

Integrated production for full satisfaction

Our oil is characterized by an integrated production. It is a methodology of farming techniques which fulfill the requirements of the consumers (total quality of the product, food safety and total traceability) while respecting the environment (conservation of the ground and saving of water) and by implying the whole of the people concerned in the production of an oil of prestige: the farmer and his team, operators of the oil mill, and the bottler which markets it.

THE OLIVE GROVES > The right cultivar for the best olive oil

Among the more than one million olive trees of our modern orchards the varieties mostly cultivated are the Spanish Arbequina and the Arbosana 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.

THE HARVEST > Twenty minutes for the top quality

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.

OIL MILL > Only mechanical processes

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.



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QUALITY CONTROL > From the olive seedling to the bottle

Considering we have our own olive groves, we control the quality of our oil and its traceability since the young seedling which we saw growing until the transformation of its olives into pure fruit juice. At Atlas Olive Oils we are able to tell for any bottle of extra virgin olive oil: the geographical origin of the fruit, the variety, the soil nature and all the operations that have been conducted on the olive tree that gave birth to it.