

NOTICIAS DEL OLIVO

EL OLIVO NEWS

SUMMER 2011



Welcome to our summer newsletter. This edition is full of exciting new products all sourced with you, my customers, in mind. I have listened to you over the last few months and I have tried to incorporate products, to our range, that you felt the market needed. Sourcing new products is one of the joys of my work. I love visiting remote parts of my homeland and small artisan producers in search of that unusual product/s. This year one of my "jewel finds" has been the baby peppers stuffed with olives. I have not tried a similar product here in the UK. They are absolutely divine and I am sure that they will not stay on your shelves for long.



But before I go any further please let me introduce our latest addition to our team: John is our office manager, in charge of everything from making sure that the orders are processed and dispatched on time to ringing you up when invoices are not paid within the due dates. John joins us after a long and successful career as an accountant so I also get the added bonus that he does my company accounts!



Ian our sales director is going to start visiting clients one day a week, so watch out. If you thought that he was very persuasive on the telephone wait until you meet him face to face!

Finally I can't finish this introduction without mentioning the amazing year that our extra virgin olive oil Oro De Bailen has had. It has won endless awards and prizes all over the world, the latest one being announced only last week at the 2011 Los Angeles International competition. Oro de Bailen did not win one or two but three medals, out of 599 olive oils from all over the world. It was proclaimed best extra virgin olive oil in the world (special prize), as in previous year it also took the Gold Medal and finally it took the best of its class award 2011. Truly remarkable!

Hasta luego !

Maria Cunningham



Thank you for sponsoring me for the Seville marathon. I completed the marathon under my 4 hour target, in 3 hours and 45 minutes

MEET THE PRODUCER OF THE BEST OLIVE OIL IN THE WORLD: ORO DE BAILEN



The Galvez-Gonzalez family have been producing olive for only 5 years and during this period Oro de Bailen has won endless prizes around the world. The family had been involved in the construction industry for over a decade, however they worried about what would happen to their business when the property bubble burst and they decided to start a completely different business. As the family owns vast amounts of olive groves, producing olive oil was the obvious thing to do. Jose Galvez then went back to Jaen University where between 2003 – 2006 he completed various courses relating to the production of olive oil. The rest as they say it history...

Jose (who is only 33 years old) lives in the village of Bailen with his wife Maria Jose and his 2 young children.



NEW THIS YEAR - ELEGANT GIFT BOX

2011 LOS ANGELES INTERNATIONAL COMPETITION 3 MEDALS
BEST EVOO IN THE WORLD
GOLD MEDAL & BEST OF ITS CLASS
& BEST SPANISH OLIVE OIL

ENJOY A TASTE OF SPAIN WITH OUR NEW PRODUCTS

As always el olivo promises passion and quality with every taste. I hope that you will enjoy discovering these new products as much as I did.

NEW PRICE LIST AVAILABLE MID JULY

ABSOLUTELY DELICIOUS



ORGANIC SUNDRIED CHERRY TOMATOES

AMAZING & VERY TASTY



BABY PEPPERS STUFFED WITH OLIVES

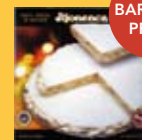
THEY WILL NOT STAY ON YOUR SHELVES FOR LONG



LOOSE GARLIC CLOVES WITH OLIVE OIL



BONITO (WHITE TUNA) & SMALL GALICIAN SARDINES



TURRON TART

BARGAIN PRICE



HONEY FROM LA MANCHA IN A TYPICAL SPANISH ORZA



TOMATE FRITO FRIED TOMATO

BARGAIN PRICE



O'MED EVOO 500ML CERAMIC BOTTLE & 250ML TIN



GARCIA DE LA CRUZ- 500ML EVOO

BARGAIN PRICE



INENA EVOO EGYPTIAN BOTTLE 250ML

NEW PRICE LIST AND PRODUCTS AVAILABLE FROM MID JULY. ORDERS ARE BEING TAKEN NOW

SUMMER SALE! DURING JULY AND AUGUST ONLY 20% DISCOUNT ON:

Our cosmetic range, sherry sauces, organic salad dressing with olives, peque oliva olive oil & olive salt.

STOP PRESS...LATEST NEWS...CHORIZOS

Our chorizos will be back in stock in Mid July in a bright new packaging with a weight of 330g - 80g more than before.

RECIPE OF THE MONTH JOSE'S SALAD DRESSING

This is Jose's (the pâté's producer) own salad recipe which he passed to me about a month ago when he was here, and I must confess that I am hooked on it!!

Ingredients:

2 tablespoons of one of our extra virgin olive oils

1 tablespoon of balsamic vinegar

2 teaspoons of either our green olive pâté with almonds or just the green olive pâté

Mix all the ingredients well together and pour over the salad.



PRODUCT OF THE MONTH

ROASTED RED PEPPERS Our roasted red peppers are roasted with charcoal in the fire hence their wonderful smoky flavour. Our 350g pack of roasted red peppers go a long way, i.e. apart from salads you can use them to make roasted red pepper sauce, soup, hummus. (Roasted red pepper hummus makes an excellent appetizer.) They also make a delicious bruschetta specially if mixed with cheese.

BUY 10
GET ONE
FREE



HOLIDAY DESTINATION

In last issue I promised to give you an idea of somewhere in Spain which you cannot find on holiday brochures. This place is Cuenca, La Mancha Central Spain.

It is the place where I come from. It is a beautiful city full of historical buildings, typical restaurants and beautiful walks around the river. You can also visit the Enchanted City, a paradise for nature lovers where rock formations take the shapes of different objects and animals. The nearest main airport is Madrid (100 miles). For information on what Cuenca has to offer please follow the link www.turismocuenca.com/ Best place to stay is the breathtaking Parador de Cuenca www.parador.es



POINT OF SALE INFO

We know how important point of sale information is for you and your customers. We have been supplying point of sale cards for about 2 years but new this year are the posters. These elegant A3 posters are sent free with orders to customers so that they can be displayed as they wish at their premises.

WIN A BEAUTIFUL PAELLA GIFT SET PLUS A BOOK ON HOW TO MAKE THE PERFECT PAELLA

For your chance to win answer the 4 questions below correctly.

1. What is the English translation of Gordal Olives?
2. Turrón is a product that it is mainly eaten in Spain at what time of the year?
3. What popular Spanish product are we referring to if we talk of "Pata Negra"?
4. What part of Spain does paella come from?

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

Maria's News

TASTING AT FORTNUM & MASON OF OUR 3 STAR GOLD MEDAL WINNING CHORIZOS

Ian and I were very proud to witness the excitement at the meat counter at Fortnum & Mason where our chorizos were being tasted. Everybody loved them!



We had a visit from the producers of our amazing pâtés. Jose and Rosana spent a couple of days with us in Edinburgh and Glasgow where we carried out a couple of tastings of their pâtés. Jose produces 3 different types of pâté for which *el olivo* is the sole distributor in the UK. Green

olive pâté with almonds, green olive pâté and black olive pâté. Unlike other pâtés on the market theirs are made with olive oil (usually most pâtés are made with vegetable oils). The star product of our tastings was the green olive pâté with almonds which everybody adored. They are available in very elegant 120g jars and I would urge you to give them a go as you will not be disappointed. **SOLE DISTRIBUTOR IN THE UK**

BUY 8 JARS
AND YOU WILL
RECEIVE A JAR FREE SO
THAT YOUR
CUSTOMERS CAN TASTE
THESE WONDERFUL
PÂTÉS.

CHRISTMAS IDEAS

It feels strange to talk about Christmas ideas in June! I feel that to give an oil related present at Christmas is not only healthy but very seasonal. This year we have extended our Christmas gift section. We have included the super-elegant Oro de Bailen gift box. We also have a very pretty new ceramic bottle, and the 50ml balsamic vinegar canisters are not only perfect for hampers but make great gifts on their own. We also have all last year's favourites: Zaitum porcelain jar, wooden gift boxes and the very popular handmade oil and vinegar glass which good looks fantastic on the Christmas table.



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 our second 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.
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