

The Art of Nature
OLIVE OIL TOURISM MALLORCA





Mercè Amer Riera
*Minister of Agriculture and Fishing
Govern de les Illes Balears*



The workers of the land and the scenery of Majorca have been bound together since time immemorial with olive-growing and olive groves. For hundreds of years, these centuries-old trees have been cultivated by Majorcan farmers who have obtained from them an essential foodstuff, which at the same time have provided inspiration to painters and other artists who have immortalised them in paintings, photographs, songs and poems.

The Majorcans have known how to preserve this beautiful and cultural heritage, and we now present you the second edition of Oleoturisme Mallorca, a collection of original activities relating to the world and landscape of the Majorcan olive groves and the oil of Majorca. Under this pretext we encourage you to enjoy the art that nature has presented in the open air, and find out more about this world.

As Minister for Agriculture and Fishing, it gives me pleasure to invite you to enjoy the tourist activities relating to oil in Majorca: contemplating the olive trees, staying at some of the hotels that still preserve their ancient presses, sampling the best creative dishes made with Majorcan oil or visiting the producers of this oil, the land workers who to this day still transform the Majorcan olive into a product that is appreciated and highly-acknowledged in many parts.

In this guide, as well as on the www.illesbalearsqualitat.cat website which is constantly updated, you will find all the information necessary to discover the world of the oil of Majorca.

The Art of Nature
OLIVE OIL TOURISM MALLORCA



How to use the OLIVE OIL TOURISM mallorca *guide*

In this guide you will find the following information:

Open-air museums

M Observe the art of nature visiting olive tree trunks that are genuine artistic creations of nature, unique in the world.

Routes of the Mallorcan Oil

RO Excursions on foot, bicycle, horseback or by car, and visits to the most outstanding olive groves.

Hotels

H In a former oil mill, learn how Mallorcan Oil was produced in former times.

Restaurants

RE Sample exquisite dishes made with Mallorcan Oil.

Establiments d'Or

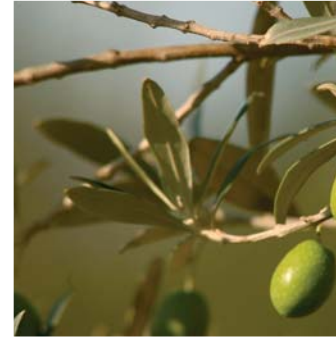
E d'O Visit establishments that specialise in foods with the Balearic Islands designation of quality, where you can buy Mallorcan Oil and other foodstuffs with this designation.

Producers

P Visit a working oil mill where Mallorcan Oil DO is pressed, view the facilities and get to know the people who produce Mallorcan Oil.

Still in doubt?

? We answer some of the most frequently asked questions about the OLIVE OIL TOURISM MALLORCA project.



Cultivation of the olive tree in Mallorca

The olive tree arrived in Mallorca two thousand years ago, and ever since the inhabitants of the island have incorporated it into their lives. As time passed by, a subsequent wave of changes came to Mallorca and transformed the olive groves: using the ingenious technique of dry stone walling, retaining terraced walls were built on the slopes of the steep island mountains making it possible to cultivate the land. The result: tens of thousands of hectares and millions of olive trees in production, with almost twenty thousand kilometres of terraced walls built.

History has left its mark and, without intending to, the passing of time and the skills of the peasants have brought art to the outdoors: museums that are open to everyone, and which give a warm welcome to their visitors.





M

Open-air museums: Artworks of nature

“Time, adversity, the hand of man and the wisdom of nature have all modelled the trunks of the olive tree: works of art which transport us to a world of fantasy.”

Es Camell

The fanciful shapes of Es Camell (The Camel) will leave you enchanted. The locals know this olive tree by this name, even though, depending on where you stand, it can also look like a snake crushing its prey or a Chinese dragon preparing to attack.

How to get there: Es Camell is to be found in the Cas Avinyons country estate, near the Camí de Muleta.

(See route 1)

Olivera de Cort

A few decades ago, this beautiful tree was taken to Palma from a country estate in Pollença to be planted in the Plaça de Cort as a symbol of “peace and unmovable roots in the land”. If you look carefully, you can see the strangest shapes, such as an ear, called the “Ear of Mallorca” or the face of a caparot, a giant, folkloric head. This tree is catalogued and protected by the 6/1991 Act for the Protection of Outstanding Trees.

How to get there: The Olivera de Cort is located in the middle of the square of the same name in Palma, just in front of the Town Hall of the Mallorcan capital city.

Sa Madona des Barranc

A hundred-year old tree with twisted shapes, that looks like a guard protecting the numerous walkers that each year make the popular and enjoyable trip through the Biniaraix ravine.

How to get there: Sa Madona des Barranc is situated in the middle of the Biniaraix ravine.

(See route 2)

Na Flamarades

When you look at this olive tree at a close distance, the truly fascinating flames you can pick out make you almost imagine that you are in Dante’s Inferno.

How to get there: Na Flamarades is in the Son Brull country estate, very close to the hotel swimming pool.

(See Hotel Son Brull)



RO

Olive Oil Tourism Routes

"Discover another way of getting to know Mallorca. These are the proposed routes, but many others also exist throughout Mallorca that will allow you to immerse deeper into the art of nature. Are these routes simple walks through the olive groves of Mallorca - or visits to natural museums in the open air? Judge for yourselves."

- Routes:*
- 1 *Camí de Muleta*
 - 2 *Biniaraix Ravine*
 - 3 *Camí de la Font Garrover*
 - 4 *Coma-sema Olive Grove*





Distance: 4.8 km

Approximate duration: 1 hour 15 minutes (on foot)

Difficulty: low

How to do the trail: on foot or mountain bike

Free of charge

Route 1 *Camí de Muleta*

This first excursion starts at the road that joins Sóller with Deià (the MA 10 road), kilometre 56,950. From there, take a tarmaced path that leads to the sea shore. After a few hundred metres, it forks to the left and to the right, with curves of ninety degrees. If you take the route to the left, it will take you to the Restaurant Béns d'Avall, where you can savour dishes made with Mallorcan Oil whilst enjoying beautiful sea views. But this time you need to go to the right and keep on the tarmaced pathway.

The path becomes a field path, signposted with "GR221". Follow this path that is wide enough for a car to pass along until you arrive –approximately one kilometre after the first sign– just in front of the Muleta Gran houses. The pathway leading up to the surroundings of this large country estate (*posseïó*) is full of olive trees with the most extraordinary shapes. Here follow the signs of the GR221 field path and continue in the direction of Port de Sóller.

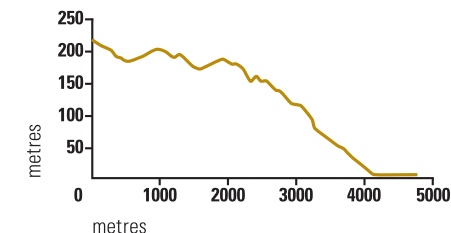
The path goes around the houses until it takes you to a gate which must be shut once you have passed through it. This leads to the Cas Avinyons olive grove and, a few metres from the entrance, you will come upon the mythological shapes of Es Camell. (See section M). On the right of the path, a short distance from Es Camell, more olive trees of great beauty can be found.

Please note that although the pathway of the route is public, the land where the olive trees are located - whether it is closed off or not - is private. This means that you must always be extremely respectful towards the property and not leave any trace of having been there.

Continue on the path indicated and once again you will pass through a gateway. The route descends to the right, bordered by milestones, along a stony pathway until you cross a stream, just before passing through another gate. Continue on the pathway and, after just five minutes, on the left-hand side, the beautiful mountain *posseïó* of Muleta de Ca s'Hereu will appear. Also known as Muleta Petit, nowadays it is an agrotourism hotel (see section H). Here you can replenish your strength eating a meal made with Mallorcan Oil and, whilst visiting the oil mill, you can find out how the island's oil used to be made in former times.

From Muleta de Ca s'Hereu you can continue descending on the track that you came on (GR221) to Port de Sóller, or you can take the field path that leads you from the *posseïó* to Playa d'en Repic beach (Port de Sóller). Both routes pass between terraced mountain walls and centenarian olive trees.

Camí de Muleta





Distance: 2 km
Approximate duration: 45 minutes
Difficulty: medium
How to do the trail: on foot
Free of charge

Route 2 Biniaraix Ravine

This delightful journey starts in the lovely hamlet of Biniaraix in the valley of Sóller. From here, take the GR221 field path which can be found on the right of the road leaving Biniaraix, direction Fornalutx. Take this pathway towards the ravine and to L'Ofre and Cúber.

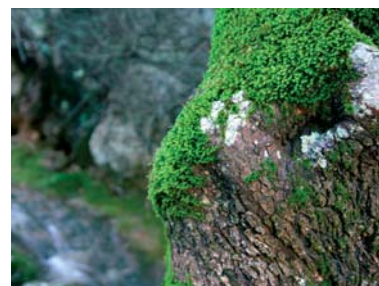
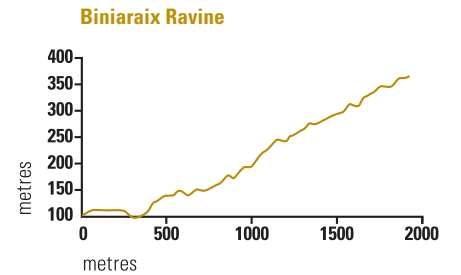
Immediately you start passing through typical mountain olive groves: centenarian trees with superb shapes on terraced mountain land with irregular plantations, on small plots belonging to several owners. This route is, in itself, a good example of the traditional technique of dry-stone walling: this makes the Biniaraix ravine a site of cultural interest protected by the 1994 Heritage Act. The entire pathway is full of examples of the ingeniousness of earlier Mallorcan folk: bridges, retaining terraced walls built on the sloping sides of imposing mountain faces, drinking fountains, *possessiós*, etc.

After an approximately forty-five minute climb, still on the stone pathway and near the L'Ofre stream – just before the olive grove finishes and the natural vegetation starts - you reach a crossroads where there is a red signpost for the GR221 track. This indicates where you have come from (Biniaraix) and also the opposite direction (L'Ofre and Cúber). About twenty-five metres from this sign, towards the north, you will find Sa Madona des Barranc: a wonderfully ancient tree with a twisted shape. Around Sa Madona you will find more trees of outstanding worth.

If you continue a few more metres in the direction of L'Ofre and Cúber, you can refresh yourselves using a small lever that pumps water, with the supply coming from the Verger spring, a little further up the path. From this spot, if you look to the north – to the part above the path, just beside Sa Madona des Barranc – you will see a twisted olive tree with

captivating clefts and holes. From this point you have two options: either you can continue upwards in the direction of the Puig de L'Ofre (two more hours) and to the Cúber reservoir (three more hours), and thereby making one of the most typical and beautiful excursions through the Mallorcan mountains, or you can return to where you came from, in the direction of Biniaraix.

On the return route to Biniaraix you will get a new perspective of the mountain olive groves and the construction technique of the dry stone walls. Also – and if you are not already tired enough – just where the descent of the pathway finishes, at the entrance to Biniaraix, you can take a small tarmaced path on the right: this is the Camí des Marrois (4.2 km of steep slope) which passes through one of the most important mountain areas of the Mallorcan Oil Designation of Origin production. This path will enable you to join with Fornalutx on foot and delight in the images of beautiful orange, lemon and olive trees on terraced walls, as well as enjoying spectacular views over the valley of Sóller.





Distance: 2.4 km
Approximate duration: 45 minutes (on foot)
Difficulty: medium
How to do the trail: on foot, mountain bike, horse back or in motor vehicle
Free of charge

Ruta 3 *Camí de la Font Garrover*

This excursion starts in the town of Mancor de la Vall, on the north-eastern slopes of the Serra de Tramuntana Mountains. Please note that as the last leg of the excursion is on private land, the owner of Olis de Sa Font Garrover must be contacted beforehand to arrange the visit (phone 687 474 187).

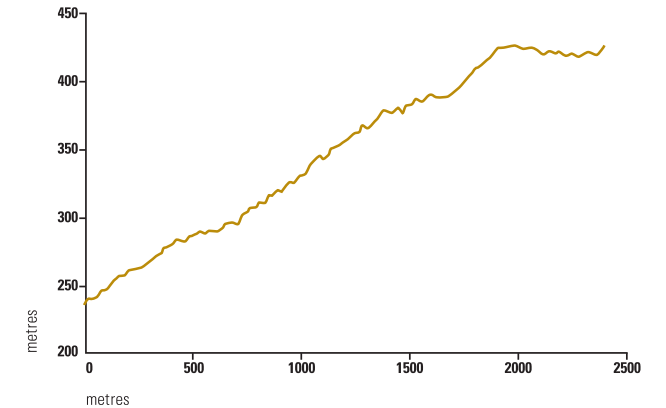
From Mancor take the road that rises to the Santa Llúcia oratory. After leaving the town approximately four hundred metres behind you, and once passed the cemetery, take the tarmaced trail on the left, which is signposted "Camí de Sa Font Garrover". After a little less than two kilometres, on a steeply sloping, tarmaced track, you will see some sublime examples of Mallorcan olive trees.

Without leaving the main route, you will arrive at a metal gate, which, as usual, you must shut once you have passed through it. Immediately – still climbing – on the right-hand side, you can see an extremely beautiful olive grove. Approximately two hundred metres further on, there is a junction of two paths where you go to the left. After another fifty metres there is a gate which is the entrance to Font Garrover. Here the path descends a few hundred metres, leading through various gates, until reaching the houses at the bottom of the valley.

At Font Garrover, the Campins family has a small oil mill where, winter after winter, they produce a flavoursome Mallorcan Oil from their own olives. Ask the owner of the country estate to show you the olive grove in the Tanca de s'Atzeroler. It is a spot with dozens of thousand-year old olive trees with extraordinary shapes. Indeed, a large number of painters and photographers request permission from the owners to bring the extraordinary beauty of some of these trees to life in their work.



Camí de la Font Garrover





Distance: 2.6 km
Approximate duration: 30 minutes (on foot)
Difficulty: low
How to do the trail: on foot, mountain bike, horseback or in motor vehicle
FEE-PAYING ROUTE

Route 4 Coma-sema Olive Grove

This route can be started from the wonderful hamlet of Orient, at the foot of the valley of the same name, which lies at the bottom of the central and western slopes of the Serra de Tramuntana Mountains. From Orient, take the road towards Bunyola and, after a few hundred metres on the right-hand side, you will see the entrance to Camí de Coma-sema. Pass through the first gateway and, after about five hundred metres, you leave the houses of Son Vidal behind on the left-hand side.

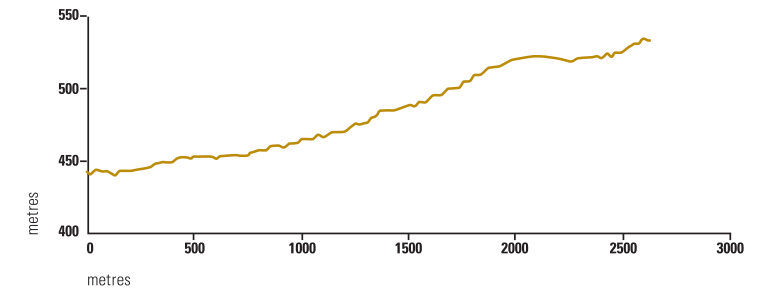
Continuing on the main path, approximately seven hundred metres after Son Vidal, you will come across the gates to the entrance to the Coma-sema country estate. Please note that from here onwards, the journey passes through private property and the owner requires a payment to be made in order to visit the olive grove and the houses of Coma-sema (phone 971 180 117).

The journey through a splendid olive grove on terraced land starts right from the entrance to the Coma-sema olive grove. Five hundred metres later, still following the main pathway, you will pass through some metal gates that are normally left open. On the right-hand side, there is a field where animal fodder is usually grown, and just in front of this, another olive grove, where you can see whimsically-shaped olive trees. From here to the end of the pathway and on the top of a hilltop, you can now see the houses of Coma-sema.

Coma-sema is a good example of a mountain *posseïsió*. Dating from medieval times, it preserves a traditional oil mill with mechanical traction, which, thanks to the determination of the owner, is still working to this day.



Coma-sema Olive Grove



H

Hotels

“this is an opportunity to transport you back in time to get to know how the oil mills of yesteryear worked.”

Gran Hotel Son Net
Castell de Son Net, s/n
07194 Puigpunyent
Tel. 971 147 008 Fax 971 147 001
info@sonnet.es www.sonnet.es



Son Net is a luxury establishment where you can eat in a former oil mill, taste exquisite dishes made with Mallorcan Oil and walk around its olive grove.

Son Brull Hotel & Spa
Carretera de Palma-Pollença, km 49,8
07460 Pollença
Tel. 971 535 353 Fax 971 531 068
info@sonbrull.com www.sonbrull.com



Exclusive establishment which has an old oil mill cleverly incorporated into the bar, serving succulent meals made with Mallorcan Oil. You will also find an olive grove with olive trees of great beauty such as, for example, Na Flamarades (see section M). Furthermore, you can have cosmetic treatments made with Mallorcan Oil.

Agroturismo Sa Pedrissa
Carretera de Valldemossa-Deià, km 64,5
07179 Deià
Tel. 971 639 111 Fax 971 639 456
info@sapedrissa.com
www.sapedrissa.com



Sa Pedrissa is an agrotourism hotel that offers magnificent views across the sea and across Deià. And you must try some of the delicious dishes that are prepared with Mallorcan Oil in the oil mill restaurant.

Muleta de Ca s'Hereu
Camp de la Mar, s/n (platja d'en Repic)
07108 Port de Sóller
Tel. 971 186 018 Fax 971 186 048
francisca@muletadecashereu.com
www.muletadecashereu.com



A mountain *posseïssió* which has been converted into an agrotourism hotel and which up to a few decades ago was dedicated to the production of olive oil. Here you can taste traditional recipes of Mallorcan cuisine cooked with Mallorcan Oil, walk through the olive grove which surrounds the estate and admire the excellent conservation of the oil mill.

Read's Hotel & Spa
Ctra. Vella de Santa Maria-Alaró, s/n
07320 Santa Maria del Camí
Tel. 971 140 261 Fax 971 140 762
readshotel@readshotel.com
www.readshotel.com



Read's offers visitors the possibility of tasting their dishes cooked with Mallorcan Oil. You cannot leave this establishment without being invited to visit the lovely oil mill that is still preserved.

R

Restaurants

“modern mallorcan cuisine, far from forgetting its roots, is becoming a flagship for the extra virgin olive oil produced in mallorca.”



Ca n'Arabi
Camí de Bellveure, km 1,2
07350 Binissalem
Tel. 971 512 211 Fax 971 512 116
canarabi@terra.es



Béns d'Aval
Urbanització Costa de Deià
Ctra. Sóller-Deià, km 56,95
07100 Sóller
Tel. i fax 971 632 381
info@bensdaval.com www.bensdaval.com



El Olivo
Son Canals, s/n. 07179 Deià
Tel. 971 639 011 Fax 971 639 370
fb@hotel-laresidencia.net
www.hotel-laresidencia.com



Racó des Teix
C/ de sa Vinya Vella, 6
07179 Deià
Tel. 971 639 501
Fax 971 639 501



Molí d'en Bou
C/ del Sol, 13
07530 Sant Llorenç des Cardassar
Tel. 971 569 663
Fax 971 569 663
molidenbou@terra.es



E d'O Establiments d'Or: Where Mallorcan Oil can be bought

"The art of nature forms part of the heritage of the island of mallorca, but i can take its transformed fruit with me: the mallorcan oil."



Ágape
C/ de l'Argenteria, 12
07001 Palma
Tel. 971 725 213
a.agape@hotmail.com



El Corte Inglés
Av. d'Alexandre Rosselló, 12
07002 Palma
Tel. 971 770 177
Fax 971 464 303



El Corte Inglés
Av. de Jaume III, 15
07012 Palma
Tel. 971 770 177
Fax 971 464 303



Ensenyat Alimentació
C/ d'Alcúdia, 5. 07460 Pollença
Tel. 971 533 618
Fax 971 531 914
info@ensenyat.net
www.ensenyat.com



Es Bon Racó
C/ d'Ausiàs March, 22
07003 Palma
Tel. 971 498 172
esbonraco@telefonica.net



Sa Botiga d'Alcúdia
Camí de la Ronda, s/n
07400 Alcúdia
Tel. 971 549 632
jbeltranvera@wanadoo.es



La Pajarita
C/ Sant Nicolau, 2
07001 Palma
Tel. 971 716 986
Fax 971 214 328



Sa Cisterna
Carrer de sa Cisterna, 1
07400 Alcúdia
Tel. 971 548 606



Sa Formatgeria
C/ dels Oms, 30
07003 Palma
Tel. 971 717 572



UEP!
C/ Sant Jaume, 16. 07012 Palma
Tel. 971 720 711
Fax: 971 720 711
uep@uepmallorca.es
www.uepmallorca.es

P Producers: Visit companies producing Mallorcan Oil

"From november to january, you can enjoy a visit where you will be shown the mallorcan oil production process."



Aubocassa
Finca d'Aubocàsser
Camí de Son Fangos, km 7
07500 Manacor
Tel. 679 516 863



Es Verger
Hort des Verger, s/n
07190 Esporles
Tel. 971 619 220
Fax 971 715 732



Josep Campins Reynés
Sa Font Garrover
Camí de Santa Llúcia - camí de la Font Garrover
07312 Mancor de la Vall
Tel. 971 501 970



Oli Solivellas
Ctra. Vella de Pollença, km 0,5
07400 Alcúdia
Tel. 971 545 722
Fax 971 545 722
olisolivellas@hotmail.com
www.olisolivellas.com



Olis Sóller
Ctra. de Fornalutx, 8
07100 Sóller
Tel. 971 630 294
Fax 971 635 006
cooperativasoller@hotmail.com



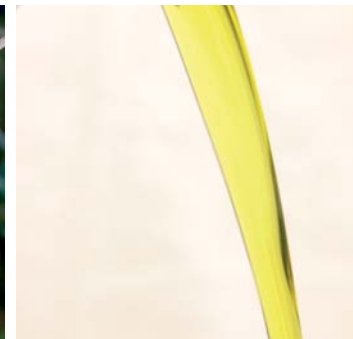
S'Oliera de Son Catiu
Ctra. Inca - Artà km. 3,8
Rotonda Llubi - Muro
07300 Inca
Tel. 620 296 181
soncatiu@soncatiu.com



Mariano Planas Gual de Torrella
Predi Jornets
07140 Sencelles
Tel. 609 290 573



Finca Roqueta
Predi Roqueta, s/n
07579 Maria de la Salut
Tel. 607 161 853
info@agroroqueta.com



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Still in doubt ?

Where?

On the island of Mallorca: One of the islands in the Mediterranean with the greatest olive oil-producing tradition.

How?

Either in person: visit the website www.illesbalearsqualitades and in the section OLEOTURISMO MALLORCA choose the activities that you consider to be most interesting, or consult this guide; or you book a journey at a travel agent that deals with Olive Oil Tourism breaks in Mallorca.

Why?

For this is the only place in the world offering a museum of the art of nature.

What is the art of nature?

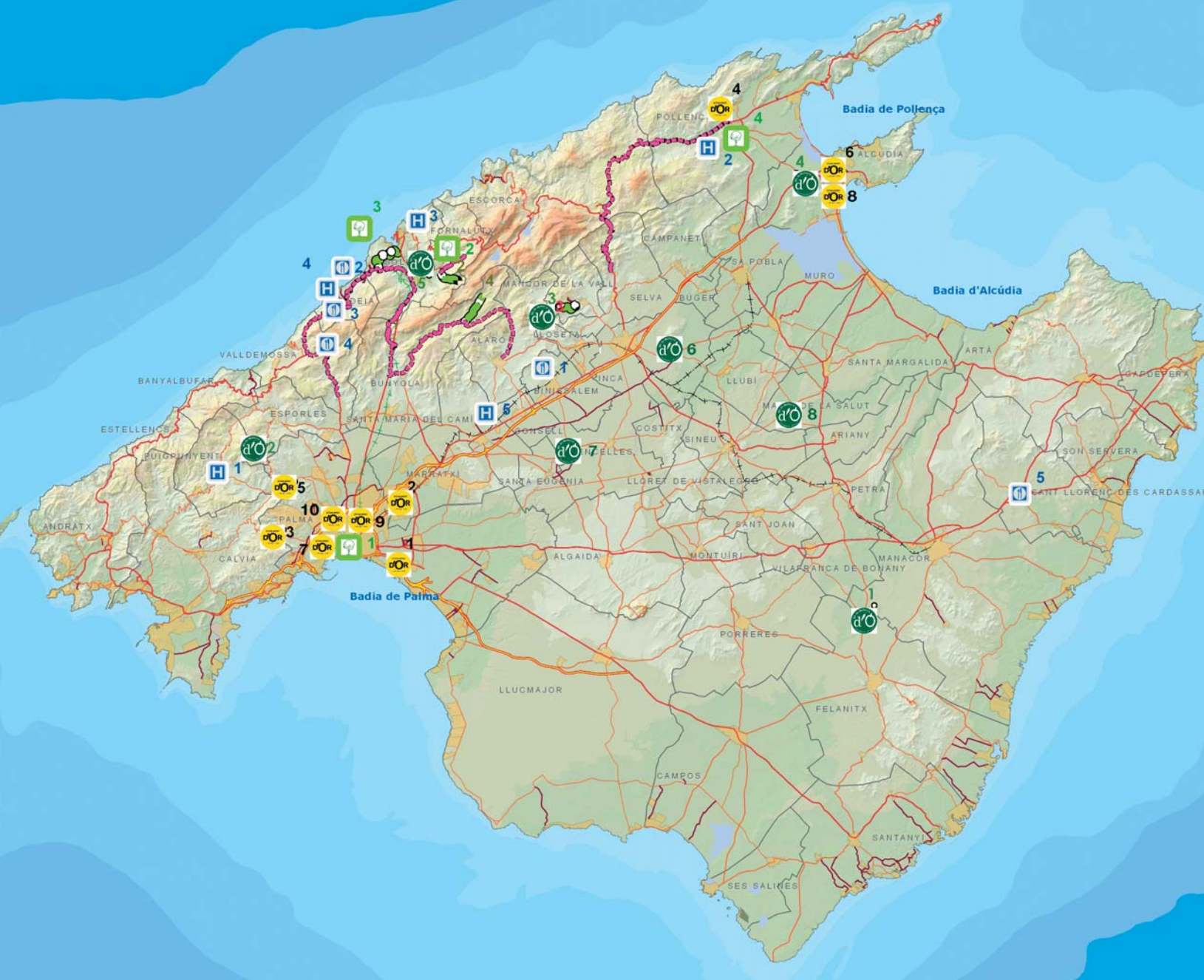
A collection of centenarian olive trees, transformed through the passing of the years into artworks of nature: works of art that are waiting to be interpreted through the imagination of the persons who contemplate them. The routes presented in this guide will take you to these places.

Can I take the art of nature with me?

The art of nature forms part of the natural heritage of the island of Mallorca, but you can take it with you in its transformed fruit: the Mallorcan Oil.

Is the Mallorcan Oil healthy?

Mallorcan Oil is extra virgin olive oil and therefore contains essential fatty acids, such as linoleic acid, which helps the mineralisation of the bones and which limits the loss of calcium. The vitamin E found in Mallorcan Oil neutralises the formation of free radicals and prevents their damaging effects. Scientific studies give praise to the healthy properties of olive oil, which are numerous: anti-carcinogenic; reduction of triglycerides and the so-called "bad" cholesterol (LDL); prevention of diabetes, arteriosclerosis, hypertension and myocardial heart attacks – to name but a few. Currently, olive oil is also gaining significance in cosmetic applications. Apart from its already-known anti-oxidant (anti-ageing) and UV protective effects, it is also known for its topical action, such as its protective and hydrating effects.



OLIVE OIL TOURISM mallorca *The Art of Nature*

Interesting olive trees

- 1- Olivera de Cort
- 2- Sa Madona des Barranc
- 3- Es Camell
- 4- Na Flamarades

Hotels

- 1- Gran Hotel Son Net
- 2- Son Bruil Hotel & Spa
- 3- Muleta de Ca s'Hereu
- 4- Agroturisme Sa Pedrissa
- 5- Read's Hotel & Spa

Restaurants

- 1- Can Arabí
- 2- Bens d'Àvall
- 3- El Olivo
- 4- Racó des Teix
- 5- Moli d'en Bou

Establiments d'Or

- 1- Agape
- 2- El Corte Inglés - Avingudes
- 3- El Corte Inglés - Jaume III
- 4- Ensenyat Alimentació
- 5- Es Bon Racó
- 6- Sa Botiga d'Alcúdia
- 7- La Pajarita
- 8- Sa Cisterna
- 9- Sa Formatgeria
- 10- UEP!

DO Oli de Mallorca producers

- 1- Aubocassa
- 2- Es Verger
- 3- Josep Campins Reynés
- 4- Oli Solivellas
- 5- Olis Sòller
- 6- S'Oliera de Son Catiu
- 7- Mariano Planas Gual de Torrella
- 8- Finca Roqueta

Routes

- 1- Camí de Muleta
- 2- Barranc de Biniaraix
- 3- Camí de Sa Font Garrover
- 4- L'Olivar de Coma-sema
- Scenic routes

Edition October 2008

0 5 10 km



Oli de Mallorca Designation of Origin

The *Oli de Mallorca* Designation of Origin (DO) is a guarantee that the extra virgin olive oils are produced on the island of Mallorca with olives from the varieties *Mallorquina*, *Arbequina* and *Picual*.

The *Oli de Mallorca* DO is the certification of origin and quality. Every batch of oil is chemically and sensorially analysed and only those olive oils produced and elaborated in accordance with the regulations of the Designation of Origin have the right to use the term *Oli de Mallorca* and this seal:



www.illesbalearsqualitat.es