

The best of pure Moroccan culinary culture

Excellence can only be achieved when a product brings out with itself the culture of a people besides its intrinsic qualities. Our extra virgins are the fruit of a passion and a commitment which combine our oliverons family to a really unique terroir since four generations. At Atlas Olive Oils we are proud to produce only ultra premium extra virgin olive oils that express the best of pure Moroccan culinary culture.

DESERT MIRACLE > The miracle that is born of the will of man

Among the more than one million olive trees of our modern orchards the varieties mostly cultivated are the Spanish Arbequina and the Arbossana along with a very small percentage of the Greek Koroneiki and the Moroccan Dahbia. In the old centenary orchard of Marrakech, the 3,000 trees are mainly Picholine du Languedoc (of French origin) and autoctons cultivars such as Picholine Marocaine, Dahbia, Menara, and Haouzia.

TASTING > The strength caresses the senses

Our olives are harvested directly from the tree, without any contact with the soil and its impurities. It is from clean and healthy olives we extract a pure olive juice, conserving all its polyphenols and with a very low degree of acidity (usually maximum 0.2°). The benefits we get from this way of harvesting are:

- a quick harvest at an optimal maturity stage of the olives;
- a very short time period between harvest and crushing that does not exceed 20 minutes;
- a delicate care brought to our olive trees. Our olive trees are not struck, they are just gently shaken so that our olive trees are in no way hurt and can regenerate freely for next year's crop.

At Atlas Olive Oils we well know the basis of a grand cru olive oil is a top quality olive fruit.

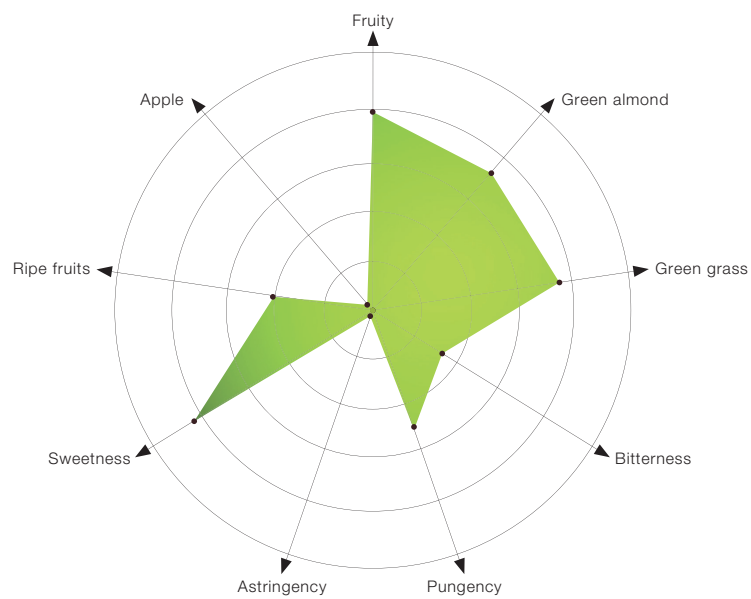
SUGGESTIONS > A rich taste that matches well with all dishes

Atlas's extra virgin olive oil is extracted only by mechanical processes (crushing, malaxation and separation). Once our olives are removed from their leaves and impurities during washing, they are crushed in a homogeneous paste. This paste is then mixed and macerated at a temperature not exceeding 25°C in order to maintain all its flavors. Thereafter, at the time of the passage in the centrifugal machine, oil is separated from the paste preserving its bouquet of flavors. At Atlas Olive Oils, always keeping in mind the highest possible quality, the oil of each olive variety is stored separately in stainless inert tanks to avoid any oxidation during storage and in order to preserve all the oil's fruitiness.



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

Sensory Profile > Desert Miracle / Ultra-Premium Organic Extra Virgin Olive Oil



AWARDS > Desert Miracle

Los Angeles International Extra Virgin Olive Oil Competition 2016 / **Bronze Medal**

China International Olive Oil Competition 2016 / **Grand Mention Organic**

AIPO 2015 / **Diploma di Gran Menzione**

Los Angeles International Extra Virgin Olive Oil Competition 2009 / **Gold Medal**

Sial Montréal 2009 / **Selected Trends & Innovations**



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

LES TERROIRS DE MARRAKECH > Probably the best pure Moroccan olive oil

In the beautiful flat land at the foot of the High Atlas, where even Baron of Rothschild used to cultivate his grapes, you find the historic centenary olive grove belonged to Mr Breton. Our family carries on this century-old tradition producing what is likely to be the best pure Moroccan extra virgin olive oil we share in priority among the members of our family and reserve to the real connoisseur and gourmet all over the world.

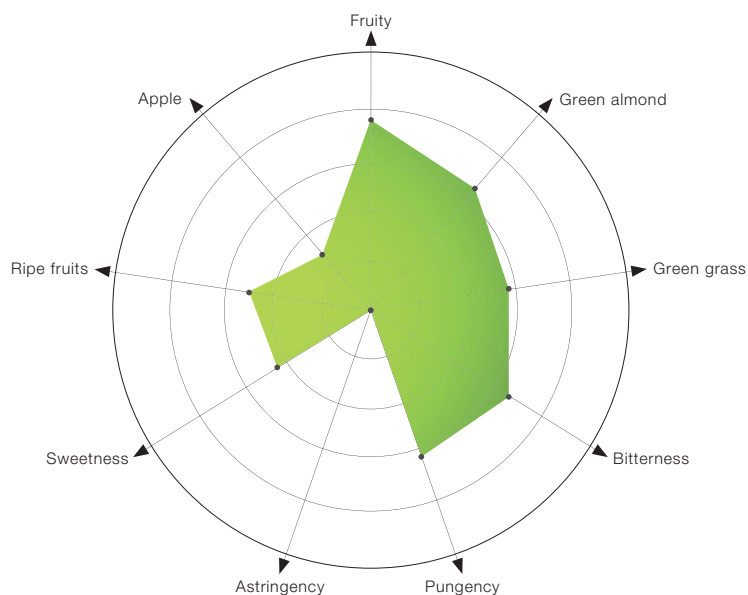
TASTING > A genuine expression of the Terroir

This invaluable oil, with a limited production of 25,000 liters, comes from a manual selection of the best Picholine du Languedoc olives; it's well balanced, almost a sweet early harvest oil with a fresh herbal taste. It features mild fruit, green apple and artichoke notes, and a distinct peppery finish. Les Terroirs de Marrakech Aqallal - selection is an exclusive product with a genuine taste retracing the story of its terroir to the nose and palate.

SUGGESTIONS > A touch of Morocco in your dish

Native to Provence, Languedoc, and Corsica, this fine specimen olive variety's oil will be ideal served with dishes of Southern France and Mediterranean area. While it can be used to lightly sauté vegetables, and is very acceptable as seasoned dipping oil, it is best suited on salads and served over your favorite dishes. We can also try it drizzled lightly on plain white or wild rice or mushroom and pea Risotto or rice pilaf. However it is, this excellent extra virgining olive oil adds a refined touch to your dishes.

Sensory Profile > Les Terroirs de Marrakech / Ultra-Premium Organic Extra Virgin Olive Oil





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

AWARDS > Les Terroirs de Marrakech

Los Angeles International Extra Virgin Olive Oil Competition 2016 / **Silver Medal**

China International Olive Oil Competition 2016 / **Silver Olive Organic**

AIPO 2015 / **Diploma di Gran Menzione**

FlosOlei 2013 / **Selected for the Guide**

Great Taste Awards competition 2009-10 / **Gold Medal**

Travel+ Leisure 2010 / **World's Top Olive Oils**

International EVOO Competition 2009 / **3rd Best Olive oil in the IOC Mario Solinas Quality Award**

Los Angeles International Extra Virgin Olive Oil Competition 2009 / **Gold Medal**

China International Olive Oil Competition 2009 / **Quality Mention**

Leone d'Oro dei Mastri Oleari 2009 / **Grand Mention Diploma**

ATLAS > Gentleness and fruitiness

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AROMA

Complex aromas of mature banana, red apple and red tomato. It combines the balanced fruitiness of the Moroccan Picholine variety with a hint of artichoke from the Dahbia autochthonous Moroccan variety, softened by the Menara, for an aromatic complexity typical of oils from our region.

TASTE

Culinary herbs on the palate with sorrel, cucumber, red apple fruit and nuts. Very light bitterness but progressive pepper which grows and then fades allowing the nuts and sweet fruits to return. The interesting after-taste takes in fudge and sweet bananas with just a touch of truffles.

STYLE

Sweet and delicate style, well balanced oil with a burst of charming pepper.

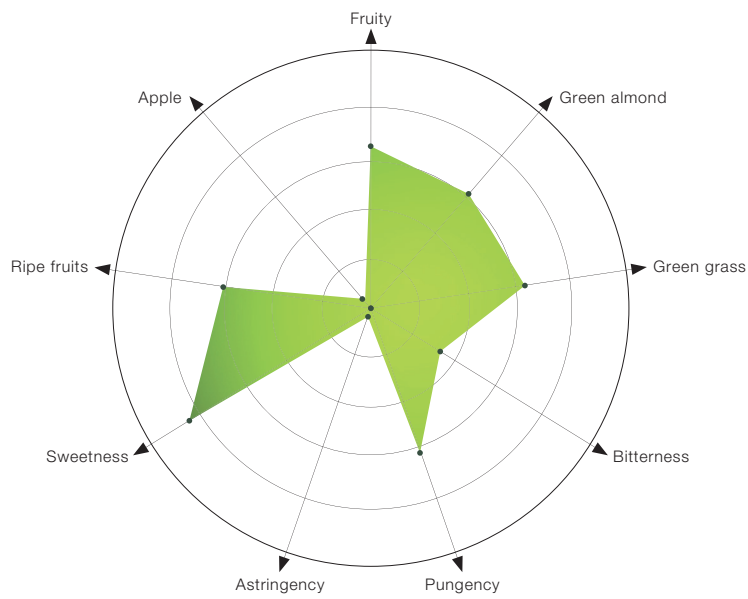
OVERALL ASSESSMENT

This is a very good oil which stands comparison with similar kind of oil from anywhere else in the world. Very versatile, you can use this oil for many culinary purposes; on salads, meat and fish. It may also interestingly be used for desserts such as cakes and puddings. Ideal for dipping.



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

Sensory Profile > Atlas / Premium Organic Extra Virgin Olive Oil



AWARDS > Atlas

Ranked #1 - Best Olive Oil in the USA

Our quality philosophy is confirmed by the following certifications:

