



# Naturally idyllic

LA ORGANIC EXPERIENCE





## INTRODUCTION

# Uniqueness among olive trees

In the heat of the Serranía de Ronda lies LA Organic, an estate committed to olive oil tourism that offers visitors a journey through the olive trees and vineyards of an idyllic enclave.

The project dates back to 2004, the year in which the production of LA Organic olive oil began. After growing rapidly, the brand now has an international presence in more than 25 countries and has increased the number of hectares dedicated to olive growing, extending to Andalusia and Mallorca.



LA ALMAZARA

# Embellished nature

The farm follows the example of the great wineries and vineyards, which tell the story behind the great wines. A mission that will be enhanced in the future with the launch of LA Almazara BY Starck, a space that will merge the culture of olive oil with design, by the French designer Philippe Starck.



THE FARM

# A spot with an oil painted soul

The 26 hectares of LA Organic are the perfect setting to enjoy a complete olive oil experience.

A journey through all the stages of the production of one of the great attractions of Spanish gastronomy. The olives are cultivated on the farm with the minimum intervention of chemicals that alter the composition of the raw material, obtaining a 100% organic product.

It also allows you to discover a way of understanding nature through the eyes of design thanks to an itinerary, full of surprises, imagined by the mind of the renowned French designer Philippe Starck.

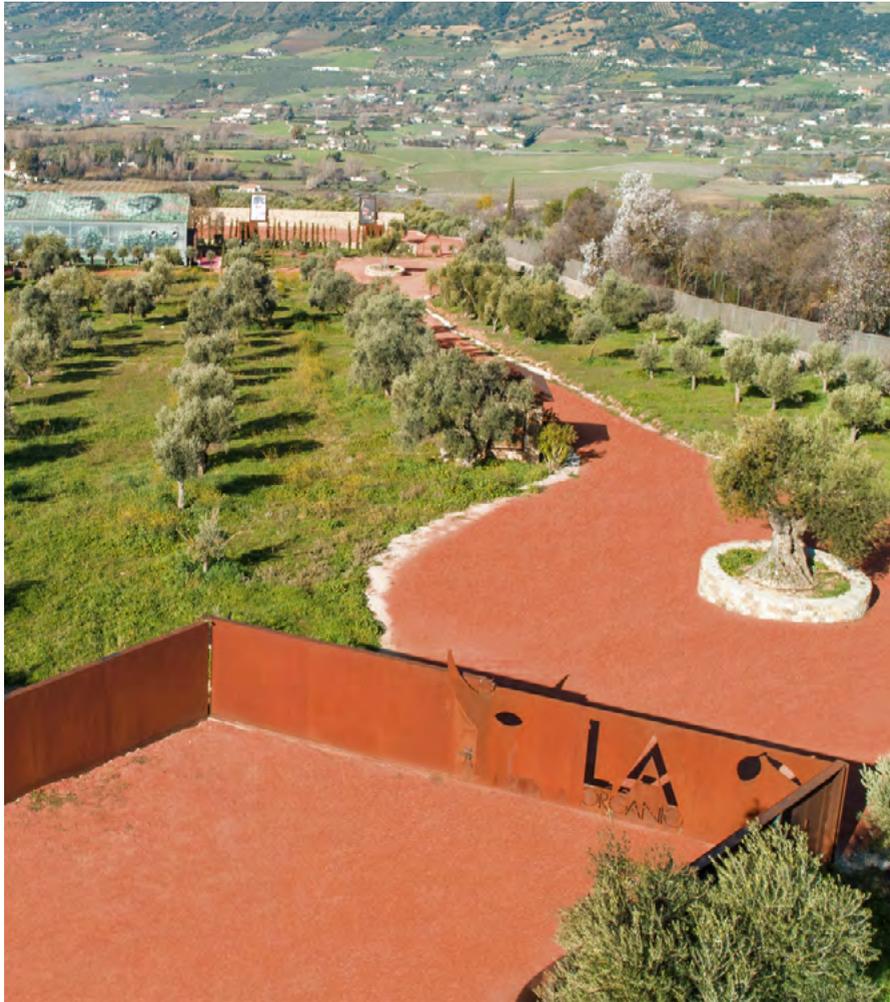


THE ROUTE

# An idyllic itinerary

LA Organic Experience offers a guided tour with a dreamlike itinerary through olive groves, vineyards and other crops.

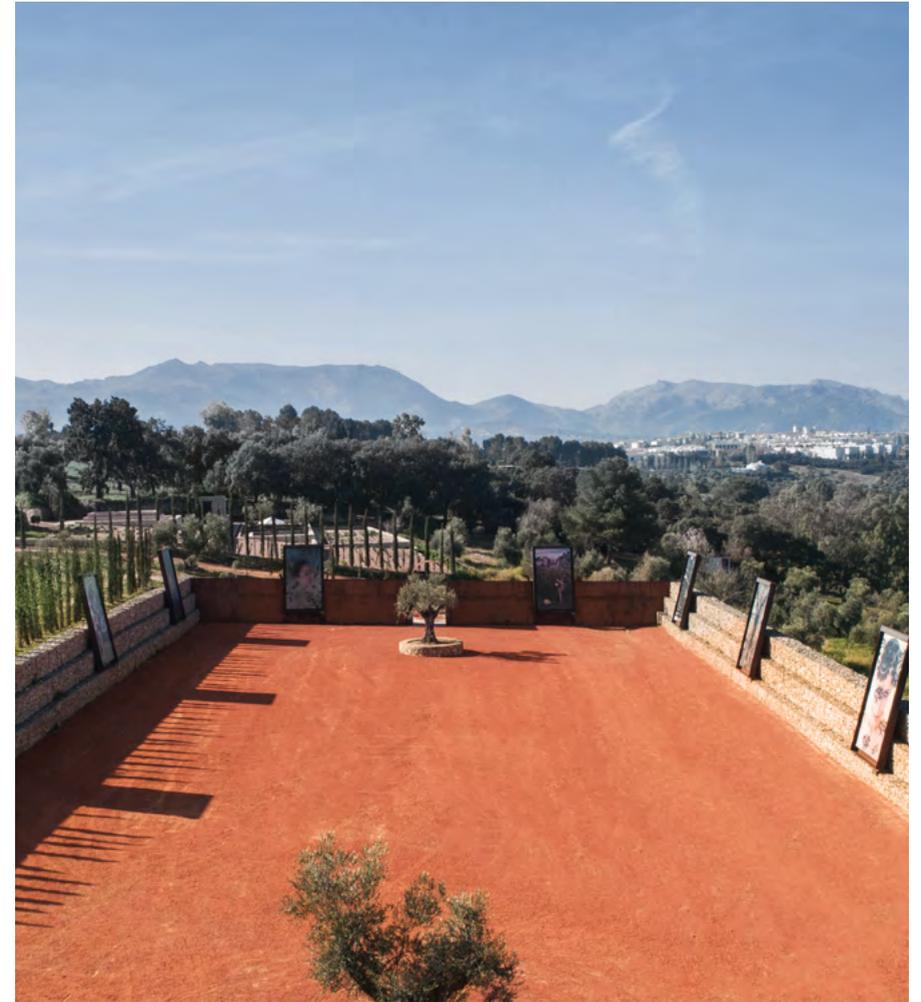




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### Entrance

Three hundred-year-old olive trees crown the route at the entrance to the estate, with enough space for several vehicles and bus manoeuvres.



2

### Parking

Much more than a car park. As soon as you arrive, you will find yourself immersed in an exhibition with photographic works by renowned artists.

Maximum capacity: 3,000 people  
Surface area: 2,500 m<sup>2</sup>



3

### Greenhouse

This space marks the beginning and end of the itinerary. It is the first contact with the product: visitors can taste and purchase the different varieties of oil. It also includes a traditional oil mill, a bottling and labelling machine.

Maximum capacity: 200 people  
Surface area: 500 m<sup>2</sup>



4

### Organic orchard and fruit garden

The philosophy at the finca is 100% ecologically minded, as the visitor will discover. The climate of the Serranía de Ronda allows for a wide variety of products, from vegetables to aromatic plants and fruit trees such as citrus and quince trees.

Surface area 2.000 m<sup>2</sup>

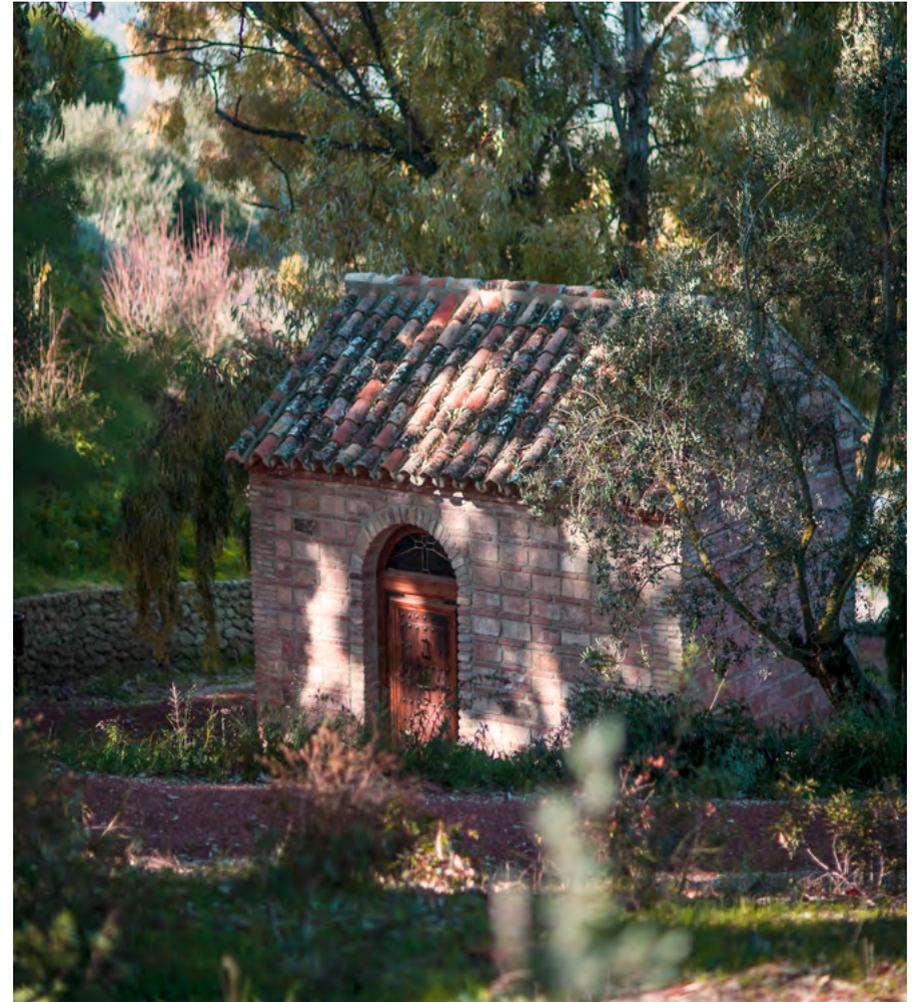


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### Organic vineyard

Our estate also has an organic vineyard with grapes grown in the “Pinot noir” variety. The production of this vineyard will be transformed into a wine by Michel Rolland, one of the most renowned and influential winemakers in the world.

Surface area: 1.000 m<sup>2</sup>



6

### Doña Lola’s chapel

A unique enclave to celebrate a ceremony in privacy. A small 19th century chapel, donated to the estate by the widow Doña Lola.



7

### Walk of olive tree varieties

This point of the itinerary will allow visitors to discover up to 25 varieties of olives from different parts of the world. From species from other parts of Spain to more exotic varieties.



8

### Carlota's Square

Large ancient olive trees mark the end of the route before returning to the Greenhouse in this small square.



9

### Philippe Starck's surprises

Throughout the itinerary, visitors will discover the creative nature with which Philippe Starck imagined our estate through "surprises" that redefine the vision of space.

THE CORTIJO

# Disconnect to revitalise the spirit

Crowning the LA Organic estate is a traditional 19th century Andalusian cortijo. This building has been restored by Stefano Robotti, paying special attention to every detail so that the visitor will discover a unique experience in the heart of the Ronda Mountains.

The farmhouse has 5 rooms, including a suite with all luxury of details, designed under the premise of minimalism. Its majestic views are joined by a pool and a 250 m<sup>2</sup> terrace that will make the hours of sunshine more bearable.





## HABITACIONES

# To the mountain breeze

The farmhouse has five rooms, each named after different varieties of olives.

Each room has been refurbished in a modern style, incorporating all the modern conveniences necessary for a comfortable stay at LA Organic.

### Services/Facilities

Wifi

Air-conditioning

Heating

Swimming pool

Catering service

Kitchen

Terrace

Lounge and common areas

Viewpoint



Suite Hojiblanca



Arbequina



Picual



Oliana



Manzanilla

EXPERIENCES AND ACTIVITIES

# Sense and sensitivity

The properties of olive oil are translated into an extensive list, which makes this product unique. Following this premise is how we create the experiences that take place at LA Organic.

We take advantage of the multiple spaces that the estate has, shaping the activities that visitors can enjoy during their stay, coming in touch with nature, enjoying and learning from it.



## **Guided tour & olive oil tasting**

For 1 hour, visitors will be able to tour our estate through nature, sculptures, surprises and the main buildings. A plan that ends with a tasting of LA Organic oils, in which they will learn how to differentiate between a mild and an intense oil.

## **Produce your own oil**

An experiential itinerary in which you can discover how olive oil is produced and its benefits, from harvesting to milling and bottling.

- Guided tour of the estate (1 hour)
- Olive harvesting
- Oil production in the mill
- Oil tasting
- Bottle of your own organic oil

## **Sponsor an olive tree**

On our farm we have launched this sustainability initiative, which values natural resources. Visitors can personally choose their own olive tree, give it a name and contribute to its maintenance on an annual basis.

- Masterclass with our olive oil expert
- Tasting given by an expert
- Oil elaboration (pressing, production and bottling)
- 6 litres of organic olive oil per year.
- Discounts at Cortijo LA Organic.

## **Picnic among olive trees**

This experience in the middle of nature, surrounded by centuries-old olive trees and spectacular views make this lunch an unforgettable experience.

## **Farm to table**

Visitors will be able to pick vegetables and fruit from our organic garden. In addition, our chef will be happy to cook and serve all the produce for your enjoyment.

## **Yoga**

Visitors will be able to enjoy outdoor yoga in a spectacular setting, with a dynamic class adapted to all levels. From beginners to experts, everyone will find connection and peace at LA Organic.

## **Meditation**

The practice of meditation leads to a calmer and more relaxed mind. More and more scientific research is showing the benefits of daily meditation. A technique with which to initiate a process of personal growth benefiting body and mind.

## **Birdwatching**

Participants will be given binoculars and will be able to take part in a birdwatching walk. Suitable for everyone, even those with no previous experience.

EVENTS

# Of genuine nature

A unique environment can become the setting for unique moments. In addition to visits and stays at LA Organic, our estate can host a multitude of different events.

The possibilities are endless: from weddings to communions, from product presentations to private showrooms. The LA Organic Experience team is in contact with suppliers to carry out an event up to the highest expectations.







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