

A unique product that seduces all kinds of gastronomic cultures

# Travel to the center of the Mediterranean land with Olive Oils

- Versatile and adaptable to any kitchen to enhance the flavor of fish, meat, vegetables or fruits.
- European millennial product and alma mater of the Mediterranean diet. Leader in the field of gastronomy and health

(2018) As in Jules Verne's novel, "A Journey to the Center of the Earth," where a professor of mineralogy and his nephew traveled to the interior of the Earth, a spoonful of olive oil can also transport you to the center of the Mediterranean diet, to a world of unmistakable flavors and aromas, to a world full of health benefits. A universe where this millennial olive juice is one of the unbreakable pillars on which European gastronomy is based.

## One of the most versatile food products in the kitchen

Its versatility and adaptability to any cuisine and recipe make it an indispensable ally to enhance the flavor of any dish. It is the perfect companion for healthier foods such as fish, vegetables, meat and fruit. It can not resist any culinary technique and with it you can season, fry, roast, marinate ... In addition, you can aromatize it thanks to its ability to absorb aromas. Just add aromatic herbs and let it rest in a cool place and away from light for a few days. It is the perfect match that all foods look for because of its unique texture.

Cold and hot dishes match perfectly with this "liquid gold." It is the ideal food for seasoning international cuisine cold dishes such as salads, creams, capriccios, tartars, ceviche, tacos ... Olive Oil, like that player who adapts to any position in the field and that every coach wants, can also play in any kitchen with excellent results and performance.

Even pastry embraces the versatility of Virgin Olive Oil for its emulsifying properties, its velvety texture and its healthy benefits, complete the enormous variety

of aromas and flavors that delight the most demanding chefs. Every time you season a dish with a variety of olive oil, you live an authentic journey of flavor.

## Europe, total dominator in the production of Olive Oils

Europe is in the lead as a marketer of olive oils in the world. According to data from the International Olive Council, in the 2016/2017 campaign, Europe exported 555,800 tons. More than 75% of the oil produced in the world comes from European olive groves, three out of four liters of olive oil consumed worldwide, with an area of olive groves that accounts for 55% of the total with more than six million hectares, out of a total of 11 million divided by five continents.

World markets not only reward the quality and variety of olive oils in Europe, they also value the high standards of food safety that are applied in the European Union. In fact, any consumer can get to know the traceability system, everything about the olive oil that has been purchased in a supermarket. A system so that food fraud does not exist and that ensures the quality of the Olive Oil. A sustainable product, which seeks ecological balance and is respectful with the environment. The “liquid gold” takes care of the consumer, the land, the environment and the farmers.

In the European olive grove Spain stands out as the first power. The Spanish olive grove is the largest of the Old Contents, with 2.5 million hectares, in which more than 340 million olive trees take root, which is equivalent to the largest humanized forest on Earth, a complex ecosystem that producers have years helping to preserve. In addition, Spain is also a world leader in organic olive cultivation, with almost 200,000 hectares dedicated, of the slightly more than 450,000 that are grown in Europe.

Spain is the undisputed leader in the production of olive oils. According to data from the International Olive Council (IOC), the average production stands at 1,275,100 tons, which is 43% of the annual average in that period of time.

### Call oils by their name

Things have to be called by their name, and olive oils too. All come from the same fruit, but not all are the same. The labeling of Olive Oils is carried out according to the regulations that govern its commercialization within the European Union. These mark what are their commercial categories among which consumers can choose:

#### ✓ Extra virgin olive oil

Is the juice of the olives, obtained directly from this fruit and only by mechanical procedures (washing, grinding, centrifugation or pressure, decanting and / or filtration). Official standards require that its acidity be less than 0.8°. Its aroma and flavor are excellent, are free of defects and are a source of monounsaturated fatty acids. It also provides natural antioxidants, such as polyphenols or vitamin E. Perfect for use in raw dishes, sauces and maceration.

#### ✓ Virgin Olive Oil

It is obtained directly from the fruit and only by mechanical procedures (washing, grinding, centrifugation or pressure, decantation and / or filtration). With a good aroma, its acidity is less than 2%, in accordance with the standards established by the EU. Like extra virgin olive oil, it has antioxidant capacity and richness in monounsaturated fatty acids.

### ✓ Olive Oil

The oils that do not reach the quality standards that are required to the previous categories, are refined and mixed with virgin oils to give this modality that continues to retain a high content of monounsaturated fatty acids, fundamental in a healthy diet. It is especially indicated for its use in hot grills or roasts.

## For each food, its variety of olives

Farmlands with thousands of years of history, in different climates and cultivated by different hands in search of the best use of resources, have influenced the olive giving rise to hundreds of seductive varieties throughout Europe, with different aromas and flavors. Only in Spain, with an area dedicated to the cultivation of olive trees of about 2.5 million hectares, more than 260 varieties are recognized that offer a succulent organoleptic range, from spicy or bitter to sweet and fruity. Of this large family of olive varieties, the four with the greatest presence at the points of sale are:

### ✓ Arbequina

Characterized by a marked fruity aroma of olives, apples, bananas and almonds, this variety produces a green oil with yellow reflections, very fluid, sweet and of extraordinary fragrance, in which almost no bitter or spicy flavors are perceived. A sweetness that becomes much more evident when the olive is collected with a higher point of maturation. For this reason, the Extra Virgin Olive Oil of the Arbequina variety is of special interest to season soft-tasting foods, salads, sprinkle cooked or grilled white fish, take advantage of its sweetness in the preparation of dough and desserts, and make soft sauces. This variety is one of the most vulnerable to light and heat.

### ✓ Cornicabra

Its oils are very aromatic and fragrant with fruity notes of olive and apple, and herbaceous flashes of olive leaf. A soft variety on the palate, slightly bitter and slightly more intense. These characteristics make it especially suitable for salads, dressings and sauces, providing an exquisite flavor for stews, roasts, making fried foods and accompanying steamed or cooked vegetables and pickles.

### ✓ Hojiblanca

It is a variety of early picking which gives it very fruity and complex nuances. Its tasting

allows you to enjoy the aromas and flavors of fresh grass and aromatic plants, with notes of green fruits. Its oils are soft on the palate with an equidistant position between spicy and bitter varieties and the sweetest, and is equally balanced in its composition of oleic acid and antioxidants. This makes Hojiblanca variety oils a very interesting option when we want to accompany dishes with a mild flavor but with personality, vegetable creams, salads, intense emulsions, and sautéed and preserved vegetables.

#### ✓ **Picual**

An oil recognized in the five continents, high production and highly appreciated in the kitchen for its stability. Due to its content of natural antioxidants, it is an excellent option for the preservation of raw or cooked foods, and it can withstand high temperatures very well. They are oils with a lot of body and personality, with an olive leaf flavor and bitterness. Especially recommended in dishes with a pronounced flavor, when we seek to provide sensorial intensity to lighter dishes, in complex seasonings, and macerated game meats.

### **About the Spanish Olive Oil Interprofessional**

The Interprofessional, a non-profit organization, formed in turn by all representative entities of the Spanish olive oil sector, has as its main objective the dissemination of the product throughout the world. Through its promotional brand, Aceites de Oliva de España, it has been developing promotional campaigns for almost a decade, to bring the product to consumers on five continents. Campaigns that are working mainly in the identification of the Spanish origin, as the undisputed leader in quality and quantity of olive oils produced and marketed.

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