

# SEÑORIOS DE RELLEU®

Aceite de Oliva Virgen Extra • Extra Virgin Olive Oil  
*Calidad Premium* *Premium Quality*

## Branding & Communication Guidelines

*Sensaciones del Mediterráneo*  
*Mediterranean Sensations*





*Hugo Quintanilla, environment engineer*

## Origin

Señoríos de Relleu is the outcome of **Eliseo Quintanilla** Almagro's curiosity, experience and origin. Born into a farming family in rural Cartagena, he decided early on in life to work in the world of **pharmaceuticals**, studying plants in search of purely natural means of making people feel better. More than 20 years ago this led him to research the beneficial health properties of **oleuropein**, found in olive leaves. This was the start of a close bond with olive trees, a love he has wholeheartedly instilled into his **youngest son Hugo** since childhood.



*Masia Teuladi State*

## **Location and terrain**

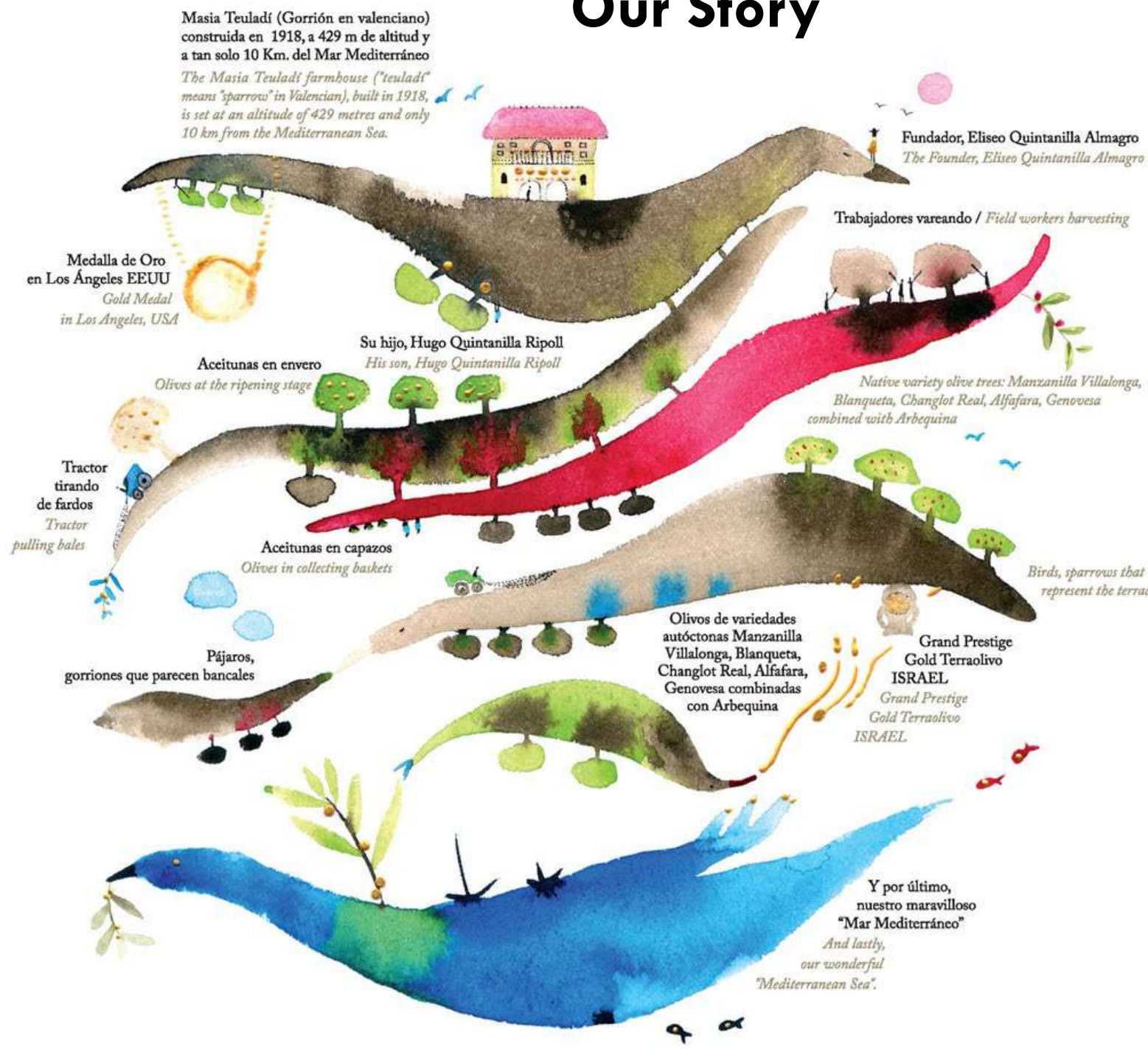
The Masia Teuladi farmhouse, built in **1918**, is only **10 km from the sea** and nestles in a valley of almond groves and Aleppo pines, where gentle Mediterranean breezes take the edge off the often harsh mountain weather. Here, among the terraces, is where Eliseo and Hugo set up Señoríos de Relleu. The chalky clay loam soil found in this area makes this the perfect spot for growing **native varieties** such as Manzanilla Villalonga, Blanqueta, Changlot Real, Alfafara and Genovesa alongside the highly prized **Arbequina** variety.

# Pioneers in conveying emotions with all 5 senses

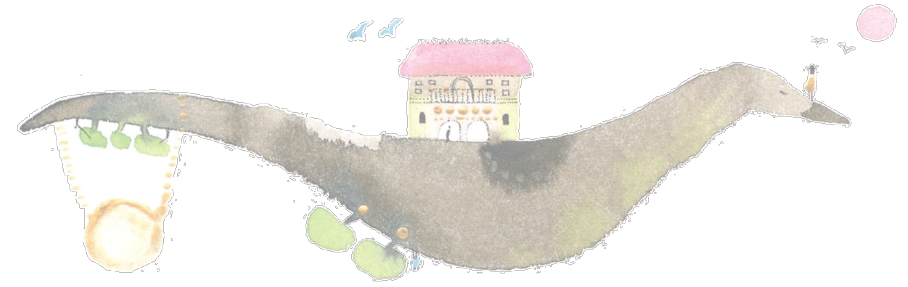
Passionate people, places and projects infect everyone around them with their enthusiasm.

We want to share that passion with you, so this **naïve-art style aluminium bottle** designed by Paula Alenda shows the people who founded Señoríos de Relleu, the mountains, the Mediterranean, the Finca Teuladi estate (“teuladi” means **sparrow** in **Valencian**), the oil press, awards obtained at Terraolivo (Israel) and in Los Angeles (USA), and of course the olive trees and their fruit, whose delicious juice it contains.

# Our Story



To fully preserve the first-class nutritional and sensory properties of **EVOO** (Extra Virgin Olive Oil), we decided to produce an innovative **unbreakable, lightweight, hardwearing, recyclable and easy to use** aluminum bottle that protects its contents from direct light.



**WE ARE A GASTRONOMIC GIFT**



**Native varieties** have their very own style, which typically features an excellent aroma, a fresh fruity flavour of freshly cut grass, combined with balance, **stability and complete harmony**, allowing complex pairings to be made.



We have a very **small production** because we produce oil only from our **own trees** and we have our **own mill**. **Respecting the nature** that surrounds our trees is a priority. We manage **100 ha.** of área. They are all the product of a **great family passion**. This is all translated to local, **limited production with the highest quality**.





**We harvest our own olives that** we have nurtured with such care throughout the year in order to grind them within a few hours after they have been harvested. **This is all done in the same estate.** This way we obtain a high quality product, a real limited production olive juice.



### **Know the whole process:**

Early collection in the middle of October

The time between harvesting and grinding the fruit is reduced as much as possible

Once we have obtained the oil, we store it in stainless steel containers

Bottling in small lots

[more](#)

[Do you want to know](#)

# Our Product Range

All our **4 olive oils** are extra virgin, and from the same extraordinary quality. They are all Coupages (Blends) of varieties with different intensity, aromas and aftertaste.

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.

Our production is environment friendly and one of our coupage is certified by organic means.



**Design**  
**Naïve Art Style**  
**Unbreakable**  
**Recyclable**  
**Lighter than glass**  
**Hardwearing**

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



# What coupage do you prefer?



## Delicate Coupage

Olive varieties used:  
60% Arbequina,  
20% Manzanilla,  
20% Alfafarenca,  
Blanqueta, Changlot  
Real and Genovesa

## Medium Coupage

Olive varieties used:  
30% Changlot,  
20% Alfafara,  
50% Arbequina,  
Blanqueta, Manzanilla  
and Genovesa

## Intense Coupage

Olive varieties used:  
40% Alfafara,  
30% Changlot,  
30% Arbequina,  
Blanqueta, Manzanilla  
and Genovesa

## Organic Coupage

Olive varieties used:  
30% Blanqueta,  
30% Arbequina,  
40% Changlot Real,  
Alfafara, Manzanilla  
and Genovesa

## Sizes

Our 4 extra virgin olive oils can be bottle in 20 ml, 100 ml., 250 ml., 500 ml. y 3 L.  
And we have also different gift boxes

# Do you like to surprise? The ideal gift

**500 ml**



*La Salsa del Mediterráneo*  
OLEOGARUM

**250 ml: 2 – 3 bottles**



**3 SENSACIONES**

3x250 ml  
3x8.50 fl.oz

**2 PREMIOS**

2x250 ml  
2x8.50 fl.oz

Opción personalizable / Customizable option

**20 ml**



**100 ml: 3 bottles**

*La Edición de Bolsillo*

**Bag In Box 3 L**

*La Familia*



3x500 ml  
3x16.90 fl.oz

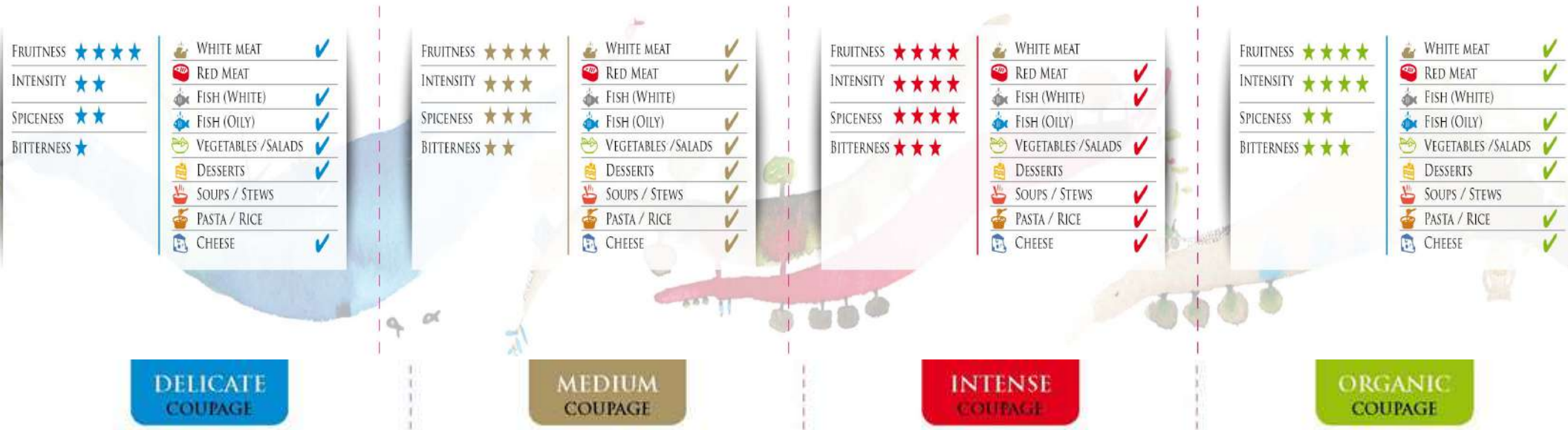


3x100 ml  
3x3.40 fl.oz





# A quick comparison: food pairings



## TASTING NOTES

### Delicate Coupage

Green Grass and Herbs  
Banana

### Medium Coupage

Apple  
Hints of aromatic herbs  
Green Almonds

### Intense Coupage

Green Grass  
Green Almonds  
Plant of Tomato

### Organic Coupage

Banana  
Tomato  
Hints of flowers

**TASTING NOTES AND FOOD PAIRINGS ARE USUALLY JUST A MATTER OF TASTE**

# Olive Oil Tourism



**Olive oil tourism is the new way to refer to EVOO (Extra Virgin Olive Oil) tourism.** It's an alternative to the normal tourism.

In Señoríos de Rellu we firmly bet on this way to distribute the knowledge and culture about the Olive tree and Olive

**Do you want to come into a world of New Sensations and find out about Extra Virgin Olive Oil?**



- Visits to the Teuladí Estate.
- Tastings and “pairing” our oil with dishes in restaurants, gastrobars and gourmet shops throughout Spain and – soon to come – abroad.
- Tastings and talks at gastronomic cookery schools throughout Spain.
- Tastings and talks at trade fairs, etc.

# Awards and prizes

**Señoríos de Rellou has been recognized for the excellence of its oils around the world.**

Since 2011, more than 100 awards and prizes **to quality** worldwide in: Italy, Spain, United Kingdom, France, Germany, Japan, Israel, USA. We highlight:



- Best oil from the **Valencia Region** (Spain)
- **Best of Class.** Los Angeles International (USA)
- 93 points in the **FlosOlei Italian Guide** Marco Oreggia (Italy)
- **Gran Prestige Gold** at Terraolivo (Israel) as one of the 20 best oils in the world
- **Best oil** (for three consecutive years) in the Wines and Oils Guide (Spain)

We must point out that we have not only been recognised because of the quality of our products, but also because of **our image, innovation and design, which are fully recognisable.**

- Presentation award in **Salon de Gourmets** in Madrid
- **“Best Packaging Design”** award for the design of our bottles and packs in the Los Angeles Competition (USA)
- Bronze medal in the Laus “Design Awards” in Barcelona.
- **“Versatility”** award in Salon de Gourmets in Madrid
- **“Packaging”** award in the Italian “La Forme Dell’Olio”



# Tasting

Describes the sensations transmitted by Extra Virgin Olive Oil (**EVOO**).

## a) Visual Sensations: Color

Fill  $\frac{1}{5}$  of a wine glass, in spite of its **attractive colour**, the colour of the oil is not taken into consideration by professional tasters because it should not influence the olfactory and taste perceptions of the taster.

In this case appearance, tonality and greasiness are observed.

## b) Olfactory Sensations

To appreciate the aromas we must warm the glass, then turn the glass around itself and identify: **Fruity Green or Mature, Herb, Apple, Almond, Tomato, Banana, Fig, Hay.....**

## c) Taste Sensations

We must introduce in our mouth a little oil or small plates where bread can be dipped into the oil and perceive the: **Bitter, Spicy, Texture, Flavor and Aftertaste.**



*Wine Glass*



*Official Glass for Olive Oil Taste*

# 10 things that customers should know about extra virgin 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) **Cold Extraction / Cold Pressed:** Back in pre-Industrial times, oil was made by literally pressing crushed olives. But today, producers use modern machines to separate oil. **Neither process uses heat**, but the older terminology somehow stuck, so people still look for the words “cold pressed” on labels as a sign of quality.

(3) **Acidity:** Olive oil acidity **has nothing to do with taste**. It is impossible for us to know if an olive oil has a more or less acidic taste only knowing its level of acidity. **Level of Acidity** indicates that the fruit of the olive has undergone less damage, a good EVOO should never exceed 0.4°.

(4) Lots of places make great EVOO - and **Spain** is the **biggest producer and the most awarded worldwide**.

(5) **Filter or Unfiltered** Olive Oil. Filtered and unfiltered oil have the **same health benefits and taste**. But there is one major difference between both and that is **shelf life**. The olive particles in unfiltered olive oil will accelerate the oxidation. **Filtering** helps maintain **stability** and preserve the healthy qualities of it.

(6) **Identifying good olive oil** is not 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**. You've Probably Been Drinking **Rancid Oil** Your Whole Life.

(7) **Both bitterness and spiciness** are good. They indicate the presence of polyphenols - the antioxidants that help protect your cells from damage.

(8) It does not get better with age - **Shelf life** of unopened olive oil is approximately 2 years and 3 months for opened olive oil.

(9) Olive oil should be **stored** away from sunlight in a fresh place, between 10°C and 23°C.

(10) **Cooking with olive oil?** Yes, of course. It is the only oil in the world that can reach higher temperatures than 180 °C. But we better recommend drizzle some over the food after the cooking.