



Los Angeles International Extra Virgin Olive Oil 2010
Special Award of the Jury

**Castillo de Canena selected as one of the
three best Extra Virgin oils in the world**

- **Picual Family Reserve was also selected by the *Culinary Institute of America* as one of its "Super Premium Olive Oils" to represent Spain at the opening of the Oleoteca Villa Campestri.**
- **The company has just signed an agreement to distribute its products in all 50 States of the Union.**
- **Castillo de Canena expects to increase its sales volume in America by 35 to 40% next year and by 50% in 2012.**

Castillo de Canena's Picual Family Reserve has recently been awarded the Special Award of the Jury in the prestigious international competition *Los Angeles Extra Virgin Olive Oil*. The intensity and complexity of the bouquet and the harmony between its organoleptic attributes are the main features the Jury valued in this oil from Jaen.

The event gathers extra virgin olive oils from producers and cooperatives from many parts of world (Spain, Italy, Greece, the United States, etc.). As Alexandra Devarenne, a jury member explained, "this eighth competition has been especially hard fought, since the challenge of blind tasting was united to the extremely high quality of the almost 500 extra virgin oils presented."

Reserva Familiar Picual was also selected by the *Culinary Institute of America* to represent Spain at the opening of the Oleoteca® Villa Campestri in Greystone, California. The CIA is the most prestigious culinary institution in the US, and one of the most important in the world. This new project brings together oils from the most representative producing countries: Spain, Italy, Greece and the United States. The selection process was an arduous analysis of various quality parameters (technical standards, taste, aroma, etc.) to create a new category, above that of Extra Virgin oils, denominated "Super Premium Olive Oils".

Nationwide presence

This recognition coincides with the signing of a distribution agreement for all 50 States of the Union through a sole distributor. This new management will boost its position on the US market where it has been present since 2005. The brand is represented, for example, by the number one gourmet products chain in the country: Williams-Sonoma.

Thanks to this agreement, the company expects to increase its sales volume in America by 35 to 40% next year and by 50% in 2012.

Castillo de Canena

With a history in the olive oil industry going back to 1780, the brand takes its name from the family castle standing on a hilltop of the village of Canena, in Jaen province. In this traditional olive-producing land, the essence of Andalusia, the company has family olive groves making up the beautiful irrigated farm located at the foothills of the Sierra Magina, on the banks of the Guadiana Menor, in the historical hinterland of Ubeda and Baeza.

Starting from the care of its own olive trees of the Picual, Arbequina and Royal varieties, the Vañó family personally controls the entire production process of its extra virgin olive oils all the way to point of sale.

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