



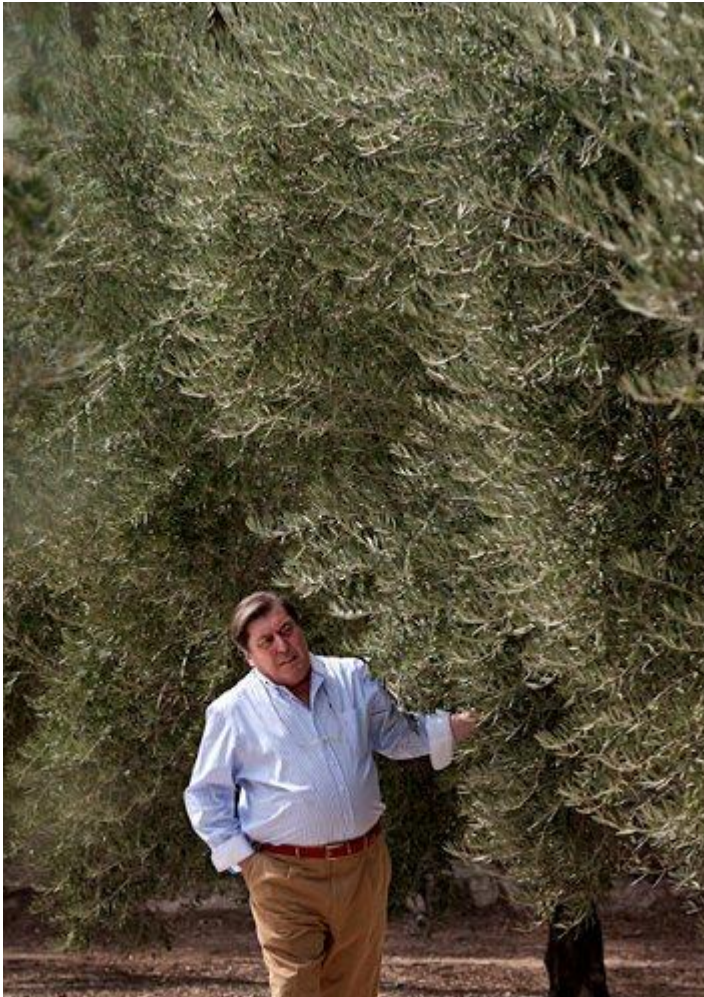
# MASIA EL ALTET

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FINEST EXTRA VIRGIN OLIVE OIL



## Masía El Altet



The man behind the idea, Jorge Petit.

- Masía El Altet is a **family-run** company, founded in 2006 by Mr Jorge Petit, together with her wife Clara and his son (also) Jorge.
- The name **Masía El Altet** (Masía being Spanish for country house and El Altet “the one on the heights”) refers to the land where our **olive grove and country house** from the 17th century are located, only 30 km away from the Spanish Mediterranean coast and, at the same time, among mountains 800m above sea level, between 2 Nature Parks.
- Our **location** is really relevant to our production, since it gives our oils an extraordinary personality. Olive trees give their best fruits when they are located among mountains and **cold winter weather**, but also welcome the **Mediterranean** breeze together with its characteristic **sun**.





This the country house within 'Masía El Altet' grounds, and the same that illustrates our logo.



## Production

- We have a very **small production** (around 80,000 bottles per year) because we produce oil only **from our own trees**.
- Our trees are fed only with **mineral groundwater**, for the water they receive comes straight from inside the mountains located in the Nature Parks that surround us.
- **Respecting the nature** that surrounds our trees is a priority, which is why we use the least invasive methods and best materials during the production.
- This is all translated to **local, limited production** with **the highest quality**.



And these at the front are our olive trees.





## Our product range

- All our 4 olive oils come in 500 ml glass bottles, are **extra virgin**, and from the same **extraordinary quality**. This is the reason why we have given them similar names, we want to reinforce this fact.
- The differences among them lie on the **different olive varieties** used for each one. And because of the use of different varieties, each oil tastes different to the rest.



HIGH QUALITY



PREMIUM



SPECIAL  
SELECTION



HIGH END

Not only the contents are extraordinary, the **packaging** speaks too for itself:

- design
- serigraphy label
- non-drip cap
- Tin neck capsule
- Neck booklet in 5 languages

# Masía El Altet 'High Quality'

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Olive varieties used:

**60% Picual,  
20% Arbequina,  
20% Alfafarenca,  
Blanqueta and  
Genovesa**

*Picual and Arbequina are common in Spain. However, Changlot Real, Alfafarenca, Blanqueta and Genovesa can only be found in our region!*



## OUR BEST SELLER

### TASTING NOTES

This olive oil  
could remind  
you of:

- Green fruit
- Green leaves
- Banana
- Red fruit

# Masía El Altet 'Premium'

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Olive varieties used:

30% Picual,  
30% Changlot Real,  
40% Alfafarenca,  
Blanqueta and  
Genovesa



## 70% LOCAL VARIETIES

### TASTING NOTES

This olive oil  
could remind  
you of:

- Green fruit
- Green grass
- Tomato

# Masía El Altet 'Special Selection'

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Olive varieties used:

**100% Changlot real**



## 100% LOCAL VARIETY

### TASTING NOTES

This olive oil  
could remind  
you of:

- Green fruit
- Green grass
- Green apple
- Hints of herbs, mint.



# Masía El Altet 'High-End'

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Olive varieties used:

**100% Picual**



## OUR MOST AWARDED

### TASTING NOTES

This olive oil  
could remind  
you of:

- Green fruit
- Green grass
- Almond
- Banana

# A quick comparison

HIGH QUALITY



PREMIUM



SPECIAL  
SELECTION



HIGH END



Fruitiness	++++	++++	++++	++++
Intensity	++	+++	++++	++++
Spiciness	+	++	+++	++++
Bitterness	+	++	+++	++++



## Food pairings



In order to differentiate the oils:

We would say the **High Quality** and **Premium** oils are milder and therefore pair better with foods that are not so strong in taste (like poultry, white fish, milder cheeses, desserts and so on). **Special Selection** and **High-End**, on the other side, go well with foods with strong taste (like beef or lamb meat, hearty stews, ripe cheeses, etc.).

But it is usually just a matter of taste! We suggest on the next page food pairings for each sort of olive oil, but this should be just a guide, so feel free to try and experiment as you may prefer!



HIGH QUALITY



PREMIUM








SPECIAL SELECTION



HIGH END



White meat 	x	x		
Red meat 			x	x
Fish (White) 	x	x		
Fish (Oily) 			x	x
Vegetables 	x	x	x	x

HIGH QUALITY



PREMIUM









SPECIAL SELECTION



HIGH END



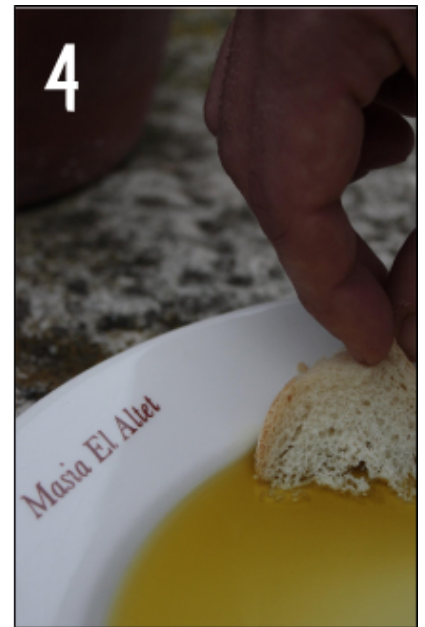
Salad 	x	x	x	x
Desserts 		x	x	
Soups / Stews 			x	x
Pasta / Rice 	x	x		
Cheese (Soft) 	x	x		
Cheese (Ripe) 			x	x



## Tasting olive oil

In order to present or introduce the oils, when possible, we suggest doing a **tasting**.

- (1) Fill **⅓ of a wine glass** (for a remarkable lingering scent, it is better to use this type of glass),
- (2) ... then turn the glass around itself so that the oil spreads on the inside,
- (3) ... and smell the oil.
- (4) For tasting itself, you can use small plates where bread can be dipped into the oil, or small shot glasses with a small quantity of oil from which the oil can be 'drunk'.







## Generally speaking... what should customers know about olive oil?

- (1) It is **really healthy!** - The benefits of olive oil against cancer, diabetes, heart disease, osteoporosis, high blood pressure or obesity, are unrivaled.
- (2) Lots of places make great EVOO - and **Spain** is the **biggest producer** and the **most awarded worldwide**.
- (3) **Identifying good olive oil** is easy! - Look at the **label** for detailed information on origin, bottling or olive varieties used, and **smell** it when you open it; good extra virgin olive oil should smell fresh and fruity.
- (4) **Both bitterness and spiciness are good.** They indicate the presence of polyphenols - the antioxidants that help protect your cells from damage.
- (5) It does not get better with age - **Shelf life** of unopened olive oil is approximately 2 years and 3 months for opened olive oil.
- (6) Olive oil should be **stored** away from sunlight in a fresh place, between 10°C and 23°C.
- (7) **Cooking with olive oil?** Rather not, since by more than 190°C the beneficial properties of the oil disappear. Drizzle some over the food after the cooking.