

# The secret of an ultra-premium

Olive Oil has been our family tradition since more than a century. In order to produce a nectar juice fruit made from the best olives, we have concentrated on a few important parameters. At Atlas Olive Oils, we are convinced the respect for these parameters is the key to obtain the ultra premium quality: environment, soil preparation, grove management, processing, storage and blending.

## **ENVIRONMENT > The ideal site**

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## **SOIL PREPARATION > The soil is like a cradle**

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## **GROVE MANAGEMENT > The most up-to-date cultivation systems**

At Atlas Olive Oils we know very well trees management is critical to fruit quality. Thanks to the latest research and development achieved in Spain by our partners who closely collaborate with the University of Cordoba, trees are constantly monitored to ensure optimum health. Detailed fertilizing, irrigation and pruning programs were implemented to ensure the trees produce only the finest fruit. Our trees are shaped to allow for overhead harvesting. This ensures that the fruit can be picked at the optimum time and is not left to degrade while waiting for slower traditional central shaking harvesters. Once harvested the fruit is immediately taken to the mill and turned into oil in less than twenty minutes time. When innovation respects nature you can get the best results.

## **PROCESSING > A perfect processing**

Ultra premium extra virgin olive oil is primarily a food product and must be treated with all the requisite hygiene and care. This can only be achieved by processing olives in a food grade facility and storing oil away from heat, light and oxygen. To that end, we place our oil in a dark bottle with no air/oxygen between the neck and the cork in order to reduce oxidization. We keep precise records at each stage of the production process so that for each bottle,



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we know its perfect history and traceability: parcel number where the olives have been harvested, nature of soil, amount of water given, manual operations brought to the trees during the campaign, temperature at the mixer and decanter, etc. At Atlas Olive Oils, we can guarantee our oils because we know exactly their story. Only who knows exactly the history of his own oil can guarantee its quality.

**BLENDING > The pleasure that comes from the senses**

At Atlas Olive Oils we do not use chemical analysis to make our blends. Instead, and much more naturally, we rely on sensory analysis: fruitiness and aromas detected by the nose, amount of bitterness at the palate, degree and kind of pepper felt when swallowing our ultra premium extra virgin olive oil. We are advised by the fine food actors, from across the Mediterranean Sea to blend our varietal oils in obedience to our tradition. Blending experts have determined for us optimal master blends giving birth to our exclusives ultra premium extra virgin delicate, fruity or robust olive oils. You can achieve the best results with naturalness.

**GUARANTEE > What you see is what you get**

At Atlas Olive Oils we guarantee and engage ourselves to produce only extra virgin grade and never a combination of extra virgin olive oil with virgin oil or refined oil. We refuse to produce for outside parties bringing to our crushing mill olives of low quality. We are highly concerned about achieving the highest quality standards: we prefer to produce smaller quantities of high end prestigious olive oils rather than big quantities of medium and cheap olive oils (lampante, refined, or only virgin). In this context, our usually maximum acidity is 0.2° level. We employ the cold-press method and add no chemicals and nearly no heat assistance. We are testing our extra virgin olive oil using the Olive Oil Council accredited methods which allow us to select and retain only highest rated olive oils coming from our own groves. Integrity is the key to our success and only strictly respecting what is written on the bottle's label we can keep up with our centenary tradition and authoritativeness which helped us to build our reputation. These are the secrets of an ultra-premium extra virgin olive oil that can't be substituted.

Our quality philosophy is confirmed by the following certifications:

