

NOOR FÈS EXTRA VIRGIN OLIVE OIL



2021, Gold Award, NY Olive Oil Competition
2021, Platinum Award, Berlin GOAA

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|-------------|---------------|
| RETAIL SIZE | 500mL |
| ITEM NO | NF0050 |
| UPC | 6111262690091 |
| CASE | 6 bottles |

REVISED 7/2/2022



NOOR FÈS

NOOR FES

Fès, Morocco

SENSORY PROFILE

Smooth and delicate with a strong floral and fruity aroma, this oil captures the authentic taste of two of Morocco's oldest Picholine olive varieties. 100-year-old trees carefully planted generations ago in the fertile Saiis plain, located between the Atlas Mountains and the Atlantic Ocean, thrive in this unique microclimate. Hand harvesting and cold pressing within four hours allow the utmost preservation of aroma and healthful properties.

Olive Varietals: a blend of three native Moroccan Picholine varieties

Oleic Acidity: 0.09%

TRADITION

Noor Fès, literally translated to "the light of Fès," is a lush, 300-hectare olive estate on the Sais Plain about 25 miles from the city of Fès in Morocco. It was created with the intention of producing traditional, high-quality Moroccan extra virgin olive oil like one would find hundreds of years ago. The founder Dakir started this project by revitalizing a colonial estate with many past relics, and placed the mill in the center of the groves for close proximity to the olives – which are pressed within four hours of harvesting. They have since won awards for their smooth fruity oil, made from native Moroccan Picholine varieties. Every year they are improving, seeking certifications, and hosting festivals on the estate.



**ROGERS
COLLECTION**