



ATLAS OLIVE OILS

L'ART DE L'HUILE DEPUIS 1887



Portfolio_2014

The green gold of Morocco

To make olive oil is a real art. In Morocco, this art has a name: Atlas Olive Oils. The story begins in 1887 when Boujida Aqallal was producing his famous extra virgin olive oil. Since then this noble art has been passed within the Family from generation to generation. It is alive today through its internationally awarded product line: Les Terroirs de Marrakech, Desert Miracle and Atlas.

The Company Atlas Olive Oils is today the largest integrated producer in Morocco and exports in the world's four continents.

After four years of intensive research and development with a team of reputed Doctors and Nutritherapists, Atlas Olive Oils through its subsidiary Olivie Pharma, conceived a line of products very rich in antioxidants coming 100% naturally from the olive tree.

The product line Olivie is the result of an integrated project that includes the olive tree growing, the olive transformation and the applied research for a wider and more efficient use of the olive's health particularities.

The project resulted in the creation of four new products: OLIVIE Plus 30X, OLIVIE Force, OLIVIE Baby/Kids and OLIVIE Beauty.



The best of pure Moroccan culinary culture



Excellence can only be achieved when a product brings out of itself the culture of a people besides its intrinsic qualities. Our extra virgins are the fruit of a passion and commitment which combine our oliverons family tradition with a real unique terroir for four generations. The quality of our products is evidenced by the numerous awards and citations on the most important guides and magazines. At Atlas Olive Oils we are proud to produce ultra-premium extra virgin olive oils that express the best of pure Moroccan culinary culture.





Desert Miracle / Premium range



When out of no where in the desert, an oasis of 300,000 olive trees, producing golden nectar, springs up like magic you can really talk of a miracle. Optimal soil conditions, very pure water, cherished olive trees, a low yield rate with high-quality olives, the wind and the sun of the desert, all this gives birth to Desert Miracle, an ultra-premium extra virgin oil with 0.2% maximum acidity and a unique taste.

Desert Miracle has a delicately complex aroma that takes in almonds, culinary herbs with a touch of basil, lemons and sweet bananas. There is also a hint of woody hedgerows and wet grass. The taste has more culinary herbs on the palate with sorrel, cucumber, red berry fruits and nuts. It has a very light bitterness but plenty of pepper which grows and then fades allowing the green herbs, nuts and sweet biscuits to return. The interesting after-taste takes in fudge and sweet bananas with just a touch of hazelnut chocolate. The style is very sweet and delicate with a good hints of pepper. It is an attractive and gently complex oil with a really sweet finish. Use it for general cooking, but particularly for desserts and baking. Desert Miracle is available in elegant glass bottles of 250ml and 500ml and in metallic tins of 5L.

Desert Miracle was internationally awarded several times, to name only the most notorious awards, we could mention: Gold Medals at the Los Angeles International Olive Oil Competition, and also Flos Olei 2013 in Italy. This precious ultra-premium extra virgin olive oil is sold in the best gourmet store such as De Laurenti, Zingerman's and Whole Foods in the USA, just to name a few.



Brand name	Liters	EAN13 barcode	Units*	Cases**
DESERT MIRACLE - Extra Virgin - Elegant glass bottle	0,25	6111250310017	12	168
DESERT MIRACLE - Extra Virgin - Elegant glass bottle	0,5	6111250310024	12	102
DESERT MIRACLE - Extra Virgin - Metal tin	5	6111250310352	4	75



Les Terroirs de Marrakech / Premium range



The ultra-premium extra virgin olive oil coming from the old centenary orchard surrounding the Family House in the Marrakech estate. In the beautiful flat land at the foot of the High Atlas, where even Baron de Rothschild used to cultivate his grapes, you find the historic centenary olive grove belonged to Mr Breton. Our family carries on this century-old tradition producing what is likely to be the best pure Moroccan extra virgin olive oil we reserve to the real connoisseur and gourmet all over the world.

Les Terroirs de Marrakech has a complex green aromas hedgerows, cut grass, culinary herbs and apples. There are also hints of fresh lemon, tomato and nuts. Its taste is equally complex tones in the mouth with fresh nuts and hedge clippings followed by tobacco leaves, watercress and bitter almond skins. The fresh nuts and herbs join with dried fruits to carry on through the mounting bitterness and pepper to maintain a harmonious flavor. The lingering after taste takes in more dried fruits and herbs ending with a touch of malted nuts and milk chocolate. Les Terroirs de Marrakech is a medium to strong oil which is very well balanced, the bitterness and pepper are never over aggressive. This is a very good oil which stands comparison with similar styles of oil from anywhere else in the world. It could certainly hold its own as a mono-varietal oil. Les Terroirs de Marrakech is available in luxury glass bottles of 250ml and 500ml.

Les Terroirs de Marrakech won several international awards such as: Quality Mention at the Shanghai International Olive Oil Competition (Oil China 2009), 3rd Best Olive oil in the World at the Mario Solinas Quality Award organized by the International Olive Oil Council IOOC in Madrid, Grand Mention Diploma at the Leone d'Oro dei Mastri Oleari in Milan, Gold Medal at the Los Angeles International Olive Oil Competition, 3 Gold Medals at the Great Taste Awards competition in London.

This precious ultra-premium extra virgin olive oil is sold in the best gourmet stores such as William Sonoma, Dean and DeLuca, Zingerman's and Whole Foods in the USA and in many Michelin 3 Stars Restaurants in France, just to name a few.



Brand name	Liters	EAN13 barcode	Units*	Cases**
LES TERROIRS DE MARRAKECH - Extra Virgin - Luxury glass bottle	0,25	6111250310079	12	175
LES TERROIRS DE MARRAKECH - Extra Virgin - Luxury glass bottle	0,5	6111250310086	12	102

From Atlas Mountain's foothills to your table.

This extra virgin olive oil comes from the foothills of the Atlas Mountains. It is intended to supermarkets as well as hotels and restaurants kitchens. This gentle and fruity oil has exceptional characteristics that makes it suitable for any dish.



Atlas / Mass market range



ATLAS extra virgin olive oil has a complex aromas of mature bananas, red apples and red tomatoes. It combines the balanced fruitiness of the Moroccan Picholine variety with a hint of artichoke from the Dabhaia autochthonous Moroccan variety, softened by the Arbequina, for an aromatic complexity typical of oils from our region.

The taste is more culinary herbs on the palate with sorrel, cucumber, red apple fruit and nuts. The very light bitterness but progressive pepper grows and then fades allowing the nuts and sweet fruits to return. The interesting after-taste takes in fudge and sweet bananas with just a touch of truffles. Its style is sweet and delicate, well balanced oil with a hints of charming pepper.

This is a very good oil which stands comparison with similar styles of oil from anywhere else in the world. This is an oil for a good many culinary applications for salads, meat and fish. It may also interestingly be used for deserts such as cakes and puddings. Ideal for dipping.

Brand name	Liters	EAN13 barcode	Units*	Cases**
ATLAS - Extra Virgin - Glass bottle	0,5	6111250310536	12	114
ATLAS - Extra Virgin - Glass bottle	0,75	6111250310390	12	70
ATLAS - Extra Virgin - Glass bottle	1	6111250310383	12	62
ATLAS - Extra Virgin - Metal tin	5	6111250310390	4	75

Atlas / Mass market range



ATLAS extra virgin olive oil for its characteristics can be used both for cooking (famous restaurants such as La Mamounia Hotel and the Royal Mansour Hotel in Marrakech, or the George V Hotel and United States Embassy in Paris), or for dressing (salad seasoning, dipping in and finishing on meat or fish ...). This extra virgin olive oil is a great choice for price/quality ratio: good quality in economic package. ATLAS is available in elegant glass bottles of 500 mL, 750 mL and 1 Liter, in PET bottles of 250 mL, 500 mL, 1 Liter and 5 Liters, as well as metal tin of 5 Liters.

Brand name	Liters	EAN13 barcode	Units*	Cases**
ATLAS - Extra Virgin - PET bottle	0,25	6111250310819	30	90
ATLAS - Extra Virgin - PET bottle	0,5	6111250310482	12	128
ATLAS - Extra Virgin - PET bottle	1	6111250310376	15	74
ATLAS - Extra Virgin - PET bottle	5	6111250310604	6	35

Daily health and beauty. Protect yourself **100% naturally!**

The real innovation to fight free radicals is natural and is thousands of years old. Now, thanks to Olivie everybody can benefit from it. Medical and scientific research have shown that free radicals are the main causes of the oxidative stress. They cause cellular damage that can lead to inflammation and cardiovascular disorders, while under particular conditions, can turn to serious pathologies. Olivie is the natural and efficient answer to cell oxidation.

The Olivie line is the only functional food that's extremely rich in olive polyphenols with high antioxidants power and good fatty acids. Its exceptional and exclusive polyphenols' concentration (in particular hydroxytyrosol and tyrosol), is due to the special conditions under which the olive trees are grown. Poor-water and rocky desert force the plants to produce a very high concentration of antioxidants to stay alive.

With its natural active ingredients, Olivie is today the true innovation able to fight the exceeding free radicals in order to restore the normal body balance.



Olivie / Health range



OLIVIE PLUS 30X: Extra virgin olive oil that contains naturally 30 times more hydroxytyrosol antioxidants compared to any other conventional olive oil. It is considered as the healthiest olive oil in the world. 30 times more hydroxytyrosol powerful polyphenol naturally, 30 times more effective to protect your heart against the LDL cholesterol oxidation (ox-LDL). This oil preserves your body cells against oxidative damages. This helps better to avoid serious deceases (such as: cancer, heart infarcts, Parkinson, Alzheimer, among others). Olivie Plus 30X with its high concentration of natural polyphenols is particularly suitable for the preventive treatment of: strokes, hypertension, aging, antioxidant power, cancer, antimicrobial effect, endocrine, psoriasis, nervous system. The analysis of Olivie Plus 30X extra virgin olive oil produced by Olivie Pharma showed that the oil is naturally rich in polyphenols and particularly in Hydroxytyrosol with content of 233mg/kg, and also Tyrosol with content of 161 mg/Kg.

We have Doctors testimonies that attest that Olivie Plus 30X has cured several patients from: psoriasis, bad cholesterol (decrease of 20% in 2 months without any medical intake and without harsh diet), arthritis, triglycerides high rate and others deceases.

Olivie Plus is available in glass bottle of 250ml.

Posology: 1 to 3 tablespoons in the morning at breakfast and 1 to 3 tablespoons in the evening after diner

OLIVIE BABY/KIDS: Extra virgin olive oil specially adapted for babies and kids. It has a very low acidity level (0,1-0,2 degrees), and a fruity and mild taste. Developed to adapt to the young palates, it has a high content of fatty acids, essential to meet the nutritional needs of infants and children. For these reasons, it is recommended to babies more than 2 months and children of all ages. Olivie Baby/kids is the only nutritional supplement, pure, 100% natural, which allows better child growth and improves bone development, while strengthening the defenses of babies and kids. The ratio of linoleic and linolenic fatty acid present in this olive oil is equivalent to that present in maternal milk (during breast feeding period). Linoleic acid (LA-Omega 6) and linolenic acid (ALA- Omega 3) are essential fatty acids to a balanced nutrition of infants and children. These two fatty acids maintain a proper balance in the metabolism and constitute a major source of energy during the early years of life. They are present naturally in the breast milk, but in small amounts in baby formula (baby bottle milk). Insufficiency of linoleic acid may delay growth in children and cause metabolic disorder. Additionally, oleic acid, that's also present in breast milk, is equally present in Olivie Baby/Kids oil. Oleic acid helps brain development of babies and children. When used moderately, Olivie Baby/Kids acts as a mild, natural laxative for babies and children and prevents constipation. Olivie Baby/Kids olive oil has natural anti-inflammatory properties and helps reduce the severity of asthma at birth.

Olivie Baby/Kids is available in bottles of 250ml.

Posology: One pressing in approximately 50ml of food (to mix with soup or milk)

Brand name	Liters	EAN13 barcode	Units*	Cases**
OLIVIE PLUS 30X - Extra Virgin - Glass bottle in carton box	0,25	6111250310727	24	88
OLIVIE BABY KIDS - Extra Virgin - PET dispenser bottle in carton box	0,25	6111250310697	24	82

Olivie / Health range



OLIVIE FORCE: Capsules extracted from the olive tree, rich in powerful antioxidants that brings together in a concentrated manner the benefits of both olive oil and olive itself. Its polyphenols are concentrated in a capsule with high antioxidant power that helps delay body cells ageing, protects your heart by reducing LDL (cholesterol) oxidation, brakes cells' degeneration caused by free radicals, prevents oxidative stress, reduces myocardial heart risks, increases vasodilatation. Olivie Force is obtained naturally from the olive leafs, the olive fruits and the olive branches by physical extraction without any additives or solvent use. This compound is a rich and natural aggregate of phenol components (hydroxytyrosol, tyrosol, Oleuropein, flavonoids, caffein acid, and cinnamic acid) having powerful antioxidant properties that protect, defend, sooth, strengthen, fortify, energize and balance. Thanks to its features, Olivie Force is particularly suitable in the cure of: strokes, hypertension, ageing, antioxidant power, cancer, antimicrobial effect, endocrine, psoriasis, nervous system.

Important A: The power of an anti-oxydant (benefit on human health) is measured by its ORAC value. Olivie Force has the highest ORAC value never measured before (Invivo laboratory, France): 1'924'050 µmole Te/Kg. To give you an idea, this is one hundred time more powerful than the **curcuma** which is know to be very healthy!

Important B: Olivie Force has got an anti-inflammatory immediate effect (30 min after intake) **without any side effect !** By opposition to chemical anti-inflammatory medicines that hurt the stomach.

Olivie Force comes in 3 formats: 40, 50 or 100 capsules of 350mg each.

Posology: one capsule per day after lunch.

OLIVIE BEAUTY: Ecocert certified organic brightening face cream for night and day use, with a naturally high concentration of polyphenols having exceptional antioxidant power. Very rich in actives, it also has the following properties:

- Lightening and excellent dark spot corrector (2% arbutin that treats pigmentation and brightens the skin by acting directly on the inhibition of tyrosinase, thus limiting the synthesis of melanin by melanocytes)
- Radiance (water of hamamelis and water helichryse)
- Antioxydant (extra virgin olive oil rich in polyphenols, water of helichryse)
- Nourishing (olive oil, apricot and shea butter tree oils)
- Soothing (bisabolol and squalane vegetable resulting from olive)
- Moisturizing (xylitol natural derivative)

Contains also a mineral sunscreen.

It contains no paraben, no conservatives of synthesis, no hydroquinone, no sulphites, and no EDTA since natural substances contained in Olivie Beauty already have an anti-microbial, conservative, lightening, antioxidant and bactericide action.

Olivie Beauty is available in a tube airless of 40ml. Its suggested use is in the night on face and neck on cleaned skin

Brand name	Content	EAN13 barcode	Units*	Cases**
OLIVIE FORCE - Food supplement - Capsules blister in carton box	40pcs X 350mg	6111250310709	120	70
OLIVIE FORCE - Food supplement - Pet pilljar in carton box	50pcs X 350mg	6111250310703	120	70
OLIVIE FORCE - Food supplement - Pet pilljar in carton box	100pcs X 350mg	6111250310704	120	70
OLIVIE BEAUTY - Brightening face cream - Airless tube in carton box	40ml	6111250310802	48	75

Premium range

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OLIVIE BEAUTY - Brightening face cream - Airless tube in carton box	40ml	6111250310802	48	75

* Number of units per case.

** Number of cases per American palette 1x1,2m (we only work with American palettes, we never use EuroPalettes).

Please note that:

- 1 container of 20 feet holds 10 American palettes of 1x1,2m. / 1 container of 40 feet holds 21 American palettes of 1x1,2m.
- The price list is valid from 15/09/2013



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