



WORLD'S BEST EXTRA VIRGIN OLIVE OILS

## CASTILLO DE CANENA, OLIVE-GROWING TRADITION SINCE 1780

The first documents confirming the special relationship of our family with olive trees and extra virgin olive oil were found in 1780

At that time our great-grand father continued with the family tradition and know how, that has travelled **through generations** and which still continues to this day



It was recently when we decided to name our Extra Virgin Olive Oils “**Castillo de Canena**” as our family house, a beautiful XVI century castle located in Jaen (Andalusia, Spain)

## JAEN, OUR OLIVE TREE'S HOME



Our olive groves are located in the region of **Guadalquivir Valley**. It is near Ubeda and Baeza, World Heritage Sites and magnificent examples of the essence of Andalusian culture



Nowadays our oils are in more than 50 countries around the world

## THE FAMILY CASTLE

The Castle of Canena is property of the family.

It was built by the Arabs on a previous **Roman settlement**.

Used by the Order of Calatrava as a fortress during the Reconquest, border with the Arab region during more than 200 years.

In 1538, **Francisco de los Cobos**, Secretary of the king **Carlos V**, who lived at the castle for a while, transformed it into a Castle-Palace with the help of the prestigious architect **Andrés de Vandelvira**.



It was declared as National Monument in 1931



The Castle is open to our clients and friends.

# OUR PREMIUM OILS



WORLD'S BEST EXTRA VIRGIN OLIVE OILS

**Family Reserve**

**First Day of Harvest**

**XXIS Century Oils**

**Arbequina&Co**

Picual

Picual

**First. Early Royal**

**Arbequina&World**

**Second. Horizontal Tasting**

Arbequina

Arbequina

**Third. Oak Smoked Arbequino**

**Fourth. Biodynamic Picual / Arbequina**

# OUR PREMIUM OILS



W O R L D ' S B E S T E X T R A V I R G I N O L I V E O I L S

**Family Reserve**

**First Day of Harvest**

**XXIS Century Oils**

**Arbequina & Co**

Picual

Picual

**First. Early Royal**

**Arbequina & World**

**Second. Horizontal Tasting**

**Third. Oak Smoked Arbequino**

Arbequina

Arbequina

**Fourth. Biodynamic Picual / Arbequina**

**FAMILY RESERVE**, our *core business*

## Family Reserve PICUAL

**Tasting notes:** tomato, tomato plant, rosemary & black pepper

**COOKING!** BBQ, meet, salads, tomato creams, ham, cheese, anchovies ...



## Family Reserve ARBEQUINA

**Tasting notes:** green apple, green almond, recently cut grass & artichoke.

**COOKING!** Mayonnaise, fish, green salads, vegetables creams, desserts ....



WORLD'S BEST EXTRA VIRGIN OLIVE OILS

## FIRST DAY OF HARVEST

### PICUAL and ARBEQUINA Varietals

Homage to the liturgy and the magic of  
the first day

Unique Cherry-red Bottle



Every year, we design a new label with the invaluable help of  
personalities from the worlds of culture and art

- 2006 Designer Sara Navarro
- 2007 Bull fighter Enrique Ponce
- 2008 Designer Joaquín Berao
- 2009 Soprano Ainhoa Arteta
- 2010 Sculptor and painter Manolo Valdés.
- 2011 NBA Basketball player Pau Gasol
- 2012 Musician Alejandro Sanz
- 2013 Formula 1 Worldchampion Fernando Alonso
- 2014 Designer Roberto Verino
- 2015 Artist Raphael
- 2016 Director Film Alex de la Iglesia
- 2017 Flamenco Dancer & Choreographer Sara Baras
- 2018 Writer Juan Eslava Galan



SARA NAVARRO 2006  
ENRIQUE PONCE 2007  
JOAQUIN BERAO 2008  
AHINOA ARTETA 2009  
MANOLO VALDES 2010  
PAU GASOL 2011  
ALEJANDRO SANZ 2012  
FERNANDO ALONSO 2013  
ROBERTO VERINO 2014  
RAPHAEL 2015  
ALEX DE LA IGLESIA 2016  
SARA BARAS 2017  
JUAN ESLAVA GALAN 2018





## XXIS CENTURY OILS

A new concept in extra virgin olive oils of high quality at the vanguard of modernity

**Experience & discovery are the protagonists**

Innovative oils that amaze for their originality and show how a product with more than 3,000 years, can stay at the forefront of modernity and creativity



## EARLY ROYAL

ROYAL varietal is native to the Cazorla Mountains (Jaen, Andalusia)



Due to the **difficulty of harvesting**, this olive varietal is close to disappear.

We have recovered this unique varietal in our farm and for the **first time in the History**, we have launched a EARLY Royal



This millennial varietal is presented in a **original & modern design**

**Interesting Tasting Notes:**  
 Fresh Grass  
 Banana  
 Artichoke

**COOKING!** Grilled vegetables, tomato sauces, salmon, cod, chicken,...

## SECOND. HORIZONTAL TASTING

An **gastronomic experiment** to observe the oils evolution during three consecutive months:

**October, November & December**



For first time, an olive oil has been bottled in a transparent bottle with a UVA filter, in order to preserve its content & let us observe the color evolution.

**OCTOBER**  
appetizer

**NOVEMBER**  
main course

**DECEMBER**  
dessert





## SECOND. Horizontal Tasting



CASTILLO DE CANENA  
**ACEITES S. XXI  
SEGUNDO**  
LA CATA HORIZONTAL

OCTUBRE - NOVIEMBRE - DICIEMBRE  
ARBEQUINA

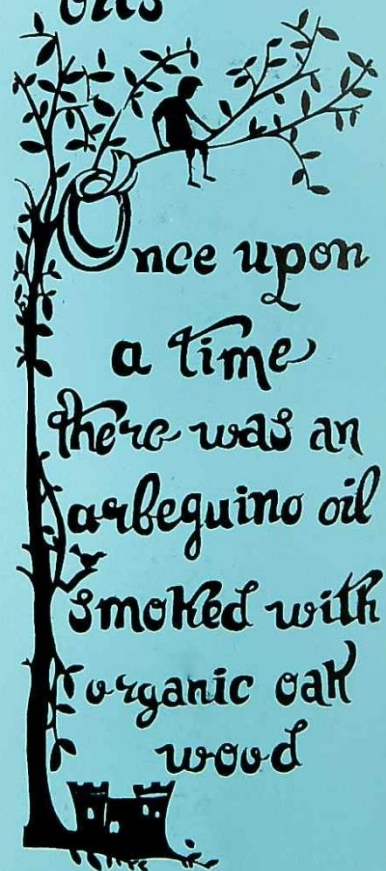
La Cata Horizontal es el resultado de la sorprendente evolución de un elemento vivo y amigable, el aceite. De una aroma sutil, la arbequina, de los mismos árboles de nuestra finca, de la misma forma de producción en tres meses consecutivos, sacro Octubre, Noviembre y Diciembre, tres aceites con sabores, aromas y calas totalmente distintos. Un viaje sensorial a lo largo del tiempo, desde los verdes frescos y frutales apropiados para los primeros platos, pasando por los tonos frágiles y suaves excelentes para carnes y pescados, hasta los aromas más dulces y maduros ideales para pastas. Tres formas de disfrutar, disfrutar y apreciar la delicada complejidad de nuestros aceites arbequina.

CASTILLO  
D CANENA  
1780



## THIRD. OAK SMOKED ARBEQUINA

XXI  
Century  
oils



It is an arbequina olives oil, **cold-infused** with oak & other organic woods smoke.

It's produced by an artesanal process that follow the most strict quality controls.

We use a special blend of organic noble woods chippings including oak & beech in order to produce **aromatic smokes that infuse the olive oil** with **tasting notes of caramel, vanilla & toffee undertones**



250ml bottle  
Pack includes a recipes catalogue with different international dishes



# THIRD. OAK SMOKED ARBEQUINA

Enjoy it with...

Not chemicals added:  
just Arbequino olive oil  
& the cold smoke of organic wood.  
Gluten free.



BBQ meats



Pasta



Pizza



Roasted Potatoes



Mashed Potatoes



Humus



Fish tartare



Grilled vegetables



Goat chesse



Grilled seafood



PopCorns



## FOURTH. PICUAL AND ARBEQUINA BIODYNAMIC

### Our first Biodynamic EVOO

In 2017 we launch for the very first time our **Arbequino Biodynamic with DEMETER certification.**

It is complementary to our Picual Biodynamic



DEMETER International Certification guarantees the correct compliance with ALL of the Biodynamic agricultural processes

Biodynamic agriculture is a step forward from the **ORGANIC farming** method.

Biodynamic agriculture seeks a **comprehensive balance of soil, trees, animals & Humanity**

Presentation: dark glass with sandy texture





We are building our own community





## ARBEQUINA&CO



Arbequina & Co is a new gastronomic experience where we fuse our traditional and acknowledged:

**99,5% Arbequina EVOO**

+

new world of sensations generated by a rich range of **Essential Oils** from flowers, plants and fruits

**01 Arbequina EVOO (99,5%)  
+ Thyme, Bitter orange & Orange blossom**

**02 Arbequina EVOO (99,5%)  
+ Lemon, Fennel & Mint**

**03 Arbequina EVOO (99,5%)  
+ Cardamom, Clementine & Apple**

**04 Arbequina EVOO (99,5%)  
+ Cinnamon, Nut & Bergamot**



## ARBEQUINA&WORLD

Arbequina&World es un viaje sensorial alrededor del mundo, elaborado con especias 100% naturales e infusionado con nuestro reconocido AOVE Arbequina.



- **TASTE OF AMÉRICA**

Bayas rosas, pimienta negra, pimienta de Jamaica y macis.

- **TASTE OF ASIA**

Canela, cardamomo y pimienta de Szechuan.

- **TASTE OF EUROPA**

Semilla de eneldo, alcaravea, nuez moscada y semilla de cilantro.

- **4. TASTE OF ÁFRICA**

Granos del paraíso, comino, vainilla y clavo.



## Spetial projects for chefs



Sant Celoni. 2\*  
Michelin



Dani Garcia  
2\* Michelin



Chateau du Mylord  
2\* Michelin



La Cabra.  
1\* Michelin



Auga, 1\*  
Michelin



NOOR  
1\* Michelin

# BEST HOTELS IN SPAIN AND WORLDWIDE



## El Hotel de la Abadía de Retuerta, el mejor del mundo



Abadía de Retuerta, que alberga LeDomaine

LeDomaine obtiene el galardón de la revista 'Andrew Harper', la más prestigiosa en el mundo de este sector

EL NORTE Valladolid  
Miércoles, 11 enero 2017, 13:22



LeDomaine, el hotel ubicado en el complejo Abadía de Retuerta de Sardón de Duero en Valladolid, ha sido premiado con el título de mejor hotel del mundo, un galardón que se concede por la más prestigiosa publicación del mundo en el sector.



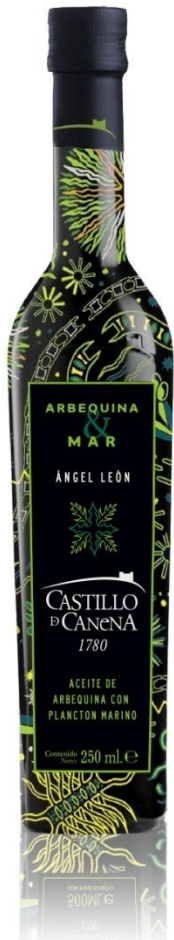
**Grand Hyatt Burj Dubai**  
**Jumeirah Hotel Dubai**  
**Hyatt Doha**  
**Hyatt Mosqat**  
**Sofitel Thailand**  
**Fairmont Vierjahreszeiten \*\* Germany**  
**The Dolder \*\* Switzerland**  
**Hyatt Moscow, Kiev, Hamburg, etc**  
**Kempinski Budapest, Riga, etc**  
**Intercontinental Budapest, Moscow, etc**

**BEST HOTELS  
IN SPAIN AND  
WORLDWIDE**





## Future projects



ÁNGEL LEÓN  
ARBEQUINA  
&  
MAR

ACEITE DE  
ARBEQUINA CON  
PLANCTON MARINO

CASTILLO  
DE CANENA  
1780

**First EVOO  
with sea  
plancton.  
Project with 3\*  
Michelin Chef  
Angel Leon.**



## Future Projects



## HARISSA OLIVE OIL

SPICY & AROMATIC  
INFUSED SPANISH  
ARBEQUINA OIL



FIRST Spanish  
EVOO to infuse  
olive oil with  
harissa. Spetial  
demand from  
several chefs

## COMMITTED TO THE PLANET SUSTAINABILITY



First of all, we are **FARMWORKERS**  
we live together with  
**EARTH & NATURE**

Our olive oils are the result of our  
**respect for the environment &**  
because of the **implementation of**  
**sustainability steps**

One part of the farm has **organic and biodynamic certification**.

The rest of the farm has **API certification**, related to integrated farming that is respectful with the environment.



Attaining the renowned EPD international certification, a certified environmental declaration by the **German external institution** Det Norske Veritas (DNV)...



... with Castillo de Canena's corresponding **commitment to REDUCE** its emissions year by year!

Since our most recent Carbon Footprint Certification, **we have cut back our greenhouse gas emissions by nearly 30%** thanks to:

- Using **compost** as natural fertilizer
- Pruning waste biomass to produce clean electricity: **3 solar photovoltaic plants** in the farm
- Maximization of **water resources** and subsequent energy savings
- Reduction of tractor operation time; result of stopping the use of herbicides in pro of **organic cover**
- **Reforestation** process initiated in November 2012 with autochthonous Iberian species

Pruning waste biomass  
to produce clean electricity



3 solar photovoltaic plants  
in the farm



Maximization of water resources and subsequent energy savings

In 2014 we obtained the **Water Footprint Certification**

**PRO of organic cover**

**Reforestation with  
autochthonous Iberian  
species**

 **EPD**<sup>®</sup>

## VALIDATION & POSITIONING

AMONG MORE THAN 25.000 BRANDS IN THE WORLD  
JUST POSITIONING VALIDATES A BRAND

Castillo de Canena works everyday in order to validate their  
recognitions, quality & values

Every harvest is  
award winning

**Positioning key:**  
Chefs & restaurants  
International strategic points  
Press

Good  
relationship  
with press

**STRONG INTERNATIONAL POSITIONING**

## INTERNATIONAL RECOGNITION

### **FAMILY RESERVE PICUAL**

**ONE MORE YEAR CELEBRATING  
BEING AT THE HEAD OF THE MOST  
PRESTIGIOUS GUIDE**



**ONCE AGAIN  
MAXIMUM SCORE  
99/99**

# International recognition

Every year, our oils are AWARDED

By the best competitions of different countries worldwide...

Italy, France, Germany, Japan, USA, China, Spain...



AWARDS  
AND SCORES  
**FLOS OLEI GUIDE**



**FLOS  
OLEI  
2019**

	FLOS OLEI 2010	FLOS OLEI 2011	FLOS OLEI 2012	FLOS OLEI 2013	FLOS OLEI 2014	FLOS OLEI 2015	FLOS OLEI 2016	FLOS OLEI 2017	FLOS OLEI 2018	FLOS OLEI 2019
	94 PUNTOS	96 PUNTOS	97 PUNTOS (Máxima Puntuación)	97 PUNTOS	98 PUNTOS (Máxima Puntuación)	98 PUNTOS (Máxima Puntuación)	98 PUNTOS (Máxima Puntuación)	98 PUNTOS (Máxima Puntuación)	99 PUNTOS (Máxima Puntuación)	99 PUNTOS (Máxima Puntuación)
	Mejor AOVE Monovarietal Frutado Medio				Mejor AOVE Monovarietal Frutado Ligero	Mejor AOVE Calidad / Cantidad	Mejor Empresa Oleícola del Año		Mejor AOVE del Mundo	
RESERVA FAMILIAR PICUAL	RESERVA FAMILIAR PICUAL	ROYAL TEMPRANO	RESERVA FAMILIAR PICUAL	ROYAL TEMPRANO	RESERVA FAMILIAR PICUAL	RESERVA FAMILIAR PICUAL	RESERVA FAMILIAR PICUAL	BIODINÁMICO PICUAL	RESERVA FAMILIAR PICUAL	RESERVA FAMILIAR PICUAL



Flos Olei, Italy

\* Family Reserve Picual –99points (max. score, 2019)

- \* Family Reserve Picual –99 points (max. score, 2018)
- Biodynamic Picual –98 points (max. score, 2017)
- The Best Olive oil Company in the World + FR Picual- 98 points + Top 20 (Max. score, 2016)
- FR Picual – 98 points (max score, 2015)
- Early Royal – The best slightly fruity of the world, 98 points (max score, 2014)
- FR Picual – 97 points (max score, 2013)
- Early Royal – 97 points (max score) 2012)
- FR Picual – 96 points(2011)

Oil China Competition

- FR Picual – Gold (2015, 2014, 2013), Silver (2016)
- FR Arbequina - Gold (2015), Silver (2014, 2013)
- Early Royal – Gold (2016)

Der Feinschmecker – Oil Award (Germany)

- FR Picual – No. 1 (2016, 2014)
- Early Royal – No. 3 (2014)
- Top 50 in the world (2013)

Family Reserve Picual. First Position. Intense Fruity

Monocultivar Expo(Italy)

- Biodynamic Picual The best of the world + FR Picual & Royal “Top Gold”+ FR Arbequina “Gold” (2017)
- Royal & Biodynamic Picual Best Science of the year (2016)
- Biodynamic Picual – The best of the world (2015)
- Biodynamic Picual “Gold” (2014)
- FR Picual & Early Royal “Gold” (2012, 2011)



Spanish Food Awards, Ministry of Agriculture & Food

- The Best Intense Green Fruity 2016 – FR Picual
- Best Spanish Food company for International Achievement 2012
- Award to the best agricultural cultivation 2009
- The best Bio olive oil 2017

OliveJapan

- FR Picual – Premium (2016,2014.), Gold (2015,13,2018)
- Early Royal – Gold (2016, 2015, 2014, 2013,2012,2018)
- Biodynamic Picual - Gold (2016, 2015, 2014,2018)
- FR Arbequina – Gold (2016,2013), Silver (2015,2014,2012,2018)

Ecotrampa (Spain)

- Biodynamic Picual – Gold (2015, 2014)

Armonia (Italy)

- Early Royal – One of the best slightly fruity of the world (2014), Grand Mention (2009) & the best packaging (2011)

SOFI Awards (USA)

- Oak Smoked Arbequina– Gold (2015)
- FR Arbequina – Gold (2011)

Jaén Selección (España)

- Biodynamic- (2017)
- FR Picual –(2015,2016, 2018)
- Early Royal - (2011-2014)

Coq D’or (France) First and unique oil to win the Coq D’or (2006); Horecca Food Fair (Prague) The best product (2006); Guide to “The Best in Gastronomy” (Spain) 9,25 points (2006); Los Angeles Extra Virgin Olive Oil (USA) GOLD (2007), FR Picual the best slightly fruity (2010); Expoliva (Spain) GRAND Picual (2007); “The best Gourmet Products”, Wooden Spoon Brotherhood (Spain) GOLD (2007); Gold Prestige Medal Competition (Israel) FR Picual - GOLD (2010); Pentawards to the best packaging (Int) Horizontal Tasting - Silver (2010); Guide to “The Best in Gastronomy” (Spain) Early Royal (2010); Gastrotr (Czech Republic) the best EVOO of integrated production FR Picual & FR Arbequina (2010); Grupo Joly Award (Spain) to the BEST SME COMPANY (2010); Ronda Iberia (Spain) FR Picual (2011); Sol de Verona (Italy) GRAND MENTION FR Arbequina (2013) & FR Picual (2012, 2011); Olive Oil Award (Switzerland) SILVER to Early Royal (2012); Selection Magazine (Germany) MAXIMUM PUNTAUATION (5 stars) to FR Picual & Early Royal & 4 stars to FR Arbequina (2012); Extrascape (Italy) FIRST clasification (2012); Leone d’Oro dei Mastri Oleari (Italy) GRAND MENTION FR Picual (2012); Environment Academy of Andalusia (Spain) I+D+I+E Award (2012); Gourmesse (Switzerland) Early Royal (2013); New York Olive Oil Competition (USA) silver to FR Arbequina (2013); CIOOA (Denmark) SILVER to FR Picual (9,4 points, 2014); Biol (Italy) Biodynamic – EXTRAGOLD (2015 & 2017); Biopress (Germany) GOLD to Biodynamic 2015, “Mario Solinas” IOC Quality Awards 2015; Sol d’Oro (Italy) FR Picual & Royal (2016); Iberoleum (Spain) Biodynamic & FR Picual (2016), Early Royal (2017); EVOOLEUM (Spain) FR Picual “The only winner” (2016); Gourmets (Spain) “The Best product” – all of our oils (2016)





**Flos Olei (Italy)**  
Biodynamic Picual – 98 points (maximum score)



**Jaén Selección (Spain)**  
Biodynamic Picual – Selected



**BIOL and Biolnovello (Italy)**  
Biodynamic Picual – Extragold



**Iberoleum (Spain)**  
Royal – Top 10



**Sol d'Oro (Italy)**  
Biodynamic Picual – Special Mention



**Monocultivar Gino Celletti (Italy)**  
Biodynamic Picual – 'The Best of the World'  
Family Reserve Picual – Top Gold  
Royal – Top Gold  
Family Reserve Arbequina – Gold



**Ecotrampa (Spain)**  
Biodynamic – Gold



**EVOOLEUM (Spain)**  
Biodynamic Picual – 'The Best Organic EVOO'



**NYIOOC (USA)**  
Biodynamic Picual – "The Best Organic Monovarietal Intense"



**AVPA (France)**  
FR Picual, FR Arbequina, Royal, Biodynamic Picual – Gold  
Arbequino Smoked Oil - Silver



**Olive Japan (Japan)**  
First Day of Harvest Picual – Premier  
FR Picual, FR Arbequina, Royal, Biodynamic – Gold  
First Day of Harvest Arbequina, Arbequino Smoked Oil - Silver



**Flos Olei (Italy) 2018**  
Family Reserve Picual – 98 points (maximum score)



Flos Olei (Italy)  
**Family Reserve Picual- 99 points**  
(maximum score)



Stiftung Warentest Sieger  
**Family Reserve Picual**



Jaén Selección (Spain)  
**Family Reserve Picual**



Spanish Food Awards,  
Ministry of Agriculture  
& Food

# The New York Times

## To Drizzle: Can't Judge an Olive Oil by Its Cover

Shampoo? Skin cream? A bright turquoise bottle hardly suggests olive oil, but there is more that is unusual about this Spanish oil from arbequina olives. It is lightly smoked. Smoke dances in the aroma and flavor. Use it as a finishing touch on cheese, grilled fish, a baked potato or a steak. The colored wrap makes it easy to notice in the pantry and keeps out damaging light: *Castillo de Canena smoked arbequina olive oil*, \$25 for 8.4 ounces at *Dean & DeLuca*, [deandeluca.com](http://deandeluca.com).



Fernando Alonso  
@alo\_oficial

Lejos de casa...y q el restaurante te ofrezca un producto de nuestro país y con tu nombre...hace ilusión.. #oliveOil  
[pic.twitter.com/x9HpCs8Zcc](http://pic.twitter.com/x9HpCs8Zcc)

26 de Jul. de 2014 20:29



The 2015 Bocuse d'Or winner  
cooks with Castillo de Canena EVOO

El ganador del Bocuse d'Or 2015  
cocina con AOVE Castillo de Canena



Chef Ørjan Johannessen

with his customized EVOO by Castillo de Canena  
con su AOVE personalizado por Castillo de Canena

## INTERNATIONAL MARKETS STRATEGY

Our VIEW

To be the reference in the category of **MAXIMUM QUALITY** of Extra Virgin Olive Oil in the world

Our STRATEGIC  
FOCUS

To mix our tradition along the years and our know-how with the last technology, with strict quality controls, with product values and high professionalism in all our tasks

5  
STRATEGIC  
PILLARS

Product Quality / Communication Quality  
Committed to the planet sustainability  
Validation & Positioning  
Innovation  
Support & Service to Partners

## PRODUCT QUALITY & COMMUNICATION QUALITY

### Physical Experience: PRODUCT EXCELLENCE

Processes & attitude that help us to create and preserve one of the best EVOOS of the world

Harvest

Creativity

Conservation

Certifications

### Emotional Experience: Aspirational Values

Unique values that let Castillo de Canena be an authentic experience

Harvesters

Tradition

The Castle

Since 1870

Harvest

Early

Andalusia

# INNOVATION

First Day of Harvest:  
the cherry bottle

Innovation  
Uniqueness  
Intensity of Aromas & Flavours  
To reward all year's effort



XXIS Century Oils

New concepts, flavours & combinations that had never  
seen before in the world of Extra Virgin Olive Oils



First. Early Royal

Second. Horizontal Tasting

Third. Oak Smoked Arbequina

Fourth. Biodynamic Picual / Arbequina

## SUPPORT & SERVICE TO OUR PARTNERS

### WE BELIEVE IN PARTNERSHIP

We design our strategy to the market **WITH OUR PARTNER**  
since **THE FIRST MOMENT**

**Training to Sales Force**  
**Samples for tastings, cooking classes, recipes ...**  
**Trips to the Castle to discover Castillo de Canena's experience**  
**Customized material for stores**  
**Annual achievements of the brand are a great support**  
**Access to public economic programs: Extenda, Icesx ..**  
**Relationship with press**

- You can find our oils in more than **50 countries**





See you soon!

[info@castillodecanena.com](mailto:info@castillodecanena.com)

+34 953 77 01 01



CASTILLO  
D CANENA  
1780

