



THE PROTECTED DESIGNATION OF ORIGIN "PRIEGO DE CÓRDOBA"

The quality that differentiates us

- A privileged location: Right in the heart of the heart of the **Natural Park of the Sierra Subbéticas**, declared a **GeoPark** by UNESCO.
- The traditional olive groves made up of trees that are **hundreds or a thousand years old** do not allow a mechanised harvest and so everything is done by hand.
- More than 50% of the olive groves are located on steeply sloping ground with a gradient of 30% situated at a height of **more than a thousand metres**.
- The **extra virgin** olive oils produced in these mountainous olive groves are **healthier** because they contain a higher percentage of phenolic compounds and aromatic constituents.
- The cultivation and care of our olive groves provides a livelihood for more than **six thousand families**. In our region olive oil production is not just a tradition, it is a way of life.
- Preservation and protection of traditional varieties: hojiblanca, picual y the **PICUDA**, all native to this area.



WHY WE ARE UNIQUE

From what is good to what is best

When you consume one of the brands that is protected by of our Designation of Origin, you are experiencing **much more than just extra virgin olive oil**. You are enjoying a product that is imbued with tradition, expertise, environmentally friendly and responsibly produced, but most importantly, with a **guarantee of authenticity**, that is present in each precious drop of oil.

The efforts of our farmers and producers, combined with these individual qualities, means that our **Protected Designation of Origin has gained the most global awards**, with more than three thousand awards recognised worldwide.



THE TASTE OF AUTHENTIC ORIGIN OLIVE OIL

Genuine fruit juice

The brands that are part of our Protected Designation of Origin have all the required experience and knowledge. **An authentic fruit juice**, picked and extracted at the perfect moment of ripeness from hundred old olive trees. Then processed using the best methods of extraction, physical and mechanical that guarantee an excellent result, **from farm to table**.

To produce this excellent olive oil, we use the following varieties of olive: 60% **PICUDA**, a native variety from this region, 20% **HOJIBLANCA** and 20% **PICUAL**.

The certified Extra Virgin Olive Oils offer you a great range of possibilities. From ranges that are rich and smooth to our "star" product, the most representative: a **fresh intense** olive oil, that titillates the nose with verdant nuances, reminiscent of fruity aromas, such as apple and green banana and also vegetables like tomato and artichoke.

At first your tongue has the sensation of sweetness, then little by little it becomes a smooth agreeable sharpness of flavour giving you the impression of freshness and then finally a peppery finish.

Oils that have a multitude of nuances and complexities in perfect balance and harmony.



Gastronomy and Health

Extra Virgin Olive Oil is a fundamental foundation of the much-vaunted **Mediterranean Diet**, declared by UNESCO Intangible Human Cultural Heritage, being one of the healthiest balanced diet regimes.

In fact, this is an authentic fruit juice, the only vegetable oil that is produced solely from a single vegetable source. The composition is noted for its high oleic acid content, a mono- saturated fat, which has numerous health benefits, with powerful natural antioxidants, such as Vitamin E and polyphenols. More importantly its excellent aromas and taste enrich any dish.

You can try it out whilst ambling around the great variety of restaurants bars and gastropubs that you will find in the various towns in the region. These allow you to taster (nibble) or dine, equally on traditional cooking as on *Nouvel Cuisine*, where the signature ingredient of every dish is extra virgin olive oil, guarded by our Protected Designation of Origin of Priego de Córdoba.

Make sure that you don't leave until you have tried some and bought a bottle.



www.dopriegodecordoba.es

C.R.D.O.P. PRIEGO DE CÓRDOBA:
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THIS STAMP IS THE SOLE GUARANTEE OF ITS ORIGIN

Check the label on the back

In order to identify the brands that belong to the Protected Designation of Origin Priego de Córdoba, make sure that you check the **LABEL ON THE BACK**. These are clearly identified with our trademark logo, registered with European Union.

"This stamp is the sole GUARANTEE OF ITS ORIGIN. Check the LABEL ON THE BACK"



OUR BRANDS

When you study our legacy, you will find excellence



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Your best choice



Tourism and Oil: Spend time with us and enjoy Olive Oil Tourism

This is a land cloaked by the mantle of extensive olive groves. A unique and special form of olive cultivation, because it is located on hillsides. An unforgettable landscape in which you can not only enjoy olive oil tourism but also learn why this terrain produces the best olive oil in the world.

The Natural Park

The Natural Park of the Sierras Subbéticas is a great place for lovers of mountains and their geology.

Declared a Natural Park in 1988 and a UNESCO Geopark in 2006, it is an environment rich in ecological significance and scenery. Along with the predominate olive groves you will also find Holm and Gall oak trees and an abundance of flora that is unique to this area.

A landscape of steep slopes and sheer cliffs that rise above beautiful narrow valleys formed by ever present rivers and water courses.

La Hoconera mountain is one of the main highlights, with the Bermejo peak (1,476 m), and the highest point in Córdoba Province is La Tiñosa (1,570 m). These form impressive limestone massifs that stretch across the horizon.

For hikers there are a great number of interesting routes to follow, such as to Ermita San Miguel in Castellar, then there is the route through the little village of La Concepción that takes you up to Sierra Cristina, or the climb to the Dehesa Vichira, or follow the GR-7, the climb to Puerto del Cerezo, the Dolmen de la Lastra by Zagrilla, La Cruz de los Panaderos, Zagrilla – El Esparragal...

And then for the more advanced hikers, the greatest of all challenges, the climb to the top of Pico Tiñosa. From the summit you will get a great panoramic view of picturesque areas such as the reservoir at Iznajar and even the Sierra Nevada itself. Information and permissions: www.picotinoso.com

The perfect place to enjoy nature and wander through olive groves is to get involved with different types of active tourism.



The Picudo

Imposing and monumental trees, native to this area, many of them are centuries-old some even millenia-old.

If you take time to sit beneath their sheltering branches, you will feel the energy and the calmness that they transmit.



Almedinilla

Almedinilla, in the south of the province of Córdoba, is a vibrant dynamic village in which the whitewash of the houses mixes with the colours of the rocks of the hillsides, intermingling with the green of the olive groves. Inviting us to take a step back in time. Do not miss the chance to visit it.

The Roman villa "El Ruedo": Declared a Place of Cultural Interest, dates back to the 1st to 6th Century C.E. and is one of the most complete archaeological remains on the Iberian Peninsula. Much of the internal walls remain intact to a substantial height and give form to the villa and set off the richness of the other architectural elements such as mosaics, paving and painting along with a group of sculptures.

The Iberian village "El Cerro de la Cruz": Declared a Place of Cultural Interest, is one of the few villages of the early Iberian period (Baja Epoca Ibérica) from 2nd – 3rd Century B.C. that has been excavated in Andalusia. It tells about the society, economy and environment of that time. Showing us how villages were set out with different building types for the different uses, such as warehouses or small craft workshops....

The Archaeological History Museum is at the foot of the Sierra Albayate, set in an area of natural environmental interest and of outstanding beauty. The museum has an area of 1,200 m2 which is split into four rooms: Mills and Cereals Room, Oils and Olive Room which relates the history of farming, Iberian Culture Room, with displays of perfectly preserved ceramics, the Roman History Room, which contains a unique set of sculptures from the roman villa, the highlight being the Greco-Roman god of sleep "Hypnos or Somnus".



Carcabuey

At the heart of the Sierras Subbéticas Natural Park, which gives it a rich natural legacy of countryside and history mingled with some of the best olive oils in the world. A must-see visit.

The Fountains and Springs itinerary and a network of trails: You can enjoy six approved hikes and three fountain and spring routes. With an intermediate difficulty level, you are in contact with the local flora and fauna as you walk through the olive groves. The route takes you through various mountain passes with spectacular views and refreshing mountain springs.

Castle and Cistern: Inhabited since the Bronze Age, throughout history it has been seen as a privileged place for its ease of military defensibility and the strategic views it has over the major communication routes that link the five provinces of Andalusia and converge here in the Subbética. From this natural watchtower we have a panoramic viewpoint of the entire region.

The Church of the Assumption: This majestic church stands at the foot of the Cerro del Castillo, on a slightly raised area and gives a view of the entire town.

The Church of Saint Mark: Can be found in the street that bears its name. It is located on the outskirts of the town, and can be reached along a gentle slope that leads to the door of the hermitage.

The Castle Hermitage: Inside the castle stands there is a small temple in honour of the Virgin, named after the castle where the shrine stands. This was probably the first parish church for the town, being erected during the Middle Ages.



Fuente Tójar

Fuente-Tójar es el pueblo más pequeño de la Subbética Cordobesa. Además de ser tierra de olivares, nuestro oro líquido no es lo único que tenemos para ofrecer a quienes nos visitan:

The Church of Our Lady of the Rosary (Ntra. Sra. Del Rosario): A great example of religious architecture, a baroque temple constructed in 18th Century. It has some outstanding altar pieces, such as that for San Isidro, the local patron saint and the neo-classical altar for Jesús Nazareno.

Calvary Hermitage: During Holy Week several religious events take place here, most importantly the blessing of the parishioners by the statue of Jesus of Nazareth.

San José Hermitage (Saint Joseph): Built in 1974, since when it has become the destination of the San José pilgrimage. Situated on the Camino de la Mesa, a natural plain that offers a wonderful view of the village.

Barrancos Route: This route along various valleys and gulleys allows you to discover the history of the landscape and forms part of the Diputación de Córdoba "Landscapes with History" programme. The route passes through the archaeological site of Las Cabezas hill. You can also travel this route by bicycle as it is approved by both the IMBA and the MTB.

Urban Art Route: Murals decorate various walls and offer the traveller a chance to learn local village customs and traditions.

Canteruel lookout (Mirador de la Canteruela): Located in a beautiful natural setting offers the chance of magnificent views of the area.



Hiking routes – "Salto del Caballo" a 3 km route which takes about 1 ½ hours to walk due to the rise and fall of the landscape. After the difficulty of the path you come across a waterfall, named after the legend of a runaway horse that jumped from the top and landed in the natural pool beneath.

Torre del Reloj (The Clock Tower): The most significant construction in the town that dates back to the Second Republic. Its brick facade is topped with green faience tiles that shine in the sun. Passing beneath it the traveller enters an intimate courtyard that used to be a market but now serves as a waiting room for the townhall.

Fuente de León (Lion's fountain) also known as the fountain of the Republic, was built during the II Republic and opened by the President, Niceto Alcalá Zamora. The lion was a symbol of the Republic.

Zurreón: The Almedinilla river is called Caicena. It rises in an area of steeply sloping terrain more than 1,000 m in altitude next to the village of Fuente Grande. It is 25.9 km in length and flows into the San Juan River, a tributary of the Guadajoz located in the province of Jaén. As it passes through the village there are number of waterfalls and that of Zurreón is the most spectacular in the entire course of the river.

Streets and Corners: Streets and Corners: Strolling through Almedinilla allows you to discover particularly interesting streets such as Cerrillo, Calvario, Acequia, Vado, Rio or Ramón y Cajal. The latter is a vivid reflection of the town, narrow with the scent of orange blossom from the trees that line it. Your journey will be enveloped by orange trees as you visit such charming places as; Calle Molinos, Barrio del puente, Plaza de los Cuatro Caños....

The Santa Ana Hermitage: This is a small building in the local vernacular style. The only entrance is through a doorway with a flattened arch and small belfry ornated with exposed brickwork and tracery.

Temple of Our Lady of Sorrows (Virgen de las Angustias) An altar dedicated to Our Lady of Sorrows, and unique for the artistic quality and the use of materials.

The Pillar Fountain: situated in a small square which is embellished by its presence. Built in 18th Century, like many of the unique houses in the town.

History Museum: Tells the history of Carcabuey, from ancient times to the present day.

Calvary Mount: A natural viewpoint from which you can contemplate Carcabuey and the Sierras Subbéticas. It has one of the best examples of a Mediterranean forest that still exists. This is also one of the few remaining unpaved Mount Calvary "Way of the Cross" routes. The mount is crowned with a 18th Century chapel.

Cañuelo Walk: A pleasant walk that connects the two ends of the town and goes around the castle. The name comes from the waterway; there is a spring in this area, and the water is then collected in the Fuente del Cañuelo (fountain). Along the route you will find several benches where you can rest and also a small area that offers an excellent photo opportunity to capture the wonderful expanse of the countryside.

The Stone Bridge-Caliphate Route: situated over the Palancar river, it is the only construction from the Califate era that remains in the south of the province of Córdoba. It was necessary to cross this bridge when travelling from Córdoba to Priego and is an example of the system of roads during the Middle Ages.

Squares: The main village square is worth noting, the Plaza de la Fuente, it is at the centre of most events and the starting point for many routes. Also, the Plazas de la Solana, Blas Infante or La Cruz.

The archaeological site of the Cerro de las Cabezas: Is the most important site in the village due to its size, abundance and quality of historical remains. Ilitrgicola, was one of the most important cities of its day. In good preservation are parts of walls, indications of streets, burial site and water storage....

Remains of a Roman era mill "El Lucerico": Archaeologists consider this to be one of the largest industrial complexes for olive oil production in the whole of Western Europe, with a size of over 1,700 m².

Municipal History Museum: Has three exhibition rooms that tell the history of Fuente Tójar. Room I is dedicated to Palaeontology, Pre-history and Protohistory. Room II is dedicated to the Iberian and Roman periods. In Room III has materials from the Late Roman period to present day.

Fuente-Tójar "Pueblo Starlight": The "Starlight Village" certification guarantees that the municipality has excellent conditions for viewing the night sky. Worldwide, it is the fourth town to receive this distinction, the second in Spain and the first in Andalusia.

San Isidro Labrador Festival: This is celebrated on 15th May, the feast day of Fuente Tójar's patron saint. On this day there is the San Isidro procession through the streets, accompanied by the famous and well-renowned San Isidro Danzantes. Eight men dressed in printed skirts and colourful paper hats who frequently stop to dance, accompanied by a guitar, castanets, tambourine and a violin. This dance, whose origins go back more than a thousand years has been awarded first prize in the National Ancient Dance Awards. It is without doubt the area's greatest emblem.



Priego de Córdoba

Without doubt one of the most beautiful towns in Andalusia. As you walk around its streets you will discover innumerable Places of Cultural Interest that are part of its rich and historical legacy.

The Barrio de la Villa: A beautiful area, is an Historical – Artistic Complex, and is thought to be the first settlement of the town, formed by a labyrinth of streets with whitewashed walls decorated by a profusion of flowers.

Balcón del Adarve: A natural Cliff face that served as the town's defences. From here you can see the views of the magnificent Andalusian countryside.

The Castle: This magnificent monument was originally the citadel of Andalusian Priego. The Torre del Homenaje (Homage Tower) has been declared a National Monument.

The Carnicerías Reales: A beautiful Mannerist building served as a slaughterhouse and meat market. Make sure you view its splendid spiral staircase.

The King's Fountain and the Fountain of Health (Fuente del Rey and Fuente de la Salud): Both declared National Monuments, without doubt the town's jewels in the crown. Water and stone are central to the perfect harmony of this architectural and sculptural masterpiece.

Gardens: he two most prominent in the town: La Huerta de las Infantas, a romantic garden themed on lush planting and the play of water, and the Paseo de Colombia, which is decorated by fountains and sculptures that lead you to the Balcón del Adarve.

CHURCHES: Visit the numerous churches that are a living example of Andalusian baroque. In their interior you will discover treasures, great works of architecture, decoration and imagery.

Church of the Assumption, home to one of the masterpieces of Spanish baroque: the **Sanctuary Chapel**, declared a National Monument in 1932.

Church of Saint Francis, notable for the statue of the flagellation of Christ, attributed to Alonso de Mena and the statue of Jesus of Nazareth, attributed to Pablo de Rojas, which is the principal element of the passion of our Holy Week celebrations.

Church of Saint Peter, which houses a splendid polychromatic chapel with the image of Immaculate Conception by the sculptor José de Mora.

Church of Our Lady of Dawn, a beautiful small chapel that contains exuberant baroque decoration.

Church of Our Lady of Sorrows, with a lovely group sculpture altarpiece, the Christ figure is from the school of José de Mora.

Other interesting churches are: **Our Lady of Mercy, Our Lady of Mount Carmel, Saint John of God.**

Museums: Museums where you can learn about the town's history, culture, distinguished residents, traditions...

The Town History Museum: Has exhibitions of the town's evolution from Palaeolithic times up to the Middle Ages.

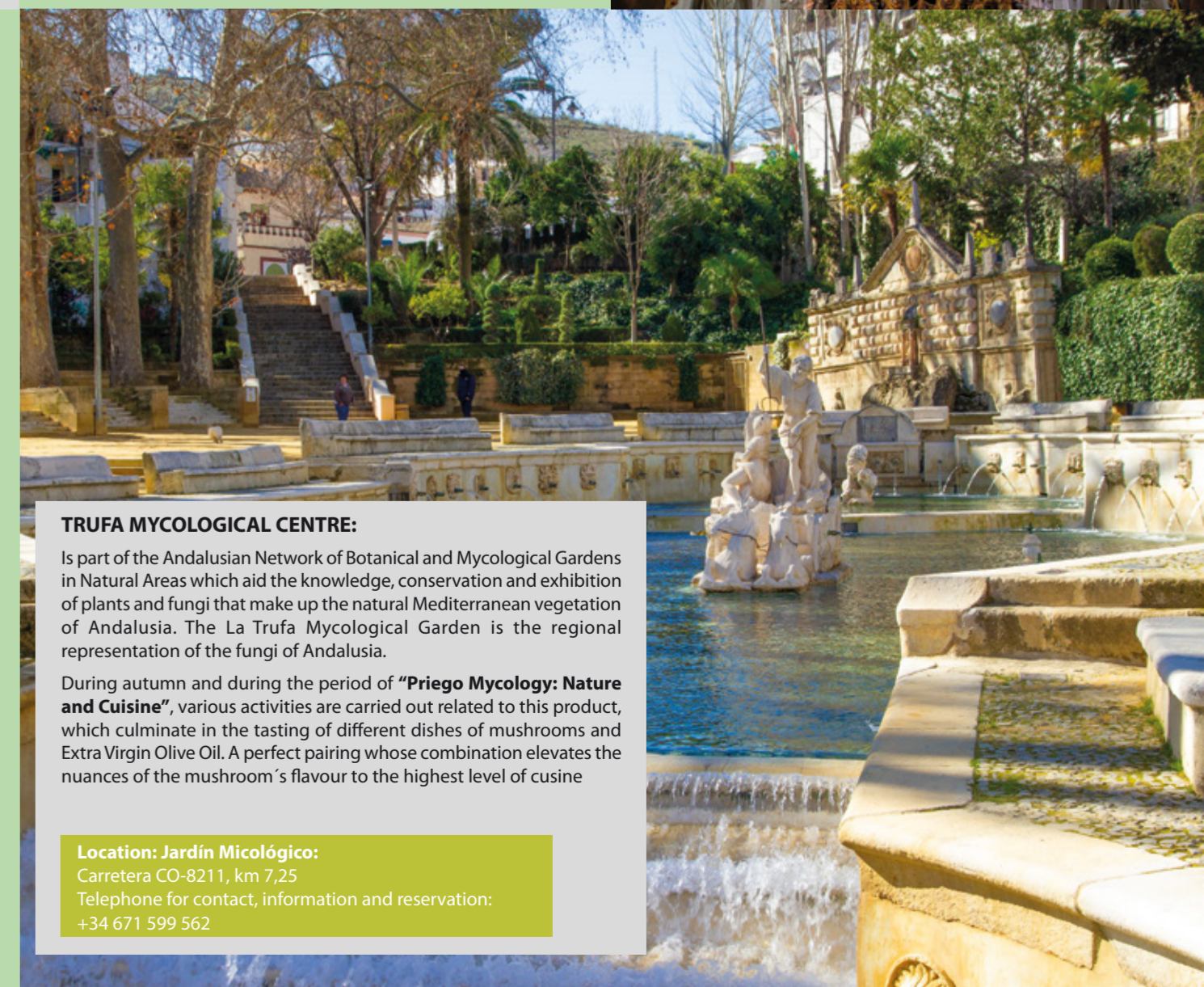
Lozano Sidro Cultural Centre: He is considered to be one of the best Spanish illustrators of the 19th Century.

Antonio Povedano Centre of Contemporary Spanish Landscape Art: Containing the work of some of the best landscape artists.

Niceto Alcalá-Zamora House – Museum: Recounts the life of the first President of the Second Spanish Republic.

Castil de Campos House - Museum: A charming ethnographic exhibition.

Almond Museum: A museum where you can learn about and appreciate this valuable harvest.



TRUFA MYCOLOGICAL CENTRE:

Is part of the Andalusian Network of Botanical and Mycological Gardens in Natural Areas which aid the knowledge, conservation and exhibition of plants and fungi that make up the natural Mediterranean vegetation of Andalusia. The La Trufa Mycological Garden is the regional representation of the fungi of Andalusia.

During autumn and during the period of "Priego Mycology: Nature and Cuisine", various activities are carried out related to this product, which culminate in the tasting of different dishes of mushrooms and Extra Virgin Olive Oil. A perfect pairing whose combination elevates the nuances of the mushroom's flavour to the highest level of cuisine

Location: Jardín Micológico:
Carretera CO-8211, km 7,25
Telephone for contact, information and reservation:
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Activities centred on olive groves and EVOO*

*Extra Virgin Olive Oil

Visit the olive groves, wander through olive groves that are centuries- and millenia-old, authentic natural monuments, you cannot help but be thrilled in their presence. Learn all about their cultivation – planting growth, trimming and flowering.

Watch or even get involved with the harvest: a great tradition in this countryside, a system of farming that goes back centuries. Spend a day with our farmers and learn about the effort and dedication they put into their work and you will admire this exclusive product even more.

Visit an olive mill: learn about the whole production process of our EVOO: arrival, cleaning, oil extraction and bottling; then you will be able to testify that this is the true essence of the fruit.

Olive oil tasting classes: Test your senses! In the hands of an expert learn about the nuances and the organoleptic properties of our EVOO, the different varieties and their best uses.

"Entre Olivares", the "Amongst the Olive Groves" Exhibition. This can be found in one of the most beautiful buildings in Priego de Córdoba, The Carnicerías Reales. A trip through our cultural heritage: ancient methods of production and how olive oil has influenced the land.

Try an olive oil mill workers breakfast or snack. We invite you to enjoy our EVOO along with other typical products of the area. An absolutely healthy diet!