THEMATIC COLLECTION

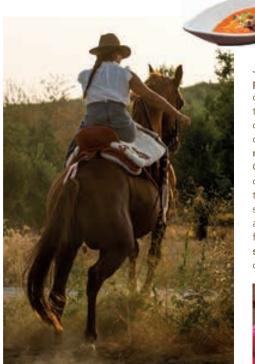
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Jaén is the world's leading producer of extra-virgin olive oil. The province is home to more than 66 million olive trees, which together comprise the largest manmade forest in the world. Over the centuries, these olive groves have provided the foundation for a vibrant society, an attractive culture, and countless opportunities for tourists to discover and savour the main ingredient of the Mediterranean diet.

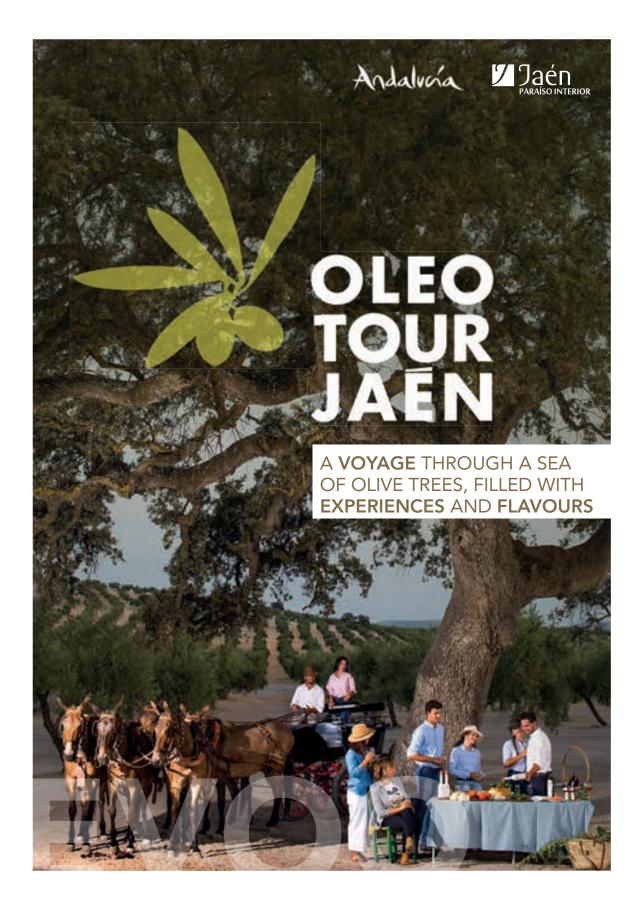






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Second edition January 2020

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Introduction

THE FINEST OLIVE OIL IN THE WORLD



Jaén boasts more olive groves than anywhere else on the planet. In turn, this extraordinary natural bounty provides the world's finest extra-virgin olive oil. The province is home to more than 66 million olive trees, which together comprise the largest man-made forest in the world. The cultivation

of these olive groves has also led to the development of a number of exciting, tourist-oriented projects. These initiatives enable visitors to discover the people, the architecture, the festivals and (above all) the cuisine that is inextricably linked to this fundamental ingredient of Mediterranean culture.



AN expansive landscape decorated with more than 66 million olive trees, which together comprise the largest man-made forest in the world. This forest is located within a province that is also home to the country's largest number of protected natural spaces, a collection of castles that is unrivalled anywhere else in Europe, three battlefields that changed the course of history, and countless towns and cities of breathtaking beauty and charm. Jaén boasts more olive groves than anywhere else on the planet and is the

world's number-one producer of extra-virgin olive oil (EVOO). However, its EVOOs are more than just a cash crop and an iconic foodstuff: they also constitute a new resource for the tourist industry and offers visitors an opportunity to discover a unique landscape, olive mills that produce the finest oil, themed museums, specialist shops, and experiences that will change the way you look at this key ingredient in the famous Mediterranean diet. Olive groves and olive oil give Jaén Province its own distinctive and authentic culture: a culture that







EXPERIENCES Jaén's exceptional EVOO invites us to explore the province. Although the visitor's attention is first drawn to the beauty of the landscape, Jaén offers a countless range of exciting options for tourists. Olive-oil tourism enables visitors to discover the province's olive mills, learn how to differentiate the varieties of EVOO, taste the different oils, and explore the world's largest man-made forest.

is, moreover, intimately linked to the olive-oil industry. This vast and beautiful landscape of olive groves is what underpins the province's ambition to become a UNESCO World Heritage Site: an aspiration that is led by Jaén Provincial Council. This iconic species of tree, cultivated for centuries throughout the Mediterranean basin and a symbol of peace and reconciliation, has found its true home in Jaén. Since the days of the Iberians, some six centuries before the birth of Christ, olives have been grown in this province. The Romans intensified the cultivation process, and some time later the Arabs arrived and produced the olive oil that came to symbolise their civilisation. The so-called "early harvest" is celebrated in Jaén at the beginning of November, with a travelling fiesta known as the "Festival of the First Oil".

After this, the general harvest takes place across the province. It is a ritual that is repeated each year with renewed enthusiasm on the part of the olive-growers and other agents in the production chain, all of whom dedicate their efforts to achieving a product that is renowned in kitchens throughout the world and fêted by the most refined palates. However, olive oil is much more than that: recent research has also highlighted its health benefits for the human heart. And that's not all: the practice of olive-growing has led to the development of a fascinating cultural route designed to give visitors an insight into this remarkable world. OleotourJaén is a unique opportunity to discover the world that lies behind the production and flavour of the EVOO produced in Jaén.

Viewpoints and ancient olive trees

Ciudad Real Province

Baños de la Encina (

Fubrie del Rey

Livy Williams

Valdepellas

Cemps

ric Arena

5

Vittargompardo

Fuersanti

La Roal

Castillo de

Ahdddar

Villanueva de la Reina

Munimphilip

Fliguetis de

Simbligo

de Calabraya

Lopera

Lis Caro

OLIVE MILLS

- 1. Aceites Arjona de Rasa. Oleorasa Tour (Arjona)
- 2. Aceites Castellar (Castellar)
- 3. Aceites Cazorla (Cazorla)
- 4. Aceites Cortijo La Labor (Puente del Obispo, Baeza)
- 5. Aceites Florencio Aguilera (Alcalá la Real)
- 6. Aceites García Morón (Arjonilla)
- 7. Aceites La Casona de Puerto Alto (Pegalajar)
- 8. Aceites Padilla (Bailén)
- 9. Cooperativa Ciudad de Jaén (Jaén)
- 10. Cooperativa El Alcázar (Baeza)
- 11. Cooperativa Nuestra Señora de los Remedios (Jimena)
- 12. Cooperativa Nuestra Señora del Pilar (Villacarrillo)
- 13. Cooperativa San Amador (Martos)
- 14. Cooperativa Sierra de Génave (Génave)
- 15. Cooperativa Virgen del Perpetuo Socorro (Alcaudete)
- 16. Cortijo El Madroño (Martos)
- 17. Cortijo Espíritu Santo (Úbeda)
- 18. Cortijo La Torre (Arjona)
- 19. Melgarejo (Pegalajar)
- 20. Oleícola San Francisco (Begíjar)
- 21. Oleocampo (Torredelcampo)
- 22. Oleofer (La Puerta de Segura)
- 23. Oro Bailén (Villanueva de la Reina)
- 24. Picualia (Bailén)
- 25. Soler Romero (Alcaudete)
- 26. Thuelma (Huelma)

COMPANIES

TASTING

- 1. Anuncia Carpio (Jaén)
- 2. Cata Los Quinientos (Baeza)
- 3. Catas (Jaén)
- 4. Centro de Interpretación del Olivar y del Aceite (Úbeda)

COSMETICS / CRAFTS

- Arteoliva del Condado (Castellar)
- 6. Cosmética del Olivo AOVE (Sabiote)
- 7. Dermoalcalá Cosméticos (Alcalá la Real)
- 8. El Arte del Olivo (Torreperogil)
- 9. Laiol Biocosmetics (Puente de Génave)
- 10. Notaliv Cosmética Natural (Villacarrillo)
- 11. Olea Cosméticos (Pegalajar)

SPECIALIST OLIVE-OIL SHOPS

- 12. Centro de Interpretación del Olivar y del Aceite (Úbeda)
- 13. Finca Las Manillas (Arquillos)
- 14. La Abacería (Baeza)
- 15. La Aceitera Jaenera (Jaén)
- 16. La Casa del Aceite (Baeza/Úbeda)
- 17. Oleoteca Jaén (Jaén)
- 18. Oleoteca Tres Quesitos (Linares)
- 19. Oleoteca Pradolivo (Baeza)

SPAS

- Centro Nature Urban Spa (Jaén)
- 2. Hotel Balneario San Andrés (Canena)
- 3. Spa Óleo Salud (Hotel Sierra de Cazorla, La Iruela)

FARMHOUSES AND UNIOUF DESTINATIONS

- 1. Castillo de Canena (Canena)
- 2. Cortijo de Bornos (Cambil)
- 3. Cortijo El Madroño (Martos)
- 4. Cortijo El Tobazo (Alcaudete)

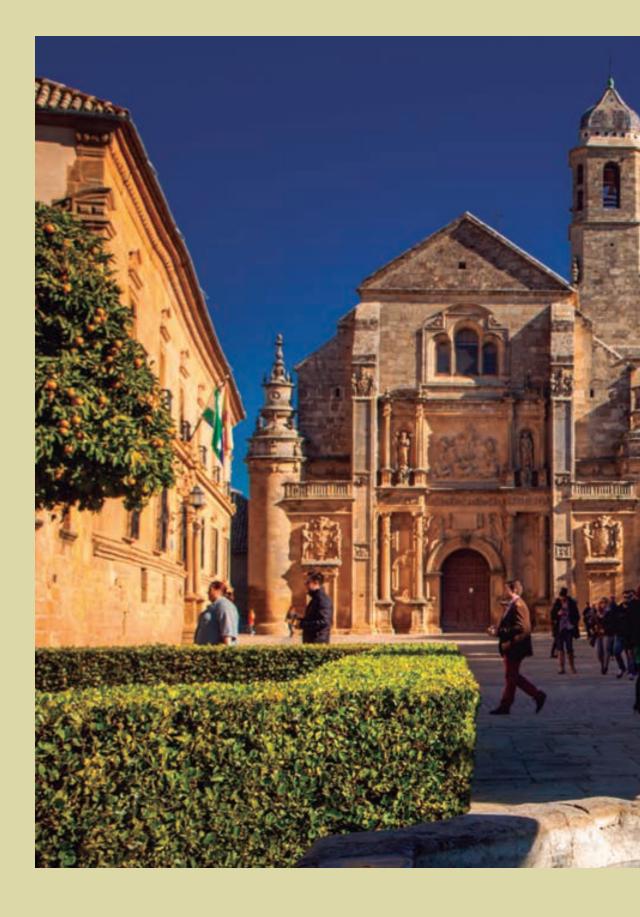
BOUTIQUE ACCOMMODATION

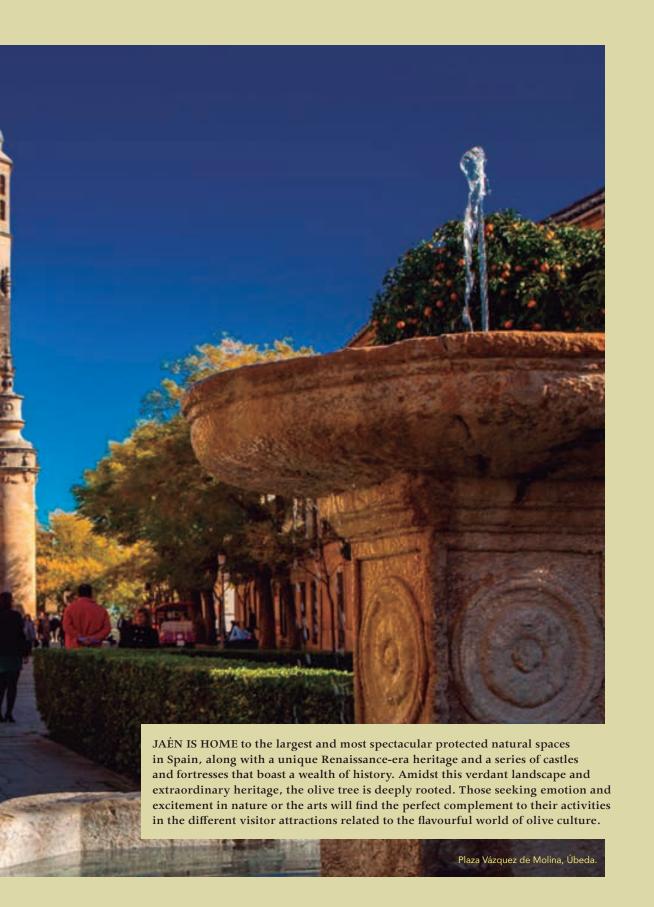
- 1. Cortijo de Bornos (Cambil)
- 2. Cortijo Espíritu Santo (Úbeda)
- 3. Cortijo Ramón (Cortijos Nuevos, Segura de la Sierra)
- 4. Cortijo Salido Bajo (Navas de San Juan)
- 5. El Olivar de Tramaya (La Iruela)
- 6. La Cateta (Mancha Real)

GREEN ROUTES

- 1. Vía Verde del Aceite
- 2. Vía Verde del Guadalimar
- 3. Vía Verde del Segura







* Nature in Jaén

THE LARGEST EXPANSE OF PROTECTED NATURAL SPACES



Welcome to the largest "green lung" in Spain. Jaén is a province where nature holds an irresistible appeal for tourists. It boasts four natural parks, three areas of outstanding natural beauty, two nature reserves and seven natural monuments, making it unique in the Iberian Peninsula. More than 300,000 hectares, almost a third of the province's territory, are protected.

The Sierras de Cazorla, Segura y Las Villas Natural Park is the largest and most important of Jaén's natural spaces. It is a treasure trove of plant and animal life: a stunning and unique natural park where the Guadalquivir and Segura rivers rise, dotted with picturesque villages, centuries-old castles and routes that have been travelled by man since time immemorial. Jaén's three other natural parks are the Sierra Mágina, the Sierra de Andújar and Despeñaperros. The Sierra Mágina is a geological rarity and a haven

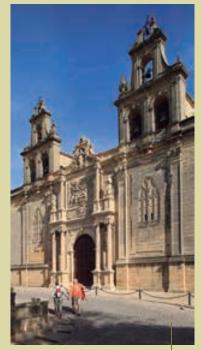
ADVENTURE TOURISM The natural spaces of Jaén Province are ideal for all kinds of activities. One example is hiking: the province offers shorter trails as well as longdistance routes such as the GR-247 Southern Forests route, which crosses the entirety of the Sierras de Cazorla, Segura y Las Villas Natural Park. Another iconic long-distance route is the GR-48, which runs the full length of the Sierra Morena. Lovers of two-wheeled tourism are blessed with an extensive network of bike-touring routes that criss-cross the province. The range of activities on offer is completed with the addition of horse riding, 4x4 excursions, rafting, canyoning, climbing, paragliding and powered-paragliding, caving, wildlife photography, hunting in the Sierra de Andújar and Despeñaperros, and much more.

for native flowers, which bloom in an abundance matched by few other European countries. The Sierra de Andújar and Despeñaperros have both played host to the reintroduction of the Iberian lynx. They are located in the north of Jaén Province and form part of the mountainous massif of the Sierra Morena, an area that is rich with legends and literary references and occupies a special place in the hearts of the area's inhabitants.



* The Southern Renaissance

ÚBEDA • BAEZA • JAÉN







From left to right: Santa María de los Reales Alcázares, Plaza Vázquez de Molina, Úbeda; the fountain of Santa María with the cathedral in the background, Baeza; and Jaén cathedral.

The Renaissance-era World Heritage site of the cities of Úbeda and Baeza is a leading destination for lovers of history, art and heritage. Together with the capital, Jaén, they form a triangle of sites and monuments that exemplify the Southern Renaissance.

Baeza, whose beauty is exalted in the verses of the poet Antonio Machado, is the leading exponent of religious architecture, while Úbeda stands out for its private buildings and monuments to civil power. The city of Jaén lies at the foot of Santa Catalina Castle and is home to a remarkable cathedral, one of the great symbols of the Andalusian Renaissance.

Between them, the three cities boast two cathedrals that are unrivalled anywhere in Spain, along with a countless number of palaces and churches. Jaén

owes much of its architectural heritage to figures such as Francisco de los Cobos, secretary of state to Emperor Charles V, and architects such as Andrés de Vandelvira, who did his finest work in this province.

However, Jaén's Renaissance heritage is not limited to these three cities: it can also be found in places such as Villacarrillo, the home of Andrés de Vandelvira; Hornos de Segura; Cazorla; Sabiote and Canena, with their palatial castles; La Guardia, Huelma and Mancha Real in the county of Sierra Mágina; and Alcaudete and Alcalá la Real in the Sierra Sur. Other areas in northern Jaén, such as Castellar, Sorihuela del Guadalimar and Andújar, also boast important religious buildings that form part of the Renaissance tradition.



* Castles and Battlefields Route

A JOURNEY THROUGH HISTORY



The Castle and Battlefields Route offers visitors the opportunity to explore some of Spain's most important and iconic strongholds. The castles in Baños de la Encina, Jaén, Alcaudete and Alcalá la Real (La Mota, pictured), among others, are testament to a bellicose past and the story of three battles that changed the course of history in the Iberian Peninsula: namely, the battles of Baécula, Navas de Tolosa, and Bailén.

In addition to exploring the castles and museums that comprise the route, visitors can enjoy complementary services such as fine dining, accommodation, shopping, workshops, leisure facilities and historical re-enactments. These and other high-quality tourist activities will make your journey along the Castles and Battlefields Route a truly unique and unrivalled experience.



*A Journey Back to the Time of the Iberians

JAÉN'S EARLIEST MEMORY

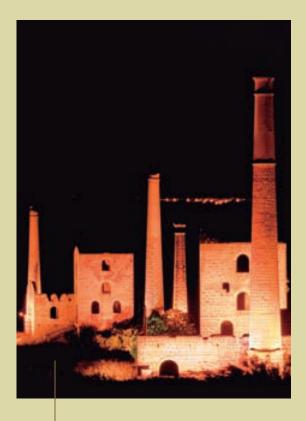
The remains of more than 500 Iberian settlements are scattered across Jaén Province. The Iberian peoples occupied the upper and middle parts of the Guadalquivir valley between the 7th and 1st centuries BC. As a result, Jaén has a more significant Iberian legacy than any other province in Spain.

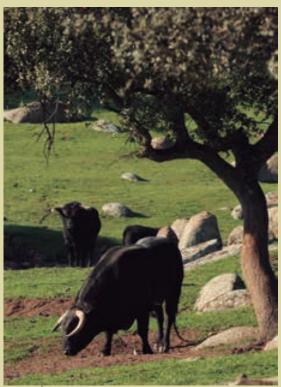
A Journey Back to the Time of the Iberians is a cultural itinerary and tourist route that begins in the municipality of Vilches, in the fortified town of Giribaile. The route leads down to Cástulo (Linares) (Mosaic of Love, 1st century BC, pictured) by way of Castellar, Ibros, Peal de Becerro, Porcuna, Huelma and the city of Jaén, where the Museum of Jaén Province and the Iberian Museum house items from two of the most important Iberian sites: El Pajarillo and Cerrillo Blanco. The route offers a unique opportunity to discover this fascinating culture and enjoy a range of activities for all the family, including guided and dramatised tours of the sites, hot air balloon rides, workshops and scavenger hunts.





MINING AND BULLFIGHTING COUNTRY





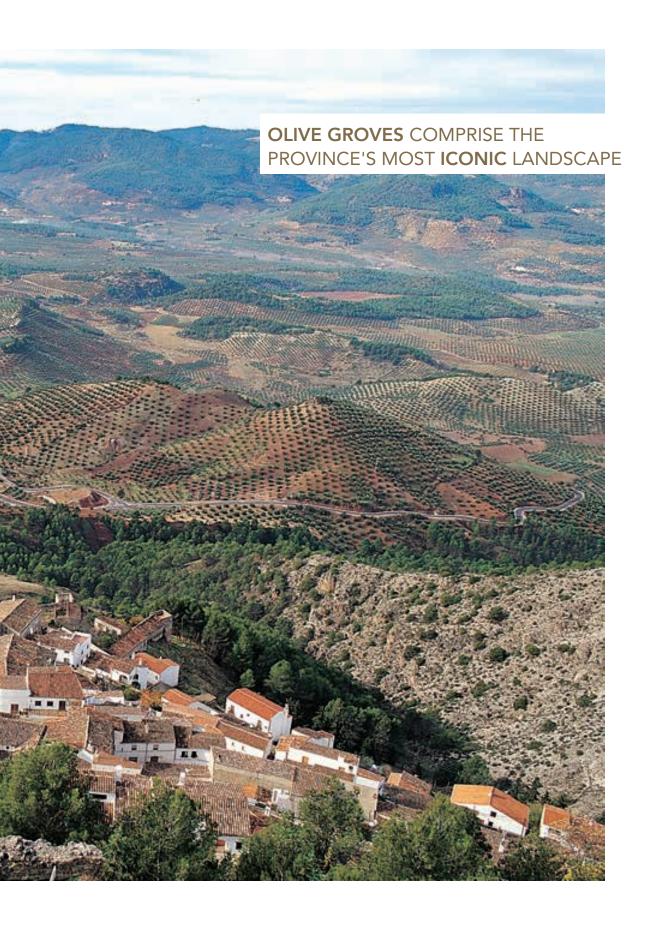
Linares is the second-largest city in Jaén Province. Steeped in history, and with a proud tradition of music and bullfighting, Linares is an industrial city that boasts one of the province's strongest economies and a unique mining heritage.

There are routes throughout the municipality that explore the most important mining areas. The starting point is the Mining Industry Visitor Centre, located on the old freight platform at Madrid Station. As well as exploring the area's mining heritage, visitors can check out the Raphael Museum in El Pósito, sample the unique range of tapas dishes and discover the archaeological complex of Cástulo, just five kilometres outside the city.

In the north of Jaén Province, visitors will encounter a traditional mining landscape, along with pastureland for fighting bulls. Two of the province's natural parks provide a habitat for the Iberian lynx, while on the last Sunday in April the procession of Our Lady of La Cabeza, the oldest procession of its kind in the country, takes place in the heart of the Sierra de Andújar.

Jaén's protected natural spaces are crisscrossed by long-distance hiking trails, as well as being great spots for stargazing, birdwatching and related tourist activities. Hunting is another activity that attracts many visitors. La Carolina is the capital of the "new towns" of the Sierra Morena, while notable neighbours include the towns of Santa Elena and Baños de la Encina.







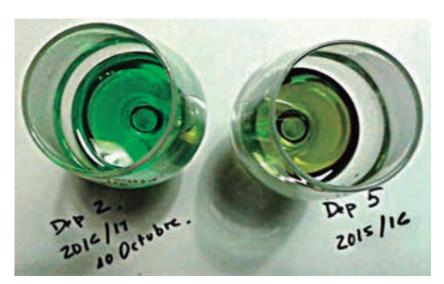
Varieties

OLIVE OIL



More than 90% of the EVOO produced in Jaén comes from the Picual variety of olive. The Royal variety is also native to the Sierra de Cazorla, while there is a significant amount of Arbequina cultivation despite its foreign origins. The cultivation and consumption of olives is both a symbol and a source of wealth for the towns and cities

of Jaén Province. The olive trees begin to flower in late April; in June, the first fruits appear and are left to ripen until the harvest begins in mid-October. The emergence of new markets has encouraged Jaén's olive-growers to develop new and experimental varieties, such as the Frantoyo, the Arbosana and the Cornezuelo.



jaén selección

The Jaén Selección awards help to boost the national and international profile of Jaén Province's star export: olive oil. Jaén Provincial Council launched the awards in 2003 with the aim of recognising and rewarding the province's finest

EVOOs. The accolades are given to the seven best conventionally produced oils and the best organic oil. Together, these eight EVOOs serve as ambassadors, promoting the excellence of Jaén Province domestically and abroad.





PICUAL, THE OUTSTANDING NATIVE VARIETY OF JAÉN PROVINCE

Spain is home to numerous varieties of olive, all of which produce excellent EVOOs. However, the most popular variety is the Picual, which is native to Jaén Province. Here, a wide range of authentic and exquisite oils are produced from Picual olives, and in recent years the outstanding quality of these oils has won them the most important awards and accolades in the olive-oil industry. The Picual is the most popular single variety of olive grown in Jaén Province: it is vigorous, has a high oil content and produces oil with a great deal of character. Picual olive oil is fruity and pleasantly bitter, with a slight sharpness that becomes milder over time. It is a variety that has come to characterise Jaén and has given the province a unique place within the international olive-oil industry. All of the research that has been done on the Picual variety has concluded that it is one of the healthiest, most vigorous and most flavourful types of olive. Moreover, numerous medical studies have found that its properties are healthier than those of other varieties. It has a higher concentration of antioxidants, helps to prevent heart disease and aids the elimination of harmful cholesterol from the human body. The producers of Picual olives remain committed to ensuring the variety's exceptional quality and to making it available to a broader public.

ROYAL

The Royal variety is native to Jaén Province, although it remains very uncommon. It is only grown in a very specific part of the Sierra de Cazorla, in the foothills of the largest natural park in Spain. Royal olives typically turn red when they ripen, and produce an EVOO that stands out for its smooth taste and lack of bitterness. The aroma is refreshingly fruity, with hints of fresh grass and green tomato. It is less intense in colour than the Picual variety and pairs well with salads, fish and white meat.



ARBEQUINA

Arbequina is another variety of olive that is used in the production of EVOO and is grown in Jaén Province. Although it is not native to Andalusia (the variety was developed in Catalonia and the highlands of Aragon) it has perfectly acclimatised to the soil of Jaén. The Arbequina variety produces an EVOO that stands out for its fruity aroma of young olives and other fruits. It is has a stronger yellow colour than Picual oils and its sweet flavour contrasts with the bitterness and sharpness of the varieties native to Jaén. It pairs well with desserts. In recent years, production levels for the Arbequina variety have increased and its flavour has started to take on a more local character.







Experiences

A MULTITUDE OF EVOO-RELATED OPTIONS





IN Jaén Province, a wide range of complementary activities and leisure services has emerged in connection to the world of olive oil, thereby enabling visitors to enjoy an authentic and unforgettable olive-oil tourism experience. The olive mills that form part of OleotourJaén offer educational olive-oil tastings that allow visitors to put their senses to the test. A tasting is also the best way to appreciate the unique qualities of the different EVOOs and to

prepare one's palate for a delicious meal in many of the restaurants where olive oil is a central ingredient. It is also an excellent way to learn how to appreciate certain dishes that are prepared with as much care and attention as the EVOOs themselves. A journey through the world of EVOO encompasses spas, boutique accommodation, olive festivals, shops where you can buy the industry's produce and products, providers of tourist services, and much more.

Olive-oil tasting at the Melgarejo olive mill in Pegalajar. Overleaf: Tasting olive pearls and jam at the Oro Bailén store. Bottom: Tourists visiting the olive groves.











≯ Enjoying EVOO

A WORLD OF SENSATIONS - STARTING AT THE OLIVE MILL



TJaén, the world of EVOO is filled with exciting experiences. The oil itself is produced at factories known as olive mills, which have been adapted to accommodate tourists and can be visited all year round. However, the best time to visit is between October and February, when the production process is in full swing. During the visit, the mill manager and the guides show visitors what happens to the olives after they are brought in from the olive groves, and how they are mechanically processed to produce the world's finest

EVOO. The olive mills and cooperatives offer package tours that enable visitors to taste the oils, sample traditional cuisine and visit the olive groves, where they can step into the shoes of an olive-grower for a few hours. In the autumn, the olive growers around Jaén also allow visitors to pick the olives and take them to the mill, where they are then processed into oil. Additionally, some olive mills and cooperatives offer introductory tasting courses that include theoretical and practical classes, along with pairing sessions involving different EVOOs and foods.

Top: Olive-oil tasting at Tierras de Tavara. Overleaf: Olive grove at Nobleza del Sur and the Oro Bailén shop.

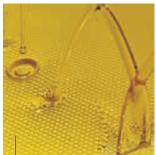












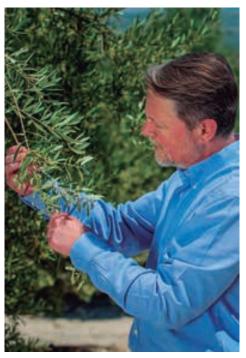
HOW TO TASTE EVOO

The olive mills and cooperatives that form part of the OleotourJaén tourism initiative offer visitors the opportunity to experience an olive-oil tasting. The experts leading the tasting will first invite you to smell the product and then to taste it, and teach you not only how to tell high-quality oils from those of inferior quality, but also how to distinguish the organoleptic properties of the different varieties.

Images (top to bottom and left to right): single portion of Melgarejo EVOO. Bottom: Soler Romero and Espíritu Santo. Overleaf: The Museum of Olive Culture at Puente del Obispo (Baeza).







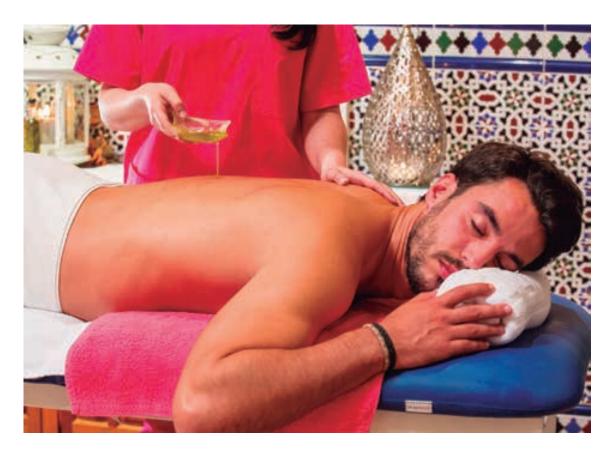




HOW TO ENJOY OLIVE OIL

OleotourJaén is a journey through all the senses, not only the sense of taste. EVOO has many different uses and benefits, including health, beauty and wellbeing. The journey from branch to bottle is a long one. The Roman baths and marble pools at San Andrés spa in Canena invite visitors to indulge in an olive-oil therapy treatment, such as an olive-oil exfoliation and body wrap.

Previous page: A diner enjoys dishes prepared using EVOO at Canela en Rama restaurant, Linares. Adjacent: Francisco Vañó, Castillo de Canena. Below: Shop selling Oro Bailén products. Bottom of page: San Andrés spa, Canena.







IN many of the towns and cities whose olive mills and cooperatives form part of OleotourJaén, there is a strong commitment to developing rural and cultural tourism and to promoting the benefits of EVOO. Closely linked to this type of tourism is the emergence of boutique accommodation, in the form of charming and venerable farmhouses located near the olive mills and decorated in keeping with the antique olive-growing aesthetic.

There are companies in the province's main cities that offer active tourism experiences and visitor packs that enable tourists to explore the olive groves on foot, mountain bike, 4x4 or even horseback. After admiring the natural landscape in which the olive groves are rooted, what better than to learn about their history and culture in

the themed museums that can be found throughout the province? Another option is to enjoy the health benefits offered by EVOO.

Jaén is home to spas and treatment centres where EVOOs form the centrepiece of a restorative massage or a beauty session. Moreover, in recent years the olive mills and cooperatives themselves have begun to explore new business opportunities in the field of natural cosmetics. You can now find soaps, moisturisers and gels that are made from high-quality EVOOs and also, according to recent studies, provide certain health benefits. After visiting the olive mills, enjoying the olive-oil-inspired cuisine and relaxing in a spa or boutique accommodation, the logical next step is to treat yourself to a bottle of the finest EVOO as a souvenir.

Top: Beating in the county of El Condado. Overleaf: El Arte del Olivo artisan workshop (Torreperogil).











* Boutique accommodations

DELIGHTFUL DESTINATIONS IN THE HEART OF NATURE



Cortijo de Bornos, Cambil.

utique accommodation also forms part of the oliveoil tourism experience. Cortijos, or farmhouses, are the archetypal rural dwellings in Jaén Province: built to meet the needs of the olive-growing estates, they have a unique architecture and sit in the very heart of the natural environment. In recent years, many of them have been converted to provide charming rural accommodation amidst a sea of olive trees. As well as staying at them, you can also use them as a

venue for celebrations, get-togethers and other social events. Of particular note are the Cortijo de Bornos apartments in Cambil; La Cateta in Mancha Real; Cortijo Espíritu Santo in Úbeda; El Olivar de Tramaya in La Iruela; Cortijo Salido Bajo in Navas de San Juan; and Cortijo de Ramón in the town of Cortijos Nuevos (Segura de la Sierra). Although Cortijo de El Madroño in Martos does not provide accommodation, it can be hired for celebrations and special events.



→ Olive-oil festivals

A YEAR OF CELEBRATIONS IN A UNIQUE PROVINCE



The olive-oil festivals also provide an opportunity to pay homage to the culinary importance of EVOO and to celebrate the province's chefs.

OO lies at the heart of Jaén's society, a number of festivals have grown up around it to celebrate its importance. The newest is the annual "Festival of the First Oil", which takes place in Jaén at the start of November. It celebrates the arrival of the oliveharvesting campaign and incorporates a tasting of the first oil produced from the early harvest. The Olive Festival takes place on 8 December in the municipality of Martos, often considered the true birthplace of the

olive grove. It is a popular celebration that pays homage to the area's olive-growers through an extensive programme of activities, culminating in a tasting of the traditional hoyo aceitunero, a dish consisting of bread, olive oil, cod and olives. Porcuna also boasts an Olive-Oil Festival, while Jaén's three designations of origin (Sierra de Cazorla, Sierra Mágina and Sierra de Segura) organise celebrations and fiestas around the prize-giving ceremonies for the best oils.







Olive mills

WHERE THE WORLD'S FINEST EVOO IS MADE





ive mills are factories or industrial Ifacilities where olives are made into olive oil. Jaén Province is home to dozens of olive mills and cooperatives, which are at their busiest between October and February while the olives are being harvested. The campaign begins with the task of gathering the olives, after which they are transported to a production centre where they are received, cleaned and washed. The production process then commences, passing through the stages of milling, pressing, decanting, filtering, preserving, and finally bottling. Once the oil has been bottled, it is then sold so that it can be enjoyed by a diverse range of discerning palates.

The olive mills that form part of OleotourJaén remain open for most of the year, so that visitors can find out in detail about how EVOO is produced and the different links in the production chain. The so-called "tourist olive mills" offer a number of services designed to celebrate the humble olive, which is the main culinary, economic and cultural symbol of Jaén Province. The managers of these mills organise guided tours, tastings and excursions to the olive groves, which together provide a unique sensory experience and an informative insight into the world of olive oil production. Moreover, the majority of these mills have shops where visitors can purchase their EVOOs.





★ Aceites Castellar

Carretera de Sabiote, s/n. Castellar.

PHONE 953 460 718.

WEB www.noblezadelsur.com
EVOO Nobleza del Sur





Aceites Castellar produces an EVOO named *Nobleza del Sur*. The company's olive-growing traditions go back more than three generations and the firm is firmly committed to quality throughout all stages of the production process. Upon request, Aceites Castellar can organise tastings and special culinary events at its facilities. At the company's farmhouse, which is surrounded by poppies in the spring and located just a few kilometres from the olive mill, visitors can enjoy a rustic lunch and watch the beating of the olive trees at harvest time.

★ Aceites Cazorla

Carretera de Peal de Becerro a Cazorla, km. 10,5. Cazorla.

PHONE 953 724 031.

WEB www.aceitescazorla.com

EVOO Cazorla





Aceites Cazorla is located near the entrance to the Sierras de Cazorla, Segura y Las Villas Natural Park, opposite the town of Cazorla. It is the oldest oilproducing cooperative in the county and a pioneer in the production of EVOO from olives of the Royal variety, which are native to the Sierra de Cazorla. Its Picual and Royal olive oils bear the guarantee of the Sierra de Cazorla designation of origin. The company's premium EVOO is sold under the brand name *Cazorla*.



Aceites Florencio Aguilera

Aldea Hortichuela, cruce con Pila de Soto, carretera 5300. Alcalá la Real.

PHONE 667 471 766.

WEB www.aceitesflorencioaguilera.com

EVOO Agápê





Aceites Florencio Aguilera is a family-run olive mill located in the heart of Jaén's Sierra Sur at an altitude of 1300 metres. This privileged location gives its EVOOs a unique chemical composition and a special flavour that exudes quality. Its award-winning EVOO Agápê is made from Picual olives harvested early in the season. The company also sells chocolate and jam under the same brand name. In November, when the olives are in the veraison or colour-change stage, the mill produces its Oleum Caeli oil; after which it then makes its Aove Familiar oil from the ripest fruits.

→ Aceites García Morón

Carretera de San Roque, 12. Arjonilla.

PHONE 953 520 011 / 953 520 012. WEB www.garciamoron.com EVOO García Morón





Aceites García Morón has cultivated olives since 1850. Traditionally, it has been a pioneer in the use, improvement and application of new agricultural technologies, which have enabled the firm to improve its productivity and the quality of its products. It mostly grows Picual olives, which provide a greencoloured oil with a fresh, fruity aroma and a slightly bitter taste. García Morón EVOOs are produced exclusively via mechanical processes.



Aceites La Casona Organic Estate

Camino del Puerto, s/n. Pegalajar.

PHONE 953 030 278 / 619 489 664.
WEB www.aceiteecologicolacasona.com

EVOO La Casona





Certified organic by the Organic Farming Association of Andalusia (CAAE) since 1998, these centuries-old olive groves located high in the mountains are managed by a family firm that is committed to respecting health and the environment throughout the production process for its EVOOs. The company has a small olive mill where the olives are cold-pressed on the same day they are harvested, in order to preserve their properties. The practice of organic farming also helps to promote biodiversity in the local environment.

★ Aceites Padilla

Carretera Madrid-Cádiz, km. 294,5. Bailén.

PHONE 953 670 517.

WEB www.aceitespadilla.com
EVOOs Padilla 1808, Premium, Oliva Bio





Almazara San Pablo produces Picual-variety EVOO using olives from its own groves. Great care and attention is taken throughout the entire process of producing, preparing and bringing to market this EVOO of exceptional quality. The company has two separate production lines: an organic line, which produces its *Padilla Oliva Bio* oil, and a conventional line, which produces its *Padilla 1808* and *Padilla 1808 Premium* oils. Almazara San Pablo uses organic farming techniques to ensure its oil is free from contaminants and to help protect the area's natural resources.



★ Arjona de Rasa

Camino Dín, km. 12. Arjona.

PHONE 953 122 634.

WEB www.arjonaderasa.com EVOO Arjona de Rasa





Oleorasa Tour unites the worlds of olive-growing and equestrianism in a single location: namely, the heritage-rich municipality of Arjona, deep in the countryside of Jaén Province. A love of olive-growing, handed down through generations, allied to one man's passion for horses and the world of equestrianism, has given rise to a truly unique olive-oil tourism experience. The fruit of this remarkable project is a wholly natural olive oil with a singular aroma and flavour that places it among the finest EVOOs in the world.



Polígono de Los Olivares. Calle Frailes, parcela 2. Jaén.

PHONE 953 281 505.

WEB www.aceiteciudaddejaen.com EVOOs Fuente Peña y Puente Sierra





The Ciudad de Jaén cooperative, located in the provincial capital, has taken a great step forward in the production of premium EVOO owing to the change in attitude towards bottled olive oil. The cooperative has embraced new techniques for cold extraction, inertisation and bottling, which have combined to make its EVOO a product of outstanding quality. In terms of olive-oil tourism, the activities it offers include tours of the olive groves and mill (where visitors can find out about each stage of the production process), culinary and cultural experiences and even an olive-oil massage at a spa.



\chi Cortijo El Madroño

Carretera de Santiago de Calatrava, km. 7. Martos.

PHONE 696 067 680 / 667 762 546. WEB www.aceitecortijoelmadrono.com

EVOO Cortijo El Madroño





The olive mill is located on a large estate near the town of Martos. It was built in 1920, at a time when landowners often adapted these agricultural buildings and converted them into second homes where they would spend the summer. In addition to its modern olive mill, the firm also has a museum containing traditional olive-pressing machinery and tanks from an old winery. It is a charming venue that has been adapted to accommodate celebrations and conferences.

🗼 Cortijo Espíritu Santo

Apartado de Correos 217 de Úbeda. As the site lies at the very heart of La Loma region, visitors will need to phone in order to obtain precise directions.

PHONE 953 776 256 / 611 063 159. WEB www.cortijoespiritusanto.com EVOO Cortijo Spititu Santo





This olive mill stands alongside a 17th-century farmhouse, within an olive grove located very near to the city of Úbeda. The family firm that manages the mill has a long tradition of olive-growing and uses techniques that respect the environment. The EVOO it produces is of exceptional quality and sold under the brand name Cortijo Spiritu Santo, which visitors can sample during tastings and special culinary events. The farmhouse has been adapted for use as rural accommodation.



🗼 Cortijo La Labor

Camino viejo de La Laguna, s/n. Puente del Obispo (Baeza).

PHONE 953 765 142.

WEB www.aceiteshaciendalalaguna.com

EVOO Hacienda La Laguna





Cortijo La Labor olive mill produces and bottles EVOO under the brand name Hacienda La Laguna. It is located in the Guadalquivir Valley, next to the Laguna Grande Area of Natural Beauty in Baeza. The unique properties of this terroir give the olive oil a bright green hue and an intensely fruity aroma. The first batch of olive oil produced after the early harvest is sold under the Premium brand, while the EVOO is made a little later. Both products are made by cold-pressing, without any chemical processes involved.



🗼 Cortijo La Torre

Cortijo de la Torre, s/n. Arjona.

PHONE 953 236 146 / 655 035 272. www.aceitessanantonio.com EVOOs Cortijo La Torre y Torre Luna





Aceites San Antonio in Arjona produce the awardwinning Cortijo La Torre olive oil at their mill, the Molino de Aceite de San Antonio, which entered into operation towards the end of the 19th century. The company also has a bottling plant and offers tours of its facilities. The farmhouse is located next to the olive mill and has retained its traditional architecture. As well as being a family home, it also has function rooms for celebrations and tastings. Aceites San Antonio also sells the brand Torre Luna, which is a coupage of the Arbequina and Picual varieties.



🗼 El Alcázar

Carretera de Ibros, s/n. Baeza.

PHONE 953 740 311.
WEB www.olibaeza.com
EVOO Olibaeza





El Alcázar, a cooperative olive mill located on the outskirts of the World Heritage Site of Baeza, stands out for its strong commitment to the latest technologies. In recent years it has revamped its image, introducing new, more modern bottles that still retain something of the historical character of the city where its olives are grown. In addition to tastings and special culinary events, El Alcázar offers guided tours of its facilities and excursions to nearby olive groves.

🗼 El Pilar

Carretera de Mogón, km. 1,2. Villacarrillo.

PHONE 953 440 058.

WEB www.cooperativadelpilar.com

EVOOs Prólogo y Cazorliva





The cooperative of Nuestra Señora del Pilar de Villacarrillo stands out for its extensive facilities (incorporating the largest olive mill in the world), which occupy an area of some 160,000 square metres and are set amidst dense woodland containing a vast array of plant species. The cooperative's aim is to ensure that its members' olive groves remain productive, to which end it enforces rigorous controls to guarantee the natural properties and quality of the end product, in line with the philosophy that "quality starts in the field".



№ Los Remedios

Carretera Mancha Real-Cazorla, km. 16.8. Jimena.

PHONE 953 357 437.

WEB www.orodecanava.com
EVOO Oro de Cánava





The cooperative applies a traditionally painstaking approach to the gathering and selection of fruit in combination with the very strictest quality-control parameters, resulting in an exceptional EVOO that it markets under the brand name *Oro de Cánava*. The olive mill incorporates a function room for olive-oil tastings and a bottling plant inspired by a traditional Andalusian farmhouse. Founded in 1976, the cooperative is a living embodiment of the words of the Marquess of Santillana, who as far back as the 15th century extolled the virtues of the olive oil produced in the Sierra Mágina.

🗼 Melgarejo

Camino Real, s/n. Pegalajar.

PHONE 953 361 081.

WEB www.aceites-melgarejo.com EVOOs Selección, Ecológico, Original





Aceites Melgarejo, a family firm located in Pegalajar, combines tradition and innovation to produce a range of premium olive oils. Its bottling plant ensures that the oil is preserved and packaged under optimum conditions, while the company also boasts a tasting room where visitors can sample the different EVOOs. In recent years, Aceites Melgarejo has made a firm commitment to innovation; the outcome of which is the development of single portions of different varieties of EVOO, presented together in a special box.

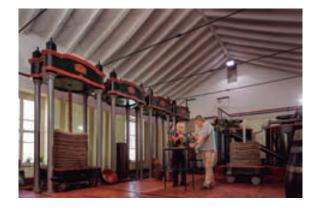


№ Oleícola San Francisco

Pedro Pérez, s/n. Begíjar.

PHONE 953 763 415 / 666 534 958. WFB www.oleicolasanfrancisco.com EVOO

Esencial Olive





Jaén Province's first "tourist olive mill" is run by a family firm that takes a traditional approach to olive-oil production while embracing the latest developments in the industry. It boasts a range of facilities adapted for guided tours, courses and tastings. In addition to buying EVOOs and cosmetics at the mill shop, visitors also have the opportunity to take a tour of the olive groves and enjoy a traditional farmer's breakfast out in the fields. Tours are available in several different languages.

\chi Oleocampo

Carretera del Megatín, s/n. Torredelcampo.

PHONE 953 410 111. WEB www.oleocampo.com EVOO Oleocampo





The Oleocampo Group, based in Torredelcampo, is the result of the merger of three cooperatives in 1994. The group bottles and sells EVOO and offers a range of activities to promote olive-oil culture, such as tasting workshops and guided tours. It has its own shop and a visitor centre that explains how the finest EVOOs are produced. The group's olive oil is sold under the brand name Oleocampo.



🗼 Oleofer

Carretera El Puente-La Puerta, km. 0,3. La Puerta de Segura.

PHONE 953 487 173.

WEB www.tierrasdetavara.com
EVOO Tierras de Tavara





The town of La Puerta de Segura is home to the Oleofer olive mill, whose EVOO *Tierras de Tavara* bears the Sierra de Segura designation of origin. In addition to producing conventional and organic olive oil, the mill has embraced olive-oil tourism and offers a range of different activities, guided tours, a tasting area and a shop. Additionally, at Los Barrancos, the company's estate, excursions are arranged on the days when the olives are harvested.

🗼 Oro Bailén

Casa del Agua. Ctra. a Plomeros (Autovía A4, salida 310). Villanueva de la Reina.

PHONE 953 548 038. WEB www.orobailen.com

EVOO Oro Bailén





Galgón 99 produces the award-winning EVOO Oro Bailén, which is made from the Picual and Arbequina olive varieties. The company's commitment to olive-oil tourism has resulted in the adaptation of its olive mill, which now incorporates a large shop and information panels in each of the different areas. It offers guided tours (in different languages) of both the mill itself and its own olive groves, in addition to weekend tourist packages that include accommodation. The company also offers activities for schools.



Carretera 432, km. 362. Alcaudete.

PHONE 953 560 201.
WEB www.carrasqueño.es
EVOO Carrasqueño





The Virgen del Perpetuo Socorro cooperative, in Alcaudete, produces bottles and sells its own EVOO under the brand name *Carrasqueño*. At its facilities, guides provide an explanation of each stage in the production process, from the moment the olives are poured into the hopper to the final bottling of the olive oil. The cooperative has a shop and the mill contains artefacts that were once used to gather the olives. Visitors are also able to taste the different varieties of premium olive oil that are produced on-site.

🗼 Picualia

Autovía Madrid-Cádiz, km. 298. Salida 299. Bailén.

PHONE 953 670 565.
WEB www.picualia.com
EVOO Picualia





The merger of two cooperatives in Bailén led to the creation of an olive mill that boasts state-of-the-art equipment and modern, functional facilities, which it uses to produce the *Picualia* brand of EVOO. The mill is committed to promoting olive-oil culture through the provision of new experiences designed to thrill visitors' senses and taste buds, such as guided tours, tastings and a fully modernised museum of olive oil. The areas open to visitors are distributed around the central courtyard. There is also a shop and tasting room.



🗼 San Amador

Príncipe Felipe, 20. Martos.

PHONE 953 550 057. WEB www.amadorsca.es EVOO Tuccioliva





The San Amador cooperative is housed in a splendid manor house in the centre of Martos, a town many consider the true birthplace of the olive grove. Its EVOO is of certified quality and is sold under the brand name Tuccioliva. It is made in a factory that boasts average production levels of around 3 million kilograms of olive oil. San Amador also boasts a visitor centre and a modern tasting room. In recent years, the cooperative's management has introduced exclusively designed bottles for San Amador's premium EVOOs.



🗼 Sierra de Génave

Avenida de la Estación, s/n. Génave.

PHONE 953 493 153.

WEB www.sierradegenave.com EVOO Oro de Génave





The Sierra de Génave cooperative is a pioneer in the production of organic olive oil from Picual olives. Its Oro de Génave brand is the most recognised and widely consumed organic olive oil on the market. The cooperative's headquarters are a classic example of traditional Andalusian architecture and boast a large number of rooms, along with a twostage organic olive mill. It also has a small museum arranged around an attractive courtyard, where visitors can find out about the history and properties of the finest EVOOs.



Soler Romero

Carretera Alcaudete-Alcalá la Real, km. 367. Alcaudete.

TFS 953 560 066 / 914 355 814. WEB www.soler-romero.com AOVE Soler Romero





The Soler Romero olive mill has a long tradition of olive-oil production. For six generations, this Alcaudete-based company has been producing olive oil of the finest quality. The firm stands out for its organic products, which are made from olives supplied from its own groves at the estate of Cortijo El Tobazo, a 600-hectare facility where the production is certified and the olives are grown using only organic farming techniques. It also offers attractive accommodation options.

🗼 Thuelma

Carretera A-401, km. 49, Huelma,

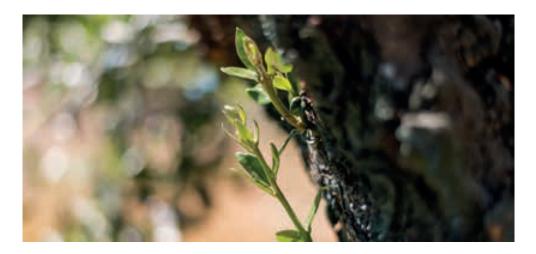
TF 953 390 155. WFB www.thuelma.es AOVES Thuelma y Tierras de Jaén





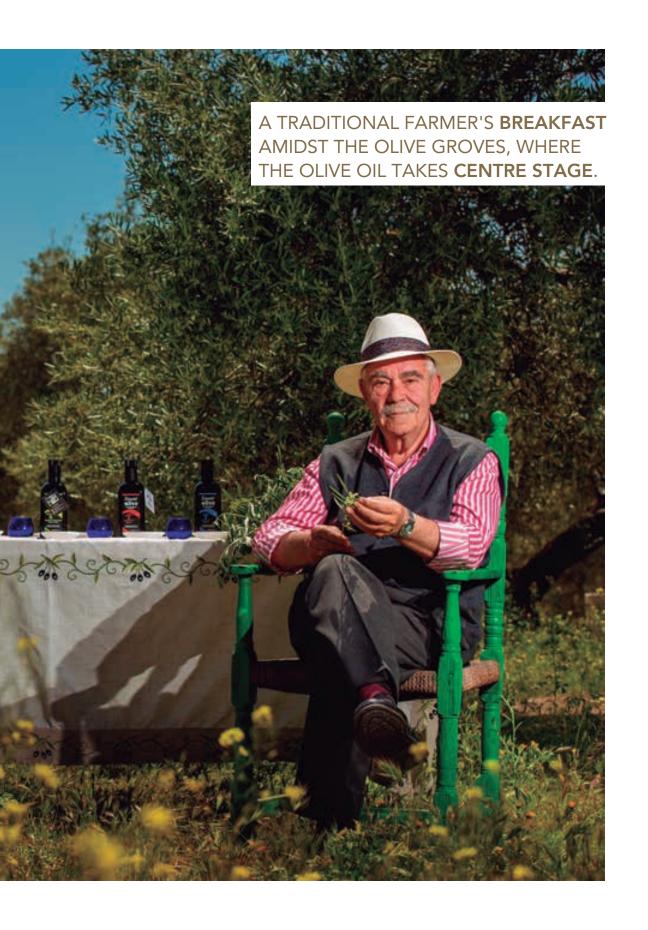
Since 1941, four generations of farmers and olive-growers have cultivated olive groves in the Sierra Mágina, at an altitude of over 1000 metres. The superb quality of the Picual olives, allied to rigorous controls throughout the production chain, have made Thuelma's EVOOs a popular choice both domestically and abroad. The company's original brand, Thuelma Oliva, is complemented by the addition of Tierras de Jaén TJ, a limitededition gourmet brand of EVOO made from the first harvest of each season.













Fine dining

DELIGHT YOUR PALATE





IT is impossible to imagine the Mediterranean diet without EVOO. Olive oil is a vital ingredient in every dish; its culinary applications are endless and its health-giving qualities are complemented by an exquisite flavour that enhances every bite. The EVOO produced in Jaén Province, most of which is made from Picual olives, is consumed at breakfast, lunch and dinner, in dishes ranging from a simple piece of toast to

the most sophisticated and modern examples of haute cuisine. Each county in Jaén Province has developed a special relationship with olive oil and every area has its culinary specialities: from the hearty dishes of the mountains to the delicious cuisine of the countryside. Not to mention the pairing of EVOO with pastries and confectionery, producing delicious desserts of which olive oil is an irreplaceable ingredient.

Above: Juanito restaurant, Baeza. Overleaf: Ginger snap with cottage cheese and EVOO jam (created by Ana María Gutiérrez for *Degusta Jaén*).











Game ravioli with wild asparagus and locally produced cheese (Canela en Rama).

EVOO is an essential part of the Mediterranean diet, which has been declared by UNESCO as part of humanity's Intangible Cultural Heritage. In terms of both quantity and quality it is the star ingredient of cooking in Jaén, where traditional breakfasts, lunches, snacks and dinners are doused or dressed with the "liquid gold" of olive oil. It is a key part of the province's cuisine, adding distinction, character and modernity to the dishes served in Jaén's restaurants. Olive oil also ranks among the most important and highly valued ingredients due to its ability to pair with meat, fish, salad and cold soups, as well as traditional desserts.

Ultimately, EVOO serves as the backbone of Jaén's cuisine, lending the province's dishes a seal of exceptional culinary quality and flavour thanks

to its extraordinary organoleptic properties. These properties include a pleasant and unmistakable aroma of fresh fruit, thanks to the olives from which the first oil of the harvest is made; a delicious and exquisite flavour; and an intense green hue that is typical of the oil produced at the start of the harvest. Although the oil may become more yellow in colour over time, it does not lose any of its properties.

The great purity and quality of these flavours and aromas add cachet to the wide variety of traditional dishes on offer in Jaén. It also adds value to the culinary inventions of gourmands and chefs who specialise in the use of EVOO, as their knowledge of its nuances, varieties and sensory qualities enable them to recreate an entire world of sensations.











Castilian-style roast Segura lamb (Casa Herminia).

A slice of toast with olive oil is the most popular breakfast option throughout Jaén Province, while other favourites include cakes, buns and other baked goods made with olive oil, fried churros with olive oil, and the classic *hoyo aceitunero*: the traditional breakfast of the olive-pickers, consisting of bread, olive oil, cod and olives.

A generous splash of EVOO is often added to vegetable dishes such as spinach (with asparagus or scrambled eggs), salads, pipirrana (diced salad), gazpacho, salmorejo (thickened gazpacho) and other cold soups, which are served in many restaurants throughout the province as a mouthwatering entrée prior to the delicious main meal. Roasted meats, game from the mountains, sautéed lamb, rabbit or kid cooked in garlic,

stews, partridge with beans, fried breadcrumbs with chorizo, *gachas* (a type of porridge), *andrajos* (a type of stew), *ajoatao* (a garlic-based sauce), *flamenquines* (breaded ham and cheese) and meatballs are just some of the many dishes found in Jaén that are prepared and enriched using the finest olive oil.

Trout, cod, partridge (whether pâté or in pickling brine), preserved pork loin, fried potatoes and peppers, artichokes and other stew-based dishes round off the long list of traditional dishes from Jaén that have olive oil as a key ingredient. And as if that wasn't enough, the menu is completed with a range of exquisite desserts such as hasty pudding, milk fritters and rice pudding, which initially became a staple in religious institutions and were later popularised among the general public.





Establishments featured in culinary guides







Reja de la Capilla, 3. **Jaén. PHONE** 953 047 450. **WEB** www.bagagastronomico.com

A tasting menu undergoing constant change, like our vegetable gardens and seasonal markets. A bistro-type restaurant with an open kitchen, able to seat a maximum of 15 diners.





Melchor Cobo Medina, 7. **Jaén**. **PHONE** 953 006 454.

Juan Aceituno defines his restaurant as "a fusion of haute cuisine, emotions and memories". A welcoming, high-quality establishment.





🔊 Canela en Rama

República Argentina, 12. **Linares. PHONE** 953 602 532. **WEB** www.canelaenramalinares.es

A bold fusion of Andalusian cooking and other global cuisines, overseen by Juan Carlos Trujillo. Winner of the "Jaén: An Inland Paradise" International Award for Cooking with EVOO.





Cuesta de la Rodadera, 1. **Úbeda. PHONE** 687 777 230. **WEB** www.cantinalaestacion.com

An exuberant menu that includes a tasting menu and innovative stews of the day, prepared using local produce.







Top to bottom and left to right:

Toast with EVOO and chocolate (Casa Antonio).

Pork belly confit with pumpkin (Los Sentidos).

Gin and tonic with a splash of EVOO.









PHONE 953 651 072. WEB www.lossentidos.net

One of the great establishments in creative haute cuisine, presided over by Juan Pablo Gámez. Winner of the "Jaén: An Inland Paradise" International Award for Cooking with EVOO.





Hoz, 3. **Cazorla. PHONE** 953 720 632.

WEB www.mesonleandro.com

Located next to Plaza de Santa María. Rustic dining room and terrace offering local mountain fare, including big game, stews, and trout from the Guadalquivir.





J\A

/Asador de Santiago

Avenida de Cristo Rey, 4. **Úbeda. PHONE** 953 750 463.

WEB www.asadordesantiago.com

Located in the city of Úbeda (a UNESCO World Heritage Site). The restaurant's speciality is roast meat, along with dishes made from fresh, local, seasonal produce.





/Casa Antonio

Fermín Palma, 3. **Jaén. PHONE** 953 270 262. **WEB** www.casantonio.es

The chefs at Casa Antonio are trained in the latest culinary trends, without losing sight of their roots in local traditions. Welcoming terrace.





/MangasVerdes

Bernabé Soriano, 28. **Jaén. PHONE** 953 089 495. **WEB** mangasverdesjaen.com

A menu that combines local produce with more exotic ingredients and the latest culinary trends.







处Restaurante & Bistró Casa Alfonso

Placeta Consuelo Mendieta, 2. **Cazorla.** PHONE 953 721 463. WEB www.casa-alfonso.eatbu.com

Located in the heart of Cazorla, the surprising and extensive menu is based on traditional cuisine and

modern dishes, including game and seasonal produce.





María Bellido, 120. **Bailén. PHONE** 615 415 028. **WEB** www.tabernademiguel.com

Modern and inviting, with the winner of the "Best Newcomer" category in the 2017 Madrid Fusión awards in the kitchen.





Avenida de Andalucía, 74. **Jaén. PHONE** 953 228 273.

Unique and seasonal raw ingredients for a menu that changes as the year progresses. A simple, traditional Mediterranean restaurant with an welcoming ambience.







Puche Pardo, 57. **Baeza**. **PHONE** 953 740 040. **WEB** www.juanitobaeza.com

The aroma of stews, marinades and escabeches drifts out of the kitchen. Fine traditional cuisine with olive oil as its basis. Traditional home-made desserts.

More establishments offering excellent food made with olive oil







Fernando el Católico, 17. **Alcalá la Real PHONE** 699 249 659.

This long-established bar-restaurant is small and welcoming. It specialises in traditional Mediterranean cuisine, wine and tapas.





Torrepalma (Hotel)

Conde de Torrepalma, 2. Alcalá la Real. PHONE 953 583 010. WEB www.restaurantetorrepalma.com

A classic purveyor of traditional cuisine, offering long-established dishes and EVOO tasting.

ALCAUDETE



/Almocadén

Carretera Fuensanta, 38. Alcaudete. PHONE 953 560 555. WEB www.almocaden.com

Traditional cuisine with its own character. Restaurant, terrace, and bar area for tapas.

ANDÚJAR



Mesón Lourdes

Corredera Capuchinos, 10. Andújar. PHONE 620 332 761.

20+ years of experience in Mediterranean cuisine: lovingly prepared tapas, superb rice dishes, exquisite meat dishes, fresh fish and seafood platters.

ℳBAEZA



/El Pájaro

Portales Tundidores, 5. Baeza. PHONE 953 744 348. WEB www.tabernaelpajaro.com

Fresh local produce prepared at a tavern-style venue. Highly recommended for tapas.



La Clave

Avenida Alcalde Puche Pardo, 9. Baeza. PHONE 695 513 394. WEB www.laclavemusicbar.es

Eclectic and original flavours with exceptional presentation. Delicious home-made desserts.







Top to bottom and left to right:

Gazpacho of roasted vegetables with confit squid ink, sem-dried cherry tomatoes and quail egg (Canela en Rama).

"Luisa" artichokes (Juanito).

Apple tart with olive-oil ice cream (Casa Antonio).











La Pintada (Hotel Puerta de la Luna)

Canónigo Melgares Raya, 7. Baeza. PHONE 953 747 019 WEB www.hotelpuertadelaluna.com

Unusual and sophisticated touches in a cosmopolitan menu inspired by classic flavours.



San Francisco, 14. Baeza. **PHONE** 637 465 790. WEB www.cateringdelicias.com

Dishes made from fresh local produce, inspired by EVOOs of the very highest quality and prepared in a unique setting with a rich heritage.

MBURUNCHEL (LA IRUELA)





El Curro (Hotel)

Carretera de la Sierra, 32. Burunchel (La Iruela). **PHONE** 953 727 311. WEB www.hotelelcurro.es

A warm and welcoming ambience, where diners can experience the fusion of long-established, traditional mountain cooking with the most sophisticated forms of signature cuisine.

CABRA DEL SANTO CRISTO





Casa Herminia

Moya, 12. Cabra del Santo Cristo. PHONE 953 263 561 / 953 397 506. WEB www.casaherminia.com

Located in the heart of the Sierra Mágina Natural Park, this restaurant fuses tradition and the latest trends, all dressed with the finest local EVOOs.







Lusco. Taberna y restaurante

Nubla, 33. Cazorla. PHONE 953 721 350. WEB www.luscotaberna.com

This restaurant offers a fresh take on mountain cuisine: traditional recipes with surprising textures and flavours, plus unbeatable views of La Yedra Castle.







Plaza Corredera, 2. **Cazorla. PHONE** 953 647 367. **WEB** www.lamacorina.es

This bar-restaurant in the heart of the charming town of Cazorla offers a variety of delicious flavours and specialises in Asian fusion.





√Parador de Turismo de Cazorla

Carretera de la Sierra, s/n. **Cazorla. PHONE** 953 727 075. **WEB** www.parador.es

Located in the heart of the Sierras de Cazorla, Segura y Las Villas Natural Park, this welcoming restaurant specialises in traditional cuisine and game.





//Raíces

Poeta Antonio Machado, 1. **Cazorla. PHONE** 676 544 970.

Raíces is a modern, welcoming establishment that fuses traditional Cazorla cooking with international influences, such as Japanese or Moroccan cuisine.







∨El Tranco

Carretera A-319, km. 75. **Hornos de Segura. PHONE** 953 002 276. **WEB** www.tranco.es

Boasting beautiful views of the Tranco reservoir, the restaurant offers a contemporary take on traditional dishes from the Sierra de Segura. Wide variety of local wines.







/Asador El Mirador

Carretera Jaén-Los Villares (A-6050), km. 5. **Jabalcuz, Jaén.**PHONE 953 235 131.

WEB www.asadormiradorjaen.com

Traditional cuisine in a restaurant with stunning views over the olive groves of Jabalcuz, with Jaén in the background.







Plaza San Roque, 1. Jaén. PHONE 953 251 450.

WEB www.restaurantebahiajaen.com

A classic purveyor of fresh local produce, dressed with EVOOs of the finest quality. Home-made dishes with unusual touches.



/Casa Córdoba

Plaza de Belén, 8. Jaén. PHONE 953 239 492.

WEB www.restaurantecasacordoba.es

Honest, popular, traditional cuisine, served without a fuss. Large wine list, with bottles from first-rate wineries.



/Casa Herminia

Centro de Convenciones. Carretera de Granada, s/n. Jaén. PHONE 953 263 561 / 953 397 506.

WEB www.casaherminia.com

Traditional cooking fused with more modern and innovative cuisine. Its location at IFEJA makes it ideal for celebrations and events of all kinds.





La Rioja, 1. Jaén. PHONE 953 379 332.

A unique and highly distinctive establishment in northern Jaén, specialising in rice dishes.

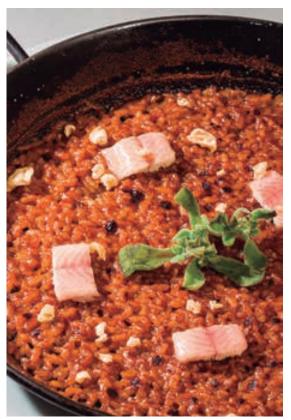




Miguel Castillejo, 2. Jaén. PHONE 953 255 393.

WEB www.kasler.es

Internationally inspired cuisine of superb quality with some unusual culinary touches.







Top to bottom and left to right:

Rice with Iberian pork and smoked elvers (Los Sentidos).

De-boned pigs' trotters stuffed with foie gras in an almond sauce (Casa Herminia).

Arbequina olive-oil ice cream with tomato jam.









Castillo de Santa Catalina. Jaén. PHONE 953 230 000. WEB www.parador.es

An impressive medieval-style dining room, where the delicious, varied and extremely creative cuisine of Jaén Province achieves its fullest expression.



'Taberna Don Sancho I y II

Avenida de Andalucía, 17 y 64. Jaén. PHONE 953 264 021 / 953 275 121.

A traditional and authentic menu inspired by classic dishes that use EVOO as their base. First-class wine list.



Támesis

Maestro Sapena, 9. Jaén. PHONE 953 267 067. WEB www.restaurantetamesis.es

Influences drawn from all over the world, fused to produce a highly unique concept in signature cuisine.





Ortega Nieto, 4. Jaén. PHONE 676 201 338.

Quality food prepared with passion by Alex Milla, one of the best chefs in the province. A truly innovative culinary experience.





Orellana Perdiz

Autovía A4, salida 265. La Carolina. PHONE 953 660 600. WEB www.orellanaperdiz.es

Masters of traditional cuisine and game, and pioneers in the preparation of many different partridge dishes (including the classic pâté). Also renowned for their roasted meats.





♪ Restaurante del Arco

Plaza de las Delicias, 6. **La Carolina. PHONE** 953 681 672. **WEB** www.delarcorestaurante.es

Fresh, local, seasonal produce is used to make delicious scrambled eggs, baked fish, partridge pâté and other dishes.

▲ LOS VILLARES



▲ ACG Los Villares (Hotel)

Alameda, 19. **Los Villares. PHONE** 953 320 919. **WEB** www.hotelacg.com

Private dining rooms available for large celebrations or a more intimate dining experience. Innovative cuisine prepared by Juan Manuel Galán.

₩MENGÍBAR



______ AjoNegro

Real, 10. **Mengíbar. PHONE** 615 198 570.

Original, fresh and continually updated dishes, dressed with the province's finest EVOO. There are also celebratory themed menus available.

₩ PEGALAJAR



♪ La Alcuza

Baja Fuente, 79. **Pegalajar. PHONE** 629 752 046.

Family-run establishment in the foothills of the Sierra Mágina, offering seasonal cuisine where the produce takes centre stage. The perfect fusion of tradition and innovative technique.



₩Mesón Despeñaperros

Avenida de Andalucía, 91. **Santa Elena. PHONE** 953 664 100.

WEB www.elmesondespeñaperros.es

Cuisine from the Sierra Morena in the north of Jaén. Game and red meat, casseroled with EVOOs from across the province.







Postigo, 2. Segura de la Sierra. PHONE 953 482 101.

Located in the heart of the beautiful town of Segura de la Sierra, this warm, welcoming restaurant serves traditional mountain cuisine and boasts stunning views of the peaks and crags.







Real, 25. Úbeda. PHONE 953 757 618. WEB www.restauranteantique.es

Located in the heart of the World Heritage city, this restaurant boasts a wide selection of EVOOs to complement its delicious menu.





Corazón de Jesús, 8. Úbeda. PHONE 953 791 452. WEB www.restauranteelseco.com

Traditional and Sephardic cuisine, including robustly flavoured dishes accompanied with EVOO.



Parador de Turismo de Úbeda

Plaza Vázquez de Molina, s/n. Úbeda. PHONE 953 750 345. WEB www.parador.es

A welcoming restaurant located in a beautiful 16th-century palace inside the World Heritage city. Delicious dishes handed down from the days of the Andalusian Renaissance.





Gradas, 3. Úbeda. PHONE 953 753 150. WEB www.tintafinaubeda.com

Bold, creative touches for a menu where EVOOs are paired with every dish, including desserts.



VILCHES





PHONE 953 630 095. WEB www.hotelcasamarchena.es

With over 40 years of experience, this restaurant offers traditional cuisine and an excellent wine list. The daily set menu is particularly outstanding.



Moratilla

Paraje Moratilla, s/n. Villanueva del Arzobispo. PHONE 605 861 174.

Set amidst an olive grove in the Sierra de las Villas, this restaurant offers signature cuisine made with organic produce from its own vegetable garden, dressed with local EVOOs.



Asador El Recreo

Plaza de la Constitución, 53. Villatorres. PHONE 953 377 072. WEB www.restauranteasadorelrecreo.es

Traditional dishes, some of which are prepared in a wood-fired oven. Wide range of Jaén Selección olive oils.



Partridge pâté seasoned with extra virgin olive oil (Orellana Perdiz).



Farmhouses and unique destinations

THE ARCHITECTURE OF THE OLIVE GROVES



Over the centuries, olive groves and olive oil have given rise to a unique perspective on the province's landscape, on its towns and cities, and on the people who live in them. The farmhouses of Jaén are a symbol of man's relationship with nature and its bounty. Found throughout the province, the vernacular architecture of these buildings serves as an example of respect for and integration with the landscape.

Four of the most beautiful farmhouses are located in the Sierra Sur, La Campiña and the Sierra Mágina. They are original examples of buildings that were designed for agricultural and livestock-rearing purposes, although the grandness of their rooms and annexes gives them a decidedly noble bearing. Today, these farmhouses remain in use as venues for celebrations, events and festivities.

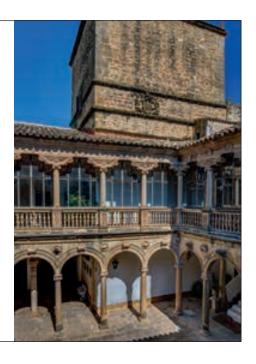


Castillo de Canena

Remedios, 4. Canena. PHONE 953 770 101. WEB www.castillodecanena.com

Castillo de Canena is a family firm that traces its origins back to 1780. It produces the renowned and award-winning EVOO of the same name at its olive mill and bottling plant in Puente del Obispo (Baeza). A key part of the Castillo de Canena brand is the fortress of the same name, built during the 16th century by the Renaissance architect Andrés de Vandelvira. Visitors are welcome and the courtyard is used for tastings and social events.

"Live the Castillo de Canena Experience" programme. Book in advance: 953 770 101 / experiencias@castillodecanena.com







Cortijo de Bornos

Carretera A-324, km. 11. Cambil. **PHONE** 953 061 015 / 676 796 575. **WEB** www.cortijodebornos.es

Stone, lime, wood and wrought iron: these are the materials from which the farmhouse of Bornos is made. Recently restored and adapted as a retreat and a venue for events, Bornos sits amidst a sea of olive trees, encircled by the mountains of the Sierra Mágina. Arranged around the bright, airy courtyard are gardens and vegetable plots, a farm shop and a display of farming implements. There are also unrivalled views of one of the most beautiful landscapes in the province.





El Madroño

Carretera Santiago de Calatrava, km. 7. Martos. PHONE 696 067 680 / 667 762 546. WEB www.aceitecortijoelmadrono.com

Built towards the end of the 19th century, this is one of the most beautiful examples of an Andalusian country house. Over the years, it grew into a complex that served as a hub for agricultural and livestock-rearing activities. It also houses a chapel and a museum, and has become of the most soughtafter venues for events and celebrations. Its rooms are arranged around a number of courtyards, each of which is unique and exudes the charming rural character of the countryside.





El Tobazo

Carretera Alcaudete-Alcalá la Real, km. 367,80. Alcaudete. **PHONE** 953 560 066.

WEB www.soler-romero.com

Built at the start of the 19th century, this is one of the oldest farmhouses in Jaén's Sierra Sur. Today, this noble edifice serves as the headquarters of the Soler Romero brand. Alongside it are the mill and the olive groves where organic olives are cultivated. The house has retained the traditional architecture of the region, while in the grounds there is a chapel and another large house, which the family hires out for conferences and family gatherings.





Exhibition areas

OLIVE OIL: A PRODUCT FIT FOR A MUSEUM



The world of olive oil has many different facets and a rich and varied heritage, which can now be explored in a number of museums and visitor centres. These facilities are dedicated to fostering the study and promotion of olive oil and to raising awareness of olive-oil culture. They offer visitors an opportunity to learn about the cultural and historical legacy that the olive groves and olive oil have bestowed upon Jaén Province. A visit to these museums and visitor centres will take you on a fascinating and educational journey through the past, present and future of the olive-oil industry.



** Museum of Olive Culture

Hacienda La Laguna Ctra. Jaén, s/n. **Puente del Obispo (Baeza).**

PHONE 953 765 142 / 677 461 206. **WEB** www.museodelaculturadelolivo.com

This museum forms part of the Hacienda La Laguna complex, which is located in Puente del Obispo just eight kilometres from the historic city of Baeza. Covering an area of some 4000 square metres, it is Spain's largest olive-oil museum. Its exhibits include models of old olive mills, where visitors can observe the oliveoil production process, learn about its properties and characteristics and the different varieties of olive. They can also visit a 19th-century winery, which forms part of a complex that includes a conference room where special culinary events and olive-oil tastings can be arranged.

REGIONAL NETWORK OF TOURIST OLIVE MILLS / www.redalmazarassierrasurjaen.es

This project is the brainchild of Jaén's Association for the Rural Development of the Sierra Sur (Adsur), which aims to increase the range of complementary tourist activities offered in the region. To this end, it has encouraged a number of olive mills to diversify their operations. In total, the network comprises nine visitor centres that promote various aspects of olive-oil culture through the provision of exhibits and activities, along with the use of cutting-edge technologies such as touchscreens, interactive panels and 3D projections. The overall aim is to enable visitors to learn about the legacy that olive oil has bestowed upon Jaén over the centuries.







Terra Oleum. Museum of Olive Oil and Sustainability

Parque Científico y Tecnológico Geolit. Buzón 8. Calle Sierra Morena, manzana 13a. **Mengíbar.**

PHONE 953 274 976. WEB www.terraoleum.es

Terra Oleum resembles a beautiful golden box, echoing the aesthetic and colours of olives, olive trees and olive oil. This modern structure offers interactive visits that use multimedia technology and 3D systems to recreate the processes of cultivating and harvesting the olives and turning them into oil. It also houses a working model of an olive mill, along with an auditorium, a specialist bookshop and a "global bank" of olive samples. From the upper storey, visitors can look out over extensive olive groves and countryside; a particularly delightful view at sunset.



Alcalá Oliva Museum of Olive Oil

Las Caserías de San Isidro. Ctra. A-339, km. 50. **Alcalá la Real. PHONE** 953 581 017. **WEB** www.alcalaoliva.com

This museum is housed in Las Caserías de San Isidro, a restored factory building that first entered into operation more than a century ago. Visitors can admire exhibits such as a 19th-century mill and original agricultural implements, as well as gaining an in-depth understanding of olivegrowing and olive-oil culture and finding out about the growth cycle of the olive tree and the production systems used in the manufacture of olive oil. There is also a "sensory corner" where visitors can sample the mill's olive oils and purchase EVOOs from Jaén's Sierra Sur region, in addition to other handicrafts. Visitors can also make their way to the nearby fortress of La Mota, one of the most important stops on the province's Castles and Battlefields Route.



★ Visitor Centre for Olive-Growing and Olive Oil

Corredera de San Fernando, 32. Líbeda

PHONE 953 755 889.

WEB www.centrodeolivaryaceite.com

The Visitor Centre for Olive-Growing and Olive Oil is is housed in La Casa de la Tercia, an beautiful building that dates back to the 17th century. The centre is dedicated to providing information and sharing knowledge regarding olive-growing and olive-oil culture, and contributes to the promotion of EVOO by organising conferences, talks, workshops, culinary pairing sessions and tastings. In total, it offers more than 1200 square metres of exhibition space and incorporates a function room and interactive panels. The centre also enables visitors to undertake a complete journey through the process of producing olive oil. Of particular note are the models that provide a visual guide to the development and advances of the olive-oil industry and related sectors.











Landscapes

A PLACE UNLIKE ANY OTHER IN THE WORLD





THe world's largest man-made forest is a fascinating and truly unique landscape. Jaén's olive groves are both legendary and literary, having been described in verse and prose by renowned writers such as Antonio Machado and Miguel Hernández, who knew them first-hand. They cover much of the province, laying like a spectacular carpet over mountains, valleys and fields. However, the groves' value lies not only in the number of trees they contain. This landscape provides the backbone of

the province's towns and cities, and the people of Jaén have made it into one of the region's main economic, social and cultural drivers. Jaén is peppered with viewpoints from which visitors can appreciate the stunning beauty of the olive groves, and see for themselves why the province is considered home to the largest geographical concentration of olive groves in the world. The groves lend a sense of identity, added value and a seal of quality to the land, and have become an intrinsic part of the province's character





THE FUENTEBUENA OLIVE TREE

The olive-grove landscape merits an educational visit: an informative and enjoyable stroll through the fields, hills, mountains and valleys in order to immerse ourselves in the culture of this ancient species that is so characteristic of the Mediterranean basin and serves as a symbol of peace and reconciliation. Nor should we miss the opportunity to see the centuries-old olive tree of Fuentebuena, in the municipality of Arroyo del Ojanco. It is the largest of the world's ancient olive trees (some sources say it may even be more than a thousand years old) and has been declared a Natural Monument by the Government of Andalusia.



THE WILD OLIVE TREE OF LAS HOYAS

The wild olive tree of Las Hoyas in La Iruela stands out not only for its enormous size, but also for its great age, as it has been standing for centuries. It is around 15 metres tall and its base forms a conical plinth with a circumference of almost 10 metres, making it truly unique among olive trees. Jaén is home to thousands of ancient olive trees and they are found throughout the province. Of particular note are those found in the so-called Llano de Motril Olive Grove Area in Martos, which is considered the true birthplace of the olive grove. Also worth visiting are the ancient trees in Mágina, El Condado, Cazorla and Segura.







THE GREEN ROUTES

The Green Routes also provide an excellent vantage point from which to observe the landscape of olive groves. The Olive Oil Green Route runs through a corridor of large olive groves and olive-growing estates between Jaén, Torredelcampo, Torredonjimeno, Martos and Alcaudete. The route follows part of the railway line that once connected Jaén to Campo Real (Córdoba Province), and throughout its 55-kilometre length visitors can enjoy hiking, bike touring, horse riding and other activities that will bring them into contact with nature. Along the entirety of the route there are views of the olive groves, complemented by vistas of the nearby mountain ranges of Jabalcuz, La Grana, La Caracolera and Ahíllos, not to mention the traditional Andalusian farmhouses and other examples of the province's heritage. Also of note are the River Guadalimar Green Route, which is characterised by views of the olive groves carpeting the hills between Linares, Ibros, Torreblascopedro, Lupión and Begíjar; and the Segura Green Route, which begins in the municipality of Arroyo del Ojanco and continues on through the Sierra de Segura before crossing over into Albacete Province.

Andalusian of Jaén, you proud olive-pickers: please tell me, from the depths of your soul, who raised up the olives trees?"

Miguel Hernández













A HORIZON FILLED WITH OLIVE TREES

Viewpoints are an excellent option for admiring and enjoying the landscape of olive groves. All of the municipalities in the province, indeed any corner of its geography, are capable of surprising us with privileged views and stunning panoramas of the carpet of olive trees. We can contemplate this breathtaking vista from any road, castle, tower, sanctuary, chapel or high point in any one of Jaén's 97 municipalities. Although there are many viewpoints, we particularly recommend the views from Santa Catalina Castle in Jaén and the panorama of serpentine hills as seen from the castles of Baños de la Encina, Albanchez de Mágina and Segura de la Sierra. Also of note are the olive groves that can be seen from the municipalities of Iznatoraf, Arjona, Villacarrillo, Alcaudete and Andújar. Among the most spectacular walks in the province are the Redonda de Miradores (Viewpoint Circuit) in Úbeda and the route along the city walls of Baeza. Both walks offer views of the middle section of the Guadalquivir Valley and the blue-tinted peaks of the Sierra Mágina. From the rocky outcrop of Peña de Martos visitors can also enjoy unrivalled panoramas, while the walking routes in the municipality of Quesada offer views over a sea of olive trees stretching all the way to the Sierra del Pozo.





Directory

EVOO-RELATED RESOURCES



OLIVE-OIL SPAS

CANENA

Hotel Balneario de San Andrés 953 770 062 www.balneariosanandres.com reservas@ balneariosanandres.com

LA IRUELA

Spa Óleo Salud (Hotel Sierra de Cazorla) 953 720 015 www.spaoleosalud.com info@spaoleosalud.com

JAÉN

Centro Nature Urban Spa 953 087 424 www.centronature.es recepcion@centronature.es

BOUTIQUE ACCOMMODATION

CAMBIL

Cortijo de Bornos 676 796 575 www.cortijodebornos.es casa@cortijodebornos.es

CORTIJOS NUEVOS

Cortijo Ramón 619 073 925 www.cortijoderamon.com info@cortijoderamon.com

LA IRUELA

El Olivar de Tramaya 609 801 073 www.casaruralencazorla.com olivardetramaya@hotmail.com

MANCHA REAL

La Cateta 607 644 523 www.condeargillo.com/ oleoturismo info@condeargillo.com

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Museo del Aceite Alcalá Oliva 953 581 017 www.alcalaoliva.com info@alcalaoliva.com

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