

OLEO TOUR JAÉN



www.oleotourjaen.es



JAÉN

OLIVE OIL TOURISM IN ITS PUREST FORM





Jaén is the northernmost province in southern Spain. Its attractions for the tourist are an important part of the inland tourism offered by the Andalusia brand. Its role as the territory marking the boundary between southern and central Spain has enriched its culture enormously, thanks to the many civilisations which have marched over or settled in this region. Iberians, Romans, Muslims and Christians have left a vast heritage and a rich cultural legacy, the fruit of this cultural cross-pollination, which we can still enjoy today.

The landscape is decisively shaped by the olive grove. More than 60 million olive trees stand in orderly lines across the whole territory. These millions of trees are what make Jaén one of the world's best known olive oil producing provinces. As well as the visually spectacular olive groves, the province offers a wealth of nature in its four protected natural parks, covering more than 304,000 hectares, the largest area of protected space of any Spanish province.

The Natural Park of Las Sierras de Cazorla, Segura y Las Villas, the source of Andalusia's largest river, the Guadalquivir, is already famous in wildlife tourism, and one of the pillars of the local tourism industry. The other three natural parks have just as much to offer in terms of nature, the environment and culture. These are the natural parks of Andújar, Sierra Mágina and Despeñaperros. www.jaenparaisointerior.es



Scattered throughout this enormous “forest”, which covers most of the province, there are many places worth stopping at. The cities of Úbeda and Baeza, Unesco World Heritage Sites, are the finest expressions of the Renaissance in southern Spain. Jaén cathedral, designed by Andrés de Vandelvira, the architect of the most iconic buildings of Úbeda and Baeza, was the inspiration for many churches in Latin America. It is expected to soon join the lists of UNESCO.

The Renaissance in southern Spain has these outstanding points of reference, but there are many more municipalities with churches, palaces, monasteries, castles and wall paintings, all offering something of interest to the aficionados of cultural tourism. www.renacimientoodelsur.es

Alongside this heritage there is the legacy of the Iberian period, unrivalled in Europe. The Provincial Government of Jaén has an ongoing project called “Travel to the Time



of the Iberians” which presents the Iberian culture and the traces that this civilisation, the contemporary of the Phoenicians and Greeks, left in Jaén. www.viajealtiemposdelosiberos.es

Another of the unique features of Jaén is the largest stock of castles and fortresses in Europe, which together with the historic battles once waged in the territory, gives an idea of the importance of the frontier zone in the past. Thus, the Route of Castles and Battles runs through the province from north

to south, stopping at castles from different historical periods, showing how fortresses developed in Europe. Along this route there is a wide variety of tourism attractions to enjoy. www.castillosybatallas.com

OLEOTOUR JAÉN

But if there is one thing that makes an impression the first time visitors arrive in Jaén, it is the olive groves, the unique landscape they create, the aroma of oil production in autumn and winter, the permanent presence



of olive oil in the kitchens of Jaén and the delicious yet healthy cuisine; culture revolves around the olive grove everywhere in the province. Jaén produces 20 percent of all the olive oil consumed everywhere in the world. Inevitably, this volume of production determines the landscape of the province, carpeted in olive trees, planted in orderly rows, surrounding the ancient estates. There are examples of Andalusia's unique rural architecture in every territory.

This volume of production and the ever-increasing quality of the oil, which is internationally recognised; the permanent shaping of the landscape, a rich culture around olive cultivation and an emerging tourism industry focusing on oil and olives, have laid the foundation for creating olive oil tourism in this province. www.oleotourjaen.es

Olive oil tourism, represented in Jaén by the brand name Oleotour Jaén, is an enthralling adventure to discover the hows and whys of this exceptional product of the Mediterranean civilisation, fundamental for a healthy lifestyle.

Tourism based on olives and olive oil in the province of Jaén is a unique experience, impossible find anywhere else in the world: for its landscape, for its history, for its culture, for its tourism, for its cultivation, for its food, for its folklore, for its architecture, and for its contribution to your health.

In this context, Jaén is a destination ideal for selective travellers, rather than package holidaymakers, who will find olive oil tourism to be an experience for all the senses, based on an iconic product. OleotourJaén includes mills which can be visited, themed restaurants, unique accommodation, spas with olive oil treatments, and the opportunity to come into direct contact with agriculture. A wealth of resources provided to create unforgettable experiences any time of day, in any season of the year.





In this journey Jaén offers to the olive grove and oil, the routes enter forests of olive trees, cut across protected natural spaces, circle castles and Renaissance monuments, all in the green that blankets Jaén, and in a sustainable environment.

The olive grove is the soul of the landscape of Jaén. By size it occupies a fifth of the province, in which the trees avoid the erosion and desertification of the soil and provide a habitat for more than 900 species of animals.

Jaén is home to leading specialists from the world of the olive grove and extra virgin olive oil. People who have maintained the traditions of their ancestors, and others who have blended them with new ideas in cooking, agriculture or technology. In Jaén we can find primitive stone oil mills and centres which heat and cool buildings using olive industry waste as biomass. In Jaén there are olive oil makers with a family tradition, and others with a master's degree. Museums

of the olive growing culture stand side by side with cutting-edge oil production technology.

Olive oil tourism in Jaén means navigating the history of a territory. The olive tree of Fuentebuena, in the municipality of Beas de Segura in Jaén, has been growing for three centuries. In the 19th century it was already producing 850 kilos of olives. It is nine metres high, its circumference at the base is three and a half metres, and its branches occupy a volume of 260 cubic metres. A natural masterpiece. Alongside it, the olive trees of Llano de Motril are more than 500 years old, putting them among the longest-lived olive trees in Spain.

At the start of the modern era, in the 1st-2nd century, Jaén was already a leader in olive oil production, and provided oil for the capital of the Roman Empire. Twelve beam presses were working at once in this era just around what is now the city of Jaén, as has been proven





by the archaeological digs of Marroquíes Bajos and Los Robles in the city. In Rome, Monte Testaccio is made up of the remains of the oil amphorae which the imperial capital imported from southern Spain.

Extra virgin olive oil deserves a stop on when touring olive-growing culture. The undisputable pillar of the Mediterranean Diet, it is recognised by UNESCO as an Intangible Cultural Heritage.

As well as the omnipresent picual olive, the variety leading the world market in high quality extra virgin olive oil, Jaén offers other very choice olive species, such as the royal. The province produces 20% of the olive oil consumed worldwide.

But it's not just quantity – the quality of this oil is constantly improving. Jaén is home to the greatest number of extra virgin olive oils recognised as among the world's best.

THE ADVANTAGE OF HEALTHY OIL

As consumer interest in health grows, they are finding that scientific studies show that olive oil is heart healthy, prevents cancer and delays the ageing process. This is especially true of picual virgin oils, which are richer in polyphenols and thus more potent antioxidants.

Most oils from Jaén are produced in three of Spain's 13 Designations of Origin for olive oil: Sierra Mágina, Sierra de Segura and Sierra de Cazorla.

This jewel of agriculture is the basis for a delicious and healthy cuisine. There are unique places in Jaén for culinary training and innovation based on olive oil, and each year top experts from around the world come here to push its development further.

This oil is the foundation of our cuisine. Restaurants, both traditional and avant-garde, count on olive oil as a basic ingredient for their dishes. Hot and cold soups, desserts, artisanal tinned foods... all use olive oil to bring out the best qualities in their ingredients.

The oil is the juice extracted by cold-pressing the olive, a process which gives it an amazing aroma and flavour, which together with its benefits for health make it indispensable at any table.

With the OleotourJaén brand, restaurants offer their guests the opportunity to taste different examples of some of the best oils of the province, as an introduction to this noble product. Some establishments even offer an oil list for the most refined palates and expert oil tasters.

Something similar happens with tapas, a tradition which is wholly authentic in Jaén, where little dishes are offered as an appetiser, or to accompany a drink, courtesy of the bar.

There are more than 300 oil mills in the province, and each year the most outstanding oils are the “Jaén Selección”. This distinction was established by the Provincial Government to recognise the best-made oils, with the finest properties, that the groves of Jaén can produce. These are the best oils of the year and the stars of the institution’s campaigns.

