

What does Fresh EVOO mean?

EVOO means Extra Virgin Olive Oil. Fresh means freshly pressed. During first months the aroma and taste of the oil are primitive, intense, almost savage. As time goes by they evolve towards more mature, balanced and soft characteristics. Consentido wants you to taste and appreciate this evolution, till now secret and privilege of few, with this Limited Edition that will reach you just days after production.

Everybody talks about the process. We talk about the Olive Tree.

A good extra virgin olive oil is a consequence, is the result of a pampered tree. This is the philosophy Rafael Jiménez, our oil producer, has applied for more than 30 years. Care, attention and respect that he gives to his olive trees guarantee best fruit, and therefore the best olive oil. Passion may be enough to produce good oil, however only being in love with olive trees and showing respect towards nature at each step allows for such an extraordinary olive oil as Consentido.

How is CONSENTIDO made?

The Extra Virgin Olive Oil is born in Autumn, but its arrival is prepared during the whole year. The olive fruit reflects the way the tree has lived; it's not only the climate but the treatment and care received that affects it. Soft harvest, natural forms of fertilization, pruning... everything affects the olive tree that is much more delicate than it seems.

"Olive farm may seem easy to manage, as easy as growing a robust tree that does not require any care; however only when you live in it and observe it you realize that everything you do is noticed and reflected in its trees and oil."

Rafael Jiménez.

Care.

"Pampering" starts with soil and the tree. Well conserved and controlled soils, safe from any erosion. Naturally fertilized through grass and herbs cut at the time they flourish to transmit all the nutrients necessary to the tree. What others call weeds, we transform in great feast for our olive trees. Pruning is done in respectful way, having in mind well-being of the tree and not facility of harvest or space for machines and

tractors. Pruning is done so that the tree crown is high to protect the wood from the sun. Clearing dead brunches allows sunlight to penetrate inside the tree so that the olives on the interior can reach the qualities of those in privileged space. This way trees produce better olives with more and higher quality oil and especially and stay strong and happy.

Early harvest.

We have to realize that olive is a fruit, and all fruits have an optimum moment to harvest. Consentido is harvested early, that is in late October or early November when olives contain best oil of incomparable quality and taste. To produce best Extra Virgin Olive Oil it is necessary to harvest when the fruit is green and when transition to black color begins (stage known as Envero color). That way, the Extra Virgin Olive oil, will keep all the nutritional properties, vitamins,... as well as aromatic and flavour nuances. Fresh, bold, dense.. full of aromas. So, why people harvest later, during December, January, even February? Because the percentage of Oil is bigger, but the quality is quite inferior.

Double harvest.

Our olives are harvested twice, provided that not all the fruit ripens at the same pace. The tree is vibrated softly for a few seconds, without hitting and damaging the fruit. We understand that not all olives will fall as some need a bit more time. This first oil is Consentido. When the rest of the fruit reaches the optimum ripeness, the trees are vibrated again. This way, the olive tree is respected becoming stronger and healthier from year to year resulting in improved quality and quantity of fruit. Immediately after collection the olives are transported to the oil mill and cold pressed in double sieve mill. The oil is stored in vacuum tanks and then bottled before shipping. This delicate treatment follows millenia old Moorish harvest system called Ardaleo which consisted in multiple collections of mature and fallen fruit, sometimes helped by softly vibrating the tree, performed every other day.

What distinguishes Designation of Origin Baena?

The soils of Sub-Betic mountain chain are calcareous, fresh and boast extraordinary water retention capacities. Consentido is produced from over a hundred year old olive trees from El Llano del Espinar valley, a humid zone of balanced climate, free of frost and extreme temperatures. Olive varieties of Designation of Origin Baena are Picual, Hojiblanca and Picuda, the latter being the most emblematic to the region reaching highest quality, sweetness and of unbeatable balance.

Extra Virgin = Extra Healthy.

EVOO reduce the risk of Type 2 diabetes by up to 40%. Reduce the risk of cardiovascular diseases by up to 30% Virgin olive oil has beneficial effects on the liver. Virgin olive oils have molecules with inflammatory activity similar to that of ibuprofen help keep cholesterol at bay Protect against neurodegenerative diseases The most suitable for frying. The scientific evidence that we have indicates without a doubt that the best oils for frying are virgin olive oils. Thanks to their special composition, they have excellent thermal and oxidative stability and, in addition, they transfer biosaludable compounds to food. Excellent for skin and hair care. Virgin olive oils have moisturizing, antioxidant and anti-inflammatory properties, so their use in cosmetic treatments is increasingly common. Therefore, they are used in moisturizing masks for hair, face or body, in creams to stop skin rashes or cure the irritation of babies after their colic. They have also been used to treat pressure ulcers.

