of extra virgin olive oil in all its forms, which have put this product in its rightful place as one of the fundamental ingredients of a healthy diet.

Likewise, and in the case of the Horeca channel, the company has this year presented special formats in single-dose for the hotel and catering industry adapted to current regulations, while promoting their line of products and personalized brands for their customers.

www.coopcambriils.com



Casas de
Hualdo
EXTRA VIRGIN OLIVE OIL

OUR OWN WAY OF FARMING

www.casasdehualdo.com



QUESOS de HUALDO
QUESERÍA ARTESANA
CONTEMPORÁNEA



Cortijo de Suerte Alta

Authenticity and differentiation

H The healthy properties of an EVOO depend on its proportion of monounsaturated fats, its level of polyphenols and the absence of chemical residues. The first two are determined by the variety, the soil, the climate, the way of working and the production process. At Suerte Alta, thanks to its varieties –Picual, Hojiblanca and Picuda–, its limestone soils, the low rainfall, the long and dry summers that put strain on the olive tree, the limited irrigation, the early harvesting and the production with short beatings and the later natural decanting of the oils, they produce an EVOO –supported by the quality standards of the PDO Baena and the SIQUEV seal of QvExtra!– with about 80% monounsaturated and a total level of polyphenols above 1,000 ppm. Finally, the adoption since 1996 of ecological agriculture throughout the farm ensures a total absence of chemical residues in the juice obtained.

P The new scenario marked by the pandemic has served to strengthen the contact with the company's long-standing customers, developing and providing them with materials to spread awareness of EVOO in their countries, as well as promoting videoconference meetings with potential customers and boosting their social networks to interact with the new generations interested in authenticity and differentiation. Their participation in competitions for the quality of the extra virgin is limited to the most challenging, those who control the sampling and batch at origin, disregarding others that are more interested in the business and the quantity than in the control of the authenticity of the samples.

www.suertealta.es



Almazara Deortegas

Deortegas, EVOOs that leave an impression

H Deortegas is a family dedicated to ecological agriculture where they cultivate in their traditional dry lands the varieties of Arbequina, Picual, Cornicabra, Hojiblanca and, from this year, also Frantoio; some of them located in unique places within protected areas surrounded by Mediterranean forest. Their surprisingly explosive and fresh monovarietals –produced a few hours after the fruit has been harvested at its optimum moment of ripeness– are distinguished by their excellent quality and great consistency thanks to their high content of polyphenols (antioxidants), unsaturated fatty acids, chlorophyll, vitamins E, D, A and other beneficial components that enrich them. These properties make them an indispensable supplement to strengthen our defenses in a natural way, something even more important given the sedentary life that the pandemic forces on us.

P For Deortegas, contact with its customers is almost as important as the contact they have with the land and the fruit. In the current situation, social networks have increased their importance, playing a key role –even excessively–, so Deortegas has an active presence in them to offer consumers what they are looking for. "Often information about EVOO is not as reliable as it should be, but a demanding consumer who is concerned about healthy eating and who also wants to enjoy the aromas and flavors of the extra virgin becomes an fan of the product and in turn recommends it to family and friends," says the company, which seeks to consolidate and seek new international customers with whom to establish a relationship that goes beyond mere business transactions.

www.deortegas.com

Truly Extraordinary

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



www.oleoestepa.com



Jacoliva

Genuine aromas and flavors in a unique natural environment

H In addition to being a true delight for the senses, a Premium EVOO provides a high content of oleic acid and polyphenols, as well as a wonderful balance of monounsaturated fatty acids, far superior to other oils. The factors that make Jacoliva's 100% green Manzanilla Cacereña an exceptional extra virgin are the variety itself, the age of the olive grove, the poor soils with a very low PH and the climate itself, as well as the care and attention given during the production and conservation process.

P Given the new scenario caused by COVID-19, Jacoliva is aware that "loyal customers are those who keep us working at the same pace as before the pandemic." The effort -and absolute conviction- to achieve the highest quality in a wide variety of formats allows this company from the north of Cáceres to continue to meet the demand of its customers, although with less direct contact and using new channels. As for the *Generation Next -millennials, centennials, Generation Z-*, the strategy is clear: it is about capturing their interest through an attractive message and evocative images "that awaken the desire to try that magnificent product that is before their eyes." And one last note that invites reflection: "in this era that we have lived through, surprisingly, the pleasure of tasting and discovering a unique EVOO, in your home and surrounded by your family, is a breath of freedom, of contact with nature, of absolute enjoyment when you need it most."

www.jacoliva.com

Pozuelo de Zarcón, Cáceres



Almería



Lasolana2

The art of enjoying life while taking care of your health

H At this family business in El Campo Cisnares, on a high plateau (1,100 meters) in the north of the province of Almería where olive trees have never been planted before, it is clear to them that a good diet is the basis for good health. Its owners are, besides producers, passionate about EVOO -the healthiest fat in the world- and enthusiastic advocates of the benefits of the Mediterranean Diet. Their limited production EVOO *lasolana2* is a 100% organic juice obtained from green olives of the Picual variety that has a high content of antioxidants, as certified by the University of Córdoba, with approximately one gram per kilo of phenolic compounds. A balanced and unique Picual from a traditional ecological cultivation that respects the environment and finds in this differentiation its main feature.

P The pandemic has forced this family business, which is an enemy of complacency, to seek new horizons that were previously unexplored. With more than thirty international awards that acknowledge the taste and quality of its extra virgins, the company relies heavily on institutional campaigns to promote Andalusian and Spanish products in order to find a small niche in foreign markets. Another valuable promotional tool is its active presence in social networks, where it has profiles on Facebook, Instagram, YouTube, Twitter and LinkedIn in which it mainly publishes articles of interest related to EVOO and recipes in whose preparation *lasolana2* has been used, in addition to conducting competitions to publicize its brand and attract new customers.

www.lasolana2.com

Finca Duernas

Taking care of Nature so that Nature takes care of you

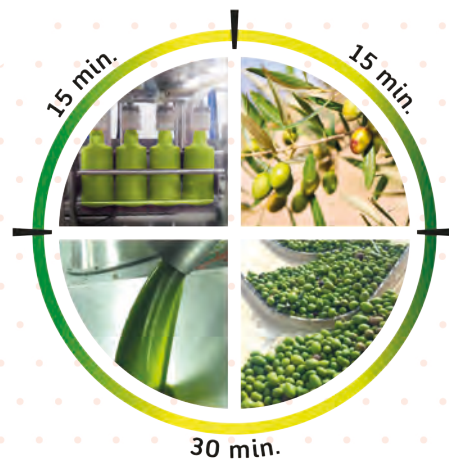
H Producing an organic extra virgin olive oil with a high content of phenolic components requires great effort and a high level of knowledge on the part of the producer because both the nutritional value and the taste depend on this level of polyphenols. This is the case of Finca Duernas, where the final result is not just improvised: it begins by caring for the olive grove by managing the irrigation to help the tree produce a higher level of polyphenols and continues with the collection of the fruit in the month of October, when the olive is ripening. As the mill is in the center of the olive grove, the milling is done in just half an hour. In this way the freshest juice is obtained, from the tree to the bottle in less than an hour. And it is worth remembering that, as one of the authors of the prestigious PREDIMED study, Doctor Miguel Ángel Martínez-González, states, "there is no other food that has been so strongly demonstrated to have beneficial effects on health"; among many other things, it helps prevent the formation of blood clots. Amen.

P Finca Duernas has prestigious prescribers of its juices around the world, great allies who endorse their organic EVOOs, convinced of their quality and properties. This is the case of the Danish nutritionist Christina Elver, creator of the slogan "Extra virgin olive oil each day keeps the doctor away"; Lisa Nijbroek, nutritionist of the international cycling team TEAM SUNWEB, who cannot imagine the daily diet of their athletes without two spoonful's of *Duernas Oleum*; or Sergi Bonillo, nutritionist of the tennis academies Sánchez-Casal, who uses it both in the diet of their high performance athletes and in restaurants. In addition, the company maintains an active presence on Facebook and Instagram, adapting its messages and images on social networks to the tone and style of the youngest ones, especially millennials, to attract and connect with them through values such as freshness, sophistication, sustainability and ecology, which are highly valued by the *Next Generation*. Finally, Finca Duernas has upgraded the store hosted on its website, being aware of the growing importance of online sales.

www.fincaduernas.com



Santa Cruz, Córdoba



Christina Elver,
Nutritionist Olive
Oil Expert.



Grupo Molino del Genil

Molino del Genil and Herdade do Sobrado, two jewels for health and palate within your reach

H Formed by the olive oil mills Molino del Genil (Spain) and Lagar do Sobrado (Portugal), the Molino del Genil Group pays special attention to quality from the moment the olives are received until the finished batches are stored in the cellar. The campaign begins in October, selecting the best plots for early harvesting and milling at very low temperature to ensure the excellence of some EVOOs that boost the healthy qualities and have high levels of polyphenols and antioxidants. In their opinion, it is a priority to promote the dissemination of these health properties according to the evidence based on national and international scientific studies, since they are a differentiating aspect of the product with respect to other fats and it is necessary to rely on these to increase consumption.

P The current difficult situation has forced companies in the sector to sharpen their wits and make an even greater effort in building a direct relationship with customers based on mutual trust and constant follow-up of their needs and demands. Thus, fairs and face-to-face meetings have been replaced by online meetings in a little-known work environment that it is necessary to get used to in order to generate a new and essential climate for the maintenance of business relations. In the same way, the Group relies on online presentations aimed at potential customers where a visit to their facilities now takes place in the virtual environment of the web. "We have to get used to the idea that what is not on the networks does not exist," they say from Molino del Genil Group, "and strengthen our presence in these environments if we want our products to be in the consumer's shopping basket; as well as developing a taste for quality extra virgins, promoting their differentiating characteristics from the point of view of health. And equally important is to make new generations aware of the importance of the primary sector linked to traditions and culture that constitute the hallmark of our product."

www.molinodelgenil.com
www.lagardosobrado.com



Luque Ecológico

Take a walk on the organic side

H At Luque Ecológico we pay special attention both to the olive varieties (Picual, Hojiblanca, Pajarera, Arbequina, etc.) and to the quality and health of the fruit -free of pesticide residues- as well as to the exhaustive control of all the phases involved in the production of our EVOO: controlled irrigation; careful harvesting at the optimum moment of ripening; quick transfer to the mill to avoid fermentations that could affect the quality; correct classification, cleaning and processing in the mill in less than two hours, with short beating times and without applying temperature in the mixers; and quick filtering to preserve intact the organoleptic and healthy properties of the juices obtained (mainly polyphenols, oleocanthal and fatty acid composition). In addition, in the case of metal containers, they have a BPA FREE lining, which also helps to preserve the quality and health aspects.

P Given the special situation caused by the pandemic, Luque Ecológico's promotional campaigns consist mainly of strengthening its relationship with existing clients by participating in their advertising campaigns (catalogs, brochures, store presentations, etc.). On the other hand, the previous contacts established in fairs or commercial missions and the possibility of making video calls helps to attract new customers in these difficult times. With an active presence in social networks, the company believes that the new generations "are a segment that should know about our product and be aware of everything it brings, not only from the point of view of health, but also environmentally."

www.luque.bio



Priego de Córdoba



Muela-Olives

*Venta del Barón,
the perfect scent*

H At Muela-Olives they recognize that the very nature of olive juice makes it a basic element in our diet to take care of our health. It is therefore a question of obtaining it in such a way that its taste and properties are not modified. That is, to do it well and consistently over the years. The varieties from which *Venta del Barón* is extracted, Hojiblanca and Picuda, and the privileged territory of the PDO Priego de Córdoba with its unique microclimate do the rest.

P There are two strategies chosen for the promotion of their EVOOs: activities on digital channels –not to mention word of mouth– and attendance at some prestigious international competitions, such as EVOOLEUM. As for the new generations, Muela-Olives is committed to creating new products for younger people, given that they cook less and consider price a determining factor. And in times of COVID-19, there's nothing better than sharing a good EVOO at home with your loved ones, turning a daily event into a unique moment to enjoy the best of Spanish gastronomy.

www.mueloliva.es

Oleo Quirós

Tradition and innovation in search of the highest quality

H Thanks to their control of the entire production process and adoption of the environmentally sustainable and low-invasive practices of ecological agriculture, Oleo Quirós' EVOOs –from the Arbequina, Picual and Cornicabra varieties grown at Finca La Moncloa– are natural and healthy juices, free of chemical residues thanks to the phytosanitary treatments carried out on the trees and fruit, which guarantee all the intrinsic characteristics of this superfood. As many scientific studies show, a daily diet with regular intake of EVOO helps our cells to be more resistant and to stay healthy and that is the best reason to encourage its consumption.

P The pandemic has accelerated a change in how they deal with customers, says the company based in Mascaraque (Toledo), which has seen its exports increase during the global crisis of COVID-19. Thus, face-to-face interactions have been replaced by digital ones, with a more direct but non-intrusive contact. The key to capturing new generations and/or potential customers? Through reliable and honest information, drawing them closer to the product and its healthy and sustainable features. A strategy that forces the company to be more dynamic and convincing, but that has also eliminated intermediaries in the chain, avoiding that sometimes their message arrives distorted.

www.oleoquiros.com



Bolaños de
Calatrava,
Ciudad
Real



Olivapalacios

*Palacio de los Olivos,
100% natural, tasty and healthy*

H Oleuropein and hydroxytyrosol give this EVOO its bitter and spicy taste, as well as a powerful antioxidant activity that, among other functions, helps strengthen the immune system. Very rich in polyphenols, natural antioxidants that help protect blood lipids from oxidative damage, both these and tocopherols (vitamin E) have healthy effects on the cardiovascular system, maintain the integrity of cell membranes and help combat degenerative processes. In order to achieve the highest possible content of polyphenols in its juices, the company is committed to early harvesting in order to extract its genuine aroma and flavor -herbaceous and fruity, green and fresh- and preserve its high load of natural healthy nutrients and thus obtain a distinctive EVOO; not to mention the monitoring and exhaustive control of each batch of olives grown, harvested and milled in order to ensure full traceability.

P Olivapalacios carries out marketing campaigns through its social networks, participates in some virtual fairs organized by foreign promotion organizations –Chambers of Commerce, IPEX, ICEX, etc.– and establishes contact via the Internet with potential international buyers, subsequently sending samples to taste the product. And in relation to the new generations of consumers, its purpose is none other than to educate them on the healthy benefits of EVOO, which many of them are unaware of, explaining to them the different uses and versatility in the kitchen as a basic product in Spanish gastronomy and in the Mediterranean culture and diet.

www.olivapalacios.es

Oro del Desierto

A timeless masterpiece

H The *Oro del Desierto* EVOO was born in the middle of the Tabernas desert, in Almería, in the midst of extreme weather conditions marked by scarce rainfall. The crop is possible thanks to the adoption of a low irrigation system, with low yields per kg./hectare that are compensated for by the excellent health of the fruit due to the almost total absence of pests, concentrating a high amount of polyphenols and natural antioxidants. All of this, together with scrupulous handling and cleaning, early harvesting –and immediate milling– and the selection of the best lots, result in an exceptional EVOO.

P With a presence in 33 countries and more than 4,000 clients who enjoy the excellence of its EVOO and its personalized treatment, the company's commercial strategy includes making different sales channels compatible and focusing on inbound marketing and long-term online promotion on social networks and through its own blog. Not surprisingly, the company already sells 10% of its production directly to the consumer and has increased its sales exponentially during the pandemic. A philosophy where obtaining the highest quality is a vocation –not a fashion– and where the price is the consequence –not the objective– and undoubtedly contributes to this. "It's about making all our customers, current and potential, fall in love with the product. You have to consume EVOO every day, not only in times of coronavirus, but because it is a delicious and healthy food that also encourages a rural population and allows many farmers to take care of the countryside and the environment," they say.

www.ordeldesierto.com



Alcaudete, Jaén



Soler Romero

A taste for good things

H At Soler Romero they take great care of every step of the production process: cultivation, harvesting, processing, packaging and marketing. Harvesting begins in October in order to achieve an exceptional EVOO, with very low acidity and a high percentage of polyphenols, and it should be noted that the Picual variety has the highest content of oleic acid and antioxidants. The olives are transferred from the tree to the oil mill –strategically located in the very center of the olive grove– in the shortest possible time, always less than three hours, to avoid oxidation and preserve their attributes to the maximum.

P Soler Romero exports 85% of its production, which explains its strong international focus, one of the characteristics that define its business philosophy along with its proximity and good treatment. In the current situation, this company, with headquarters in Alcaudete (Jaén), relies on new technologies to be present in different social networks, adapting the message and marketing strategies to each target audience, without neglecting its existing customers with whom it continues to maintain permanent contact via phone calls or virtual meetings. "The new consumer is looking for simplicity, practicality, speed and interactivity," they say. "In short, and drawing a simile with food, you have to conquer them through sight. We achieve this by means of impressive images and videos where we show our product and describe the process step by step, making the viewer part of it and discovering first-hand how to obtain a top quality organic extra virgin olive oil, as well as its qualities, uses and benefits" ●

www.soler-romero.com



“Jaén Selección”, a permanent commitment to the excellence of extra virgin olive oil

Since 2006, and under the distinctive “Jaén Selección” created by the Provincial Council of Jaén, the eight best extra virgin olive oils from Jaén of each harvest are included, which are juices that guarantee the excellence of the liquid gold produced in this province of the interior of Andalusia, which is not only the largest producer of olive oil in the world, but also the place of origin of the highest quality EVOOs on the planet.

“Jaén Selección” is an unmistakable example of the permanent commitment in the province of Jaén to obtain extra virgin olive oils of the highest quality. A work that has as main players the olive growers of Jaén, who carefully take care of the process of production so that, up to the table of the consumer, a product unequalled in aroma and flavor that has managed to conquer the most demanding palates arrives.

The best restaurateurs and gourmets of the world have fallen for the qualities of this star product of the Mediterranean Diet that, under the distinctive “Jaén Selección”, has traveled from the hand of the Jaén Council to the most prestigious kitchens and has been promoted in the main national and

international events of the tourist and gastronomic field, from the Michelin gala to *Madrid Fusión*, the *Salón Internacional del Club del Gourmets* or *50 Best Restaurants*.

In each and every one of these events, the “Jaén Selección” EVOOs have become ambassadors of the excellence of extra virgin olive oil from Jaén, being one of the best presentation cards of the gastronomy of this Andalusian province that has increased its presence in the most prestigious culinary forums in and out of our country.

The increase in the quality of this product has led to a growing interest in its presence in the cutting-edge cuisine –where priority is given to the use of the best raw materials, including extra virgin olive oil from Jaén– and to the increase in its consumption in new markets, which shows that the work carried out in the province of Jaén to present a product of excellence has been the key to opening doors that were previously impassable on a national and international level.

This search for the highest quality in the production of olive juice has made it more difficult each year to choose the eight best EVOOs from each harvest to receive the distinctive “Jaén Selección”. For this selection, which is carried out through a tasting competition, a greater number of oils compete every year, which guarantees the unprecedented qualitative leap experienced by the olive-growing sector in Jaén and shows that the creation of this brand has been an extraordinary incentive for the Jaén EVOO to reach the very top.

www.dipujaen.es

The excellence of a region,
an exceptional EV00

Jaén selección

Extra Virgin Olive Oil from Jaén

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DIPUTACIÓN
DE JAÉN

www.dipujaen.es



CEQ
CONSORZIO
EXTRAVERGINE
DI QUALITÀ

CEQ, obsessed with quality

Founded in 2001, and composed –along with other partners– of about twenty of the main Italian EVOO producers, CEQ is a non-profit association that supports all the operators in the supply chain both in the continuous improvement of the quality of extra virgin olive oils and in the adoption of good storage and administration practices to ensure the highest possible quality of the juices available on the market.

To speak of the Consorzio Extravergine di Qualità, the only recognized Italian interprofessional organization that operates in the olive oil and table olive sector, is to speak of quality, understood as the result of the perfect combination of good agricultural, environmental and technological practices that allow the obtaining and conservation of

the unique nutritional and sensory qualities offered by the many varieties of olives.

New scientific discoveries show that extra virgin olive oil requires a lot of care and attention, not only in the phases of cultivation of the olive and extraction of the oil in the mill, but also during storage. As soon as the olive oil is produced, it begins an irreversible process of decomposition that tends to reduce its nutritional properties, vitamins and antioxidants, as well as the strength of its flavors and aromas. With the help of an authorized scientific committee, the CEQ Consortium is strongly committed to developing tools and actions to assist supply chain operators in the continuous improvement of the quality of marketed EVOOs; and to inform and train distributors and restaurateurs about the best practices for preserving extra virgins at the highest possible quality. The objective is none other than to generate a shared feeling that not all extra virgin olive oils are the same, and that richness in antioxidants and sensory fragrances is an extremely valuable quality that requires

a lot of commitment and expertise to be obtained and guaranteed until the moment of consumption.

Only the Best

Thus, only the best Italian EVOOs can use the CEQ-Italia quality label that guarantees compliance with the most rigorous production and preservation practices to obtain a product of unquestionable quality. In particular, the extra virgin olive oils that carry this quality label present marked sensory differences between them, due to the attention paid to parameters related to taste and nutritional value, but they all share the same minimum level of quality guaranteed by the quality label which is significantly higher than that required by law.

Regarding the mandatory nutritional declaration, the high concentration of oleic acid is guaranteed due to its nutritional properties, derived from the combination of the positive effects on cholesterol with an excellent stability against oxidation; as well as the high content of polyphenols due to its known antioxidant properties, which provide an important protective effect on the health of our cells.

Pantaleo, midday at the table

Nicola Pantaleo SpA's corporate culture is based on values such as respect for the environment and tradition, as well as an unwavering commitment to quality. An EVOO culture that has its origin in ancestral knowledge, preserved and transmitted with passion from father to child. The most important assets around which the company has built its reputation abroad for over 130 years are reliability, efficiency and quality, values that have always guided its work and that allow it to overcome the difficulties of the limits imposed by the pandemic, effectively replacing traditional trade fairs and business meetings with modern digital systems. Likewise, and in order to expand its consumer target, Pantaleo gives special importance to communication through social networks such as Facebook or Instagram.

Over the years, the company has developed a multitude of products aimed at the needs of the new generations, which it promotes through the most widely used social channels: packaging intended for children, with removable and colored labels; extra virgins especially rich in antioxidants for foodies and the most demanding chefs; or the new EVOO with IGP Olio di Puglia, highly regarded since its launch.

Furthermore, at a sensory level, a high intensity fruitiness is guaranteed, even though there is no legal obligation, ensuring the presence of specific and objective sensory notes that recall the fruit of the olive and guarantee the quality of the product and the production process.

(It continues in page 131)



For Pantaleo, the CEQ-Italia label of quality, which it has been applying for many years to its best products, and which it intends to incorporate into new packaging in the coming months, represents the best guarantee for foreign importers and consumers regarding the level of quality and reliability of its products, certified by the demanding controls of the Consortium.

www.pantaleo.it





1. With the help of expert technicians and researchers, the Consortium has defined a standard that guarantees a high level of nutritional and sensory properties.
2. The Consortium has applied the standard into a production specification with the fundamental requirements for producing a quality extra virgin olive oil.
3. International certifying agencies carry out inspections at the companies that have requested to use and are using the trademark CEQ- Italia.
4. The oil samples are sent to certified laboratories and panels to evaluate compliance with the quality parameters.
5. If the results are positive, the company is authorized to apply to the extra virgin Italian packaging the CEQ- Italia quality guarantee label.
6. The certifying agencies carry out further sampling from the stores to check the correct conservation of the product and the compliance with the quality standard.
7. In case of negative results, the Consortium analyses the samples in other laboratories, to the point of demanding the withdrawal of the product and applying severe penalties to the company, including the definitive ban on the use of the label.
8. In case of positive results, the use of the CEQ-Italia quality guarantee label is confirmed.

Monini,

a squeeze of olives

For 100 years and for three generations, Monini has shared its love and passion for extra virgin olive oil, offering a superior quality product with a fresh and distinctive taste that lasts over time, the secret of its success. During the pandemic, this pioneering company, founded a century ago by Zefferrino Monini in Spoleto (Umbria), has tried to maintain constant communication with its stakeholders by using technology and tools that have now become indispensable. However, they say from Monini, "we continue to be penalized in the presentation of new products, where the face-to-face relationship remains a key element."

As for the new generations, who are already born "hyper-connected", at Monini they are aware that, to make them feel their presence as a brand, "we have to speak their language, in the places they frequent and in the forms they love and which constitute their reality. Therefore, we have started digital educational projects in schools that teach children and young people the keys to a proper and healthy diet and the healthy properties of extravirgin olive oil, because we believe that an adult who begins to eat well as a child has a good chance of continuing to do so for the rest of their lives."

Monini has always trusted the CEQ Consortium in order to support and spread the concept of extra virgin olive oil quality around the world. Submission to rigid parameters in compliance with values much more rigorous than those imposed by law "supports us as a company but, above all, offers consumers, in the face of an increasingly crowded and undifferentiated range, the opportunity to know the product they are buying and the quality contained within it."

www.monini.com



Olio La Molazza,

a story of excellence

Born in a unique territory, expression of a millenary culture and guardian of the genuine flavors of the present, Frantoio La Molazza is one of the main agri-food companies in Calabria. A respect for the environment and the territory and the protection of health, together with ongoing innovation and its commitment to achieving the highest standards of quality, are the values that are at the heart of its philosophy. For some time now the company has been combining traditional communication systems with modern digital tools in its promotional strategy, and in this period of restrictions on trade fairs and travel, the company has given a strong boost to online sales, videoconferencing and the use of social networks. The new generations of consumers are among the most important objectives for Frantoio La Molazza, and its commitment to them in recent years has involved a thorough review of the language, tools and image of its products to attract their attention, especially in the nutritional and health aspects of food, without forgetting environmental sustainability and the value of the rural world.

For Frantoio La Molazza, the CEQ-Italia label is a guarantee of quality as the products of the member companies have passed the strict controls to which they are subjected by an external Consortium; at the same time it allows them to differentiate their EVOOs from the rest of the extra virgins on the market and to present themselves with greater credibility in international markets.

www.frantoiolamolazza.it



Colonna,

an EVOO with history

Based in San Martino in Pensilis, Campobasso (Molise region), Marina Colonna is a company with a long business tradition immersed in a strategy of strengthening its image. In the current scenario caused by the coronavirus, online promotion has become even more important in the company's activity, which, in parallel, has created a (almost) daily storytelling that allows them to maintain continuous contact with its followers. To reach the new generations, that are so overloaded with stimuli, the strategy is aimed at synthesizing useful information around the most attractive topics for young consumers, such as beauty, style, the environment and the pleasure of eating healthy and tasty products; in addition to increasing their efforts to launch new products every year, with a carefully designed packaging that captures their attention.

The CEQ-Italia label of quality allows the consumer to be informed about a fundamental issue: in the vast category of extra virgin olive oil, not all products are the same. The fulfillment of more restrictive and controlled quality requirements up to the shelf is, in their opinion, "a powerful reason for those who do not know us to buy from us."

www.marinacolonna.it





RAVIDA,

ancient wisdom for a modern experience

After taking over the historical family farm "La Gurra", in Menfi, province of Agrigento, in the south-west of Sicily, from his father Luigi, Nicolò Ravidà rediscovered a passion that had been rooted for centuries, that of growing olive trees and producing olive oil from hundred-year-old trees, which he in turn passed on to his daughters Natalia, Patrizia and Nicoletta. At the end of the 1980s the brand name EVOO RAVIDA was born, a harmonious and multi-award winning blend of Biancolilla, Cerasuola and Nocellara described as the *Cary Grant of olive oils*. In these times of pandemic, the company has increased telephone contacts and virtual meetings with importers and customers around the world, in addition to strengthening the online sales channel. Given the current delicate situation, the company's objective in foreign markets is no less than to consolidate a brand image built up over the years, taking advantage of the Sicilian tradition without renouncing its international vocation. The seductive power of the images and the exclusivity of the packaging, on the one hand, and the commitment to a product of excellent quality, on the other, as demonstrated by the many awards obtained, are the elements that the company, very active in social networks

and prepared to virtually interact with the new generations, tries to transmit to young consumers through strong images and short, concise texts.

The CEQ-Italia label is the culmination of all the efforts made by the company to make its extra virgin a product of guaranteed quality and authenticity that allows the consumer, within the enormous confusion that reigns in the world of EVOO, be aware that it is choosing a particular type of olive juice of high nutritional value and organoleptic properties produced according to very strict standards and subject to controls by a Consortium of quality.

www.ravida.it



Conte Spagnoletti Zeuli,

olive growers since 1600

In the heart of the *Pugliese* countryside, Onofrio Spagnoletti Zeuli, Count of Andria, is passionately dedicated to the cultivation of olive trees and vines, a family tradition that dates back to the 17th century. Its Coratina monovarietal, a typical variety of the northern area of Bari, bears the label of quality, excellence and tradition of the PDO Terra di Bari Castel del Monte, a fortress surrounded by centennial olive trees that are the undisputed symbol of Puglia. In the current situation caused by the pandemic, the company's strategy to reach the final consumer is to promote and sell its products online, with the invaluable support of its importers in those international markets where it is present. In order to reach the Next Generation consumers, the company uses the communication tools closest to them, i.e., promotional campaigns through social networks supported by bloggers and influencers, adapting and simplifying the messages to arouse the interest of the new generations.

In addition to guaranteeing the quality characteristics of the product, the CEQ-Italia label allows it to stand out in the market of extra virgin olive oils with PDO, guaranteeing that its EVOOs have been verified by the Consortium and comply with its strict quality parameters.

www.contespagnolettizeuli.it



Requirements for a flawless EVOO

From the moment that the EVOO is marketed until it is purchased and consumed, many months can pass in which the product is exposed to changes in light, oxygen and temperature that accelerate the degradation of its quality. Consequently, in order to have an impeccable product at the time of consumption, the CEQ-Italia quality label requires compliance with much more restrictive quality parameters during the selection and packaging phase, and following strict procedures during the conservation and distribution phase. So what steps has the Consortium taken on these quality parameters? Firstly, it reduced the values of some quality parameters required by law for the category of extra virgin. Secondly, it introduced new parameters not yet taken into consideration by law. Finally, it foresaw an additional value restriction, necessary during the packaging phase, for those parameters that are subject to change during storage.

These are valuable indicators that are kept under strict control, both in the factory during production and

when the product is on the shelves. The control bodies are responsible for taking samples to be analyzed by accredited laboratories in order to verify compliance with the values of the quality parameters certified by the CEQ-Italia quality label.

The Consortium promotes a “quality supply chain” that starts with the integration of all the professionals working in the different stages of the production process, since quality must be guaranteed through close collaboration between producers, packers and distributors. All the companies that have been authorized to use the CEQ-Italia quality label for an Italian extra virgin, or a line of Italian EVOOs, scrupulously respect a production specification with standards that are stricter than those established by national and European legislation. The specifications are constantly updated and contain standards and guidelines to guarantee the parameters required by the Consortium's quality label, from the production of olives to the storage of the EVOO on the shelves, establishing what must be done and what must be avoided throughout the supply chain ●

www.ceqitalia.com

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Rasmus Kofoed, *guru of the world's most beautiful sustainable cuisine*

By Pandora Peñamil Peñafiel



A 90s hip-hop theme is playing in the kitchen. On the pristine countertops are dishes of such beauty that you don't even know if they are edible or if they are part of the latest collection of the artist Damien Hirst. The Danish chef Rasmus Kofoed is in charge of this gastronomic gallery, and his Geranium –3 Michelin stars and #5 in the world according to *The World's 50 Best Restaurants*– is a declaration of intentions whose main focus is on the cuisine of proximity and the defense at all costs of consuming vegetables as a means to save the planet. And, incidentally, the diners. Come in, see, enjoy and be saved by this guru of sustainable cuisine.



“Olive oil is a beautiful product that I use frequently at home”



Your cuisine is notable for its analysis and understanding of the ingredients you use, which allows you to honor and elevate local raw materials. In an era when we are so attached to new technologies, do you think that cooking is the best way to disconnect and reconnect with the land?

I believe that there are many ways to reconnect with the land: through cooking and what we eat, the decisions we make in our daily lives, the way we take care of the planet... I choose to use local, biodynamic and organic ingredients in the Geranium kitchen, not only for the diners, but also for my team. I want them to eat well, so I offer them four healthy options during the four days of the week we are open: vegetarian, vegan, fish and meat, but these last two always have a green salad and at least two vegetables on the side. In addition, we give our staff a yearly subscription to the gym so they can de-stress and stay fit.

Personally, I take fewer and fewer flights, but when I do take one, whether it's for something related to the restaurant or my family, I pay an additional fee for the carbon offset. Connecting with Mother Nature through food is something really special to me. In Denmark we have a wide variety of beautiful, fresh

and seasonal vegetables to choose from. Simply taking some potatoes straight from the ground, washing them, slicing them and then putting them in the oven is pure magic. Or eat some green, juicy, vibrant peas in the field, picked right then and there. You feel really alive when you eat vegetables from the ground that have been properly cared for.

At what point in your life did you decide that you were going to be a chef? Who was your inspiration?

My mother was –and still is!– my greatest influence when it comes to cooking. She placed a lot of importance on making sure our food was healthy and vegetarian. She taught me to be interested in the wild plants and herbs that grow in nature and now I teach this to my children. I grew up with two brothers and two sisters, and the only way I could help my mother was to cook for them. That's when I realized how much I enjoyed cooking and that I was a good cook.

Which of your dishes defines you best? And why?

I don't think that one particular dish defines me, but it is true that all my dishes contain elements that speak about me and my gastronomic philosophy. If I



had to describe myself in terms of a dish, it could be something simple yet complex, fresh and balanced, thoughtful and sometimes fun and with a surprising sense of humor.

Within your philosophy of closeness, sheep's butter yogurt is one of the fats you use most in your preparations. If you were to skip this dynamic for one day, would you allow olive oil to enter your kitchen?

Olive oil is a beautiful product that I use frequently at home, but the philosophy of Geranium is based on consuming locally and using local ingredients. If you try a ripe tomato in Italy you will be amazed at the taste. However, when the food travels, it is often picked too early and loses that seasonality that so many aromas bring. When you respect nature and consume fruits and vegetables at their best, cooking them on the same day, they not only retain that incredible flavor but also honor nature in the best possible way.

The dishes on the Geranium menu aim to recreate an authentic Nordic experience for the diners. What would you say is the taste of Denmark?

foto: Davide Dutto - Chef Profile



NEL GESTO PIÙ
SEMPLICE
LA MAGIA DEL
PIATTO



www.coppiniarteolearia.com

Seguitemi su: #coppiniarteolearia

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Denmark tastes like fresh seafood from the ocean, sour and acidic sea buckthorn from the coast, seaweed, mushrooms and wild herbs from the forest.

Geranium was the first Danish restaurant with 3 Michelin stars; you are the only chef to hold medals in all three categories of the Bocuse d'Or competition; you are also ranked #5 in *The World's 50 Best Restaurants*... Do you have any challenge, gastronomic or otherwise, left to meet?

I am a person who is not afraid of challenges; I always test myself and my team to try to improve. I've been working on a vegetarian cookbook for a while now and I'm also planning to open a vegetable-themed restaurant. In early 2020 I started training in the hope of completing a marathon, something I had never done before, but the COVID-19 changed everything, although I still run and enjoy it very much. It gives me time to think, reflect and set new goals.

“Many gastronomic shows have brought glamour to chefs and young people are becoming more interested in this world until they discover how much hard work and dedication is needed”

Critics define your cooking as inventive, pictorial or modernist, almost as if they were describing a painting. Do you like art? Which artists have influenced you?

I love art and, in fact, I live near Louisiana, a really interesting modern art museum outside Copenhagen. I really like Damien Hirst and I'm also a big fan of the Danish artist HuskMitNavn.

You say that we should consume less meat, give more emphasis to vegetables, be inspired by nature, give free rein to our senses... Will this be the cuisine of this century? Should we redefine our model of eating?

I think this is the right time to rethink what we eat and how we do so. This can apply to both animals and vegetables. Of course, Geranium menus have always been based on lots of vegetables and very little meat... I'll leave it there.

Nature is constantly reinventing itself, like a chef with his dishes. Can you still be spontaneous



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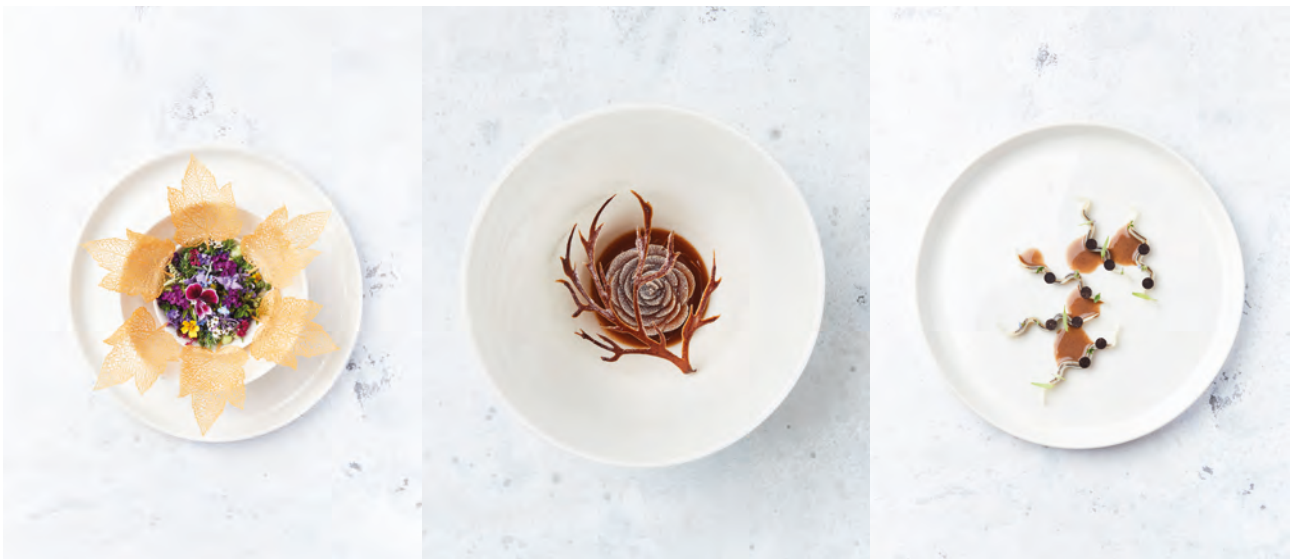
within the strict planning of a 3 Michelin-star kitchen? What part can you leave to improvisation when creating a menu?

I love this question because it is true that there is a lot of planning and thought in my dishes, but I always leave space for spontaneity, especially when I am inspired by something I have just picked from the garden. Sometimes I wake up in the middle of the night with a new idea to add to a dish that already exists on my menu. The next day, I arrive first thing in the kitchen, I talk to my team and we make the necessary changes to develop that idea and have that new dish appear on the menu of the day. I am lucky to have a great team of chefs at Geranium who are

always willing to try to make this happen. I spend a lot of time creating original and different dishes, and it is true that during the creative process I leave some room for improvisation, but once I feel that the dish is ready to enter the menu, it must remain exactly the same each time it is served. To give you an idea, it took me three years to get one of my star dishes exactly the way I wanted it...

What does Rasmus like to cook when he comes home to his family?

I cook five days a week for my family, mostly simple dishes made with lots of vegetables from the garden. Lately I have been cooking with my kids and it is



being a really positive experience for all of us because they are in a learning phase that is a lot of fun. Augusta, the youngest, loves smoothies!

“Spaniards are very proud of their culture and their gastronomic traditions; that is what I like most about Spain”

Massimo Bottura confessed that his kitchen sounds of jazz and Dabiz Muñoz plays rock and roll with his team. We have heard that you are more of a hip-hop guy... What do you listen to in the kitchen of Geranium to find inspiration?

In the mornings, before service, I let the team decide what to listen to and then we have our own special soundtrack for the restaurant, which is made up of a mix of old and newer songs. Sometimes, when I'm creating new dishes in Geranium's *Inspiration Kitchen*, I listen to 90s hip hop, but I like almost every style, good music is always good, no matter the genre.



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***Chef's Table, MasterChef, Hells' Kitchen...* Many television programs seem to have awakened in younger people a curiosity that previously did not seem to be shown for gastronomy. Do you think this is so? Do you feel that the consumer's perception of cooking has changed a lot since you started until now?**

Yes, I think that many of these shows have brought a certain glamour to gastronomy and young people have become more interested in this world, until they enter it and quickly discover how much hard work and dedication is needed. I do believe that today diners are much more interested in getting to know the chefs, they like to see the people who are cooking for them and to be able to talk to them.

The WHO has always recommended the Mediterranean Diet; however, lately there has been much emphasis on the Nordic Diet. Are we

facing a gastronomic boom in the countries of Northern Europe? What do you think would be the most "exportable" Nordic dish to become as fashionable as Italian pizza or Spanish tapas?

I believe that the diet of each country plays an important role in its culture and we should give more importance to buying and consuming local ingredients. *Smørrebrød*, the typical Danish open sandwich, would certainly be our most "exportable" dish, but again I think most of these creations taste better in their countries of origin.

You have visited Spain several times to participate in gastronomic congresses such as Madrid Fusión. Do you like Spanish food?

I love Spanish food, it's delicious. Also, Spaniards are very proud of their culture and their gastronomic traditions. Perhaps that is what I like the most about Spain ●



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Fusion Picnic with EVOO: *10 tips for an unforgettable gourmet day*

By Pandora Peñamil Peñafiel

Now that we have finally left this tedious 2020 behind us, we offer you a great plan to make up for lost time based on a selection of foods –and ingredients–made with EVOO, olives and other *gifts* offered by the olive tree. Celebrate a perfect day outdoors and enjoy, in style, a gourmet picnic. We give you all the tips so that you only have to choose the best company. *Enjoy!*





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1

Triumphant arrival in a *Skoda Enyaq iV*

There's nothing like making a triumphant entrance to your own party. That's why we suggest that if you plan to buy a car, you should choose the *Skoda Enyaq iV*, the new 100% electric SUV from the Czech brand. And what's so special about this vehicle? Well, its upholstery has a high ecological component, since it is made of 60% recycled PET bottles –the remaining 40% is made of new wool from *Woolmark Company*– and the synthetic leather used is made using an extract of olive leaves.



2

Decoration by NAIFACTORY_LAB

Can you imagine decorating your tablecloth with plates, bowls and vases made from olive pits? Now it is possible thanks to *Re Olivar*, a new biomaterial made from olive pits by NAIFACTORY_LAB, a young innovative company focused on the creation of avant-garde circular materials made from by-products and waste from natural and technical production processes. The industrial designer Silvana Catazine and the architect Josean Vilar are the promoters of this organic, biodegradable, reusable and absolutely cool biomaterial, which offers new possibilities for the reuse of a product and its life cycle.

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Premio Athena International Olive Oil competition
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Botella diseñada por Mónica Armani



Mónica Armani

www.selmaoliveoil.com



4

... and vegetarians!

For those of you who have switched to vegetable proteins, we offer the option of choosing the *Heura* burger, made from concentrated pea protein and extra virgin olive oil. The use of EVOO in the new recipe for this vegetable meat has allowed this young Spanish company to create a burger with 85% less saturated fat than beef. Knowing that the challenge for the food industry lays in reducing saturated fats, Heura hired a research team in early 2020 to analyze the structures of different oils for the development of healthier fats. “The challenge was to convert a monounsaturated oil such as EVOO into a solid texture that offered the sensation of animal fat in the mouth,” they said. A challenge that, without a doubt, they have met. You’d better include some more of these burgers in case some converted carnivore turns up...



Burgers, a classic for carnivores...

We all know that the success of a picnic depends, to a large extent, on the ease of eating the food.

For this reason, hamburgers are one of the most popular dishes for this plan, but they arouse a certain suspicion in the healthiest consumers. We have the ideal solution for all of them: the *Big Good Burger* from McDonald’s, the latest launch from the king of fast food, made from local products from farmers and ranchers from various areas of Spain affected by the COVID-19 crisis. Its delicious Mediterranean sauce stands out, made with EVOO from Córdoba by the *ArteOliva* brand.

3

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5

“La Barbacoa, la barbekiú...”

There is no barbecue without someone humming Georgie Dann’s famous song, just as there can be no self-respecting picnic without a barbecue, and what better than to make our burgers on the grill using some briquettes made from the olive pit as fuel! This is *Klimis*, a 100% natural eco-innovative product made in Greece that has been awarded prizes in various European competitions and provides a sustainable source of energy. But, in addition, this charcoal does not generate smoke, sparks or bad odors, and emits much less CO₂ during combustion than traditional charcoal. As if this were not enough, the ash generated after the combustion of the barbecue briquettes can be used as fertilizer. More environmentally friendly than ever, my dear.



6

Non vedo l'ora!

That’s what our Italian friend would say who can’t wait to sit down and enjoy our picnic. Because if we’ve started with the main courses, what comes next won’t come up short. For those of you who want to reserve a place for dessert and move on from stuffing yourself with protein, we have a typical vegetable option from the country of pasta and *parmigiano*.

It’s *Veggie Lover’s Pizza* by *Sweet Earth*, the trendy vegetarian firm owned by Nestlé. Made with fresh and healthy ingredients such as mushrooms, chia seeds, cauliflower, brussel sprouts or broccoli, the star ingredient of this pizza is extra virgin olive oil. Now we just need to find a portable microwave! *Allora!*



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8

Explosion of flavor

If there's anything that goes with hummus, it's a good cracker. *The Fine Cheese Co.*, born in the beautiful city of Bath, in the southwest of the United Kingdom -the birthplace of cheddar cheese-, knows a lot about this. Few people know that, apart from being specialists in cheese, this company has the most exclusive selection of crackers on the market. Flavors ranging from blueberries with sour cherries and figs with honey, to chili, basil, rosemary, lemon and sea salt, to chives and caramelized nuts... Absolutely the entire range of crackers from *The Fine Cheese Co.* features extra virgin olive oil. An explosion of flavor that promises to compete strongly against the other delicacies of the day.

7

A little bit to peck on

For those of us who like to eat with our hands when we're among friends, we couldn't leave out a little hummus, the quintessential appetizer from the coolest countries in the Middle East. There is no doubt that this cream of chickpeas cooked with spices, lemon and paprika would be nothing without its star ingredient: EVOO. Therefore, we wanted to add to this picnic one of our favorite ranges, that of *The Precious Pea*, with a mix of such exotic flavors as harissa, kalamata olives, turmeric or beet. One thing is true, they always respect the role of the extra virgin as the common denominator of all hummus, being the only ingredient -together with the chickpeas- that is not lacking in any of the products of this British house that assures that each recipe is made with a holistic approach. In short, "we are what we eat." So... who wants to repeat?





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9

Some Warhol to reach the dessert

No, it's not the mythical *Campbell's* can, but it's very close to it. We're talking about the *M&S (Marks&Spencer)* tomato, basil and EVOO soup, the most arty way to lead our guests to the dessert. Made only with natural ingredients –water, tomato, basil, extra virgin olive oil, corn flour, carrot, sugar, paprika, salt and lemon– it contains only 36 kcal. per 100 grams. No one can make the excuse that they are already full! Besides, the vintage aesthetics of its can will add a chic and super British touch to the decoration of our improvised table in the park. Because a bit of a British touch at a picnic never hurts!



10

The cherry on top is the *Panettone*

It is not just any sweet. This is the new *Panettone with La Chinata EVOO*, created exclusively by Paco Torreblanca, the Spanish king of pastry and known as the “*Panettone World Ambassador*”. This sweet bread –can anyone think of a better way to end this picnic?– is outstanding for its soft and spongy texture, as well as being made with natural sourdough yeast and the best raw materials, such as extra virgin olive oil. No one, absolutely no one, will be able to resist it.



10 (+1)

Did you think we weren't going to raise a toast?

Paolo Boeri Roi, the descendant of a family of olive growers who have been producing EVOO since 1900, must have thought the same when he considered combining a distillate with the fruit of the olive tree. *Taggiasco Extravirgin* was born from this creative folly, the first gin made from olives of the Taggiasca variety. Its recipe contains all the aromas and flavors of the Argentina Valley, a unique enclave where the ROI oil mill is located, and the bitter and perennial notes of the juniper berries of the Susa Valley, in the west of the province of Turin. Both ingredients are born in steep slopes, evocative and romantic, that give rise to the elixir with which to end a unique day. Shall we do this again next weekend? ●





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No kitchen without the *Olive Oils from Spain*

In a year as atypical as 2020, the Spanish Olive Oil Interprofessional focused its attention on the national market with two powerful campaigns. The first, *"Can you imagine your world without Olive Oil?"*, was aimed at revitalizing the consumer profile; while the second, under the slogan *"No kitchen without the Olive Oils from Spain"*, focused on the hidden effort behind a bottle of olive oil. In addition, the organization did not neglect foreign markets thanks to three promotional programs in Asia, U.S.A. and Europe that have allowed maintaining the growth of demand in all of them, especially in the Asian continent.

The 2019/20 olive oil campaign closed in Spain with a new historical record in terms of sales, which amounted to 1,633,400 tons, establishing a new export record. In total, we sold 1,114,500 tons outside our borders, exceeding 1.1 million tons for the second time in our history. It also left us with a curious figure, as Spanish olive groves produced 1,125,200 tons, only 10,700 more than what we sold in other markets! In this regard, it should be noted that the last decade began with exports of about 850,000 tons.

A decade before, at the beginning of this century, we were moving comfortably at the level of 600,000 tons. In two decades, we have practically doubled the amounts we allocate each year to customers in more than 170 countries around the globe. From the 367,673 tons that leave for Italy to the 1,800 kilos for the Fiji Islands or the 110 kilos for Gambia, according to the data corresponding to the year 2019 from Customs of Spain. And all this has happened in a campaign in which the U.S. government's penalties for Spanish olive oils bottled at origin have been felt, and which has hindered the commercialization of our oils in that market.

But more than ever, this year the Spanish Olive Oil Interprofessional has focused its attention on the national market. We must not forget that, with a consumption of more than half a million tons per year, Spain is the first customer of our oils. A client that in recent times has shown a certain warmth towards one of the most important foods in its gastronomic tradition. And this is not a phenomenon exclusive to Spain. Something similar is happening in Italy and Greece.



Images of the promotional campaign "Can you imagine your world without Olive Oil?", aimed at revitalizing the consumer profile.

A consolidated reality in households

For this reason, the organization has launched two very powerful promotional campaigns in this unusual year. The first one under the slogan "Can you imagine your world without Olive Oil?", aimed at revitalizing the consumer profile, which was working until well into the health crisis that has affected the entire planet. During the months of confinement we have witnessed a truly remarkable phenomenon as we have seen how the consumption of olive oil has grown in homes because Spaniards have returned to cooking. Many have rediscovered olive oils. There were a few months in which the sector was able to supply all its customers with a record number of olive oils, over 1.6 million tons. These events led to a turnaround in promotional strategy in this market, emphasizing the hard work that lies behind a bottle of olive oil. A strategy that has proven to be very successful and that relies on the Spanish actor José Coronado as the perfect ambassador of the *Olive Oils from Spain* and the Spanish olive grove, a sector that strives every day so that they are not lacking in any kitchen.



Campaigns in Asia, U.S.A. and Europe...

But this does not mean that the Spanish Olive Oil Interprofessional is neglecting the international markets. During 2020, the organization has maintained active campaigns in nine countries on three continents. This is the *Olive Oil World Tour* initiative, developed in collaboration with the European Union, which revolves around three co-financed promotional programs that share the same philosophy and graphic identity. The first one was developed in Asia (Japan, China and Taiwan); the second one was destined for the U.S.A.; and the third one for Europe (Spain, United Kingdom, Germany, Belgium and The Netherlands). These programs have helped maintain the growth in demand in all of these countries, especially in Asia. In addition to these programs, there is a digital campaign in the U.S.A., China and Japan, under the slogan “*The Taste of Maximum Quality*”, which offers consumers an approach to Spanish olive oil, gastronomy and culture through the eyes of one of its citizens living in our country.



Spanish actor José Coronado has been the protagonist of the promotional campaign “*No kitchen without the Olive Oils from Spain*”.

The Spanish olive oil sector is already working on a new strategy to promote the use of olive oil in mass catering.



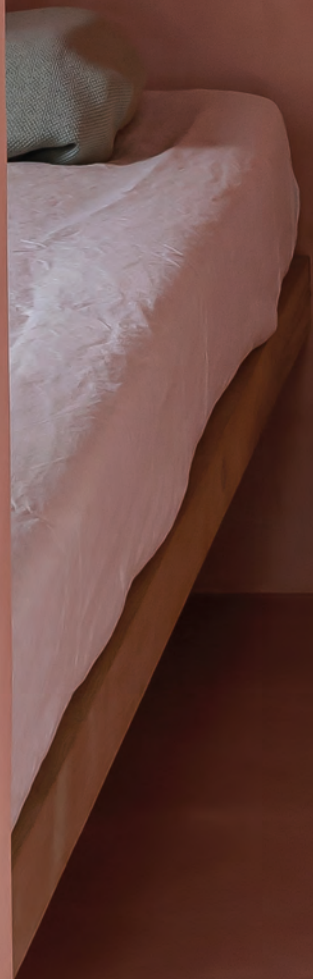
... and a study on the use of olive oils in mass catering

At the same time, the Spanish Olive Oil Interprofessional does not stop analyzing the markets to seek to know the consumer better and thus anticipate and adapt to the new requirements of society. Thus, in 2020, the focus has been placed on mass catering in Spain to find out how olive oil is used in the menus consumed daily by hundreds of thousands of Spaniards in company canteens, schools, hospitals or retirement homes. With this idea in mind, the study “*Olive Oils in Mass Catering in Spain*” was launched, a report that has revealed some worrying results.

The consumption of olive oil in the mass catering sector has been reduced in recent years, going from 31% three years ago to 25% of the total vegetable oil consumed in this sector in 2019. In absolute values, consumption has decreased by almost a million liters in that period. It is paradoxical that, in the country that is the world leader in olive oil production, its presence is merely incidental in hospitals, schools, residences and mass restaurants in general, and it is far from the average consumption in homes in Spain. The report also sheds light on this apparent contradiction, and the explanation is simple: these sectors award the services by invitation to tender, and in these the price is one of the most important elements when it comes to awarding contracts. With the data in hand, the olive oil sector is already working on a new strategy that will make administrations and institutions aware of this fact, allowing them to reverse the trend and guarantee the healthiest diet for vulnerable groups such as growing children, the sick and the elderly. The priority is for Spain to be the solid base on which its leadership in the world is founded ●

www.aceitesdeolivadeespana.com





The Olive Houses, *where nature and architecture become blurred*



By Alfredo Briega Martín
Photo credits Piet Albert Goethals

An example of perfect symbiosis between wild nature and human intervention in the magical environment of the Sierra de Tramuntana.



Created in 2015 by the Spaniard Mar Vicens Fuster and the Danish Ask Anker Aistrup, mar plus ask is an internationally positioned architecture studio –Copenhagen, Berlin, Mallorca, etc.– based in Valencia whose work ranges from furniture design to residential spaces and retail projects. With a research-based approach and supported by their academic work, their projects –which have received numerous awards and grants and enjoy wide international recognition,– investigate the historical and current context of each space or place with a deep concern for the environment, both socially and economically. The aim, they say, is to create contemporary expressions, pleasant spaces that can age gracefully and with humility, but with character.

“We are dedicated to the creation of simple and reflective objects and spaces”, says Mar Vicens. We work through dialogue with existing conditions, whether natural or constructed, and see constraints as a starting point for our design rather than an obstacle. We like intimate but open spaces, which relate to the tones of natural light changing throughout the day and are activated by



the emotional and sensory qualities of natural materials.”

Their project The Olive Houses (2019) stands in an isolated enclave of the Mallorcan Sierra de Tramuntana –declared a World Heritage Site by UNESCO,– overlooking the Mediterranean Sea and surrounded in all directions by ancient olive trees that stand on man-made terraces and huge rock formations, monumental natural sculptures that allow the discovery of a clearing between the trees, some the size of a mammoth. Here, where time stands still and only the sound of the wind and the bells of the sheep can be heard, the traditional dry stone walls of the terraces and the gentle pruning of the olive trees are the only sign of human intervention in a beautiful mountain landscape that constitutes a precious example of perfect symbiosis between wild nature and the hand of man. Most of the olive trees, with their mysterious twisted trunks, and some of the terraces are over 1,000 years old, and some are old enough to have witnessed the fall of the Roman Empire and even the birth of Christ. With mathematical precision, the terraces cut through the slopes in straight lines, apparently unaffected by sharp corners and gorges.



From the south-western side of the Etna volcano Extra Virgin Olive Oil

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Architecture in symbiosis with the landscape

In such an idyllic setting, where olive trees form a great mosaic of relatively small plots belonging for generations to families of proud farmers, this pair of young architects has devised and renovated two small buildings that blend in with the magical surroundings in the most fluid and sensitive way possible. In total, 25 sq. m. on a 6-hectare property whose uses are divided in two to reduce the footprint, reusing a century-old stone structure that served as a tool shed. Thus, the old tool shed becomes The Purple House, where cooking and dining take place. Its name comes from the purple stucco-like material used in the walls, chosen to complement the dark and shiny side of the olive leaf.

By taking advantage of the existing structure, it was only necessary to build a complementary space housed in the terraces (The Pink House) around a gigantic rock that undoubtedly stands as the great



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The architects were clear about not touching any olive tree or rock, which later became a fundamental decision.

protagonist. This makes it practically invisible as it is half under ground, keeping the house cool in summer and warm in winter. At one end of the new construction, a vaulted ceiling melts perfectly into an enormous skylight under which an open shower is hidden next to the existing rock formation embraced by the house. The water for the shower comes from a natural spring located behind the house, at the highest point of the property. The Pink House's pink stucco with orange droplets, which complements the lighter matt side of the olive leaf, was chosen to cover both walls and floors and ceilings in a monochrome and uniform ensemble reminiscent of man's first home, the cave. The reduction of colors and materials allows to highlight more the forms and textures, while the complementary colors of the olive trees cause an optical effect when contemplating the landscape, which becomes more vivid, defined and clear. The exterior was built in dry stacked stones and only a large sliding door built in teak wood that, like the stones, turns gray over time, shows the house from the outside.



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Mar Vicens Fuster and Ask Anker Aistrup are the architects responsible for the creation of The Olive Houses.

The Olive Houses offer themselves as a silent refuge for artists who find in the whisper of the old millenary olive trees the necessary inspiration to give shape to their ideas

As a whole, the two buildings, separated by only a few meters, offer an answer to the most basic needs and contain only what is strictly necessary: while The Pink House has a long bed, a shower and an open fireplace that provides warmth to the whole and keeps the space dry, The Purple House is equipped with a bathroom, two gas stoves, a large sink, a wood oven, table and stools, as well as a refrigerator powered by solar panels. To reach the new Dutch door you have to pass through large rock formations that force you to twist and turn before you can enter. As the space was narrow and reduced, the kitchen was built inside a hole in the thick stone walls of 60 cm. thick and closed with a huge window without a frame that opened to the outside and enhanced the panoramic view, supported by a U-shaped beam that also works as a gutter.



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“To face something alive that is as old as these olive trees is a humbling experience,” Mar says. “You have to be very confident of your own abilities as an architect if your hands don’t tremble when you draw something that is going to be built in such a place. Our first reaction was that only if we could find something that would blend in in a respectful and beautiful way, would we consider building. We usually put forward some basic principles and in this case the first one was obvious: we would not touch an olive tree, which significantly reduced our list of places to build. The second was not to move rocks, which later became a fundamental decision,” she adds.

“However—she continues—, it was reassuring that the facilities we were looking to build would not be too different from the existing structures found in the area—a kitchen, a fireplace and a double bed— and, since the minimum stays in the houses would be one week, we added a shower, sink, wood-burning oven and electricity, with a refrigerator that works thanks to small solar panels.”

Property of mar plus ask, The Olive Houses offer themselves as a silent refuge throughout the year for other architects, artists and writers, who perhaps find in the whisper of the old millenary olive trees, mute witnesses of the passing of time, the necessary inspiration to give shape to their ideas ●



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Bibliothèque

By Alfredo Briega Martín

Here are six suggested editorial proposals for 2021, which should also feed the soul and the (good) taste for reading. We travel from Slovenia to Palestine, via London. We enter the gardens of some of the most renowned chefs in the world, authentic sanctuaries that are a direct extension of their cuisine. A new member of the family joins Silver Spoon's inexhaustible archive of Italian cuisine, in this case vegetarian, with classic and contemporary recipes. And we end up with one of the best and most innovative chefs in the world, famous for his pioneering culinary techniques, Ferran Adrià, who in his latest work poses a seemingly simple but little explored question: What's cooking? Well, that's it, happy reading and *bon appétit*...



The Vegetarian Silver Spoon: Classic and Contemporary Italian Recipes

For 15 years Phaidon has been publishing authentic Italian recipes from the Silver Spoon archive. The latest addition to the famous franchise is *The Vegetarian Silver Spoon: Classic and Contemporary Italian Recipes*, which explores the rich tradition of vegetable dishes in Italian cuisine, including *antipasti*, pasta, rice, salads, soups, dumplings, cakes and gratins. Because, as explained in the introduction, “the Italian diet has never focused on meat; rather, everyday home cooking revolves around substantial vegetarian dishes such as gratins or stews. The book, with its eight chapters organized by dishes, from lighter to heavier, contains more than 200 classic and contemporary Italian vegetarian recipes, including more than 150 new recipes from the Silver Spoon Kitchen team. Each recipe is accompanied by an introductory note illustrating its culinary history, with alternative ingredients and variations to make many of them vegan. The book, with a bright green and red chard stem in the shape of a silver spoon on the cover, ends with a selection of sweets and desserts such as almond and honey cookies or orange Bundt cake with fruit salad. A must-read for lovers of the healthiest and most balanced Italian cuisine.

**The Vegetarian Silver Spoon:
Classic and Contemporary Italian Recipes**
Publisher: Phaidon Press





Sun and Rain

Ana Roš is Slovenia's most renowned chef. Her restaurant, Hiša Franko, ranked 38th in the 50 Best Restaurants in the World in 2019, which had also named her World's Best Female Chef in 2017. *Sun and Rain* reflects Roš' idiosyncratic cooking style, her rebellious spirit and her determination to create a culture of Slovenian cuisine. Set in the idyllic landscape of the remote valley of Soča, at the foot of the mountains and beside a turquoise river full of trout, the work intertwines stories, memories, recipes and poems to weave the chronicle of the chef, her family –her husband Valter, *sommelier* and cheese maker of Hiša Franko, is her main inspiration– and her friends, including the local gatherers, hunters, farmers and fishermen who provide the products for the restaurant. In the book, Roš illustrates how the wild nature of this unique region of Slovenia provides the inspiration for her highly creative and innovative menu, which includes an amazing variety of ingredients: fruits, berries, river fish, wild herbs, deer, mushrooms, beef and dairy products. There is no lack of dishes that have aroused international interest in Hiša Franko and the stories behind creations such as *The grazing cow*, *Paradise of Alsine*, *The peach and sprinkle*, *Gizzards of squid and lamb* or *Rose Hip Praline*. As a bonus, she is also one of our guest chefs in *The Ring* section of this issue!



Sun and Rain

By: Ana Roš Publisher: Phaidon Press

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Falastin: A Cookbook

A love letter to Palestine. That's *Falastin: A Cookbook*, an evocative collection of more than 110 recipes and unforgettable stories by co-authors of *Jerusalem, Ottolenghi: The Cookbook* and *Ottolenghi: Simple*. Travelling through Bethlehem, East Jerusalem, Nablus, Haifa, Akka, Nazareth, Galilee and the West Bank, Sami Tamimi and Tara Wigley invite the reader to experience and enjoy a unique visit to Sami's homeland. Just as each region has its own distinctive identity and story to tell, there are endless new flavor combinations to discover. A perfect blend of tradition and modernity, the work includes recipes passed down from generation to generation, reinterpreted in search of contemporary home cooking, along with dishes inspired by Sami and Tara's collaborations with producers and farmers across Palestine, and others that have evolved from Sami and his team's creations in Ottolenghi restaurants: vibrant salads, silky soups, fluffy breads, scented sweets, a burst of sumac onions in traditional falafel or the classic *tabouleh* made with rice. With stunning photographs by Jenny Zarins, as well as stories from anonymous Palestinian voices, this innovative cookbook proposes a fascinating journey to a land rich in culture and tradition, where olive oil and *za'atar*, *tahini* and feta cheese, coriander and lemon, among others, are never missing from the pantry.

Falastin: A Cookbook

By: Sami Tamimi & Tara Wigley Publisher: Ebury Press

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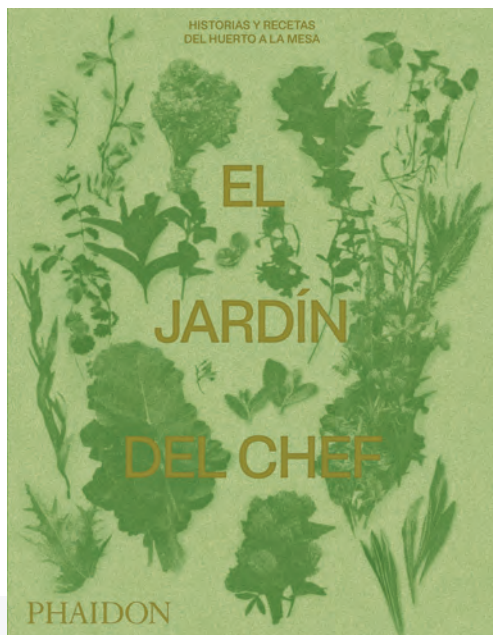
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The Garden Chef

For many chefs, the garden is a direct extension of their kitchen. *The Garden Chef* features a wide variety of gardens from all corners of the world—from tropical greenhouses and mountain plots to urban community farms and home gardens, all captured in extraordinary photographs— from fascinating stories and special recipes from 40 of the world’s best cooks—both established and emerging—who harvest produce from their own garden and are inspired by the ingredients they grow. Moved by the spirit of ecology, the book contains more than 80 imaginative dishes from world-class chefs such as Eneko Atxa, Gastón Acurio, Jorge Vallejo, Andoni Luis Aduriz, Michel Bras and Alice Waters, who for this book have provided unprecedented access to these personal and eclectic spaces in order to share cultivation recommendations, favorite plant varieties and valuable tips for horticulturists and cooks. A unique look at the botanical sanctuary that is the chef’s garden and at the same time a source of inspiration for lovers of organic, sustainable and socially conscious cooking, with seasonal recipes that go directly from the earth to the table.

The Garden Chef

By: Various authors **Publisher:** Phaidon Press





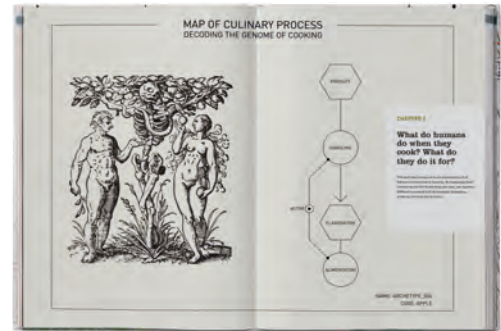
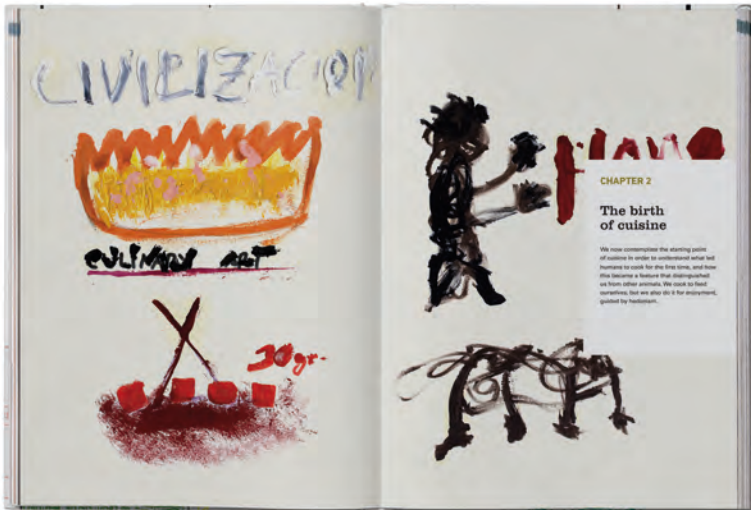
Black Axe Mangal

Black Axe Mangal is one of the most innovative and less conventional restaurants you can find in London today. What started as a six-week pop-up in the backyard of a Copenhagen nightclub is now a 20-seat restaurant on the edge of a traffic circle in the north of the city. This book of the same name celebrates chef Lee Tiernan’s fun, unbridled style –adept at the rule of no rules– and his innovative cooking skills, as well as his bold aesthetic, influenced by his love of music and skateboarding culture. *Black Axe Mangal* presents a variety of explosive flavors and underutilized ingredients, with open fire cooking and step-by-step explanations of the key techniques of their cooking –based on three pillars: smoking, grilling and breads–, mostly photographed in his kitchen and garden. This way the reader will be able to discover the secrets behind the restaurant’s most emblematic dishes –from its famous cakes to the pork and prune doughnuts, the peanut and foie gras bars or its own version of the Crispy Pancake–, as well as the previous Danish pop-up and other contributions from the chef’s family and friends. A wild and extravagant culinary universe that combines different flavors and influences from international cuisine with one goal, to get away from mediocrity.



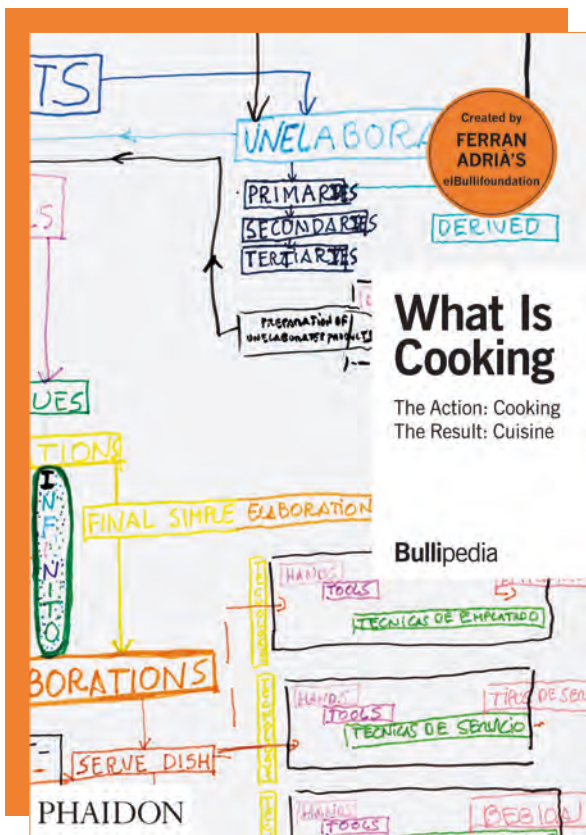
Black Axe Mangal

By: Lee Tiernan Publisher: Phaidon Press



What is Cooking

On the cover of Ferran Adrià's latest and innovative publication –within the series of *Sapiens* volumes that form the basis of his Bullipedia project– you can read: *The action: cooking. The result: cooking.* Indeed, *What is Cooking* is a fascinating reflection on the essence of cooking that poses a seemingly simple but little explored question to which the elBullifoundation team found no convincing answer in the thousands of books dedicated to cooking and the art of good food: what is cooking? The book takes the reader on an exciting journey to better understand the evolution and relationship between human beings and the process of food preparation. This new volume brings together all aspects of gastronomy from the birth of the kitchen: why we cook, what it means to cook creatively and the language attributed to cooking; as well as the work carried out in kitchens until the food is served, the restaurant business and the culture of food. Aimed at a wide audience (professional chefs, the hotel and restaurant industry, cooking and culinary education enthusiasts), *What is Cooking* represents a revolution in the way we approach cooking, how we prepare and what we eat thanks to the sketches, photographs and explanatory diagrams –used in his conferences, exhibitions and studies– which bring together the personal and unique ideas of this brilliant Spanish chef ●



What is Cooking

By: Ferran Adrià (elBullifoundation)

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Bio cosmetics with EVOO, *an olive mind in a healthy body*

By Cristina Revenga Palacios

Intro by Marian Velasco Valenzuela,
CEO of Farmaove

Inspiration of legends, symbol of immortality, hope and peace. The olive tree has been revered since ancient times by virtually all cultures and civilizations, using its juice full of virtues as a natural cosmetic. In fact, beauty treatments combined with olive oil are as old as the extraction of this product, and its benefits for our body are infinite. We invite you to enter into this fascinating story of beauty, health and wellbeing and to join the philosophy of “an olive mind in a healthy body”!

Perfumery was undoubtedly one of the ancestral arts where olive oil was most experimented with. Around the year 2000 B.C., the ancient Egyptians were the first to use olive oil to make perfumes, although they also mixed it with clay or ashes to eliminate impurities from the skin, that is, as a body exfoliate, which shows the refinement of this civilization.

Nor should we forget the religious connotations that olive oil has had throughout history, used both for anointing and for requests for fertility to the gods or being poured as an offering on the altar. Not to mention the Phoenicians, who were the first to define it as "liquid gold" and introduced it as an essential food in the diet of the inhabitants of the Iberian Peninsula.

In ancient Greece, athletes applied olive oil before the Olympics to tone muscles through massage, as well as to protect the skin from sun, heat or cold and falls. But *acerbo* oil –that is, oil extracted from green olives– was also used as an excipient for perfumes because it was the best fat for this purpose. Today we know that the juice of early-harvest green olives is the highest quality oil and has the most health and organoleptic properties, but already at that time they were beginning to realize it.

On the other hand, Roman gladiators used it in the arena to intimidate their opponents, apart from the fact that applying olive oil to the body made them more slippery and flexible in the fight. This juice, which has served as a real therapy to make muscles more flexible, was even used to care for newborns.

In ancient times, olive oil was also part of personal hygiene and was taken to public baths in small bottles, a use that reminds us of today's olive oil spas.



In fact, soap was born along with the perception of personal hygiene and, although the exact place and age of its origin is not known, there are Mesopotamian and Egyptian references to the use of soap compounds for the cleaning of textile fibers, cotton, wool and skin. These compounds were obtained by mixing an animal or vegetable fat with an alkaline substance, as homemade soap with soda is made today, a recipe of our grandmothers that still remains in use.

But who extended the cosmetic use of olive oil? It was probably the Turkish physician Claudio Galeno (129-199 A.D.) who first discovered that this natural juice from olives could serve as a base for developing a moisturizing cream for the dermis (skin). In fact, this expert, considered the father of the great formulation and, therefore, of pharmacy, proved that by mixing it with water and vegetable wax he obtained a refreshing formula for the skin that also provided elasticity.

During the Middle Ages, personal hygiene was disregarded and the use of soap was abandoned, and it was taken up again in the Renaissance. Thus, some Mediterranean cities such as Marseille, Genoa, Savona and Venice developed a flourishing soap industry that spread throughout Europe during the 15th century, becoming a highly valued product.

And it was the Muslims, a very advanced civilization in medicine and everything related to the senses and refinement –fabrics, perfumes, palaces, decoration, clothing, personal grooming, etc.– who were the first to mix oils and alkaline substances such as ashes, the result of their investigation into soap making.



Why choose cosmetics with olive oil?

Thanks to its emollient, nutritious and moisturizing properties, it has been more than proven that olive oil restores moisture and nutrition to the skin, providing elasticity, being the only 100% natural ingredient that provides such benefits.

The use of virgin olive oil (VOO) or extra virgin (EVOO) is frequent in the field of cosmetics, since, in addition to the above benefits, it is notable for its content of vitamins A and E, which are powerful antioxidants to prevent skin aging. We are talking about a very accessible cosmetic present in many formulations of high-end cosmetic products, especially those sold in pharmacies.

Another property of EVOO is its restorative and healing power, due to the oleanolic acid present in the leaf of the olive tree; hence it is often used to conceal scars, skin blemishes or even recent stretch marks. In addition, it is highly recommended for its use as a hair moisturizer in dry, damaged or frizzy hair, as it provides shine, moisture and strength. For this reason, it is not surprising that it appears as one more ingredient frequently used in shampoos and hair masks.

But there is more. It can also be used as a makeup remover, in order to correctly remove oil-based products, leaving the skin around the eyes highly moisturized and smooth. And perhaps one of its most unknown uses is to strengthen the nails, applying it at the base of the nail so that it grows healthy, strong and without ridges.

Although its use is recommended for all skin types, without a doubt dehydrated, dry or damaged skin will benefit most from its properties. In fact, it is not usually recommended for oily skins or scalps.

Still have doubts? Here is a selection of Premium cosmetic brands made with organic EVOO that are sure to clear your mind... and body!



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Cosmetics + Organic EVOO: Only for beauty lovers

Discover some of the brands that believe in the infinite health properties of extra virgin olive oil and become a real beauty lover.

Geoderm Cosmetic

An organic cosmetic produced guaranteeing respect for the environment and consumers. This is the cornerstone of the philosophy of the Spanish company Geoderm Cosmetic which, since 1999, has been producing 100% natural cosmetics from ingredients of ecological origin capable of alleviating skin defects. Its active ingredients restore the balance by mimicking the energy of youth. Pure plant-based cosmetics, delicate and with natural aromas that, with maximum respect for the beauty of the human being, provide exceptional results for the care of our face, body and hair. The IONC-BDIH Standard certifier is responsible for guaranteeing the firm's strict quality control. In Geoderm's formulations, ecological olive oil contributes its great capacity to restore damaged tissues and fight against aging. Its *Organic Olive Oil Moisturizing/Regenerating Facial Cream* has a fine texture that allows it to blend with the skin in a natural way, leaving it deeply moisturized, relaxed, soft, smooth and with the characteristic luminosity of youth; while with its *Anti-Aging Facial Cream*, wrinkles and imperfections are reduced from the first days of application. In addition, it markets a *Moisturizing Repairing Lip Balm* made of olive oil that provides immediate natural hydration to the lip tissue. Highly natural, ecological cosmetics... and committed to the fight for a better world.

-
www.geoderm.es



Dr. Organic

From lush Wales, Dr. Organic searches among nature's treasures to discover the purest and most powerful extracts, delving into centuries-old traditions and botanics to create formulations that make us feel invincible. From New Zealand's manuka honey, to the Australian tea tree, to the healing aloe vera, widely used by ancient cultures and still coveted for its remarkable beneficial properties for the body, this firm explores the secrets of health and beauty of the past to create innovative natural products of the future. These eclectic combinations could not be made without EVOO, a fundamental ingredient for skin and hair care that emanates from the fruit of the millenary tree. It is an exclusive and complete range of natural body care products designed to help maintain healthy, young and protected skin, and to restore and nourish hair using the beneficial active properties of the olive. To this end, it produces from this juice hand and nail creams, bath gels, shampoos, conditioners and lotions for the skin. Furthermore, Dr. Organic has recently undergone a green revolution, significantly increasing the number of products whose production is environmentally friendly and ethically obtaining the best sustainable natural extracts. Because true luxury is about sustainability.

-
www.drorganic.co.uk



ALEVOO

SPAIN



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www.alevoo.com



Apivita

In 1972, young pharmacists Nikos and Niki Koutsiana were inspired by the honeybee society, the unique biodiversity of Greek nature and Hippocrates' holistic approach to health, beauty and well-being to create their first line of natural cosmetics based on bee products and herbal extracts. Years later, in 1979, Apivita was born, a company that has developed and marketed more than 300 natural, effective and holistic products for the care of the face, body and hair, formulated with products from beekeeping with a high nutritional value, Greek herbal extracts and pure essential oils. Especially well known are its products made with organic olive oil, ranging from anti-wrinkle facial sunscreen, intensive facial scrub, nourishing and repairing conditioner, hair mask or shampoo, to natural soap and permanent hair coloring. Inspired by the philosophy of the father of medicine, each product offers multiple benefits: hydration, protection against environmental aggressions, prevention or treatment of the signs of aging, etc. and, in addition and thanks to pure and 100% certified organic essential oils, it provides stimulation, revitalization and relief from tension and stress. Do you feel like trying a holistic and relaxing lifestyle?

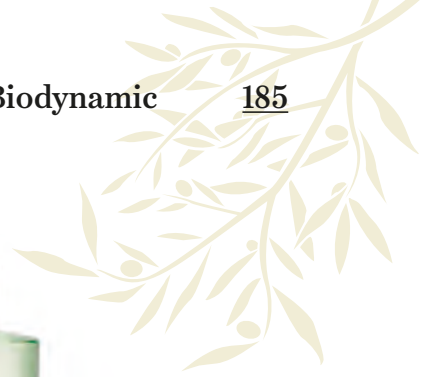
www.apivita.com



The Body Shop

When The Body Shop first opened its doors in 1976, it was just a small green facade store lost in the grey streets of Brighton, England. However, its beauty philosophy was radically different from that of the big companies in the sector: to obtain products through natural and ethical ingredients from all over the world and to market them in simple, refillable packagings. Little by little, they created cosmetic lines and beauty rituals that made women feel good without wanting to change their bodies. Today, faithful to one of its star ingredients, the olive, its *Olive Nourishing Dry Oil* stands out, a body oil that helps us keep our skin silky smooth and look hydrated and intensely nourished. We can also achieve fresh, radiant and silky skin with the *Olive Exfoliating Cream Body Scrub* or enjoy a revitalizing shower first thing in the morning with the *Olive Shower Gel*, a fresh-scented and revitalizing liquid soap that transports us to the olive groves of the Tuscan hills. What if we need an extra dose of hydration? The Body Shop makes the *Olive Nourishing Body Butter*, a body butter with moisturizing properties that lasts 48 hours, so our skin stays smoother for much longer. And all this enriched with organic, and fair trade, EVOO from different regions of sunny Italy. *Bellissimo!*

www.thebodyshop.com



La Provençale BIO

As part of its commitment to responsible consumption, the cosmetic giant L’Oreal launched in 2018 *La Provençale BIO*, a brand that presents a range of cosmetics developed and manufactured in France, the market that saw its birth, using in all of them organic olive oil with PDO Provence as the star ingredient, real liquid gold, rich in well-known antioxidants such as polyphenols and vitamin E, which help preserve the youthful appearance and luminosity of the skin for longer, except in the *Micellar Water*, where it opts for the extract from olive leaves with the same origin. Thus, *La Provençale BIO* delights us with the multipurpose beauty oil for face, body and hair, the anti-aging rejuvenating cream, the rejuvenating night serum oil, the purifying cleansing mask, the brightening moisturizing cream or the hand cream. All of them have the Cosmos Organic Ecocert seal, a certification body that develops a standard for natural and organic cosmetics, guaranteeing their respect for the environment and a minimum threshold of natural ingredients from ecological agriculture. In addition, *La Provençale BIO* is committed to giving back to the community part of what the environment has to offer by maintaining a lasting commitment to the MiiMOSA association, whose mission is to support organic farming projects in the Provence-Alpes-Côte d’Azur region. What are you waiting for to discover the properties of the exclusive thousand-year-old Provençal nectar? ●

www.laprovencalebio.es





World Central Kitchen, *the world's largest humanitarian kitchen*

By Alfredo Briega Martín

The admirable humanitarian project of the chef José Andrés, an example of the courage to feed body and soul of those who suffer the most.



Dorian, Barry, Idai. These are the names of the hurricanes and cyclones that have devastated various parts of the world, including the Bahamas, Louisiana and Mozambique, during 2019. All of them share more than their destructive and lethal character: the presence there of World Central Kitchen (WCK), the largest kitchen in the world, a project promoted by Spanish chef José Andrés, named by *Time* magazine as one of the 100 most influential personalities in the world in 2012 and 2018, and whose humanitarian work made him one of the candidates for the Nobel Peace Prize in 2019.

“The future of nations will depend on how they feed themselves”, stated the French jurist Jean Anthelme Brillat-Savarin, author of the first treatise on gastronomy, in 1826. Founded in 2010, WCK is a fast-acting NGO that uses the power of food to heal wounded communities, contributing to their empowerment, and strengthen economies in times of crisis – and beyond. The organization has created a new model of emergency response to natural disasters

and humanitarian crises through its work in helping devastated communities recover and build resilient food systems. WCK has served more than 45 million fresh meals to affected people in countries such as Haiti, Peru, Bahamas, Indonesia, Lebanon, Mozambique, Puerto Rico, Guatemala, Mexico, Colombia, Venezuela and the United States. WCK’s resilience programs in the Caribbean and Central America have trained hundreds of school chefs and cooks, encouraged clean cooking practices, and provided grants to farms, fisheries and small food businesses, while providing training and networking opportunities in the countries and communities where it operates.

In the U.S.A., World Central Kitchen has provided more than 30 million fresh foods prepared by chefs, both packaged and individual, in more than 400 cities, partnering with restaurants to help meet the requirements of communities in need of support. As part of its national emergency food assistance program *#ChefsForAmerica*, WCK has purchased more than 11 million meals from local restaurants for a total amount of more than \$117 million and delivered those



When a disaster like the recent fires in California strikes, the WCK emergency relief team is always among the first to arrive.

meals directly to Americans in need of assistance; at the same time helping to support an industry, the restaurant industry, which is the second largest in the country in terms of employment and has been especially hard hit by this pandemic with more than 3 million jobs from February to October 2020.

Assistance programs in the field

Clean Cooking. Sink to Stove. École des Chefs. Plow to Plate. These are the names of some of WCK's "relief" programs in various parts of the world. Programs aimed at helping those who suffer the most by providing healthy and nutritious freshly made menus and food. Many of these are made with extra virgin olive oil, a product that José Andrés declares himself a fervent admirer of – he is an ambassador for Spanish olives in the United States.

When a disaster strikes, the WCK emergency relief team is always among the first to arrive, leaving the kitchen to be on the front line, mobilizing quickly to

cook –daily since September 2017– and provide food to people and groups in need. This is not a desire for the limelight. It is altruism and solidarity. It is simply humanity.

By implementing its rapid action model, leveraging local resources and adapting to real-time crisis scenarios, the organization is able to respond effectively to multiple disasters at once, often at opposite ends of the world. Once there, WCK establishes partnerships with organizations working in the field, activating a network of food trucks or emergency kitchens to try to meet the food needs of affected populations, providing freshly made nutritious meals to victims and survivors of natural disasters or humanitarian crises in a timely and effective manner. Because José Andrés and his team know that good food provides not only sustenance, but also comfort and hope, especially in times of crisis. The plate of food then rises above your situation and becomes a symbol of dignity, an unmistakable sign that someone cares about you and that you are not alone.



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OUR BRANDS





But WCK's work and commitment goes far beyond just that. Sometimes, once the emergency response is complete after leading the activation of food aid, the organization's resilience team makes long-term commitments of support in places where it believes it can successfully address chronic food system challenges, thanks to its unique combination of talents and resources. With a focus on local communities, its food support programs promote human and environmental health, provide access to professional culinary training, generate employment and improve the food safety of the people they serve. A work that began in the aftermath of the devastating earthquake that struck Haiti in 2010, based on the firm belief that food can be a powerful agent of positive change in struggling communities. WCK's programs in the Caribbean and Latin America cover a wide range of issues, from clean and safe cooking practices, to culinary education and the creation and development of resilient and sustainable food systems that encourage the cultivation and consumption of locally produced food, to professional training in food safety and sanitation for cooks in schools in marginalized communities.



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The global crisis of COVID-19 has found in WCK a significant response in accordance with the magnitude of the tragedy.



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Response to coronavirus

The global crisis of COVID-19 has found in WCK a significant response in accordance with the magnitude of the tragedy. Since the pandemic began to strike widely in March, José Andrés and his enthusiastic team of food relief workers have been helping those who need it most, not only in the U.S.A. –New Jersey, Washington, Baltimore, Atlanta, New Orleans, Los Angeles or New York City– but also in Spain, where WCK has arrived for the first time, partnering with restaurants to provide them with guidance and funds to get their kitchens up and running. Under the slogan *#ChefsforSpain*, their call to feed the most disadvantaged groups in Madrid because of the coronavirus was answered by colleagues such as Diego Guerrero or Pepa Muñoz, the Arzábal Group or the wholesaler specializing in hotels and restaurants, Makro. It even proposed implementing a National Food Emergency Plan in Spain to guarantee the right to food and nutritional safety of the Spanish population in situations of natural disaster or national emergency, activating resources from civic society and the private sector.



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During the pandemic, WCK has served over 19 million meals in more than 300 U.S. cities and has set up thousands of restaurants and kitchens to feed marginalized and vulnerable communities as well as frontline medical professionals. If we include the meals served in Spain during the pandemic, the figure exceeds 30 million.

Its *Restaurants for People* program fights growing hunger and the economic crisis on two fronts: paying local restaurants to cook fresh meals for their neighbors in need; and, at the same time, bringing food to hungry people and keeping the restaurants and their teams open and running. Because here, more than just food is shared: humanity and the hope for a better future are offered.



In the U.S.A., World Central Kitchen has provided more than 30 million fresh foods prepared by chefs, both packaged and individual, in more than 400 cities. During the pandemic, WCK has served over 19 million meals in more than 300 U.S. cities.

* * *

Through his organization, José Andrés -who has been promoting immigration reforms and job improvements in the restaurant sector for years, aware that gastronomy can be an important engine of social change- has mobilized professionals from the world of restoration in a deployment never seen before, making it a global collaborative space between chefs. The iconic WCK founder genuinely acknowledges that he aspires to be the best chef in the world. The most supportive, he might be ●

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www.bravoleum.com

Vacation mode on: *Oleo-tourism is in vogue!*

By Cristina Revenga Palacios



Taste an *octopus with olives*, discover the mysterious olive groves irrigated by the springs of the Qinghai-Tibet plateau, practice *oleo-cycling*, have a picnic paired with EVOO on the farm where Hernando Colón, son of the famous discoverer Christopher Columbus, already produced olive oil in the 16th century... Looking for unique experiences to the sound of the ancient tree? Follow us on this wonderful tour of the coolest oleo-tourism centers on the planet, you'll want to repeat again and again!

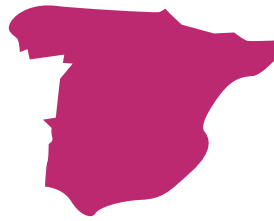


GREECE

Mykonos Olive Oil Tasting

In the lively Greek island of Mykonos, Mykonos Olive Oil Tasting was born in 2018, a center of oleo-tourism led by Anita Zachou, a lover and expert in tasting EVOO from a family of producers in Kalamata. “My first memories are of playing and climbing one of the millions of olive trees in the lands of Messina,” she says emotionally. At Mykonos Olive Oil Tasting, Zachou offers olive juice lovers -in addition to views of the most beautiful sunsets on the planet- olive oil tasting sessions and excursions through the island’s olive groves. During their tasting workshop, participants take a virtual and emotive tour of Greece, tasting the most typical varieties from every corner of the country and experiencing their different aromas and flavors. In addition, those who are more inclined to cook with olive oil can sign up to discover the best combinations of the liquid gold and the typical foods of Greek gastronomy. During the summer season, Mykonos Olive Oil Tasting also offers seminars and workshops on the neighboring islands of Tinos, Paros, Naxos, Santorini and Antiparos. Don’t hesitate, get your ticket to “the Greek Ibiza” and let yourself be captivated by the endless beaches, the parties at dawn and, of course, by a good dose of Greek extra virgin culture shot through the veins.

* www.mykonosoliveoil tasting.com



SPAIN

Hacienda Guzmán

After the Discovery of America, Hacienda Guzmán (La Rinconada, Seville) became one of the most important olive oil factories in the world under the command of Hernando Colón, son of the famous discoverer Christopher Columbus. Today, more than 500 years later, and after having been subjected by the Guillén family, owners of the estate, to a significant restoration, Hacienda Guzmán rises imposing and surrounded by 340 hectares of ecological olive grove. Those who visit the estate can relive the production method used between the 16th and 19th centuries in the impressive original 17th century oil mill, as well as stroll through the olive tree collection, a unique display of over 150 varieties from 13 countries as diverse as Greece, Albania, Syria and Mexico. The tour is completed with an itinerary through the three patios, the carriage museum and the Andalusian garden that surrounds the main façade that was painted by the romantic writer Richard Ford during his stay at the *hacienda*. To round off the day, the organizers invite you to an exclusive tasting of the four *HG* references, the extra virgin olive oil produced on the estate itself. But the offer of oleo-tourism includes many more experiences that go from a guided visit with tasting of EVOOs or miller’s breakfast, to the most complete option, which includes a visit during the harvesting season, a ride in a horse-drawn carriage and a picnic of Andalusian gourmet products in the shade of the olive trees. Are you ready for a journey back in time?

* www.haciendaguzman.com/oleoturismo/



CHINA

Mianning Peaktop Agricultural Technology

We go into the mountains surrounding the Qinghai-Tibet plateau in southwest China's Sichuan province. This is the location of Mianning Peaktop Agricultural Technology Co., Ltd. which opened in 2012 and has become a veritable 750-hectare olive tree village irrigated with water from natural springs located at the southern end of the snow-capped mountains. In this unique enclave, the EVOO *Aoilio* is produced, full of health, life, vitality and beauty. Extra virgin olive oil is already arousing passion in the Asian giant, which is why the Chinese government is currently building a macro-city dedicated to the olive tree that will integrate tourist experiences, green ecotourism, leisure and health. Once this industrial park is finished, tourists will be able to have fun harvesting olives and carrying out activities that will combine games and unique experiences for the whole family. Because China is not only about dynasties, culture, landscapes and tradition, now it will also be about EVOO, and in a big way!

* www.aoilio.com



OLEOTURISMO

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Tras el Descubrimiento de América, la Hacienda Guzmán se convirtió, de la mano de Hernando Colón, en la mayor fábrica de aceite de oliva del mundo. Hoy, esta finca sevillana te abre las puertas a un centro de referencia mundial en materia de oleoturismo.



HACIENDA GUZMÁN

www.haciendaguzman.com/oleoturismo

FRANCE

Domaine de Gerbaud

“There is nothing better than dipping a piece of crusty bread in some luscious Provençal olive oil, the gleaming green oil emanating fruity and grassy flavors.” The French writer André Pieyre de Mandiargues thus described the emotions released by tasting a Provençal EVOO, a sensory journey that takes us to a quiet country road, far from the hustle and bustle of everyday life, at the end of which is the family estate Domaine de Gerbaud, located in a pastoral setting facing the foothills of the Luberon massif, near Lourmarin, one of the picturesque villages of Provence. After a long search, the current owners found this paradise, steeped in history, and acquired it in 2012, making significant improvements to a property that has 1,200 olive trees and an old fortified stone farmhouse dating from the 16th century and reflecting the conflicting history of the area. Throughout the year, its owners organize tastings and leisurely walks through olive groves rooted in time, as well as gourmet picnics made up of regional specialties paired with extra virgins and world-renowned wines. “We want to share the beauty of this place, the enjoyment of the excellent extra virgin olive oil, the wines that are born in the land of Luberon and the tasty products offered by the regional gastronomy,” emphasize their owners. Welcome to this enchanted corner of the Gallic country where time seems not to have left a mark.

* www.domaine-de-gerbaud.com



TUNISIA

Triomphe Thuccabor

In Tukabur, near a surprising archaeological site dating back to Roman times, the Ben Ismail family owns a family farm, dedicated to organic farming, of 50 hectares and about 5,000 monovarietal olive trees of Chetoui, an ancestral variety of small size, typical of the region, whose EVOO stands out for its intense fruitiness and a symphony of vegetable and fruit tones. But this farm, where the love for nature and animals abounds, is not only impregnated with the aroma of the thousand-year-old olive tree but also with other fruit trees -lemon, fig, almond, orange...- and an endless number of plants and herbs such as mint, rosemary or thyme. An exotic mixture of aromas that will delight you and remain with the visitor throughout the routes they organize to show the intricacies of olive growing and its oil mill, always accompanied by sessions of introduction to EVOO tasting. They also offer tastings of the most typical culinary creations, including pastries of the region, all of them prepared with their *Triomphe* extra virgin olive oil. The olive tree has been shaping the landscapes, history, culture and gastronomy of the North African country, where its olive oil is and has been the main feature of daily life and the art of living of its people and villages throughout history. Don't you think this is the perfect place to get lost for a few days?

* www.triomphehuccabor.com

UNITED STATES

California Olive Oil Council

Do you know how the olive tree came to California? In the late 18th century Spanish missionaries planted olive trees in each of the 21 missions they established between San Diego and Sonoma. Among them, the figure of Friar Junipero Serra stood out, who is said to have planted the seed inside the olive pits, resulting in a new variety called Mission. In the mid-nineteenth century, there was a thriving olive oil industry that, however, was in decline for much of the twentieth century, until a new generation of Americans, aware of the health benefits of EVOO, led the revival of the olive tree in this state of historic ranches and beautiful natural landscapes. To get you into their olive groves, the California Olive Oil Council offers travelers, through its website, a tour of all the producers who organize visits to their oil mills and olive groves and have tasting rooms to delight you with their EVOOs. Enjoy a good extra virgin under the California sun! A real *Made in Hollywood* experience to toast to Friar Junipero, the first olive grower in the new world.

* www.cooc.com



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ISRAEL

Rish Lakish Olive Oil

The Noymeir family has cultivated olive trees and milled their olives in the village of Zippori -located in the Galilee region of northern Israel- for the past 40 years, where they have a small organic and biodynamic farm on the hills surrounding the holy village of Nazareth. Here they grow over 6,000 olive trees of eight different varieties, some of which can boast of being between 200 and 1,400 years old. In addition, they produce their EVOO in a sustainable and ecological press built by themselves from straw, clay... and olive oil! This historic center organizes tours of its farm and offers workshops on olive oil production and tasting given by the expert Israeli taster Ayala Noy Meir, where visitors can learn about the country's EVOO, the history and culture of this area and the peace projects carried out such as *Olive Oil Without Borders*, a cooperation between Israeli farmers –Jews, Muslims, Druze and Christians– and Palestinian producers. A curiosity: near the entrance of Zippori, a team of archaeologists found the remains of ceramic vessels with olive oil more than 8,000 years old. This is the earliest evidence of the use of olive oil not only in Israel, but in the Middle East and the world. What are you waiting for to immerse yourself in the Holy Land?

* www.rishlakish.com



PERU

Vallesur

The city of Tacna, located in the extreme south of Peru, is known for being the main production region of the Andean country. But besides dedicating its efforts to innovation in the production of EVOO, Peru is at the forefront of oleo-tourism activities. Its star product? *Oleo-cycling*, bicycle tours that allow you to appreciate the ecosystem of olive trees, flora and fauna that covers the unique enclave of this Latin American country. A complete experience that brings the visitor closer to a unique natural environment: the oasis of olive trees that survives in one of the most desert-like areas in the world, the headwaters of the Atacama Desert. In this tour you can visualize how the magic of the green olive tree shatters the aridity of the desert, inviting you to embrace a natural environment ideal for leaving stress behind and recharging your batteries by pedaling through olive trees. This unique experience culminates with a tasting of extra virgin olive oils and a sampling of appetizers made from olives and EVOO, as well as other typical dishes of Peruvian cuisine such as the famous *octopus with olives*. Before the end of the day, the visitor can acquire a wide range of thematic products such as extra virgin olive oil soaps, ceramic articles, small oil paintings with motifs dedicated to the olive tree or the local *Vallesur* juice. During the harvesting period, between March and June, it is also possible to harvest olives and participate in the production of EVOO on site, even to bottle your own oil and personalize the label. An unparalleled tourist attraction that has already been named the first Olive Route in Peru.

* www.vallesur.pe



Photo Credits
Srit Krupka

CHILE

TerraMater

The name TerraMater says it all about this Chilean company that was born from exceptional lands with noble vineyards and olive groves of thick and twisted trunks, surrounded by beautiful vegetation. Its philosophy: to promote *Sumak Kawsay* -a Quechua word referring to good living- through the Mediterranean Diet, recovering the flavors and family values of healthy and authentic foods, the pillars for a healthier and happier life. For those who want to enjoy their wines and EVOOs, discover their benefits and appreciate their attributes, the firm organizes a Mediterranean tour in which you can learn about their bottling plant in detail; as well as an Olive tour, which includes a tour of the *Los Olivos* courtyard to learn about the different varieties of olives, the oil extraction process or the use of the olive-growing machinery. And, of course, all the tours culminate with a tasting of its juices of intense flavor and great personality. Pure Mediterranean experiences in the heart of the South American continent!

* www.terramater.cl



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MOROCCO

Agro-pôle Olivier

More than 2,000 years of history linked to the cultivation of the olive tree and the production of olive oil have made the region of Meknès an essential place for enthusiasts of this sacred tree. The symbol of this ancestral olive growing tradition is Volubilis, one of the most emerging cities in Morocco at a cultural and archaeological level dating back to the Neolithic. With its remains of ancient oil mills and its magnificent doors, it contains the most important Roman ruins in the country. All those with an archeological calling can visit the *Olive Route in Meknès*, which will take them to discover the wonderful site of Volubilis, the majestic olive groves of the holy city of Moulay Idriss Zerhoun and the historical monuments of the city of Meknès, declared a world heritage site by UNESCO. Along this route, olive oil mills, restaurants and even the artisans themselves open their doors to display their know-how and offer tastings of the extra virgin olive oils produced in this thousand-year-old land. The itinerary ends with a visit to Agro-pôle Olivier, a cultural center founded by Nouredine Ouazzani dedicated to the transfer of technology, the development and promotion of the regional olive sector, which carries out multiple activities to promote tourism, as well as training courses on sensory analysis of EVOO. Do you want to feel like a real Indiana Jones?

* www.agropoleolivier.com

ITALY

Azienda Agricola Ione Zobbi

The Azienda Agricola Ione Zobbi awaits us in Canino (province of Viterbo), a village of Etruscan origin that would later become part of the Farnese lands. This is the historical place where Luciano Bonaparte, Napoleon's brother, established himself in the nineteenth century as Prince of Canino. The owners of this property of refined beauty, whose olive groves are distributed among the towns of Canino, Tessennano and Arlena di Castro, are convinced that EVOO is an exceptional and fundamental product in the kitchen, so they organize several groups of activities that revolve around this food and include training workshops on the history and characteristics of extra virgin olive oil; guided tastings of its single-variety oils; a tour of its olive groves in Alta Tuscia, the incredible geographical area in which they are located; an aperitif with biodynamic wines and cheeses from Alta Tuscia Viterbese; pairings of different EVOOs with *bruschetta*; or dinners in a small restaurant in the area where you can taste delicate dishes inspired by the tradition of Tuscia and sprinkled with its extra virgins. Come to this Italian enclave where, fortunately, nature is still the supreme queen and feel like a real Etruscan emperor ●

* www.iandp.it





Where we belong to

Welcome to Canino, between Latium (Rome) and Tuscany (Florence) with a millenary tradition of olive oil production. Here it's where the Caninese variety grows, perhaps the oldest native Italian variety, as shown in Etruscan frescoes.

Make it bigger

Later on, the Romans annexed our territory, which became in turn part of the Roman Republic and then of the Empire.



The French touch

Napoleon Bonaparte conquered this area and gave the territory to his brother Luciano, appointing him Prince of Canino.



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1000 BC

The pleasure of living

The origins of olive oil production go back to the Etruscan age, the Mediterranean civilization was born here. The Etruscans used to enjoy life in all its facets.



III Century BC

Lineage matters

Roman Empire collapsed and after medieval turmoil Canino became part of the Papal State under the noble Farnese Family. Alessandro Farnese, Pope Paolo III, was born here in 1468.



XIX Century

Present

Producing olive oil, enjoying life

We, descendants of the Etruscans, for 3.000 years have been making oil here. And in Canino we keep making it at I&P, *the variety and variability of olive oil in all its purity*, for the most demanding gourmets. www.iandp.it





Clients of Cortijo LA Organic can enjoy activities such as lunches among ancient olive trees.

An outdoor dining table set with white plates, glasses, and a centerpiece of flowers. The table is surrounded by wooden chairs. A large white canopy is suspended over the table by a tall wooden pole. The background shows a lush green landscape with trees and a clear blue sky.

LA Organic, *unforgettable experiences in the Serranía de Ronda*

By Alfredo Briega Martín

At the beginning of 2019 LA Organic Experience was born, an organic agriculture project that offers visitors an unforgettable journey through olive groves and vineyards in an idyllic and picturesque landscape.

“I don’t work, I’m a professional dreamer”

Philippe Starck



This project offers visitors an unforgettable journey through olive groves and vineyards in an idyllic and picturesque landscape.

More than 200 years ago, a community of nuns in Ronda, one of the most emblematic and beautiful cities in Andalusia and Spain, began to produce olive oil from the fruit of centuries-old olive trees. The EVOO produced in this olive grove, *LA Amarilla de Ronda*, has always enjoyed great acceptance among the locals due to its exceptional quality. The Gómez de Baeza family, owners of LA Amarilla, decided to continue this tradition by dedicating themselves to the production and commercialization of one of the best organic EVOOs in Andalusia. In the 1990s, they founded LA Organic, a company that adopted the system of “Associated Payments” applied in the world of wine to guarantee a production in accordance with the demand and quality standards of the firm.

The project of LA Organic Experience finds its origin in the EVOO brand of the same name, whose production began in Ronda in 2004 and later extended to other parts of Andalusia and Mallorca, and currently has a presence in over 25 countries and an export market that represents 55% of its sales.

Philippe Starck's Surprises are individual sculptures that serve as points of interest and a resting place on the road

The establishment can be visited all year round thanks to the good climate of the area. The estate has 26 ha. of land in an area of high scenic and ecological value, near the historic center of Ronda, where the state-of-the-art signature mill designed by the famous French architect Philippe Starck –creative director and co-founder of LA Organic–, the BY STARCK Oil Mill, will also be located. Not only will it produce high quality organic EVOO using the most advanced technology, but it will also promote and disseminate the culture and history of extra virgin olive oil through an ecological agriculture project that offers a guided tour of a magical itinerary through olive groves, vineyards and other cultivations.

After arriving via the entrance road, which includes three traffic circles with centuries-old olive trees, we arrive at the parking lot, which is much more than just a parking lot: we are talking about a 1,000 sq. m.

space that is certainly unusual, designed by Stefano Robotti, which has a photographic exhibition with works by renowned international artists, and where events and presentations can be held with a maximum capacity of 3,000 people.

The Greenhouse

Once the visitor leaves the parking lot and its surprising pieces of art, they begin a unique journey whose first stop is The Greenhouse (La Casa Verde) –the beginning and end of the itinerary– a greenhouse with an ultramodern design and a predominance of green and red tones that combines different spaces within an area of 500 sq. m., and where we find a handcrafted oil mill, a bottling machine and another one for labeling, as well as a screening room, a gastronomic bar, a store, a tasting area and two terraces, one covered and the other outdoors. With a maximum capacity of 200 people, The Greenhouse is the ideal space to host any type of event or celebration in a unique setting.

The visit begins with the screening of a five-minute video that explains the history and origin of olive oil, as well as its production process. In the tasting area visitors can enjoy an organic EVOO tasting of different varieties of olives, while in the store they can buy extra virgin olive oils and other ecological products, wines, vinegars and items related to the liquid gold, from jewelry to socks with olive motifs.

Ecological orchard and vineyard

The itinerary continues in the ecological orchard (2,000 sq. m.), where a great variety of vegetables such as tomatoes, peppers, zucchinis and carrots are grown. Here the visitor will learn about the production cycle of these 100% organic foods and the different cultivation techniques. After leaving the orchard, the tour continues along a red gravel road where visitors discover Philippe Starck’s first *Surprise*, a large mirror placed in such a way that they become simultaneously protagonists and spectators, being able to observe the world from another angle.



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Next, we visit the 1,000 sq. m. organic vineyard where the Pinot Noir grape variety is grown. The production of this variety is carried out by Michel Rolland, one of the most renowned and influential winemakers in the world. Upon leaving the vineyard, visitors can enjoy the beautiful views of the surrounding countryside through Philippe Starck's second *Surprise*, a vertical iron sculpture representing the silhouette and shadows of the El Toro Museum, in the BY STARCK Oil Mill, with a red eye made of glass and the perspective offered through the porthole. The third *Surprise* comes next as we follow the route: in this case, a large mirror between the trees within an area struck by lightning, discovering the reflection of a sky fragmented into pieces, perhaps by the magic of a powerful wizard.

Fruit Garden and Salon of Freshness

This peaceful walk also includes a garden that offers a great variety of fruit trees, about whose characteristics the lucky visitor is instructed: orange, quince, peach, plum, lemon, apple and fig trees. Inside, another *Surprise* is hidden, the fourth: the Salon of Freshness, a kind of "magic room" without walls, floor or ceiling, where visitors can immerse themselves in this fantastic world by taking off their

shoes and relaxing in a mirror of water while resting in comfortable armchairs.

The itinerary also includes a small, recently renovated 19th century chapel, Doña Lola, donated to the Salesian order, the former owners of the property, where ceremonies can be held. The fifth *Surprise* designed by Philippe Starck, The Framed World, gives visitors the opportunity to relax and contemplate while sitting on an iron structure that captures the essence of the Sierra de Grazalema as a framework taken from the horizon.

Olive Tree Walk

Without a doubt, one of the most important parts of the tour is the olive tree walk, where there are up to 25 varieties from Spain, Greece, Portugal and other countries, each with its own signage offering a brief explanation of its main characteristics. A valuable heritage that ends in the Plaza de la Carlota, where visitors discover a concrete structure with hundred-year-old olive trees planted in a bed of rosemary and lavender.

The itinerary ends with the last *Surprise* of the tour, the Screen of Imagination, where the production methods of ecological extra virgin olive oil are shown.



In The Greenhouse we find a handcrafted oil mill, a bottling machine and another one for labeling, as well as a screening room, a gastronomic bar, a store, a tasting area and two terraces.



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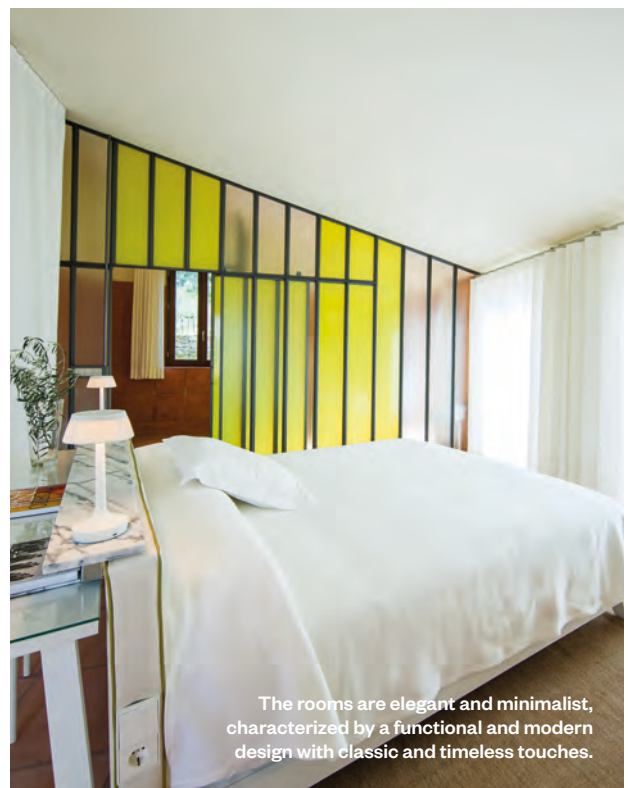


Cortijo LA Organic, exclusivity in a unique natural environment

Renovated at the beginning of 2017, the Hotel Cortijo LA Organic is a typical Andalusian building from the end of the 19th century converted into an exclusive country house just 2.5 kilometers from the beautiful city of Ronda, maintaining the original exterior facade and whose interior design is the work of the renowned architect and interior designer Stefano Robotti, project manager of Philippe Starck's studio. Located in a unique natural setting surrounded by ancient olive groves, vineyards and lavender fields, with breathtaking views of the Sierra de Grazalema, this exclusive and romantic farmhouse has five rooms ranging in size from 42 to 50 sq. m., a garden –ideal for weddings and celebrations–, an outdoor swimming pool fully integrated into the landscape, an open kitchen with dining area, living room with bar and an adjacent 150 sq. m. outdoor terrace; as well as several rest areas where you can enjoy the magnificent sunsets or as a corner for reading.

The rooms, elegant and minimalist, with names of olive varieties (Picual, Arbequina, Oliana, Manzanillo and Suite Hojiblanca), are characterized by a functional and modern design with classic and timeless touches. Equipped with a balcony or terrace and a shower or bathtub, heating, air conditioning and WiFi, they all have direct and exclusive access to the pool. For a pleasant rest, guests can enjoy a complete breakfast buffet based on organic and regional products.

In addition to a personalized and professional service in an atmosphere of privacy and comfort, clients of Cortijo LA Organic can enjoy a wide range of activities and experiences that will make their visit unforgettable: massages, yoga and meditation classes, guided tours, EVOO sampling and tasting of typical products, flamenco shows, lunches among ancient olive trees, team-building activities to encourage teamwork... all in a unique environment that invites relaxation and connection with nature.



The rooms are elegant and minimalist, characterized by a functional and modern design with classic and timeless touches.

Create your own organic EVOO

Among the multitude of experiences offered by LA Organic, without a doubt one of the most evocative is the one that allows visitors to make their own ecological EVOO. After choosing the best olives from the farm and picking them by hand using the traditional method of beating, the fruits are immediately taken to the local oil mill, where LA Organic's experts advise and guide the olive growers' apprentices in the exciting process of producing olive juice. An experience that participants will never forget. As if that weren't enough, visitors also have the opportunity to pick fruits and vegetables from the ecological garden, products that will later be prepared and served in the restaurant ●



One of Philippe Starck's Surprises, individual sculptures that serve as points of interest and a resting place on the road.

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A cry of hope *and agro-resistance in the land of Canaan*

By Alfredo Briega Martín

Canaan Fair Trade is the name of a humanitarian project for regenerative agriculture initiated in 2004 with the aim of safeguarding olive growing in Palestine –integrated into an ancient ecosystem of sustainable agriculture– and guaranteeing the livelihood of local farmers by extracting high-quality liquid gold from olive trees that are more than three centuries old.







In 2004, Nasser Abufarha, a Palestinian-American anthropologist, founded the Canaan Fair Trade Company to establish a trade route between the two countries to protect small Palestinian farmers from falling olive oil prices in an effort to save olive cultivation and support their livelihood in extreme conditions. Thus, the company established 13 farmers' cooperatives in different villages in the West Bank and helped create the Palestinian Fair Trade Association (PFTA) –also founded by Abufarha– of which three women's groups are also part. In 2015 the Canaan Center for Organic Research and Extension (CORE) was born to provide additional services to farmer groups on various aspects of regenerative agriculture. Today, Canaan Fair Trade works with more than 2,000 small family farms in 56 villages in Palestine and employs 45 full-time and 20 temporary staff, as well as 30 international partners in 20 countries.

With the focus always on sustainability, Canaan's story is one of a long-term commitment with more than 2,000 farmers who work this ancestral land from sunrise to sunset, following the precepts of organic and regenerative agriculture to feed their families and produce food that can be enjoyed in other parts of the world, always under principles of fair trade in order to guarantee transparency, direct payment, guaranteed purchase and fair prices.

17 years ago, in 2004, the price paid to farmers for olive oil was less than 2 euros/kg. At that time, Canaan established a minimum price of 4 euros/kg. and, for more than a decade, the company has been paying between 6 and 7.5 euros/kg. to the farmers. Local market prices have not fallen below 5 euros/kg. in that period. The systematic change introduced by Canaan in the olive oil market for the benefit of Palestinian farmers allowed not only saving the crop, but ensuring their livelihood and protecting food security.

Sustainable ecosystem

After ensuring the survival of the crop, Canaan's mission became the protection and maintenance of Palestine's ancient sustainable agricultural ecosystem. Through its work with local farmers, the company discovered that the fruits harvested came from thousand-year-old plantations and olive groves –more than 3,000 years old– a valuable cultural heritage passed on by generations of farmers who were proud of their heritage. From then on it was all about nurturing this rich ecosystem in terms of the health of the soil, vegetation, animals, land and the social community that cares for them to continue enjoying and learning from it. In short, to encourage regenerative agricultural practices to achieve the necessary reciprocity between people, plants, animals, insects and microorganisms. Because, when



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Nasser Abufarha, founder of the Canaan Fair Trade Company.

a farmer plants an olive tree, he is also doing it for those who will come, establishing a powerful link between past, present and future generations. “*They planted so we ate. We plant so they eat.*”

Through Canaan, and in collaboration with PFTA, several incentive-based programs are being implemented to mobilize and support the agricultural sector in Palestine, including *Trees for Life*, which provides young trees to new farmers –or to those who lost them due to land confiscation and destruction– to establish or maintain their plantation, or the micro-credit program that allocates funds for the implementation of community initiatives. Farmers also receive training and guidance in regenerative agriculture as part of a global initiative to effectively sequester carbon within a strategy to mitigate climate change. This training includes technical support to maximize yields through improved pollination, water harvesting, moisture retention and composting techniques, promoting the adoption of these and similar practices among local farmers.



An effective and alternative model

What Canaan Fair Trade has created in Palestine is a model for the food industry, where thousands of small farmers organize and mobilize to produce nutrient-rich food according to organic and regenerative farming techniques that can collectively supply large-scale markets with consistent volumes and quality products. It also offers an alternative to agribusiness and monocultures that threaten the health and sustainability of people around the world. The commendable work developed by the company in the last 15 years, and recognized with several awards such as the National Citizenship Award (Specialty Food Association, 2013), the Green Company Award (José Navarro Foundation, 2015) or the One World Award by Rapunzel (2017), and candidate for The Right Livelihood Award, a kind of Alternative Nobel Prize awarded since 1980 to honor and support those people “who work in the search for and implementation of solutions for the most urgent changes needed in today’s world”, has managed to revitalize the olive oil sector in Palestine, rescuing it from a desperate situation that had led farmers to abandon olive growing because of low prices and restricted markets. Today it is an economically viable industry for both Canaan members and non-member farmers. The benefits are felt by the



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entire community through increased food security and sovereignty despite the occupation; and changing the perception of Palestinians from political actors to artisanal producers capable of being competitive on a global scale. A cry of hope and love for the land, a song of *agro-resistance* in an occupied territory that helps to alleviate the suffering of its people caught in the middle of the conflict.

The anthropological focus of its founder in his work with small and marginalized Palestinian producer communities honors the cultural context in which

he was born. The cumulative impact of his efforts instills pride and empowerment in the farmers who have cared for and cultivated their ancient trees for centuries, while adding value to these communities in a dual sense: economically and socially, by enjoying greater prosperity and ensuring their viability and presence in a global economy from which they had previously been excluded; and environmentally and ecologically, by illustrating effective ways to protect our planet. Together, these achievements have led to a kind of self-preservation that feeds both the soil and the collective soul.



Flavored 100% organic EVOOs from the land of Canaan

Presented in a 250 ml. glass format, the flavored extra virgin olive oils marketed under the *Canaan* brand –100% Made in Palestine and distributed in the U.S.A. by Canaan Fair Trade LLC, based in Madison, Wisconsin– are obtained from the unique fusion between olives of the ancient native Souri and Nabali varieties harvested by hand and fresh ingredients that are crushed together in the mill. This method of production requires great precision in the agricultural art of coordinating harvests so that basil, lemon, garlic and chili reach their peak of flavor in time for the olive season. The result is an organic and artisanal EVOO of the highest quality and with a vibrant flavor, where the fruit is mixed with a characteristic herbal sweetness, with organic (USDA Organic) and fair trade (Fair for Life) certification. A socially and environmentally committed brand that works to safeguard small-scale agriculture as a primary source of nutrient-rich food while building a community life.

Because, as the founder and director of Canaan Fair Trade states, “this is the current cultural trend, not only in the United States, but throughout the world. Today’s consumers are more concerned than ever about their health and caring for the environment, about reconnecting with nature, about getting to know the people behind the product. And Canaan offers foods full of nutritional, social and environmental values. We are positioned to be part of the future and that is why we address the ethical and socially conscious consumer of the new era” ●



Almazara Casa del Águila, innovation, quality and tradition

By Alfredo Briega Martín

At Almazara Casa del Águila, in Puerto Alto (Jaén), in the heart of the Sierra Mágina, liquid gold has been extracted since 1756 from the centenary and millenary olive trees of the family, which are painstakingly cared for to transmit from generation to generation –the current one is the fifth – the value and taste of a good extra virgin. After a long process of renovation, the new facilities are oriented towards obtaining high-end EVOOs with a view to the foreign market.





In Casa del Águila you can breathe in the history, respect for tradition and attachment to the land. The Del Águila family has been extracting liquid gold from its hundred-year-old olive trees since 1756 and the current family is the fifth generation dedicated in body and soul to the production of high-end wines and olive oils from the fruits of its own olive groves and vineyards. The family farms are divided between Jaén and Toledo: in the Andalusian province are the Casería de los Naranjos, located in Sierra Mágina, and the Cortijo de Barriga, in the countryside of Úbeda, near Sierra de Cazorla. The main building of the Casería de los Naranjos, in Puerto Alto, with its lookout tower, neoclassical belfry and chapel, belonged to the Marquises of Cadimo and the property is listed as one of the most emblematic of Andalusia for its age and beauty.

Here, the Picual and Gordal varieties of Granada are cultivated in an Integrated Production system, while they also work with other varieties such as Royal de Cazorla, Changlot Real and Cornezuelo de Jaén in different plantations in order to obtain the widest possible range of Premium EVOOs. In September, exhaustive analyses of the fruit are carried out (state of ripeness, weight, etc.) and one month later the harvest begins.

In total, the current production is around 2,000,000 kg. of olives, from which about 500,000 kg. of EVOO are obtained, figures that will be increased in the future thanks to the new plantations. Strongly oriented towards achieving the highest quality,

the company intends to progressively increase its percentage of bottled extra virgin olive oil, which it has been marketing since last year, to increase its sales.

After the new oil mill was inaugurated, a line of high-end and early-harvest EVOOs was launched at the end of 2019

The Del Águila family is in charge of controlling the entire production process on their farms, oil mill and cellar, from the cultivation to the processing and packaging of their products, guaranteeing full traceability of the products and combining tradition and innovation to maintain high quality standards. All the operators receive a course on hygiene and cleaning of the oil mill so that the installations are in the best possible conditions before, during and after the milling process.

New oil mill and range of monovarietals

In May 2019, the renovated Casa del Águila oil mill was inaugurated. The renovation project was carried out by the IADA Ingenieros team. After the renovation, the new installations of the oil mill –the old mill has been converted into a museum– are equipped with the most advanced technology in order to obtain the best Premium EVOO. Both



the oil mill and one of the farms are currently in transition to ecological, and the company is preparing a study to participate in the *Olivares Vivos* conservation program.

The main partner chosen in this new stage was Gruppo Peralisi, both for the reliability of its equipment and for the guarantee of its after-sales and maintenance service. Peralisi's contribution begins in the receiving yard, with a 40 CV refrigerated mill -one of the first installed by the Italian firm in Spain- equipped with a water coil to cool the pulp that is crushed inside, avoiding any increase in temperature due to friction. In the extraction area, the Italian firm has installed a *Protorreattore*, two *Molinova* mixers, a *Leopard 8* horizontal decanter and a *Valente* vertical centrifuge. The winery is divided into two spaces, one main and one for the Premium EVOO.

Once the new oil mill was inaugurated, a line of high-end EVOOs of the Picual and Gordal varieties of Granada was launched at the end of 2019. This is a limited and numbered edition that, under the name *Casa del Águila Reserva Familiar*, includes the best early harvest extra virgins obtained by the Del Águila family.

On the same date, and within the limited series *Defendemos lo nuestro (We defend what is ours)*,

a special edition was launched dedicated to bullfighting –prolonged to 2020– of its monovarietal Picual de Sierra –both are among the 100 best EVOOs in the world collected in the *EVOOLEUM Guide 2021*– which claims adherence to tradition and defense of what is genuinely Spanish.

With the launch of its monovarietals, which have already won more than a dozen awards in major international competitions and can be found in gourmet and delicatessen establishments in Málaga, Madrid, Seville, Úbeda and Baeza, Almazara Casa del Águila has burst onto the market determined to make a name for itself in the segment of Premium EVOOs. Convinced that extra virgin olive oil does not enjoy the recognition it should and that it is outside Spain where gourmet products are most appreciated, its growth is focused on exports; hence the project places its hopes on foreign markets and e-commerce, with an eye on Europe (Germany, France, Italy, Portugal or Norway), the U.S.A. and Japan. On the other hand, and taking advantage of the fact that its oil mill-museum is located inside the Casería de los Naranjos, catalogued as of historical interest, the company plans to carry out oleotourism activities in the future aimed at its best clients that will allow them to spread the culture of the extra virgin and to value its rich heritage ●

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