

NOTICIAS DEL OLIVO

EL OLIVO NEWS

SUMMER 2010

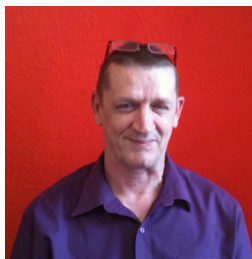
el olivo
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Welcome to the first edition of our quarterly newsletter. We hope to bring you news of what is happening at *el olivo*: new products, recipes, quiz, and there will be some fantastic prizes to be won.

As the majority of you know I started my business about 5 years ago with the simple idea of bringing good olive oil to the UK at affordable prices. The business has gone from strength to strength. In addition to olive oil, we now offer a range of high quality Spanish products. I enjoy going to my homeland in search of new products, and I take care to seek small family firms from the most remote corners of Spain where the passion for taste and quality reflects the *el olivo* ethos.



As the business expanded it was necessary to expand our office and warehouse facilities. We have moved to new offices in Edinburgh and have a larger warehouse in Glasgow where YRC logistic makes sure that your orders are packed and dispatched safely and promptly.



I would like to introduce you to the *el olivo* team here in Edinburgh. Ian is our sales executive, originally from Glasgow but now living in Edinburgh. Ian is responsible for contacting our clients and prospects to let them know about our products and fantastic offers. Eve is our administration manager and she is the one that phones you when invoices are not paid on time!!!



Finally I would like to mention that any comments or ideas would be very much welcomed so please keep them coming in. I hope that you will enjoy reading this newsletter as much as we have enjoyed putting it together.

Hasta luego !

Maria Cunningham

OLIVE OIL OF THE MONTH
ORO DE BAILEN
Voted best extra virgin olive oil in Spain, as announced in the June speciality fine food magazine, page 4 (free laminated cards of the article are available on request).
Free 250ml bottle for tasting when you order 6 or more bottles.
Please phone Ian or Maria on 0131 668 4751 for your free bottle.

NEW PRODUCTS

In addition to our current range of Spanish oils, vinegars, chorizos and patés we are delighted to offer you an array of new products exclusively sourced from Spain:

- A fantastic paella gift set, a must for Spanish food lovers, where we have put the very best that Spain has to offer.



- You can buy the 32cm paella pan separately for only £4.99. **Free 20cm paella pan with orders over £200.**

- A very funky 250ml metal tin of Kids olive oil. This is the first olive oil specially prepared for children's diets. It comes in a fantastic display box and each metal tin has a very colourful leaflet attached to it.



- Paprika & Saffron: The paprika comes in a very attractive 100g cloth sack and also in 75g tin. The saffron can be purchased in 1g elegant square glass bottles and in a cheaper 0.5g plastic container.

- Also new are the super-bargain 1kg plastic bag of round rice and the beautifully presented 500g cloth sack of bomba rice.



- Other new products include a superbly priced 200g tin of black olives, a smart wooden gift box of quince jelly, a Don Quijote de La Mancha shaped bottle of olive oil (perfect for an unusual gift), caramelised raspberry stuffed queen olives and green olive paté with almonds. **Our chorizos have now been repackaged and are available in trays.**

STOP PRESS...LATEST NEWS...STOP PRESS...

We will be exhibiting at the
Olympia Fine Food Fair
5-7 September
Stand 228

Invitations will be sent shortly together with the new products price list.

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RECIPE OF THE MONTH

SALAD OF ROASTED RED PEPPERS

This recipe is a classic in Almeria Southern Spain. It is very easy to make and it is perfect for this time of the year.

Ingredients: 1 x 350g tray of *el olivo* roasted red peppers, 4 ripe whole tomatoes, an onion, 2 cloves of garlic, pinch of ground cumin, abundant extra virgin olive oil, salt and pepper. You will also need bread for dipping.

Peel and cut the tomatoes, chop the onion and chop the garlic, put in a salad bowl and add the roasted red peppers, including the liquid. Add the extra virgin olive oil, salt and pepper and mix well.



OFFER OF THE MONTH 20CM PAELLA PAN

Free with all orders over £200
To find out about other fantastic offers please call Ian

PRODUCT OF THE MONTH GAZPACHO

As you know this is a chilled Spanish soup; main ingredients are tomatoes, red and green peppers, cucumber, onion, garlic, bread and olive oil. You can also add some ice cubes. It is best served with a garnish of diced raw cucumber, cubes of bread (plain or toasted), diced pepper and chopped onion. Put each garnish in a separate dish so that diners can use to their liking.



CUSTOMER COMMENTS

We invite you to send us any comments on either our products, our service or any other matters that you would like to bring to our attention. Our *olive oil soap* has proved a huge success for people with sensitive skin.

"My wife has suffered from a severe skin condition for years but after using *el olivo* soap and some of the other products her skin has cleared completely and it has never looked better."
Andrew proprietor of Crème de la Crème delicatessen in Preston

"I'll definitely be buying more soap. It's as good as l'Occitane, without the £7 price tag!" Darryn Clarke from Whitley Bay



Maria's News



I visited the chorizo producer in Northern Spain a couple of months ago, very interesting, especially the 'smoking rooms' which had real fires and where the chorizos hang from the ceiling.



I am taking Ian and Eve to see how the olives are harvested and the oil is produced, in the Autumn. We are going to visit the producer of Oliflix who still makes the olive in a traditional mill in a 17th century mill in Cataluna. They hope to tell you all their news in our next issue.



DID YOU KNOW...TAPAS IS THE NAME OF A WIDE VARIETY OF APPETIZERS, OR SNACKS, IN SPANISH CUISINE?

In Spain tapas are typically displayed along the length of the counter of a bar or café to be ordered in a group, or individually. A selection of tapas is ideal for an interesting informal meal, and they are also great for a any party, buffet, picnic or barbecue, but did you know how the name tapas came about? It is believed that the name came after the King Alonso XIII suffered a long illness and was forced to take small snacks between meals with small sips of wine. After he recovered, the wise king ordered that the establishments were not to sell any Castilian wine if it was not accompanied by some food.

WIN A BOX OF SPANISH GOODIES WORTH £50

For your chance to win answer the 3 questions below correctly.

1. Arbequina olives are mainly from what area of Spain?
a. Cataluna, b. Andalucia or c. Central Spain
2. Which country is the world's biggest olive oil producer? a. Greece, b. Italy, or c. Spain
3. Olive oil can only be extra virgin if the acidity is less than? a. 1%, b. 2% or c. 5%

Answers to info@elolivo-olive-oil.com by 30th July

GET IN TOUCH

Please get in touch if you are having a special open day or an *el olivo* product tasting and we will include it in our newsletter. Also please feel free to send us a photo of the way you display *el olivo* products as there will be prizes for the best *el olivo* display.

Hope that you have enjoyed reading this our first issue of **NOTICIAS DEL OLIVO**. If there is anything in particular that you would like us to write about please let us know and we will do our utmost to include it in our next issue.

Telephone **0131 668 4751**
Email info@elolivo-olive-oil.com

NEXT MONTH
Christmas gift ideas
and a wonderful holiday
destination in Spain.