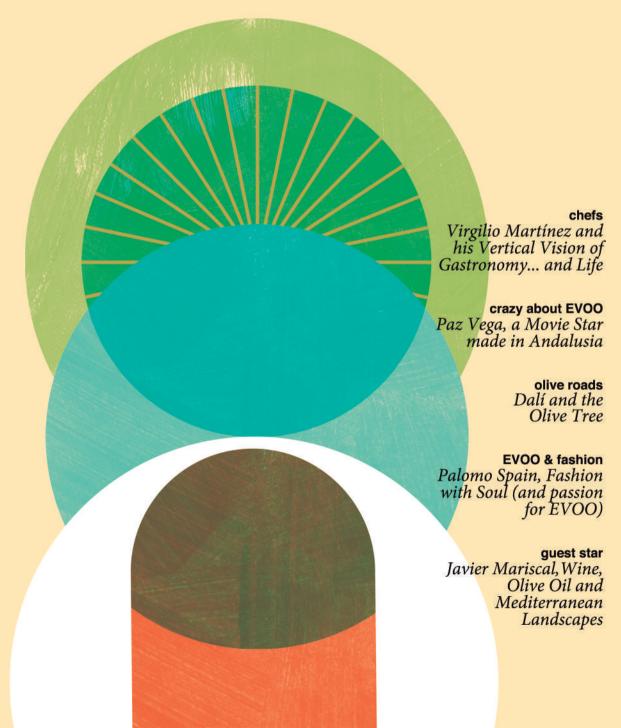


the delicate pleasure of extra virgin olive oil...









We asked them...

- 1. If we speak about olive oil, what is the first sensation that comes to mind? Do you remember the first time you tried it?
 - 2. Finish the sentence. Extra Virgin Olive Oil (EVOO) inspires me...
 - 3. What use do you make of extra virgin olive oil? How important is it in your kitchen?
 - 4. Your favorite dish with EVOO.
 - 5. Confess... What EVOO can we find in your restaurant? What varieties and why?
 - 6. Take the plunge. Your favorite extra virgin is...
 - 7. In life and in EVOO: bitter or spicy?
 - 8. In your opinion, what is the reason for the lack of consumer culture as far as extra virgin is concerned?
 - 9. Do you consider extra virgin olive oil a *cool* and modern food? If you are invited to dinner at a friend's house, would you give a bottle of EVOO instead of wine?
 - 10. Extra virgin is one of the healthiest foods in the world. If you had only one minute to sell it to a consumer who does not know it, why would you tell them to use extra virgin olive oil?

They answered us...



Oriol Castro

"EVOO cannot be missing in our cooking because it is an essential part of the Mediterranean Diet"

- 1. The first memory I have goes back to my childhood, when they brought me the oil of the first day of harvest. I tried it when my grandparents brought it to me directly from the field, it was a magical and fresh taste.
- 2. Quality.
- **3.** EVOO helps us to give the final touch to a dish, to give it a fresh, soft touch... And, of course, it cannot be missing in our cuisine because it is an essential part of the Mediterranean Diet.
- **4.** Bread with tomato with a good splash of oil or simply toasted bread with EVOO.
- **5.** Some Arbequina from Les Garrigues. I love this variety because it is subtle and smooth, it gives dishes a delicate flavor and is not as aggressive as others.
- 6. Any of the Arbequina variety.
- 7. Neither bitter nor spicy, I like the soft and floral oils.
- **8.** There is more and more knowledge on the subject, but it is something we cannot just leave aside. We must continue educating so that people learn to value it.
- **9.** It is a staple in our cuisine and it plays a very important role. I don't think it's modern, because it is noted for its long tradition. As for giving it... that depends on the moment, but I have given both EVOO and wine, and even both at the same time!
- **10.** Because it is a healthy product that rounds off any dish, providing sweetness in the mouth and an unmistakable taste.





Mateu Casañas

"Extra virgin is a travel companion that you can never forget"

- 1. I don't remember the first time I tried it, but I think it's almost inborn. Living in a land like Alt Empordà it's an ingredient that is part of your life from the time you are in your mother's womb. The first sensation that comes to mind is that of my home, of being with my family, my friends... Something very present in our daily lives.
- 2. It inspires me... transversality. The olive tree, its fruit and the oil we get from it is one of the most transversal things in the whole area washed by the Mediterranean. It is a tree that enjoys great health and that inspires respect, tradition and a cohesive effect of the cultures that are part of this area.
- **3.** It is fundamental. It is one of the ingredients inherent in our way of cooking, working and understanding the dishes. We should not even think about whether or not to add olive oil, it's part of everything we do.
- **4.** A good question. It all starts with olive oil. A good dose of olive oil in a casserole, some chopped garlic, a broken up tomato, green pepper, chipped potatoes and olive oil in the background. The fish is added, the fish stock, etc. and EVOO brings all these products together. In addition, we can always accompany a dish with a good garlic and oil mayonnaise.
- **5.** We always have an extra virgin of Les Garrigues 100% Arbequina, which is very versatile and helps us find everything we look for in our preparations. We also use other specific EVOOs, of Arbequina, Picual or Argudell varieties from the area of l'Empordà, that bring personality to all the dishes we make.
- **6.** Returning to my geographical area, Alt Empordà, a 100% Argudell EVOO. It is an oil that takes you back to the flavors of this land.



- 7. Preferably bitter rather than spicy. It does not mean that we are like this (*laughs*), but I do prefer bitterness to spiciness.
- **8.** Apart from the people who worked it or who had it nearby, many years have passed without olive oil obtaining the prestige it enjoys today. It is a task that never ends and that we must continue working on. I think that explaining and assimilating the added value that this product brings to a gastronomic and healthy level is something that we will increasingly embrace.
- **9.** Today it can be a *cool* and modern product, but the story behind a bottle of EVOO can be as unique or more so than that of wine. In the end, the effort is the same and deserves the same respect. In short, there are highly worked olive oils on the market that may not have a prestigious name, but are made by people who pamper and care for the land. It is a product that we could -and should- give with all the love in the world.
- **10.** Because the day you try it, you will not stop consuming it. It is a path of no return, when you understand and consume it, you assimilate it to be part of your life. It is a travel companion that you can never forget.







Eduard Xatruch

"I think I don't know anyone who has told me they don't like olive oil"

- 1. Olive oil is linked to our lives, we have consumed it at home since childhood. In my case, as I am from Tarragona, from Vila-seca, EVOO has always been present in my daily life at home. Every year, in mid-November, I always went in search of new oil. It is an indispensable ingredient in my family. I don't remember the first time I tried it, probably because I was a baby or very small.
- 2. Cooking, family and roots.
- **3.** Both in Compartir and Disfrutar it is one of (if not the most!) the most important products we use, because we use it in countless preparations. It has many applications, both for griddles, vinaigrette, dressing or more complex textures such as a textured olive oil with butter texture. Another product that we also use a lot is *Caviaroli*, an olive oil caviar.
- **4.** I am an avowed fan. I love to eat a good bread, well soaked in olive oil and salt crystals. It's very simple, but it's delicious.
- 5. We are fortunate to receive samples from many producers for us to try, but the EVOO we use in our restaurants is protected under the PDO Les Garrigues. It is an Arbequina of the Vila-seca cooperative of the highest quality and to which we are accustomed. One olive oil or another can totally change the taste of a dish.
- **6.** All oils are different and have their own aromatic notes, but I am very comfortable with the Arbequina EVOOs.



- 7. Neither bitter nor spicy... Following my previous answers, I prefer the fruity and fresh notes that the Arbequina variety brings us.
- 8. I think that there are more and more people who know how to differentiate a EVOO from one that is not, but, perhaps, for many years there has been talk of olive oil in a very generic way and it would be necessary to educate children in school, for example. That they explain the different oils, typologies and define clearly what an EVOO is. Once you tell them, it is very easy to understand and they are the consumers of the future, they should be able to choose with better judgment.
- 9. I don't consider the oil as *cool* or modern, but it's great. For me it is more a day-to-day product, indispensable in any kitchen. Honestly, when I have gone to dinner at a friend's house I have never brought a bottle of oil, but if a guest came and did so, I would greatly appreciate it. It can have the same value as a wine and everyone likes it. In fact, I think I don't know anyone who has told me they don't like it.
- 10. I think it's easy: first, because it's healthy; and second, because it's delicious. Any vegetable, for example, seasoned with EVOO, improves considerably. It's easy to use, it's a long-lasting product and if we compare the amount we spend on a dish, in relation to the cost involved, it's worth it. It's a product that enriches all dishes, that everyone likes and has very few allergens... and apart from that, it is terrific. Come on, it is so worth going for!



