



THE OLIVE OIL



The Guide

Hotel-Branded Olive Oil Production Guidelines

1. Production Criteria

Creating a high-quality olive oil that aligns with your hotel's luxury standards involves careful selection of olives, meticulous processing and rigorous quality control.

1.1 Olive Selection

- **Varietals:** Choose olives from premium varieties known for producing high-quality extra virgin olive oil such as Arbequina, Koroneiki or Picual.
- **Source:** Olives should be sourced from orchards in regions renowned for olive oil production, ensuring optimal growing conditions.
- **Harvesting:** Olives should be hand-picked at the ideal ripeness to avoid bruising and oxidation, ensuring the freshest and most flavorful oil.

1.2 Pressing Process

- **Cold Pressing:** The olives should be cold-pressed within 24 hours of harvest to preserve their flavors and nutrients. The temperature should not exceed 27°C (80°F) during the extraction process.
- **First Pressing:** Use only the first pressing of the olives, which yields the highest quality oil with the most vibrant flavor and nutritional benefits.

1.3 Filtration

- **Unfiltered vs. Filtered:** Decide whether to offer filtered or unfiltered olive oil. Unfiltered oil retains more natural particles and may have a cloudier appearance while filtered oil has a clearer appearance and longer shelf life.
- **Minimal Processing:** Avoid excessive processing to maintain the integrity of the olive oil, preserving its natural flavors and health benefits.

1.4 Quality Control

- **Acidity Level:** Ensure the olive oil has an acidity level of less than 0.8%, classifying it as extra virgin and guaranteeing its high quality.
- **Tasting Panels:** Conduct regular tastings by expert panelists to ensure consistency and adherence to quality standards.
- **Certification:** Obtain certification from relevant authorities, such as PDO (Protected Designation of Origin) or PGI (Protected Geographical Indication), to guarantee authenticity and adherence to strict production standards.

2. Bottle Design

The design of the olive oil bottle should reflect the luxury and sophistication of the hotel while ensuring functionality and preservation of the product.

2.1 Bottle Shape

- **Classic Elegance:** Opt for a tall, slender bottle with clean lines which conveys elegance and modernity. The bottle should be ergonomically designed for ease of use.
- **Material:** Use dark glass to protect the olive oil from light exposure which can cause oxidation and degrade the quality. Consider a matte or satin finish to enhance the luxurious feel.

2.2 Custom Features

- **Embossing:** Emboss the hotel's logo or name on the bottle, adding a tactile and distinctive element.
- **Pouring Spout:** Incorporate a high-quality, drip-free pouring spout that enhances functionality while maintaining the bottle's aesthetic appeal.

3. Etiquette (Label) Design

The label should be a visual representation of the hotel's brand, conveying luxury, tradition and artisanal quality.

3.1 Label Material

- **Premium Paper:** Use high-quality, textured paper for the labels such as cotton or linen, to convey a sense of craftsmanship and luxury.
- **Waterproofing:** Ensure the labels are waterproof and resistant to oil, maintaining their appearance and durability during use.

3.2 Design Elements

- **Logo:** The hotel's logo should be prominently displayed, with options for embossing or metallic foil to add depth and sophistication.
- **Typography:** Choose a classic serif font that exudes elegance and readability, with modern accents for a balanced look.
- **Color Scheme:** Utilize the hotel's brand colors, with gold, silver, or bronze accents to highlight the product's premium status.

- **Product Information:** Clearly state that the olive oil is extra virgin, along with the varietal, region of origin, and harvest date.

3.3 Back Label

- **Details:** Include tasting notes, suggested uses, and a brief story about the production process, emphasizing the artisanal nature of the olive oil.
- **Legal Requirements:** Ensure all necessary legal information is included, such as volume, nutrition facts, and certifications.

4. Packaging Standards

The packaging should protect the olive oil while enhancing its presentation, making it suitable for both in-room service and retail.

4.1 Gift Box Design

- **Material:** Choose high-quality materials like wood or heavy-duty cardboard for the gift boxes, with a luxurious interior lining such as satin or velvet.
- **Customization:** The box should feature the hotel's logo, either engraved or foiled, with a magnetic or ribbon closure for added elegance.

4.2 Interior Design

- **Lining:** Use satin or velvet lining in colors that complement the bottle and label design, ensuring the bottle is securely held in place.
- **Accessories:** Consider including a branded pouring spout or olive oil dispenser as part of the packaging, adding value to the product.

4.3 Sustainability

- **Eco-Friendly Options:** Use sustainable materials for the packaging, such as recycled cardboard or FSC-certified wood, aligning with the hotel's environmental commitments.
- **Reusable Packaging:** Offer reusable packaging options, like wooden boxes, that guests can repurpose, enhancing the overall value and experience.

4.4 Presentation

- **Unboxing Experience:** Design the packaging to create a memorable unboxing experience, with attention to detail in how the olive oil is revealed and presented.
- **Customization for Events:** Offer customized packaging for special events or VIP guests, including personalized messages or engraving.

5. Serving and Experience

The way the olive oil is presented and used in the hotel should reinforce the brand's luxury and quality.

5.1 Presentation at the Hotel

- **In-Room Service:** Offer the olive oil as part of the in-room dining experience, with a small bottle provided in premium rooms or suites.
- **Restaurant Use:** Ensure the olive oil is served in the hotel's restaurants, presented in its original bottle on the table for guests to enjoy with bread or as part of the meal.

5.2 Takeaway Options

- **Retail:** Make the hotel-branded olive oil available for purchase in the hotel's gift shop or online store, with the option for customized packaging.
- **Special Editions:** Release limited-edition bottles for holidays or significant hotel anniversaries, featuring unique designs or blends.

5.3 Culinary Integration

- **Signature Dishes:** Integrate the olive oil into signature dishes at the hotel's restaurants, with menu highlights that showcase its unique flavor.
- **Tasting Events:** Host olive oil tasting events or cooking classes where guests can learn more about the production process and experience the oil in different culinary applications.

This guide ensures that the hotel-branded olive oil reflects the luxury and sophistication of your hotel, offering guests a memorable and premium culinary experience.