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Valderrama Monovarietals

The Millan Valderrama family has been dedicated to the plantation and cultivation of olive trees and manufacturing of the best high-quality extra virgin olive oil, since 1853. Thanks to this unparalleled experience and application of the most advanced technology, Valderrama produces monovarietals of the highest quality.



My life-long dream has been to produce the best extra virgin olive oil, and now I am convinced that my dream has come true.

José Ignacio Millán Valderrama
President of Aceites Valderrama



Our Mission:

Become one of the World's Best manufacturers of very high quality extra virgin olive oil



Fresh Olive Oil Juice Being Extracted at the Cotanillo Mill

This picture shows the fresh olive oil juice flowing at the end of the process, displaying its unique characteristics. When the oil is decanted, it is stored in stainless steel tanks in an inert atmosphere (nitrogen or argon gas) at 66 degrees Fahrenheit (19 degrees C) to preserve the oil and its fresh aromatic properties.

Our Strategy:

To produce the highest quality and best tasting extra virgin olive oil, based on our unique and exhaustive control of

*the growing,
manufacturing, storage,
bottling, packaging and
distribution processes
through to distributors
dedicated to gourmet shops,
top-rated restaurants, hotels
and consumers worldwide.*



The Cotanillo Plantation and Mill



Valderrama has built its sales organization with the Gourmet Stores, High-end Restaurants and Caterers which appreciate the high quality of our products. Having this in mind, Valderrama is associated with the channels of distribution that serve these particular requirements.

The Valderrama Booth at the Holland National Food Week Show



One Plantation, One Mill

Cotanillo – La Pueblanueva (Toledo)



Picture Perfect! The Cotanillo Plantation and Mill

The Cotanillo plantation is located in La Pueblanueva municipality of the Toledo region. Only miles from Toledo and only one hour from Madrid, the capital of Spain. The property, which extends many hundreds of acres, has 420 acres dedicated to more than 62,000 olive trees of varieties such as Arbequina and Cornicabra. These olive trees produce only our own olive oil, with young trees that provide olives of the highest quality.

Surrounded by the Tajo River and at the foothills of Sierra de Gredos, Cotanillo offers a magnificent view of pure and natural land. Its location not only provides the distinctive view of Valderrama's unique and unparalleled plantation, mills and processing, but also offers numerous activities such as rural tourism, horseback riding, canoeing and bird watching.



1. Valderrama only uses olives from its own plantations
2. Each plantation has its own mill on-site

San Rafael - Montilla (Córdoba)



Olive Trees in Montilla in the Campiña Cordobesa



The Original Mill of the Valderrama Family

Montilla is located in the province of Córdoba. The San Rafael plantation is located between limestone and sandstone, at the Campiña Alta Cordobesa, with more than 395 acres and over 18,000 olive trees, some of which fall under the centenium category. Arbequina, hojiblanca, picudo and ocal are some of the varieties which ultimately will produce the Valderrama olive oils.



500 Year Old Olive Tree



The Manufacturing Process:

Olive Tree Cultivation

The cultivation of the olives trees is a fundamental step in the process and production of olive oil of the highest quality. Valderrama's unique and newest production methods take place under a controlled watering and fertilization system to provide the required nutrients. This results in a very critical step which minimizes environmental impact and unnecessary waste of water.

Olive Trees in Cotanillo



The Manufacturing Process 45 Minutes!

A unique and state-of-the-art production method is performed in cold temperature to enhance and preserve the aromas, flavors, vitamins and its natural antioxidants.



0:10
minutes

Harvesting



**Transporting
Olives**



0:05
minutes

**Receiving
Olives in the
Mill**



0:05
minutes

Extraction



0:25
minutes

**Fresh Olive
Juice in only
45 Minutes!**

The Manufacturing Process

Harvesting

Harvest is performed quickly and at the appropriate time of maturity. The giant automatic harvesters collect the olives by shaking the branches of the olive trees.



Automatic Harvester in Cotanillo



Unloading Harvester into the Ferrari

Moments later, a Ferrari tractor meets the harvester and transports the fruits in small quantities in order to avoid crushing and maintain its unique characteristics.

Delivered to the mills only 10 minutes later...



The Manufacturing Process

Delivery to the Mill and Cleaning

Olives are delivered to the mill in the small Ferrari Tractor. They are unloaded into a stainless steel hopper to preserve the integrity of the fruit - avoiding unnecessary hits and pressure. Intact olives are later sent to an integral cleaning system where olives are cleaned and washed with a Jacuzzi. Fruits are now totally clean and ready to be sent to the mill.

Unloading of Ferrari Tractor into the Mill Hopper



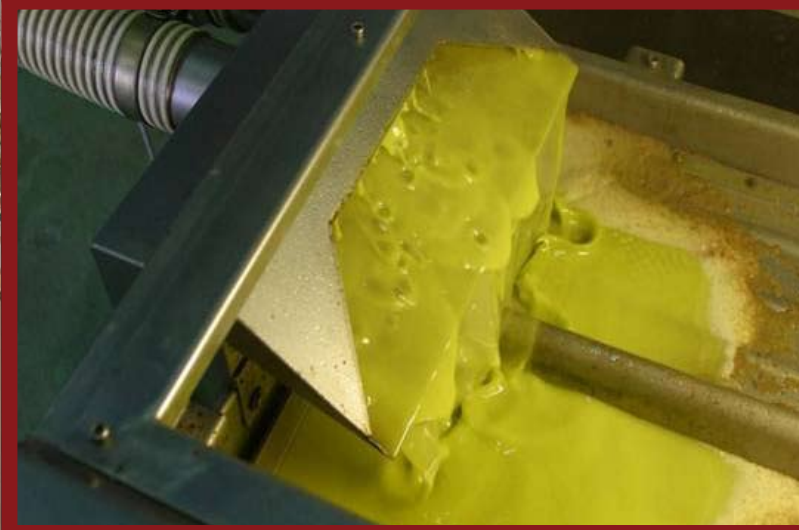
Cleaning System and a View of the Olive Jacuzzi

The Manufacturing Process

Extraction of the Oil



Two-step Extraction System at the Montilla Mill



Oil Exiting the First Centrifuge

First Extraction in Cold Temperature

*We use unique and unparalleled two-phase production equipment at the mill made entirely of stainless steel. The process is performed in cold temperatures, not exceeding 66 degrees Fahrenheit (**19 degrees C**), and the best oil is extracted from the olive and separated from the rest of the fruit in a very short period of time (20-25 minutes). The entire process is finalized within less than **45 minutes** from the time the olives were picked from the trees.*



The Manufacturing Process

Extraction of the Oil

Valderrama has designed and invested in an innovative process which, together with the latest technology, enables us to produce extra virgin olive oil of the highest quality in the world.



Oil Storage



Cotanillo Processing Plant in Toledo

As a result of this technology, Valderrama is able to store its extra virgin olive oil in stainless steel tanks in less than 45 minutes from the time the fruits are picked from the trees. Once processed, it is stored in an inert nitrogen or argon atmosphere to preserve the freshness of the oil and prevent the oxidation and loss of vitamins and antioxidants. It is only bottled after an order has been received and kept at the appropriate temperature until its transportation to the end-user, with its unique characteristics still intact.

The Manufacturing Process

Storage and Packaging

Once the process is finished, the unfiltered oil is decanted during 48 hours in a nitrogen or argon atmosphere to avoid oxidation. Here it stays unaltered until the receipt of an order, at which time it is bottled and shipped.



Temperature-Controlled Storage: Stainless Steel Tanks With Inert Gas (Nitrogen or Argon) system, At Montilla PLant



This is the automatic bottling system. A completely mechanized and sterile system, fills, corks and labels the bottles.

The Automatic Bottling Assembly at the Cotanillo Mill.



The Installations: Cotanilo Mill



The Main Building

In this building we house the Tasting Room and the Experimental Kitchen where famous chefs have tested our monovarietals, truffle oils and vinegar with a variety of high quality ingredients.

Tasting Room



Experimental Kitchen

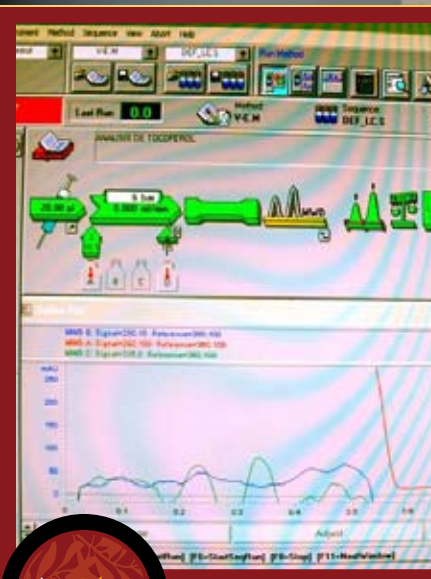


Here we give courses about our oils, conduct tastings, and prepare experimental cuisine and dishes with a variety of our distinctive Aceites Valderrama. All of this in the middle of nature and only one hour away from Madrid.

Commitment to Quality:

Our Lab

In 2006, we invested in a complete lab, where we conduct analyses and tests to monitor the quality of the product we are manufacturing.



The lab is fully equipped with state-of-the-art instruments, including a mass spectrometer (picture at right). We are able to perform very sophisticated analyses and quality control based on the computer software depicted to the left. Other equipment includes High Performance Liquid Chromatography, Gas Chromatograph, Specter Light Meter, which allow us to measure antioxidants, vitamins, sterols, and fatty acids, to ensure the adherence to the Valderrama high quality standards.



Our Extra Virgin Olive Oils

Aceites Valderrama produces mono-varietal oils, in other words, oils obtained from a single olive variety. For this reason each of our varieties has the unique characteristics of the olive with which it is produced. Therefore, each Valderrama varietal has its own specific character, which make it particularly appropriate for certain types of dishes within many different cuisines.



Our oil is an estate oil produced completely in a cold process. It is an unfiltered oil which preserves all the qualities of the land and nature from where it comes.

Our Varietals: Arbequina



The variety: the arbequina is a very precocious and resistant tree with its characteristic tangled branches and its unmistakable leaves of a particular green. This tree produces olives that are small in size but contain a large amount of excellent quality aromatic oil.

Arbequinas in San Rafael

Valderrama grows this variety at both plantations, in Cordoba as well as in Toledo. Here, thanks to Valderrama's farming technology and the special climate of these regions, the fruits develop exquisite aromas and fruity flavors later found in the oils they produce.



ARBEQUINA

Smelling phase: Notably fruity flavor, with a touch of sweet green grass, nuts and apples.

Tasting phase: Soft, fluid and elegant with a light seasoned taste, followed by a raw almond, apple, tomato and banana scents that linger.

Recommended dishes: Excellent for salad dressings, gazpachos, grilled vegetables, rice and slightly acidic fruits such as fresh pineapple.



Our Varietals: Hojiblanca



The variety: the name comes from the whitish color (blanco) of the back of the leaf (hoja), which gives the tree the typical light aspect. It's the third most cultivated variety in Spain. It grows in the provinces of Cordoba, Seville, Malaga and Granada. This olive produces an oil of great quality which is very much appreciated.

Hojiblanca Olives

Valderrama farms their hojiblanca olive trees at the San Rafael Farm, located in Montilla (Cordoba) that uses a unique irrigation system, which increases the quality of its oil.



HOJIBLANCA

Smelling phase: Very smooth flavor, woody and slightly sweet with a heavier oily aftertaste.

Tasting phase: Soft oil flavor, with an elegant seasoned taste and a green fruit after taste.

Recommended dishes: Specially recommended for tomato salads, meat, meat stews, turkey, lamb and "oily" fish, such as tuna and sardines.

Our Varietals: Picudo



The variety: the name Picudo comes from the pointy shape of its fruits. These olive trees have very dark colored leaves and a thick treetop; from a distance they can be recognized for being the darkest olive trees. It is a tree found in the southern part of Spain, in the Andalusian Provinces of Cordoba, Jaen and Granada.

Picudo Olives with their Characteristic Beak Shape (pico)

Aceites Valderrama grows the picudos at the San Rafael Farm in Montilla, Cordoba.



PICUDO

Smelling phase: Marked olive flavor, slightly nutty and spicy, with a hint of bitterness, and a very slight buttery taste.

Tasting phase: Sweet with some density, and a light spicy flavor and mature fruit with an almond after taste.

Recommended dishes: Highly appropriate for carpaccio, pasta and white fish, such as flounder and sole.



Our Varietals: Ocal



The variety: it is a variety seldom farmed in Spain and it almost became extinct sometime ago. It is a tree that came from Andalusia, of elegant shape and produces large olives, very appreciated for the special characteristics of its oil. It is a tree which is very often "vecero", which has an irregular fruit bearing cycle.

The Ocal Fruits of Large Size and Characteristic Green Color

*Valderrama grows the Ocal
at the San Rafael Farm in
Montilla, Cordoba*



OCAL

Smelling phase: Delicate aroma with fresh olive and green almond smell.

Tasting phase: Very smooth oil and somewhat sweet, with a clear olive taste and slight bitterness.

Recommended dishes: Ideal for those dishes that should not convey an intense flavor, also very well suited for pastry cooking due to its smoothness.



Our Varietals: Cornicabra



The Cornicabras with their “goat horn” shape

The variety: the cornicabra olive is the second most cultivated in Spain. Is the typical Manchego (from La Mancha) olive tree, which originated in the town Mora de Toledo. Its original name comes from the curious shape that reminds us of the horn of the goat (cuerno de cabra). It has a high fatty yield and produces highly sought-after oils.

The Cornicabra olive trees are cultivated by Valderrama at the Cotanillo Mill and at La Pueblanueva, in the Province of Toledo. Here among the arbequino trees they grow cultivated with a special irrigation system, which together with the water from the river Tajo provides all the nutrients - the raw materials for the oil.



CORNICABRA

Smelling phase: Clear olive oil aroma with a hint of almonds.

Tasting phase: Fluid and velvety texture, of intense flavor with a fruity aftertaste, somewhat bitter, and a final spicy end.

Recommended dishes: Recommended for those who enjoy oil with intense flavor. Due to its high oleic content has great stability and is very well suited for use in deep frying cooking.



Grand Cru

Ocal



Hojiblanca



Arbequina



Picudo



*At the request of our clients, Valderrama decided to create a unique blend of Extra Virgin Olive Oil. We set aside the olive oil from the first five days of the harvest (Arbequina, Hojiblanca, Picudo and Ocal) and created a unique blend that we call **Grand Cru**. Only 5000 liters of this special blend have been produced this year. To accompany this unique Extra Virgin Olive Oil, we present it in a beautiful 750 ml bottle engraved with the Valderrama logo baked into the bottle by a local artist, inside an elegant plastic case.*

Presentation: 750 ml Glass Bottle (6 per case)



GRAND CRU

Smelling phase: Remarkably fresh, with a touch of sweet green grass, nuts and apples, slightly spicy

Tasting phase: Soft, very thick and elegant with a light seasoned taste, buttery texture scent that lingers and continues to develop in the mouth for a long time

Recommended dishes: Excellent for special dishes, unique for salad dressings

Packaging

Once the oil is produced, it is important to preserve adequately so it will reach the table in the best possible conditions of quality and freshness. In addition, since this is a high quality product and intended for the most refined gourmets, it has to be presented accordingly. For this reason, Aceites Valderrama has chosen the following presentations, which are elegant and at the same time satisfy the mission for which they have being created - to preserve the oil as if it were freshly squeezed olive juice.



25 ml.Bottles



250 ml. Bottles



500 ml. Bottles



1 Liter Bottles



Bag-in-Box



5-Liter Can



Gift Pack

Valderrama also offers its elegant 5 liter Bag-in-Box containers (the Olive Oil is kept fresh to the last drop)

Some of our client restaurants prefer the convenience of this 5-liter can.

The magnificent Gift Pack is available with 250 ml or 500 ml bottles. This is ideal for corporate or personal gifts, memorable occasions, holidays, birthdays, anniversaries and special events.



Awards

Valderrama has been acknowledged by numerous industry professionals around the world. Our products are used by the chefs of the best restaurants; our oil is used among more than twenty restaurants awarded two and three Michelin Stars throughout Europe, as well as the top Zagat rated US restaurants. To date Aceites Valderrama has participated in numerous fairs and international events where it has been awarded prizes and awards for its products and organization.



Innovation Award 2003



2004 Great Taste Awards



2006 Wines of the World



Los Angeles County Fair

**National Food Week
Holland**

United Kingdom

**Silver and Bronze Awards
Olive Oil Competition**

**Olive Oil Competition
USA – 2005 and 2006**

Cotanillo: Tours and Activities

The Cotanillo Farm is located among Nature in the municipality of La Pueblanueva, one hour from Madrid and fifteen minutes from Talavera de la Reina.



Courses about Olive Oils:

Discover at the mill the entire process of our high quality oils. The course includes the process for growing and harvesting the olives as well as the decanting, storage and bottling of the resulting oils.

Guided tasting:

Learn how to conduct a tasting of Extra Virgin Olive Oil, a whole world of aromas, colors and flavors, where you will discover the nuances that make our Varietals a true delicacy.

Open area activities: At the Cotanillo Farm and its surroundings you can practice Nature activities such as canoeing, trekking, horseback ridding... and only one hour away from Madrid.

Gourmet meals: Enjoy a special gourmet meal at the restaurant located at the Mill with our experimental kitchen. You will discover how each of the Valderrama Varietals combines perfectly with each dish of the Mediterranean Diet.



Cotanillo: How to Get There



From Madrid: take the A-5 exit 86 towards Malpica de Tajo and take the road To-7421 towards La Pueblanueva. After Bernuy, the mill is located 3 ½ kilometers from this town by means of an access road on your right.

From Toledo: take the CM-4000 to Malpica, then take the road To-7421 towards La Pueblanueva. After Bernuy, the mill is located 3 ½ kilometers from this town by means of an access road on your right.

From Talavera: take the CM-4000 towards Toledo, at the round-point by the river Tajo, take the road To-7724 towards La Pueblanueva. At the second crossing take to the left via To-7421 direction Malpica de Tajo, and about 3 kilometers you will find the access road on your left.

Almazara Cotanillo

Carretera de Malpica de Tajo a La Pueblanueva Km. 9,6

45690 La Pueblanueva (Toledo)

Tel. y Fax: +34 925 860 069 Mobile: +34 676 462 730

E-mail: visitas@valderrama.es

Kindly make reservations ahead of time.

Schedule: Every day from 9:00 AM till 7:00 PM



