

The place where our olive oil takes life

The wind blowing between our olive trees whispers the history of this soil from which Greeks and Romans already produced their famous “green gold”. Our three estates of El-Borouj, Marrakech e Beni-Mellal located at the foot of Atlas are kissed by mild winters and summers, filtered by hot winds coming from the Sahara and their olives are gilded by an intense sun reigning on the plains of the Atlas. This particular climate and the specificities of our terroir give to our olive oil an unmistakable taste.

EL-BOROUIJ > An oasis in the desert

The estate of El-Borouj, also called «Domaine Mabrouka», is located in the middle of a rocky desert on the phosphates plate at 150 km from Casablanca towards Marrakech. In this Farm, we removed more than 480,000 cubic meters of stones and have built one wall by hand, stone by stone, for a length of 6 Km, 1.5 meter high and 1 meter deep. In this way we have finally attained the optimal agronomic characteristics required by the olive trees for a fine olive production. Today this farm with its 350 Ha of olive trees irrigated by the waters coming from the Atlas, constitutes a real oasis where a high quality, delicate and aromatic olive oil is produced.

MARRAKECH > One century of quality and tradition

Located at the foot of the High Atlas this farm, also called «Domaine Saada», seduces with its beauty as well as with the quality of its soil which gives the olive oil a unique note. For this reason in this area the Baron of Rothschild used to cultivate his grapes and Mr. Breton, French colonist at the time of France protectorate in Morocco, was producing a very fine olive oil. Mr. Breton’s old residence was carefully restored by our Family who is now the owner of the estate along with its centenary olive grove. Some of these old olive trees have a unique property: the same tree produces three or four different olive varieties among which the Picholine du Languedoc. From this variety we produce the extra virgin olive oil that is mainly consumed by our family.

BENI-MELLAL > Blessed by the King

Located at Fkih-Ben-Salah, at the southern piedmont of the Atlas, this farm belongs to the tribe of Oulad Boukhaddou (is also called «Domaine Oulad Boukhaddou»), coming from the immigration of the wandering populations of the Sahara towards the center of the Kingdom. The quality of olive is particularly looked after in this olive-growing traditional area of Morocco. More than 120,000 cubic meters of stone were removed from the soil for optimal olive growing. This grove has been inaugurated by his Majesty the King of Morocco, Mohammed VI, on April 3rd 2008 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.