

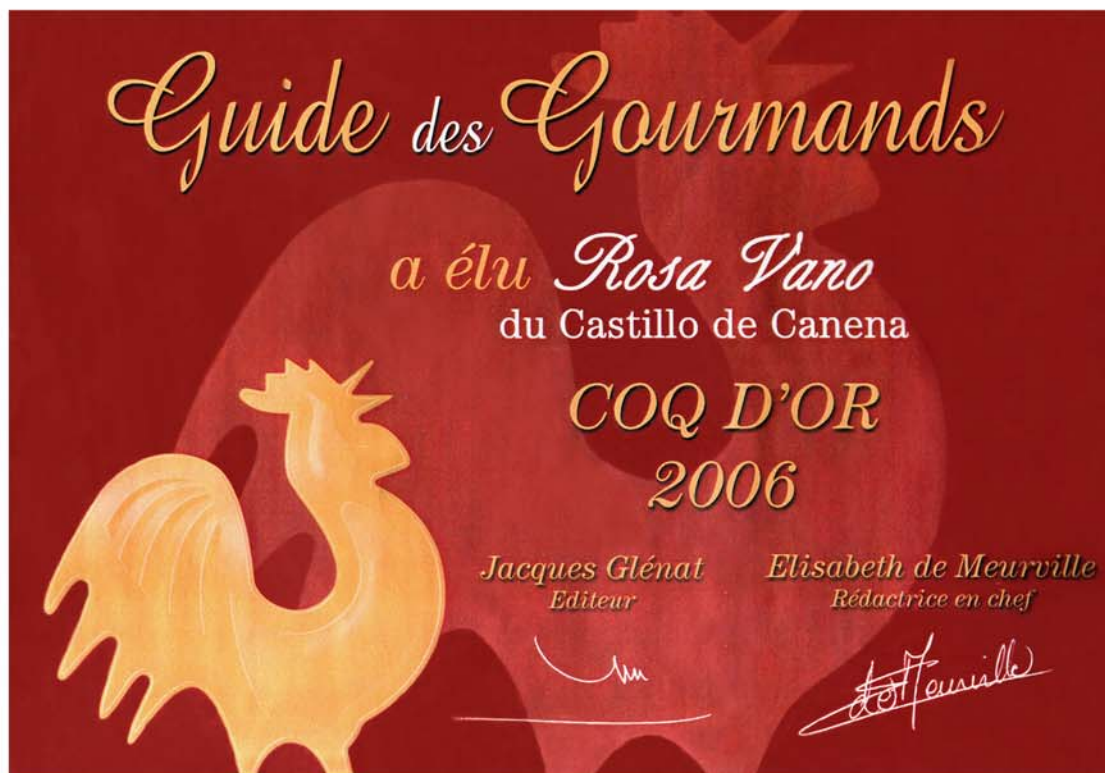
# SPAIN GOURMETOUR

Food, Wine & Travel Magazine



Master Cheesemaker  
Philippe Olivier chooses  
Castillo de Canena

The Reserva Familiar extra virgin olive oil by Castillo de Canena has been chosen by Philippe Olivier, a renowned French cheesemaker and affineur, for marriages between extra virgin olive oils and cheese. Olivier, winner of the Coq d'Or (awarded by the prestigious Guide de Gourmands, published by Paul Bocuse), has already worked on marrying his cheese with jams, honey, wine and other products. He considers that the combination of his cheese with this extra virgin olive oil is remarkable in the way it brings out the subtlest nuances of flavor in the two products.



*Awarded by the prestigious Guide de Gourmands, published by Paul Bocuse.*

“This is a unique opportunity. We could never have imagined this happening to us,” states Rosa Vanó, Castillo de Canena’s Sales and Marketing Manager. “It should help us strengthen our brand image in France, a key market for us and one in which we are already fairly well-known.”

The visible result of this marriage will be the joint distribution of cheese produced by Olivier together with 500ml (50 cl) bottles of extra virgin Reserva Familiar olive oil by Castillo de Canena in delicatessens and in restaurants with at least one Michelin star, in total about 2,000 top-ranking establishments. Vanó States, “This should strengthen our position. We want to create a single, special brand that will be a landmark in the extra virgin olive oil world.” Their objective is fast becoming a reality. Chef Jean Paul Naquin has

made the Castillo de Canena Reserva Familiar oils the only extra virgin olive oils to be offered in the exclusive, 7-star Burj Al Arab hotel in Dubai, capital of the United Arab Emirates and considered the most luxurious hotel in the world. Castillo de Canena, which has already been selling its products in France through Galeries Lafayette, is present in 25 countries in such widely differing market as Denmark, Qatar, China, Japan, Peru and The United States.