



# MASIA EL ALTET



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## History



Masía el Altet is a rustic farm built in the 17<sup>th</sup> Century, catalogued by the Valencian Community as “Cultural Patrimony - Building”.

The owner of the rustic farm, the Economist and Auditor Jorge Petit, developed this business from his passion for the agriculture. Our grove respects the tradition of farming from the existing centenary olive trees of our farm.

Firstly, the olive oil was sold to Italy and given the exceptional quality obtained; he decided to bottle the so far acclaimed extra virgin olive oil. The acceptance was so great that Jorge Petit started to present his new product in many olive oil competitions, becoming the most awarded Extra Virgin Olive Oil in the world.

*Masía El Altet tiene una producción de aceite tramitada a la propia concha. Parte de un olivar enclavado en los parques naturales de la Sierra de Mariola y de La Veve, inenajenables debido al reguimiento diario de la concha. Microclima especial de inviernos muy fríos y veranos templados. La recolección de la aceituna se efectúa en su madurez y gubativa), mediante vibradores del tronco con paraguas invertidos. El fruto es recolectado en el menor espacio de tiempo, para la obtención de una homogeneidad...*



## Farm

- ✿ 70 Hectares.
- ✿ Cultivation frame 7x7 metres.
- ✿ 14.500 Olive trees.
- ✿ 25 Kilometres from Mediterranean sea.

- ✿ Special Microclimate; mild summers and very cold winters combined by the rigorous continental climate with mildness given by the Mediterranean sea.
- ✿ More than 800 metres above sea level.





## *The Harvest*

- ✿ The olive is harvested when it is at the “**PRE-VERAISON**” level of ripeness (the moment when the olive is at its best in terms of aroma and taste) using machines that shake the trunk, with the olives falling into inverted “**umbrellas**”.
- ✿ The harvest is carried out over a short period of time to obtain a product of uniform quality.
- ✿ This is followed by immediate and consecutive milling, as the harvest is taken in.
- ✿ The harvest is monitored at all times so that the fruit is in impeccable condition.
- ✿ Fundamentally, the way to obtain an oil of “**Extreme Quality**” is to monitor the product throughout all the stages of the process, with constant attention.

## *Extraction*

- ✿ The extraction of our oil is carried out with high technology machinery using a two-phase system at a very low temperature; the perfect way to obtain the best **ORGANOLEPTIC and AROMATIC** qualities.
- ✿ Short production process thanks to extraction at a very low temperature, with considerable losses of oil in the marc.
- ✿ Net oil production lower than 12%.
- ✿ The oil is stored in cellars in stainless steel tanks, in an innocuous, climate controlled, inert space.





MASIA  
EL ALTET

## Surroundings

Masia el Altet is located between two Natural Parks: - Font Roja and - Sierra de Mariola.

The half of the country house is within the Natural Park “**Font Roja**” which is a Natural Reserve, and the another half is in the Natural Park “**Sierra de Mariola**” in a extraordinary beautiful nice area, which is shaped in Cavanille’s article who was acelebrated Botanic an Historian, in his book the observation about the natural History, Geographic and farming “Reino de Valencia” in 1797 said:

The Natural Park “Sierra de Mariola” is the Mountain range, which has the biggest variety of aromatic and medicinal plants in the world.

It’s registered with more than **1.200 superior species of medicinal and aromatic plants.**

Within the aromatic and medicinal plants we can find the following:

*Savory, Ash, Savin, Maple, Mediterranean Pine, Holm Oak, Ash, Gall oak trees, Briar, Satureja, Rockrose, Abrotanum, Juniper, Mint, Whitethorn, Spike lavender, Peppermint, Fennel, Hypericum, Camomile, Melisa, Oregano, Nettles, Rosemary, Thyme, Chenille, Blackberry, Pennyroyal, Salvia, Melisa , Cistus, Pebrella, Stonecrop ...and many, many more.*

The special personality of our Extra Virgin Olive Oil is determined in a great way, because the aromatic and medicinal plants are inhabited around our Olive places because their natural habitat confers those differencing Organoleptic Characteristics.

You can enter in the website  
**([www.masia-el-altet.com](http://www.masia-el-altet.com))**

and check some of those medicinal and aromatic plants.



## Masía el Altet range



Masía el Altet  
"High Quality"  
60% Picual, 20% Arbequina,  
20% Genovesa,  
Blanqueta y Alfafarenca.



Masía el Altet  
"Premium"  
30% Royal Changlot,  
30% Picual,  
40% Genovesa,  
Blanqueta y Alfafarenca



Masía el Altet  
"Special Selection"  
100% Royal Changlot



Masía el Altet  
"High-End"  
100% Picual

All of them have an extraordinary quality and their difference are in  
"THE COUPAGES or VARIETIES"

### Characteristic of the bottles

Net. cont. 16,90 fl. oz./ 500 ml.  
Dark glass bottle  
Vitrified label

Non-drip cap  
Neck booklet in 5 languages  
Tin neck capsule (like Chateaux wines)



Masía el Altet Family with Mr. Joël Robuchon in Masía el Altet olive grove



"La Referencia"



Antoine "Moustache", Jorge Petit and Joël Robuchon with Masía el Altet bottles.



Masía el Altet in 3 Michelin star Restaurant, MGM Las Vegas.



Sr. Petit

Sr. Joël Robuchon.  
28 Michelin stars in the world.  
Considered Chef of the 20th Century.

Mr. François Geurds  
and Jorge Petit  
in FG Food labs,  
Rotterdam.  
2 Michelin stars.



## Packaging



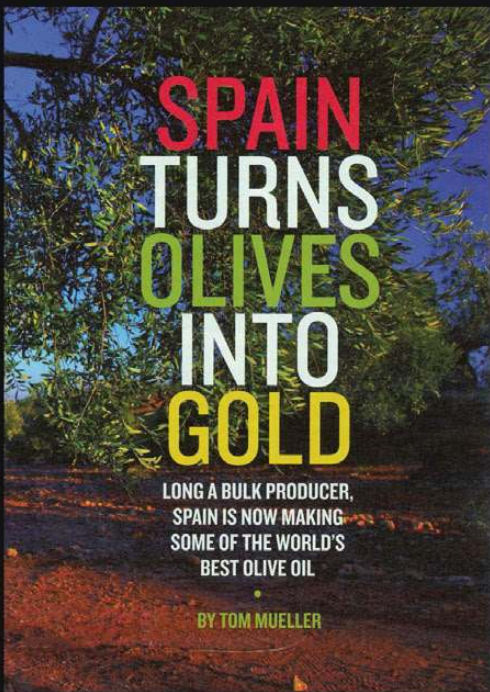
Masia el Altet is served in a cardboard box with 6 bottles.



## Comercial Policy

According to Masia el Altet standards, we only provide our customers with the best quality olive oil in the market. Furthermore, our production is very limited, which increases the exclusive nature of our product. Therefore, our Commercial Policy requires specialised distributors/stores to sell our olive oils in the most exclusive and luxurious markets that fit the quality demands of Masia el Altet extra virgin olive oils.





Wine Spectator is, with a monthly print-run of 2.2 million copies, the most important lifestyle magazine focused on wine and wine culture of the US.

In their November 2013 issue, the New York Times bestselling author of "Extra Virginity: The Sublime and Scandalous World of Olive Oil" and olive oil guru, **Tom Mueller**, has published an interesting article, in which he writes about the Spanish Extra Virgin Olive Oil producer: **Masía El Altet**.

Below you will find the article published by Tom Mueller in Wine Spectator.

## Olive Varieties and *terroir*

There are about 700 different olive cultivars in the world. All of them, if properly harvested and milled, can yield first-rate oil, and each has its own distinct aromas, flavors and mouthfeel. However, only a few dozen varieties are widely grown in Spain and internationally; Jorge Petit's olives are endangered species with rare, memorable personalities. Petit grows them at Masía el Altet, his estate nearly a thousand meters up the knife-edged granite peaks of the Sierra de Mariola, just inland from the port city of Alicante. Masía el Altet demonstrates Spain's wealth of local olive varieties, and the importance of *terroir*.

Petit and I taste the oils. One shows the resonant, unmistakable scent of truffles, and the other, I swear it, has a whiff of fine cologne. I've never tasted oils like these before—and I've tasted a lot of oil. Petit is visibly delighted, not so much by my reaction as by the mysterious alchemy of the oils themselves. "No matter how many times I try them, I'm always amazed," he says bemusedly. Petit has a barrel chest, a penetrating glance and a sharp, wolfish grin—a grin you wouldn't want to see on the other side of the table during a business negotiation, but which is a genuine pleasure now, as we sample his oils in twin rows of gleaming balloon glasses.

The blend of Blanqueta and Alfarenca cultivars really does taste like truffles, no question about it, and as we mumble and slurp it, we pick up hints of alfalfa, lemon and prune, too. The bottling from the Changlot Real cultivar, reminds us of fennel and green banana in addition to cologne. The main

reason I've never experienced oils like this is because I've never even heard of these rare local olive varieties.

After the tasting, Petit takes me to see his trees. Though it's mid-May, and baking down on the water at Alicante, the weather in the mountains is damp and cold. The air effervesces with herbs and wildflowers, which Petit identifies as we walk—thyme, marjoram, a wild rosemary, and many others whose Spanish names I don't recognize. He tells me that these Sierra de Mariola mountains, which are protected by two national parks, contain 1,200 different species of plants, including one of the highest concentrations of aromatic and medicinal herbs in Europe.

The surrounding woods are dense, overgrown, dripping with moisture, almost like a cloud forest. When we come upon a clearing with an olive grove, which Petit planted here 18 years ago, it seems out of place. "Can you imagine? An island of olives in a sea of aromatic plants! No wonder the oils they make are so fragrant," he observes. It's a gutsy choice to plant an olive grove here, as there is a risk of frost damage each winter. The payoff is great, though, because huge temperature swings between day and night and from one season to another stress the trees and further enhance the flavors and aromatics of their oils. Like many protagonists of the olive oil revolution in Spain, Petit made his money elsewhere—he is a successful financier—and turned to olive oil as a passion, bringing an outsider's objectivity and rigor to a profession laden, even burdened, with tradition.

Yet he speaks about olive oil less as a businessman than as a farmer, or philosopher. "The olive is a wise tree, and has taught me a lot," he says. "For instance, how to slow down. Growing trees, gathering their olives, making oil from those olives, tasting the oil they make." Here, Jorge Petit's grin seems less wolfish than before. "These are some of my life's precious things, and cannot be rushed."



Jorge Petit farms his trees, many of them rare varieties, high in the mountains. Below: Petit's Picual fruit.

### Masía El Altet

Region: Alicante

Established: 2005

Production: 70,000 liters

Bottlings:

High Quality (blend of picual, arbequina, genovesa, blanqueta and alfarenca); Premium (blend of picual, changlot real, genovesa, blanqueta and alfarenca); varietal bottlings of changlot real and picual







**MASIA EL ALTET**



*Masía el Altet has obtained more than 100 awards since 2007. The most important are:*

**2007**

*- FIRST PRIZE and GOLD TROPHY. Gran Premio International de la feria del Aceite EXPOLIVA (JAEN) MOST IMPORTANT AWARD IN SPAIN*

**2008**

*- FIRST PRIZE and GOLD MEDAL in Consejo Oleicola International ( MARIO SALINAS) MOST IMPORTANT AWARD IN THE WORLD*

*- THIRD PRIZE in the International Extra Virgin Olive Oil, MONTORO ( CORDOBA)*

**2009**

*- GOLD MEDAL. International Olive Oil Competition. LOS ANGELES. (USA)*

*- SEMIFINALIST Olio Capitale Competition de Trieste (Italy)*

*- FIRST PRIZE Valencian Community Competition. (Consellería de Agricultura)*

**2010**

*- FIRST PRIZE in MONTORO COMPETITION. SECOND MOST IMPORTANT IN SPAIN.*

*- BRONZE MEDAL in the International Consejo Oleico Internacional. (MARIO SALINAS) MOST IMPORTANT AWARD IN THE WORLD*

*- SECOND PRIZE in the Competition ALIMENTOS DE ESPAÑA. Ministry of the Rural and Marine Environment.*



**MASIA EL ALTET**



- **FIRST PRIZE** in the International Olive Oil Agency. **ARMONIA (PESARO-ITALIA)** The most relevant in **ITALY**.
- **THE BEST OF CLASS** and **GOLD MEDAL**, in the International Olive Oil Competition **LOS ANGELES (USA)**
- **FIRST PRIZE**, In the Concorso Internazionale. **L'ORCIOLO D'ORO. (GRADARA - ITALY)**
- **FIRST PRIZE VEREMA**, for the best extra virgin olive oil of the year. **(SPAIN)**
- **FIRST PRIZE** in **SIAL OLIVE D'OR. (CANADA)**.
- **FIRST PRIZE** for te best olive oil of Valencian Community **(SPAIN)**
- **THREE GOLDEN STARS** in the International Quality Awards **(BELGIUM)**

**2011**

- **BEST FOODSTUFF FROM VALENCIAN COMMUNITY**. Real Academia Gastronómica de la Comunidad Valenciana. **(VALENCIA-SPAIN)**.
- **GRAND PRESTIGE GOLD**. International Mediterranean Olive Oil Competition **(TERRA OLIVO-ISRAEL)**
- **GOLD MEDAL**. Los Angeles International Extra Virgin Olive Oil Competition. **(USA)**
- **DISTINZIONE. L'ORCIOLO D'ORO**. Edizione 2011 **(ITALY)**
- **PUNZONE D'ARGENTO**, With Diploma of Honor. **AIPO D'ARGENTO. (VERONA - ITALY)**.



**MASIA EL ALTET**

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**2012**

- **FIRST PRIZE.** World's best olive oils for their Mill. "MASIA EL ALTET". Düsseldorf. (GERMANY)
- **SECOND BEST** Extra Virgin Olive Oil in world by the world's best Olive Oils 2011/2012. Düsseldorf (GERMANY)
  - **BEST OF CLASS.** International Virgin Olive Oil Competition. LOS ANGELES (USA)
  - **FIRST PRIZE.** International Olive Oil Agency. The most important award held in ITALY.
    - **FIRST PRIZE.** Concorso Internazionale L'ORCIOLO D'ORO (ITALY).
    - **SILVER MEDAL.** International Olive Oil Competition. OIL CHINA (SHANGHAI).
  - **GRAND PRESTIGE GOLD.** International Olive Oil Competition. TERRA OLIVO (ISRAEL)
- **THREE GOLDEN STARS.** International TASTE & QUALITY Institute. BRUSSELS.(BELGIUM) Maximum of three stars
- **FIVE GOLDEN STARS.** International Olive Oil Competition."SELECTION MAGAZINE" (GERMANY) Maximum of five stars
  - **GRAND PRESTIGE GOLD.** International Extra Virgin Olive Oil Competition. OLIVINUS (ARGENTINA)
    - **FIRST PRIZE.** 9º Concorso Internazionale Oleario Aipo D'Argento 2012.VERONA (ITALY)
  - **FIRST PRIZE.** Extra Virgin Olive Oil **WORLD CHAMPIONSHIP**.Best Extra Virgin Olive Oil in te world (DUBAI)



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**2013**

- BEST OF CLASS in The International Olive Oil Competition. New York (USA)*
- BEST INTERNATIONAL Olivinus 2013 EX AQUO. (ARGENTINA)*
- FIRST PRIZE Best Extra Virgin olive oil from Spain. Verema ( SPAIN)*
- THIRD PRIZE World's best olives oils for their mill. MASIA EL ALTET. Düsseldorf (GERMANY)*
- GOLD MEDAL. China Olive Oil Competition (CHINA)*
- GRAND PRSTIGE GOLD. International Mediterranean Olive Oil Competition (TERRA- OLIVO, ISRAEL)*
- DIPLOMA GOURMET. World edible oils International contest AVPA. (PARIS, FRANCE)*
- SECOND POSITION. SILVER MEDAL Concorso Internazionale.  
L'ORCIOLO D'ORO (GRADARA- ITALY)*