



Morixe

Quality and Taste

— Since 1901 —





Morixe Extra Virgin Olive

A combination made in heaven.

The first olive trees to be cultivated in the Nuevo Cuyo region, in northwestern Argentina, were planted by Spanish conquerors. They were so impressed with the quality of their fruit that they feared it would exceed that of those grown in Spain, and decided to cut down the olive groves. One of those trees remained and is still standing 400 years later, as if to symbolize that the soil of Nuevo Cuyo and El Olivo were a combination made in heaven.





Production

Native sap from Nuevo Cuyo

The production and harvest of olives has evolved more in recent years than in the previous 200. This is largely due to new extraction technologies. But, above all, the importance of the correct treatment of each phase of production in the final quality of the oil.

Morixe is a young oil created during the new era of olive cultivation, but respecting ancient techniques. The men and women who control its quality from the moment of harvest until the oil is bottled, carry out its production under a careful process.

It is the combination of oils from different varieties of olives, which determines the characteristics of an extra virgin olive oil. To guarantee the adequate representation of each oil, it is necessary to guarantee the stability of each variety of olive.

European varieties such as Arbequina, Barnea, Picual, Mission, Sirio and Leccino, are grown on the Liliana and San Gabriel farms. However, it is the particular nuances acquired in the Nuevo Cuyo region that give Morixe oil its unique personality. This is probably due to the fact that these varieties had never before adapted to territories with such extreme and rich climatic conditions.





Production



The farmland is in the middle of the La Rioja desert. The intense sun raises the temperature, even during the short winter season. Clear, open skies give way to the most sunlight in Argentina. Virgin soil, with all its virtues intact, is watered with mineral-rich water. The water is extracted from streams that are 200 meters deep, coming from the Andes mountains and provide a water supply at a constant temperature throughout the year.

Relentless, variable speed winds descend from high peaks to collide with the desert heat and create gusts of up to 120 km per hour. The wind not only regulates the temperature, but also cleans the crops and keeps them free of pests and impurities. The region's location, away from cities, industries or other pollutants, as well as the clean farming method used, minimize the impact on the environment and keep the natural properties of the region intact. The virtues of this land, in turn, are transferred to the final product.

Near the end of February in the southern hemisphere, the different varieties begin to reach their optimum maturity. For Morixe oils, the olives are hand-picked, the best harvesting method for perfectly healthy fruit. Only the fruit of the trees is washed for grinding.

In the middle of the olive groves is the mill, where the oil is extracted from the freshly harvested olives by cold pressure and stored in stainless steel tanks, at constant temperature, until it is bottled.

The result is an excellent extra virgin olive oil, produced only with selected top quality olives subject to strict control and artisan production.





During the working day you can see the workers who tend the olive trees leaning against the tree due to the wind, or cover their heads with a white scarf to protect themselves from the intense sun. However, on a quiet afternoon, when the wind takes a break and the sky turns blue, the silence is so deep that you can almost hear the earth talking.

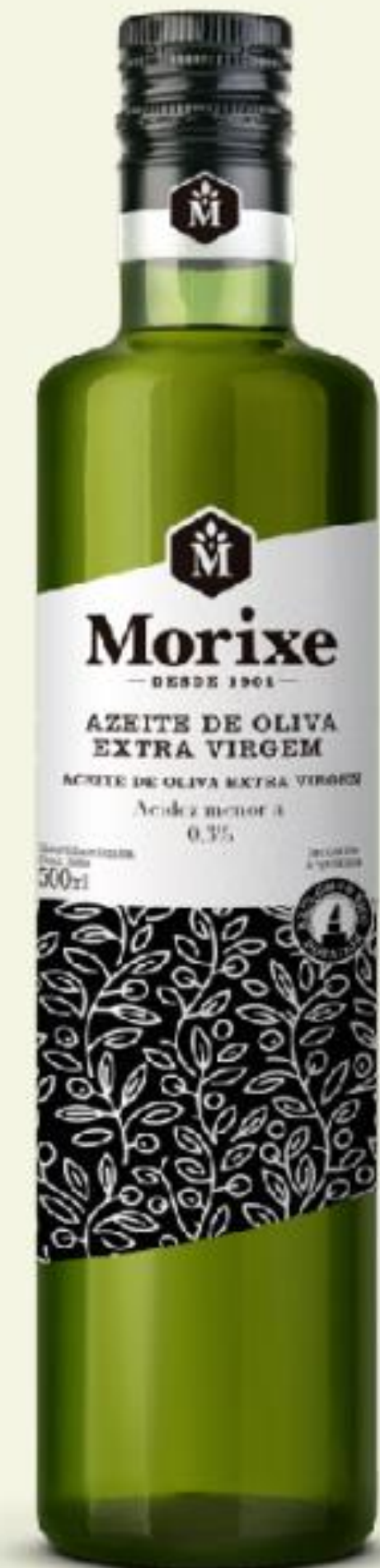


Nutrition

The Extra Virgin Healthy Habit: Extra virgin olive oil is an essential component of a healthy diet.

It is a squeezed juice that preserves the vitamins, antioxidants and the virtues of the fruit from which it comes, and it is the only vegetable fat that can be consumed directly, as it is. The benefits of integrating it into your daily diet, as a replacement for saturated fat, are numerous:

- 1- Healthy fats
- 2- Contribute to the prevention of obesity.
- 3- Optimal frying
- 4- Prevention of heart disease
- 5- Antioxidant effect
- 6- Benefits for the digestive system
- 7- Vitamin A, C and D
- 8- Helps with calcium absorption
- 9- Health and beauty of the skin





The sun of the Famatina Valley and the magic of its homeland are the secrets behind Morixe extra virgin oil, the taste of a land where the world begins anew.



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