

manzanillaOlive

— *The taste of Sevilla* —





manzanillaOlive

Working

Through generations we have cultivated the passion for an exceptional product. We are a family of 6,000 members working together to make the Manzanilla Olive a recognised traditional product of Sevilla.

Growing

The Manzanilla Olive is an identity. Nurturing the biodiversity, cultivated through local varieties, this product preserves the exceptional qualities of the Sevillian tradition.

Inspiring

From our grandma's kitchens to the stoves of fine restaurants, there are few who don't know the properties of the Manzanilla Olive. Providing a flavour uniquely ours, it becomes the creative inspiration for dishes all over the world.



WORKING

Working

Manzanilla Olive: 6,000 reasons to trust us



We are a family of tradition. A family with 6,000 members that dedicate their lives to ensure that the olives from Sevilla are of the best quality.

We collect the olives from the groves; we bring them to our premises, and prepare them with devotion so they become the stronghold of the Mediterranean diet.

Through cooperative work, we are a part of each step in this process. After this, we let them go so that millions of people can enjoy the taste of our land, the olive we have worked and cared for. **This is our tradition, our passion.**

We are proud of the traditional olive management knowledge we have learned from our ancestors, generation after generation. This we enhanced and fusion with the state-of-the-art technologies with the aim of promoting the olive industry from Sevilla, showing the world our care for the land and the quality of our olives.



Working

Mission, vision and values:



Mission

The main objective of **Manzanilla Olive Group** is to show the uniqueness and qualities of the olive from Sevilla.

Our mission is to link traditional knowledge—a legacy shared from generation to generation—to new technologies that allow the growth of the olive industry ensuring the care and quality of the olives from Sevilla produced in the fields of our land and brought to the world.



Vision

The products and services that we offer at **Manzanilla Olive** are a reflection of the way we understand the world, the values that inspire and motivate us to share this project with our clients. We want this project to build a better future for the farmers and producers of olives from Sevilla.

Values

Union

A team of 6,000 members can only work if they are united. In **Manzanilla Olive** we work as a cooperative: our members take decisions in a participative way.

Transparency

The effective coordination of a project of such dimensions can only be achieved through transparency. Different mechanisms such as certification and the traceability of our products allow us to be completely open to our clients. Come to Sevilla and meet us. Our home is always open.

Tradition

Our work at **Manzanilla Olive** is the result of effort of different generations of families and groves: we know our land and our products.

Care

We take care of the land and the olives because they are our life. They are not just objects to be quantified. In every olive there is a part of us.



Working

We make an effort to offer you the best

We want you to trust our products and us. Our management system, processing and packing meet the highest quality control and food safety standards.



Traceability

Manzanilla Olive always offers you more. That's why, besides quality certifications, we have developed our own traceability system that makes us go one step further than others.

Thanks to our innovative traceability system, our customers are able to know the full supply chain of olives from the fields to the table





GROWING

Growing

The olives and Sevilla

Sevilla is our home and the home of our olives. It is very important for olives to be grown in an environmentally friendly way and promoting traditional values of agriculture, supporting biodiversity.

Working together we are growing and creating an authentic, exceptional olive. **Manzanilla Olive** is positioned as Sevilla identity echoing through its products and the values of the land.

Thus we have initiated a process, together with other social actors in the sector, to highlight the two main traditional varieties that we produce. We have founded APAS –Association for the Promotion of Manzanilla and Gordal varieties of Olives from Sevilla–. With the support of provincial and regional institutions, we are working to ensure that these two varieties achieve the status of Protected Geographical Indication (PGI), a mark of European quality that distinguishes the products for its quality and tradition.





Growing

The varieties of *Manzanilla Olive*

People from Sevilla have selected and adapted the fruits of the olive tree through time taking advantage of the conditions of our land. This has resulted in different varieties of olives:



Thanks to its productivity and quality, it is the best-known variety of table olive internationally. It is also the most versatile thanks to its shape and balance of flavours.



This variety is easy to recognise because of its remarkable volume. With a heart shape, it is the most delicate and its large quantity of flesh makes it popular to many people.



This is the traditional local variety from Morón de la Frontera (Sevilla). A singular example of the local selection adapted to the necessities and preferences of the people that has achieved consumer recognition.



With a late maturation, this is one of the most cultivated olives due to its versatility and strength. It can be used to produce olive oil and also as a table olive. It is for this reason that it receives a great deal of attention in the research and development (R+D) process applied to the fields of Sevilla.



The verdial olive has a history deep flavour that speaks of past times. Its trees were grafted to create new varieties.



Growing

Basic processes of production and conservation

A compound called **oleuropein** has to be removed before eating. This causes the natural bitterness of olives.

Such processes are the expression of the traditional knowledge of the people from Sevilla. **The most commonly used methods are these two:**

Sevilla style fermented olives



This well-known process starts with the immersion of the olives in a sodium hydroxide solution to remove the bitterness, before naturally being fermented with salty water. After some time they will be ready for consumption and conservation.

Oxidation



This more recent process allows transform green olives into black. To do this, the olives are preserved in brine and then the bitterness is taken away with sodium hydroxide solution. At that time, olives are oxidized by air injection (oxygen) turning into that characteristic black colour.

Other traditional methods used in Sevilla to treat olives are:



Cured in brine

The olives are fermented naturally using just water and salt before being ready for consumption. This is perhaps the oldest of all methods.



Morona dressing

An innovative research is beeing conducted at **Manzanilla Olive** to find the best dressing applied to this traditional variety to enhance all its flavour and offer the best experience.



Growing

The olive oil

At **Manzanilla Olive**, we get the very best out of traditional table olives from Sevilla, and at the same time we are also dedicated to the production of the main product derived from the olive: **olive oil**.

The reason why olive trees were first domesticated was because it was known that the fruit of this tree could be used for a **wide range of purposes**.

Compressed ripe fruit released a thick liquid that served as a fuel, lubricant, food or a preservative. It even served for personal hygiene when applied to the skin or when used to make soap.

This has made of olive and olive oil essential commodities in many civilizations over time and also the key player of economic development producing regions such as Andalucía.

But it is indisputable the international recognition it has achieved in the last years for its culinary uses. Widespread used in Mediterranean cultures, olive oil is increasingly present in other cuisines, incorporated into a multitude of recipes and dishes.

Olive oil is recognized for its contribution to our overall health, thanks to its qualities as a natural antioxidant, containing vitamins E and K and beneficial fatty acids.

Manzanilla Olive produces two types of olive oil, always obtained by mechanical means. We use different olive varieties: **Manzanilla of Sevilla, Picual, Hojiblanca, Verdial, and Lechín**.



Extra Virgin Olive Oil

is of a superior quality. It has an excellent aroma and flavor and its acidity is less than 0.80 degrees



Virgin Olive Oil

offers good aroma and flavor and acidity below 2 degrees



Quality

And like the rest of our products, our olive meets the highest **quality control** and food safety standards, obtaining the next **certifications**:





INSPIRING

Inspiring

Your creative moment



Farmers took advantage of mostly everything in traditional agriculture. Families optimised the resources available in the mountains and the fields by combining, adapting, improvising and improving upon them.

There are million of varieties of traditional dressings that include edible wild and cultivated plants sourced from the mountains and the land. In this way people enhance the olives adding a dash of flavours and colours that allow them to taste their own land and express their link with it. Doing this, we receive an ex-

plosion of stimulations that transform the food experience.

At **Manzanilla Olive** we enhance customer's experience adding a bit of creativity to traditional dressings. Olives stuffed with pimento or anchovy, among others, are an example of this.



Inspiring

The Perfect Tapa

There is no better inspiration exercise than meeting thousand of tasty tapas every day at bars in Sevilla. They are a gathering of flavours from the rich gastronomic resources of our land.

Manzanilla Olive offers you **the perfect tapa**. The olive is the start of a journey, the first word of a poem.

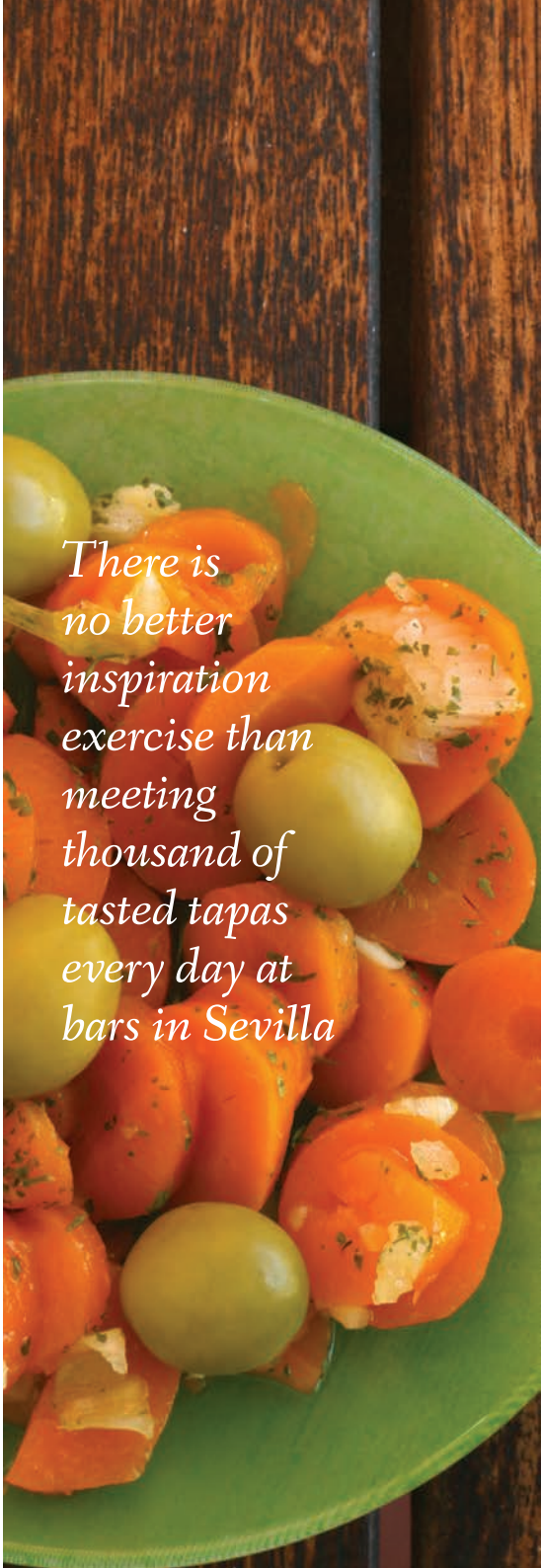


Gastronomy

Traditionally eaten as an aperitif, the olive have started to take centre stage in local and international gastronomy.

The olive is an ingredient in many dishes.

Its wide variety of shapes and colours makes it a versatile resource for professionals and amateurs. We can use it in every type of recipe, traditional and modern: meat, fish, pasta, pizza. Also, we can use it in products such as pate, bread or deserts.



There is no better inspiration exercise than meeting thousand of tasted tapas every day at bars in Sevilla

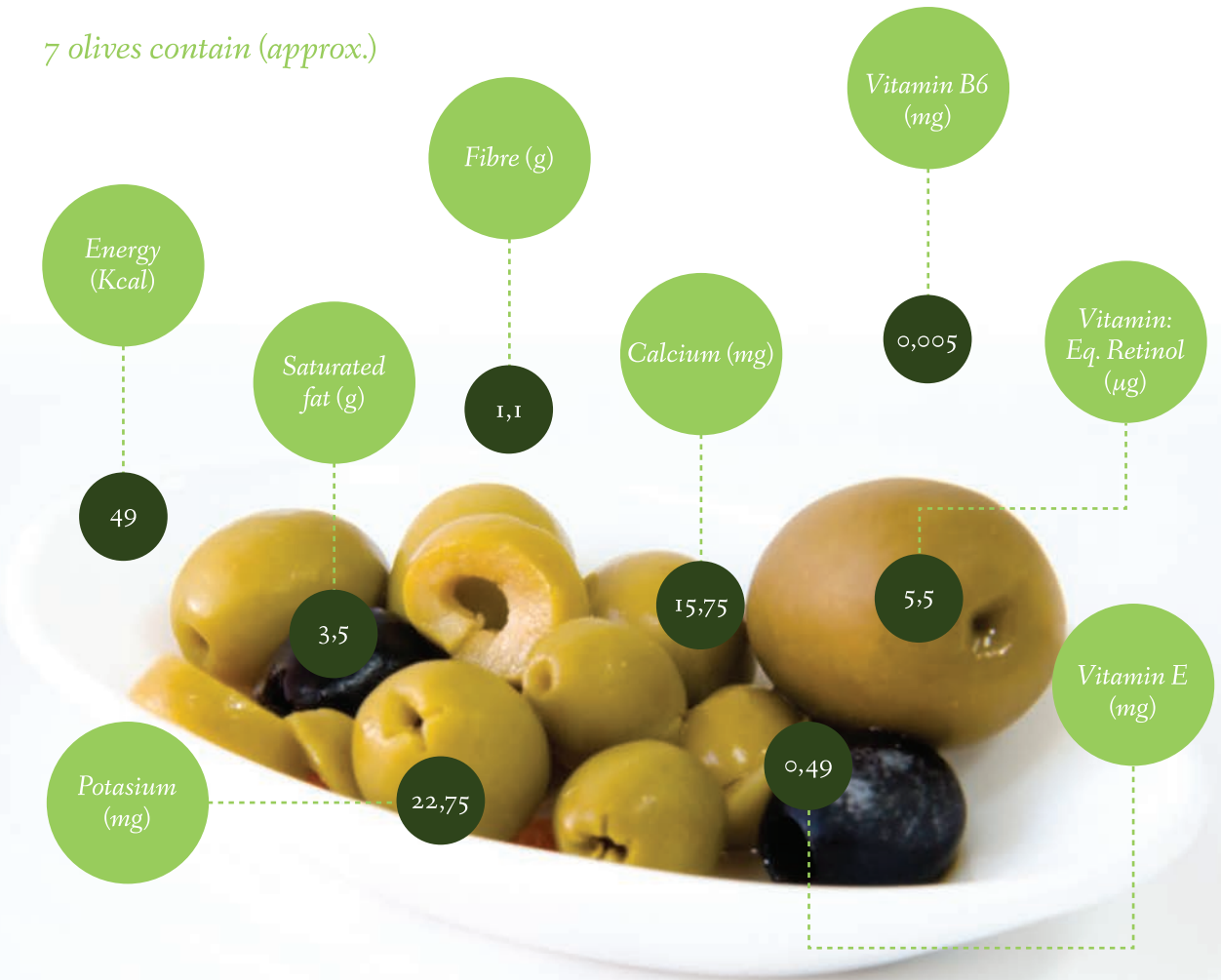


Inspiring

Eating olives. Eating healthy

Olives are a healthy foodstuff with significant organoleptic properties. Olives are rich in monounsaturated fatty acids (oleic acid), fibre and vitamins. They are digestive and appetising.

7 olives contain (approx.)





manzanilla Olive

manzanillaOlive

Manzanilla Olive SCA de 2º grado
Ctra. A-362 Utrera – Los Palacios, km. 3,5
Apdo. Correos 51
41710 Utrera - Sevilla. España

Tlf: (+34) 954.863.395
Fax: (+34) 954.873.662

comunicaciones@manzanillaolive.es
www.manzanillaolive.es

