

Esporão launches a new Organic Extra Virgin Olive Oil



© Esporão

#thisisesporao #esporaooliveoil #fromourhometoyours @esporaoazeite

High Resolution Image and Technical Data Sheet: <http://bit.ly/azeiteesporao>

Esporão Olive Oil: from our home to yours: https://youtu.be/6U70ORjC_Uo

The new Esporão Organic Extra Virgin Olive Oil was launched in Portugal, produced in the [Olive Mill](#) of [Herdade do Esporão](#), using sustainable methods and processes, preserving the juice of the 100% Alentejo olives. This olive oil is new and third from the Esporão range with organic certification, joining the 'Olival dos Arrifes' (estate grown olive grove) from Herdade do Esporão in Alentejo and the 'Quinta dos Murças' (estate grown olive grove) from Douro.

This novelty, the Esporão Organic Extra Virgin Olive Oil, will also be available soon in Europe and North America.

For Ana Carrilho, Olive Oil Production Director, 'this is an olive oil from the Alentejo, from olive trees planted over the years, olive trees that teach and inspire us so much every day. The juice they provide, full of health and flavour, brings back memories of so many sweet and savoury dishes. And yet, it reminds us of the simplicity of certain moments like dipping bread in olive oil and tasting it'.

For more information, please contact us:

Joana Vieira / E-mail: joana.vieira@esporao.com / Office: +351 21 3031540 / Mobile: +351 91 8414349

This new Organic Extra Virgin Olive Oil represents its territory of origin - the Alentejo. It is smooth and harmonious, with a good balance of delicate aromas, typical of Alentejo olives. Produced mostly with the Galega olive variety, the oldest in Portugal, it is very versatile in the kitchen, either for cooking or finishing dishes.

The Esporão olive oil range also includes: [Virgin](#), [Extra Virgin](#), [Organic Extra Virgin](#) (the new addition), [DOP Norte Alentejano](#), [Cordovil](#), [Galega](#), [Seleccção](#), [Olival dos Arrifes Organic](#) and [Quinta dos Murças Organic Extra Virgin](#). The whole range has the unique and differentiating characteristics of being produced with 100% local olives and in a 100% sustainable way.

The Olive Mill is available for guided tours and tastings. Information and bookings via email reservas@esporao.com or phone: (+351) 266 509 280. Find more information at <https://www.esporao.com/pt-pt/enoturismo/enoturismo-herdade-do-esporao/>

Esporão olive oil: Upholding traditional cultural values and only using production processes that preserve the juices extracted from the fruit and their important benefits, Esporão's olive oil production begins with harvesting and transporting the olives quickly and carefully, to guarantee the fruit's quality. As soon as the olives reach the mill, they are selected and separated according to quality, production method and variety. Extraction is carried out at low temperatures to preserve the nutrients, aromas and flavour of the final product.

About Esporão: Founded in 1973 by José Roquette and Joaquim Bandeira, Esporão is one of the leading wine companies in Portugal and one of the largest organic wine producers in the world. Playing a predominant role in the national and international projection of Alentejo, Douro and Vinho Verde, Esporão has also become an ambassador of Portuguese culture, developing its activities in a sustainable manner and building close relationships with clients and consumers all over the world. In the Alentejo region, Esporão produces iconic wines like Esporão Reserva and Monte Velho, as well as extra virgin olive oils. Open since 1997, Herdade do Esporão's Wine Tourism operation was a pioneer in Portugal and was considered the 'Best of 2016' by the magazine Revista Wine – A Essência do Vinho. In 2017, Herdade do Esporão celebrated the 750th anniversary of the Estate's delineation. In 2008, Esporão expanded its operation and offer to the Douro region, acquiring Quinta dos Murças, where it produces *terroir* wines with the Esporão quality seal. 2018 marked the opening of wine tourism at Quinta dos Murças and acquisition of Sovina craft beers. In 2019, Esporão purchased the Quinta do Ameal estate in the vinho verde wine region, which produces outstanding white wines from the Loureiro grape variety. Esporão products are sold in all types of shops and restaurants in more than 50 countries worldwide. The company's holistic approach to implementing a wide range of innovative sustainable practises has led to national and international recognition, including the prestigious "Sustainability of the year award" at the "The Drinks Business Green Awards 2013" and, in 2014, the "European Business Awards for the Environment" in the category "Products & Services". In 2018, José Roquette was recognised with 'The Green Lifetime Achievement' Award at 'The Drinks Business Green Awards', and João Roquette was considered '2018 Personality of the Year' by the publication Revista de Vinhos, at the "Best of 2018" awards. In 2019, Esporão launched a new cycle in the identity and communication of the company and its brands, with the campaign Slow Forward.

<https://www.instagram.com/esporaoazeite>

<http://www.esporao.com/>

<http://www.slowforward.pt>

<https://www.facebook.com/esporaoworld>

<http://www.youtube.com/esporaoworld>

<http://instagram.com/esporaoworld>

<https://www.youtube.com/c/EsporãoAComidaPortuguesaAGostarDelaPrópria>

For more information, please contact us:

Joana Vieira / E-mail: joana.vieira@esporao.com / Office: +351 21 3031540 / Mobile: +351 91 8414349