



# BéticAceitera S.C.A.



BUSINESS PROPOSAL



We wish to contact you regarding a business action plan proposal that we strongly believe will be of your interest.

We are olive oil producers and we have one of the most modern facilities with the largest capacity within Europe.

The aim is to provide directly from the origin, "WE", to the final trader, "YOU" with no other intermediaries nor countries involvement.

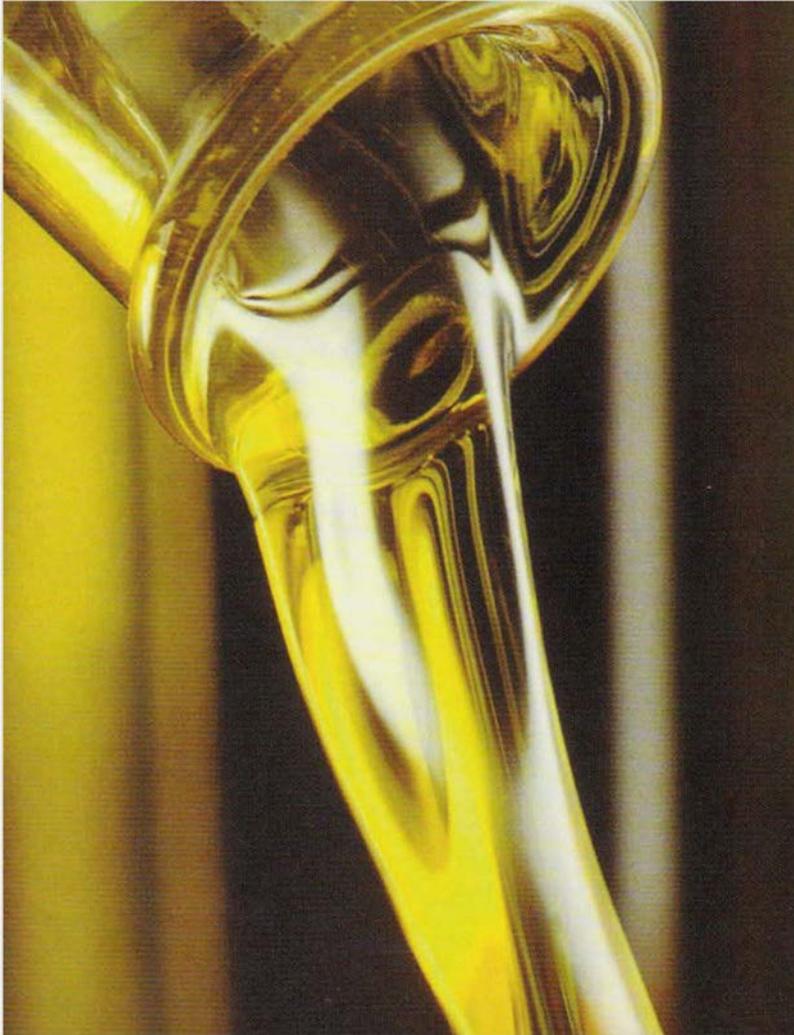
Our **extra virgin olive oil** has been recognized with the **Silver Medal in the Picual variety** for the Best Olive Oil Harvest 2012-2013.

**In 2011, it also won the official qualification "SIERRA DE CAZORLA" Denomination of Origin.**

Our company has two trade brands. We offer two types of bottling:

- With its own trade brand
- With cobranding negotiation.

## OLIVE OIL



Spain is the world's largest producer of Olive Oil followed by Italy which purchases from Spain the 60% of its annual output. Most importantly, Italy bought the 80% of the output from the province of Jaén in 2011.

Our oil was born as the result of a careful process of cultivation, selection and preparation of the olive which comes from an olive grove covering a total of 10,000 ha that includes the Royal variety (autochthon) and the Picual, which is the predominant variety.

The extra virgin olive oil is intense fruity with the aroma of freshly cut green herbs (grass and hay) and fresh fruit flavours (apple, "Alloza" almond and fig tree). It is very light in its bitterness and soft burning aftertaste.

Olive oils from the Royal variety are of the highest value and their main organoleptic characteristic is their intense fresh fruity and sweet aroma.

The extra virgin olive oil, flagship product of the Spanish gastronomy, is a natural food, especially healthy for the human diet.

Denomination of Origin: The Regulating Board for "**Sierra de Cazorla**" denomination of origin guarantees the origin and quality of our extra virgin olive oil. Our olive oils also have the **Quality Assurance Certificate awarded by the Regional Government of Andalusia**.





## DELIVERY

We offer three different ways of delivery:

From our warehouses in Jaén.

Port of destination (you will clear customs).

To your warehouse.

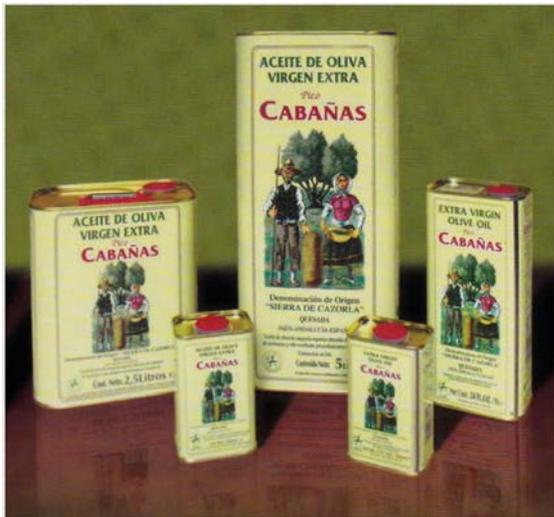
There are two possible options for product delivery:

Bulk delivery system.

Bottling with different types of presentation and capacity:

- Can
- Glass

-Pet with different volume (from 125 e1 to 5 l)



## PRICES

Prices vary according to the System Price Information Source **POOLred** ©, a procedure for receiving, storage, calculation and dissemination of data on prices, quantities and characteristics of the bulk sale and purchase of olive oil on the market of origin.

The average price is obtained by weighted average number of all sales transactions for each grade and area of origin, carried out between mills and trading entities, updated according to the date of receipt in the period.

## WHOAREWE

SOCIEDAD COOPERATIVA BÉTICA ACEITERA DE QUESADA was established in 1954. It has more than 2,300 partners. In autumn of 2009, it opened its facilities covering an area of 64,000 square meters in "Llano de las Canteras", three kilometers away from Quesada.

Quesada is located in the Natural Park of Cazorla Segura and Las Villas in the province of Jaen where history merges with the traditions and culture of the Mediterranean villages. In the municipality of Quesada you can find the source of the Guadalquivir River.



## FACILITIES

The mill boasts nine reception lines with a milling capacity of 1,3 million kg/day. Its deposits can contain 10 million litres of oil.

The complex includes a laboratory, a bottling plant, several warehouses, loading and unloading facilities and offices, changing rooms and toilets, plenary session's rooms and parking areas, among others.



## AWARDS

- 1972: Silver Medal awarded by the Olive Council of Madrid.
- The 2005/2006 "Best Producer" Prize awarded by Sierra Cazarla Denomination of Origin.
- The 2005/2006 "Best Qualified Extra Virgin Olive Oil in the Royal Variety" Prize awarded by Sierra Cazarla Denomination of Origin.
- The 2007/2008 "Best Marketing of Qualified Extra Virgin Olive Oil and Best Product Design and Identity" Prize awarded by Sierra de Cazarla Denomination of Origin.
- The 2007/2008 "Best Qualified Extra Virgin Olive Oil in the Picual Variety" Prize awarded by Sierra de Cazarla Denomination of Origin.
- The 2011/2012 "Best Qualified Extra Virgin Olive Oil in the Royal Variety" Prize awarded by Sierra de Cazarla Denomination of Origin.
- The 2011/2012 "Best Producer of Extra Virgin Olive Oil" awarded by Sierra de Cazarla Denomination of Origin.
- 2012/2013: Silver Medal in the CINVE Contest 2012, International Virgin Olive Oil Tasting.



## CONTACT

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