

A perfect and unique mix

When a farm has a centenary tradition, is innovative, with an open-to-future mentality and is guided by timeless values, that's when a reality made of quality like Atlas Olive Oils comes true.

HISTORY > When a story becomes history

Passion and devotion to agriculture since more than a century define the tradition of the Aqallal Family originating in the ancient city of Fès, the historical city of Morocco and spiritual capital of the Kingdom. Our Family is known for his engagement to development and perfection of agriculture, and for an ancient olive-growing tradition. Ancestor of several generations of oliverons, Boujida Aqallal was named at the end of the 19th Century "Amine El-Fellaha" of the area of Fès, which is an honorary title meaning "The wise of the Farmers" considering his great experiment of the soil, his wisdom and his piety. He had several olive groves at Ras-El-Ma, Zalagh and Lemta and operated his own olive crushing mill. Since four generations this passion guides us in the production of our extra virgin olive oil making the History of oil in Morocco still today.

PROFILE > The numbers of quality

Atlas Olive Oils is an integrated-production farm. We are structured to produce only extra virgin olive oil of superior quality. Three farms located at the foot of the Atlas mountain chain at an altitude ranging between 300 and 450 meters, a total area of around 1000 Ha of which about 800 Ha cultivated with olive for more than 1'483'638 trees of the best quality. Constant monitoring of the cultivations and mechanized picking at an optimal ripeness with 20 minutes lapse between harvest and grinding. The olive oil is exclusively extracted through a mechanical process in a low temperature continuous line to get 1'450'000 liters of excellent extra virgin olive oil with 0.2% maximum acidity. The distinctiveness of our oil lies also in the attention to details during every phase of the production process, the selection of highly skilled workforce and the use of European technology and know-how. All this gives life to a wonderful olive oil you can find only in the best international gourmet stores. Atlas Olive Oils represents the highest quality of Morocco around the world.

VISION > Our values in our extra virgin olive oil

Respect for territory and people, love for tradition and passion for innovation are the fundamental values our extra virgin olive oils hold and retrieve for the real gourmet of all the world. But we're not satisfied with it. We always aim to the highest possible quality to achieve the excellence that's our belief, our commitment, an ever new direction towards which we want to go. who was pleased by the work quality conducted in this farm. The King attended attentively to the first mechanized plantation of olive seedlings in Morocco.



PR_ Atlas Olive Oils / Company _ Rel. 01/2021

MISSION > The excellence of Moroccan extra virgin

Atlas Olive Oils represents a business figure of excellence of Morocco and express the best of culinary culture of this country in the world. To make the best extra virgin olive oil of Morocco is a great honour for us and a high responsibility. It's a challenge we face every day because we believe in the value of our workforce and in the good quality of the fruits of our terroir.