



olive  
oil



Early harvesting  
Cold extraction

P I C U A L



PREMIUM  
QUALITY

extra  
virgin

PRODUCT OF SPAIN



2

Villaverde de Guadalimar

Sierra de Alcaraz

The estate is located in Villaverde de Guadalimar (Albacete), a productive high mountain area at an altitude of between 800 and 1,100m surrounded by woodland, mostly pine trees. It is located in the Sierra de Alcaraz, next to the natural park of the Sierra del Segura and at the foothills of the Calares del Mundo, bordering the province of Jaén.

Castilla - La Mancha  
Andalucía

Calar Rio Mundo



*A unique  
enclave*



Dry and hot summer and a cold winter, a very favourable climate for olive trees. Adapted to dry land, thanks to the shape of its leaves water loss is minimised.

Mediterranean climate, with an average annual temperature of between 15° and 20° C.

Located in high places where frosts and cold flows are reduced.

Deep, sandy loam soil with good drainage.





Mediterranean  
climate



We select the oldest trees (Centenary rainfed olive trees).

In the highest altitude areas, samples are taken from  
all around the olive tree.

These samples are analysed in the laboratory, giving us an  
idea of the ripeness and acidity of the product, in order  
to know the optimum state of the fruit.

The best fruit is harvested in its excellent state,  
following traditional farming methods.



# Traditional agriculture



Early manual harvesting during the first days of the harvest,  
before the green fruit has fully ripened.

It is harvested before the fruit is affected by frost, thus  
guaranteeing no loss of juice quality and preventing the fruit  
from coming into contact with the ground, preventing the  
acidity from increasing.

We take the product to the oil mill as soon as possible, so the  
fruit does not lose its properties.



Early  
harvesting



The product is re-selected before being washed and milled.

The olives are pressed as soon as they arrive at the mill,  
they are not stored, thus preventing them from losing  
their properties.

Extraction of the first cold pressing, a process that guarantees that all the flavour and all its nuances are preserved. As the fruit is picked at its optimum state of ripeness, it has not started the oxidation process and, therefore, has more polyphenols (natural antioxidants), which are one of the main reasons why extra virgin olive oil is the most recommended added fat for the nutrition of all organisms.



# Optimum ripening



High organoleptic quality. High polyphenol content.

High antioxidant content.

High content of "A", "D", "E" and "K" vitamins.

"EXTRA VIRGIN OLIVE OIL (EVOO) PHENOLIC QUANTIFICATION

- AROMAS DEL SEGURA" Study, carried out by Dr. Carmen

RamírezCastillejo, Cancer StemCell Laboratory,

Professor CD 13 of the Polytechnic University of Madrid,

Research Group on Technologies for Health Sciences,

UPM Biomedical Technology Centre.

Physicochemical analysis by laboratory authorised by the  
Ministry of Agriculture and Fisheries.

Laboratory recognised for physicochemical analysis by  
the International Olive Council.

Laboratory certified by AENOR

Organoleptic analysis/Panel test.



# Nutritional Facts

Energy	3700kj/900kcal
Fat	100g
of which saturates	12g
Monosaturated, Polyunsaturated	8g
Total Carbohydrate	0g
of which sugars	0g
Protein	0g
Salt	0g
Vitamin E 30mg	(250% NRV)
Vitamin A 300mg	(37.5% NRV)

(Amount per 100g)



Intense and complex flavour.

Suitable for a healthy and balanced diet.

High quality oil both in flavour and health benefits.

The higher concentration of antioxidants in extra virgin olive oil is not only good for our health, it also means that this oil has a greater capacity for conservation, being more stable. This means that, under the right storage conditions, they are able to preserve their properties for a longer period of time.



Balanced  
diet.



### Benefits of EVOO:

The body metabolises its fats. It combats constipation.

Improves the condition of the skin and gives it elasticity.

Prevents Alzheimer's and other degenerative diseases.

Strengthens hair and nails. It prevents the appearance of stomach ulcers and improves intestinal transit, facilitating the absorption of vitamins and minerals. The consumption of EVOO, extra virgin olive oil, whose recommended dose is 2 to 3 spoonfuls a day,

has the following benefits:

thanks to its high levels of monounsaturated fats and oleic acid, EVOO regulates blood cholesterol levels, increasing HDL cholesterol, known as good cholesterol, and lowering levels of LDL cholesterol, known as bad cholesterol, and the likelihood of suffering a heart attack. EVOO is also an ally against hypertension thanks to its polyphenols and oleic acid.

Anti-inflammatory properties. EVOO could improve muscle and joint pain thanks to its oleocanthal content.

A great ally against acidity, it has a positive effect on the pancreas and liver, and is beneficial in preventing kidney stones.



*Healthy*



It is an extra virgin olive oil of superior category and purity, obtained in Spain directly from olives and only by mechanical means.

It is the juice that comes directly from the olives.

When tasted, it usually causes a tingling sensation on the tongue and throat. Fruity flavour with spicy, bitter and slightly sweet tones.

Delicious fruity aroma with citrus tones, bright colour and clear appearance.

A smaller quantity of oil per kg/olive is obtained but with a much higher quality.

High content of polyphenols (natural antioxidants).

EVOO, extra virgin olive oil, is a food rich in antioxidants, monounsaturated fats and oleic acid and one of the basics of the Mediterranean diet, one of the most beneficial for health.

An ally in slimming diets.



Traditional  
flavour



The properties of EVOO, extra virgin olive oil, are very beneficial for health, it is a necessary food for a complete and healthy diet, it also provides interesting preventive, medicinal and curative health benefits:

Oleic acid: EVOO has high levels of monounsaturated fatty acids that regulate cholesterol levels, thus improving circulation and reducing the risk of cardiovascular diseases.

Polyphenols: powerful natural antioxidants that help prevent the formation of cancer cells, prevent skin ageing and the oxidation of atheroma plaques.

Olive oil is a great natural source and thanks to its Vitamin-E, chlorophyll and polyphenols content, it strengthens the immune system and fights against the appearance of certain diseases.



Gourmet



In addition to the premium gourmet quality of Aromas del Segura we offer a range of oils with traditional quality.

The Oleoverdebello range of oils are harvested between January and March, when the fruit is ripe.

First cold pressing. By picking the ripe olives at their optimum moment, the amount of oil obtained per kilo is greater, obtaining a higher quality oil with a higher polyphenol content, but with a less intense flavour in terms of spiciness and bitterness, making it a smoother oil on the palate.

The cultivation type is traditional with the olives being harvested by traditional manual methods and only using small manual machines.



Mild  
flavour





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