




ATLAS OLIVE OILS
L'ART DE L'HUILE DEPUIS 1887



Omar Aqallal

Omar Aqallal
Fourth generation of *oliverons*

The art of olive oil

To make olive oil is a real art. In Morocco this art has a name: Atlas Olive Oils. The story begins in 1887 when Boujida Aqallal was producing his famous extra virgin olive oil. Since then this noble art has been passed down from generation to generation and is alive today, still intact in the passion and new in the thought. Discover the reason why our ultra-premium extra virgin olive oil are works of art. Welcome in Atlas Olive Oils.





When a story becomes History

Passion and devotion to agriculture for more than a century define the tradition of the Aqallal Family originating in the ancient city of Fès, the historical city of Morocco and spiritual capital of the Kingdom. Our Family is known for its engagement to development and perfection of agriculture, and for an ancient olive-growing tradition. Ancestor of several generations of *oliverons*, Boujida Aqallal was named at the end of the 19th Century “Amine El-Fellaha” of the area of Fès, which is an honorary title meaning “The wisest of the Farmers” considering his great experiment of the soil, his wisdom and his piety. He had several olive groves at Ras-El-Ma, Zalagh and Lemta and operated his own olive crushing mill. For four generations this passion has guided us in the production of our extra virgin olive oil making the History of oil in Morocco today.

since 1887



Our values in our extra virgin olive oil

Respect for territory and people, love for tradition and passion for innovation are the fundamental values our extra virgin olive oils hold and retrieve for the real gourmet of all the world. But we're not satisfied with it. We always aim to the highest possible quality to achieve this excellence. That's our belief, our commitment, an ever new direction towards which we want to go.

To be the excellence of Moroccan extra virgin olive oil

Atlas Olive Oils represents a business figure of excellence for Morocco and expresses the best of culinary culture of this country in the world. To make the best extra virgin olive oil in Morocco is a great honour for us and a high responsibility. It's a challenge we face every day because we believe in the value of our workforce and in the good quality of the fruits of our terroir.



The **place** where our olive oil takes **life**

The wind blowing between our olive trees whispers the history of this soil from which Greeks and Romans already produced their famous “green gold”. Our three estates of El-Borouj, Marrakech and Beni-Mellal located at the foothills of Atlas are kissed by mild winters and summers, filtered by hot winds coming from the Sahara and their olives are gilded by an intense sun reigning on the plains of the Atlas mountains. This particular climate and the specificities of our land give our olive oil an unmistakable taste.



The numbers of quality

Atlas Olive Oils is an integrated-production farm. We are structured to produce only extra virgin olive oil of superior quality. Three farms located at the foot of the Atlas mountain chain at an altitude ranging between 300 and 450 meters, a total area of 800 Ha of which 600 Ha are cultivated with olive for more than 1,000,000 olive trees of the best quality. Constant monitoring of the cultivations and mechanized picking at an optimal ripeness with only a 20 minutes lapse between harvest and grinding. The

olive oil is exclusively extracted through a mechanical process in a low temperature continuous line to get 1,250,000 liters of excellent extra virgin olive oil with 0.2° maximum acidity. The distinctiveness of our oil lies also in the attention to detail during every phase of the production process, the selection of our highly skilled workforce and the use of European technology and know-how. All this gives life to a wonderful olive oil you can find only in the best international gourmet stores. Atlas Olive Oils represents the highest quality of Morocco around the world.



El-Borouj: an oasis in the desert

The estate of El-Borouj, also called «Domaine Mabrouka», is located in the middle of a rocky desert on the phosphate plate at 150 Kilometers from Casablanca towards Marrakech. In this Farm, we removed more than 480,000 cubic meters of stones and built one wall by hand, stone by stone, on a length of 6 Kilometers 1.5 meter high and 1 meter deep. In this way we have finally attained the optimal agronomic characteristics required by the olive trees for a fine olive production. Today this farm with its 153 Ha of olive trees irrigated by the waters coming from the Atlas, constitutes a real oasis where a high quality, delicate and aromatic olive oil is produced.

Altitude: 340 m
Surface: 200 Ha
Net planted surface: 153 Ha
Olive trees: 300,000
Density: 1,852 trees/Ha (1.35 meters between each tree and 4 meters between each row of olive trees)
Olives per tree: 6 Kg
Production: 330,000 liters of extra virgin olive oil with 0.2° maximum acidity
Soil properties: 25% clay, 30% muddy/*limoneux*, 45% sandy. In overall, franc and light soil aerated by a multitude of calcareous rocks of various sizes (PH 8.05)
Water origin: pure artesian water and turonian acquifere (supplied by the snow melting of the Atlas mountains and trapped in a calcareous reef allowing natural water filtration)
Cultivars: Arbequina (Spanish variety, 97%) and Dabbia (Moroccan variety, 3%)





Marrakech: one century of quality and tradition

Located at the foot of the High Atlas this farm, also called «Domaine Saada», seduces with its beauty as well as with the quality of its soil which gives the olive oil a unique note. For this reason in this area the Baron of Rothschild used to cultivate his grapes and Mr Breton, a French colonist at the time of France protectorate in Morocco, was producing a very fine olive oil. Mr Breton's old residence was carefully restored by our Family who takes care of the estate along with its centenary olive grove. Some of these old olive trees have a unique property: the same tree produces three or four different olive varieties among which is the Picholine du Languedoc. From this variety we produce the extra virgin olive oil that is mainly used by our family.



Altitude: 390 m
Surface: 300 Ha
Net planted surface: old centenary orchard 30 Ha / modern orchard 215 Ha (245 Ha in total)
Olive trees: old orchard 3,000 / modern orchard 398,180 (401,180 trees in total)
Density: old centenary orchard 100 trees/Ha (10 meters between each tree and each row of trees) / modern orchard 1,852 trees/Ha (1.35 meters between each tree and 4 meters between each row of trees)
Olives per tree: old centenary orchard 60 Kg / modern orchard 6 Kg
Production: old centenary orchard 25,000 Liters with 0.4° maximum acidity / modern orchard 450,000 Liters with 0.2° maximum acidity
Soil properties: 30% clay, 35% muddy/*limoneux*, 35% sandy. In overall, well balanced soil. (PH 8.34)
Water origin: Atlas acquifere (supplied by the snow melt of the Atlas mountains) and Dam water supply.
Cultivars: old centerany orchard Picholine du Languedoc (French variety, 80%), Picholine Marocaine (autoctona, 10%), Menara (autoctona, 2%), Haouzia (autoctona, 2%), Chemlali (tunisian, 2%), Dahbia (autoctona, 4%) / modern orchard Arbequina (Spanish variety, 84%) and Arbossana (Spanish variety, 16%)





Beni-Mellal: blessed by the King

Located at Fkih-Ben-Salah, at the southern piedmont of the Atlas, this farm belongs to the tribe of Oulad Boukhaddou (is also called «Domaine Oulad Boukhaddou»), coming from the immigration of the wandering populations of the Sahara towards the center of the Kingdom.

The quality of olive is particularly looked after in this olive-growing traditional area of Morocco. More than 120,000 cubic meters of stone were removed from the soil for optimal olive growing. This grove has been inaugurated by His Majesty the King of Morocco, Mohammed VI, on April 3rd 2008 who was pleased by the work quality conducted in this farm. The King attentively the first mechanized plantation of olive seedlings in Morocco.

Altitude: 420 m
Surface: 300 Ha
Net planted surface: 170 Ha
Olive trees: 314,840
Density: 1,852 trees/Ha (1.35 meters between each tree and 4 meters between each row of olive trees)
Olives per tree: 6 Kg
Production: 374,000 Liters of extra virgin olive oil with 0.2° maximum acidity
Soil properties: 42% clay, 20% muddy/*limoneux*, 38% sandy.
In overall, rich in phosphates (PH 7.83)
Water origin: pure artesian water - turonian acquifere (supplied by the snow melt of the Atlas mountains and trapped in a calcareous reef allowing natural water filtration)
Cultivars: Arbequina (Spanish variety, 73%), Arbossana (Spanish variety, 18%) and Koroneiki (Greek variety, 9%)





A development that helps the Country

Only through a responsible development protecting the environment and the people you can judge the company's real greatness. Agro Health is ever aware of the importance of such values and has chosen to develop its activity in a sustainable way. This commitment is shown in the creation of job opportunities in very poor regions of Morocco and yet still respecting and preserving culture and territory.

The *gardeners*

Agro Health is our Group's Company dedicated to olive plantations and olive growing belonging to the Aqallal Family since the end of the 19th century. Our estates are located in the dry areas of Morocco where we cultivate 600 Ha of olive orchards for over one million olive trees. Our goal is to reach the highest quality standards through sustainable development and an integrated production.



We teach and help farmers

Agro Health, in order to help agricultural development within the region, teach and help local farmers to improve the way they cultivate olive trees by teaching to them the latest Spanish technologies. This is done either by going on site or by participating in agronomical seminars. In this way Agro Health creates a virtuous circle spreading knowledge and welfare.

We care about our workers

The care of our workers is one of our top priorities. We never employ children, we use tractors with air conditioning in the cabin (to be able to work under high temperatures and avoid respiratory

problems due to sandy air), and we take charge of our workers social and medical care.

The good health of our workers is also Agro Health's good health.

We save water

Agro Health is highly concerned by water economy: we installed the most advanced systems of drip irrigation, and we use a special rock (coming from a South American volcano) mixed into the soil to keep water available for a longer time at the olive plant roots. Moreover, we have built the 1st basin of Morocco (retention capacity of 46,000 m³ of water) totally covered to prevent evaporation of water. Water is a good for everyone

and Agro Health knows it.

We plant olive groves

Because Morocco is a semi-desertic country, planting large areas of olive trees creates a local eco-climate and slows down the progression of the neighboring desert. We have made a recent application to obtain carbon credits from the United Nations because each Hectare of high density olive trees absorbs three Tons of carbon dioxide (CO₂). By planting vast olive groves Agro Health contributes to the fight against desertification.

of the desert



Integrated **production**

Our oil is characterized by an integrated production. It is a methodology of farming techniques that fulfills consumer requirements (total quality of the product, food safety and total traceability) while respecting the environment (conservation of the ground and saving of water) and by involving all of the people concerned in the production of an oil of prestige: the farmer and his team, operators of the oil mill, and the bottler who markets it.





The right cultivor for the best olive oil

Among more than one million olive trees of our modern orchards, the varieties mostly cultivated are the Spanish Arbequina and the Arbossana along with a very small percentage of the Greek Koroneiki and the Moroccan Dahbia. In the old centenary orchard of Marrakech, the 3,000 trees are mainly Picholine du Languedoc (of French origin) and native cultivars such as Picholine Marocaine, Dahbia, Menara, and Haouzia.

for full satisfaction

Only mechanical processes

Atlas's extra virgin olive oil is extracted only by mechanical processes (crushing, malaxation and separation). Once our olives are removed from their leaves and impurities during washing, they are crushed in a homogeneous paste. This paste is then mixed and macerated at a temperature not exceeding 25°C in order to maintain all its flavors. Thereafter, at the time of its passage to the centrifugal machine, oil is separated from the paste preserving its bouquet of flavours.

At Atlas Olive Oils, always keeping in mind the highest possible quality, the oil of each olive variety is stored separately in inert stainless steel tanks to avoid oxidation during storage and

in order to preserve all the oil's fruitiness.

From the seedling to the bottle

Considering we have our own olive groves, we control the quality of our oil and its traceability since a young seedling. At Atlas Olive Oils we are able to tell for any bottle of extra virgin olive oil: the geographical origin of the fruit, the variety, the soil nature and all the operations that have been conducted on the olive tree that gave birth to it.

Twenty minutes for the top quality

Our olives are harvested directly from the tree, without any contact with the soil and its impurities. It is from clean and healthy olives that we extract a

pure olive juice, conserving all its polyphenols and with a very low degree of acidity (usually maximum 0.2°). The benefits we get from this way of harvesting are:

- a quick harvest at an optimal maturity stage of the olives;
- a very short time period between harvest and crushing that does not exceed 20 minutes;
- a delicate attention brought to our olive trees. Our olive trees are not bullied, they are just gently shaken so that our olive trees are in no way hurt and can regenerate freely for next year's crop. At Atlas Olive Oils we know the basis of a *grand cru* olive oil is a top quality olive fruit.



The secret of an ultra-premium extra virgin olive oil

Olive Oil has been our family tradition for more than a century. In order to produce a nectar fruit juice made of the best olives, we have concentrated on a few important parameters. At Atlas Olive Oils, we are convinced the respect of these parameters is the key to obtaining ultra-premium quality: environment, soil preparation, grove management, processing, storage and blending.



The ideal site

Our olive groves are clean and free from disease since they are far from any kind of industrial activity that could pollute the surrounding environment. Atlas Olive Oils is located at the foothill of the Atlas mountains where succulent fresh fruits and vegetables are celebrated all over the world for their tastiness. The water used to irrigate our orchards comes from the Atlas melted snow. It is pure and has been accumulated in huge aquifers for centuries and trapped inside a calcareous reef. Health and taste of a product starts from the environment.

The soil is like a cradle

Preparing the soil is the most important step before planting olive tree. Like our great grandfather Boujida Aqallal, we kept removing stones out of the soil to allow the olive roots to develop freely. In order to obtain this result we have removed more than 600,000 cubic meters of stones and integrated a special volcanic rock in to the soil able to keep water available for a longer time. Good attention for the soil always bears fruit.

The most up-to-date cultivation systems

At Atlas Olive Oils we know very well that tree management is critical to fruit quality. Thanks to the latest research and development achieved in Spain by our partners who closely cooperate with the University of Cordoba, trees are constantly monitored to ensure optimum health. Detailed fertilizing, irrigation and pruning programs were implemented to ensure the trees produce only the finest fruit. Our trees are shaped to allow for overhead harvesting. This ensures that the fruit can be picked at the optimum time and is not left to degrade while waiting for slower traditional central shaking harvesters. Once harvested the fruit is immediately taken to the mill and turned into oil in less than twenty minutes. When innovation respects nature you get the best results.

A perfect processing

The ultra-premium extra virgin olive oil is primarily a food product and must be treated with all the required hygiene and care. This can only be achieved by processing olives in a food grade facility and storing oil away from heat, light and oxygen. To that end, we place our oil in a dark bottle with no air/oxygen between the neck and the cork in order to reduce oxidization.

We keep precise records at each stage of the production process so that for each bottle, we know its complete history and traceability: parcel number where the olives have been harvested, nature of soil, amount of water given, manual operations brought to the trees during the campaign, temperature at the mixer and decanter, etc. At Atlas Olive Oils, we can guarantee our oils because we know exactly their story. Only someone who knows the exact history of his own oil can guarantee this quality.

The pleasure that comes from the senses

At Atlas Olive Oils we do not use chemical analysis to make our blends. Instead, and much more naturally, we rely on sensory analysis: fruitiness and aromas detected by the nose, amount of bitterness at the palate, degree and kind of pepper felt when swallowing our ultra-premium extra virgin olive oil. We are advised by fine food actors, including chefs, industry experts, oil connoisseurs and food identities from across the Mediterranean Sea to blend our varietal oils in obedience to our tradition. Blending experts have determined for us optimal master blends giving birth to our exclusive ultra-premium extra virgin delicate, fruity or robust olive oils. You can achieve the best results with naturalness.



The best of pure

Excellence can only be achieved when a product brings out of itself the culture of a people besides its intrinsic qualities. Our extra virgins are the fruit of a passion and a commitment which combine our *oliverons* family with a really unique “terroir” for four generations. At Atlas Olive Oils we are proud to produce only ultra-premium extra virgin olive oils that express the best of pure Moroccan culinary culture.



Moroccan culinary culture



Desert Miracle

from El-Borouj

The miracle that is born of man's will

When out of nowhere in the desert an oasis of 300,000 olive trees, producing a golden nectar, springs up like magic you can really talk of a miracle. Optimal soil conditions, very pure water, high density of trees, a low yield rate with high-quality olives, the wind and the sun of the desert, all this gives birth to Desert Miracle, an ultra-premium extra virgin olive oil with 0.2° maximum acidity and a unique taste.

The strength caresses the senses

From the pressing of the best Arbequina and Dahbia olives we get this golden olive oil verging to green, with a well-balanced taste and complex profile. Harvested at the end of September-beginning of October, just when the olives are changing colours from green to black and are still rosy.

The fruitiness of ripe olives is clearly identifiable in the nose and mouth with a great diversity of secondary aromas, above all apple and banana. It also has hints of other ripe fruit such as almonds, tomato, fennel and artichoke. On the palette reminds of almonds, its sweetness stands out a little, as well as its astringency that does not interfere with its profile. The result is a very well balanced and harmonious oil with a clear touch of sweetness that is characteristic of the variety. Desert Miracle is our ultra-premium extra virgin olive oil of character that surprises the most demanding palates with its special fruity notes.

Desert Miracle is the ultra-premium extra virgin olive oil coming from El-Borouj estate.



Les Terroirs de Marrakech

Ancienne Oliveraie



Les Terroirs de Marrakech - Ancienne Oliveraie

The ultra-premium extra virgin olive oil coming from the old centenary orchard surrounding the Family House in the Marrakech estate.

In the beautiful flat land at the foot of the High Atlas, where even Baron Rothschild used to cultivate his grapes, you find the historic centenary olive grove belonged to Mr Breton. Our family carries on this century-old tradition producing what is likely to be the best pure Moroccan extra virgin olive oil we reserve to the real connoisseur and gourmet all over the world.

A genuine expression of the “terroir”

This invaluable oil, with a limited production of 25,000 liters and its 0.4° maximum acidity, comes from a manual selection of the best Picholine du Languedoc olives; it's well balanced, almost a sweet early harvest oil with a fresh herbal taste. It features mild fruit, green apple and artichoke notes, and a distinct peppery finish. Le Terroir de Marrakech Ancienne Oliveraie is an exclusive product with a genuine taste retracing the story of its terroir to the nose and palate.

Les Terroirs de Marrakech is the ultra-premium extra virgin olive oil coming from the old centenary orchard in the Marrakech estate.



What you see is what you get

At Atlas Olive Oils we guarantee and commit ourselves to produce only extra virgin grade and never a combination of extra virgin olive oil with virgin oil or refined oil. We refuse to produce for outside parties bringing low quality olives to our crushing mill. We are highly concerned about achieving the highest quality standards: we prefer to produce smaller quantities of high end prestigious olive oils rather than large quantities of medium and cheap olive oils (lampante, refined, or only virgin). In this context, our usually maximum acidity is 0.2° level. We use the cold-press method and add no chemicals and almost no heat assistance. We test our extra virgin olive oil using the Olive Oil Council accredited methods which allow us to select and retain only the highest rated olive oils coming from our own groves. Integrity is the key to our success and only by the strickly respect of what is written on the bottle's label can we keep up with our centenary tradition and authoritativeness that built our reputation. These are the secrets of an ultra-premium extra virgin olive oil that can not be substituted.