





THE GOOD FOR *The Land*

Agenda

OUR

background

OUR

purpose

OUR

distinctiveness

OUR

portfolio

01

02

03

04



1.0 OUR BACKGROUND

*Who
we are*

Brand of olive
oils, vinegars,
piri piri and olives

.....
Market leader

.....
Portugal's most
awarded olive oil brand

Present in
over 70 COUNTRIES



1.0 OUR BACKGROUND



Trademark
registration

YEAR
1960

1999

Partnership
Chef Vitor Sobral

2002

Launches:
'Healthy Cooking'
'Healthy Life Bio'

2008

Bottle cap
Pop-Up



1.0 OUR BACKGROUND



Production process with the **highest quality and control standards**



The **technology and sustainability**



Production and innovation with environmental responsibility



Proximity: **high quality fresh olive oils**

2010



Lagar do Marmelo
Cultural Hub of the Alentejo Region



The new era of olive growing
Planting the largest olive grove in the world and being synonymous with innovation



1.0 OUR BACKGROUND



**Market
leadership
in volume**

**PET bottle,
light in weight
and price**

**Olive Oil
Spray**

Olive oil

2011

2013

2015

2012

2014

**1st limited edition
1st harvest**

**Olive oil for
frying**



1.0 OUR BACKGROUND

Piri piri made
with olive oil

“The Good for the Land”
New brand image, labels with
less ink and less materials

2019

2020

2022

2024

**Introduction of
recycled PET in
packaging**

**1st olive oil bottle of
100% recycled plastic
and only with label on the back**



**FROM THE
ALENTEJO TO
THE WORLD,
OLIVEIRA
DA SERRA:**

*The best
of the land
since the
60s*



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2.0 OUR PURPOSE

THE EARTH HAS CHANGED, AND CONSUMERS HAVE CHANGED WITH IT

Making good products is no longer enough
You must do good for the earth

With "good" products
that make a difference,
from the micro to the C scale.

Engage
the consumers

positive impact
throughout the food cycle.



**NEW
POSITIONING**



2.0 OUR PURPOSE

01

Cooking not only changes food, but also the planet
Positive impact on the world

02

Working against nature will never have a future
rethinking, regenerating and re-naturalising the Earth

03

The basis of what we eat must always be authentic
more thoughtful food rather than processed

04

Food should have flavour, but also be tasty
Transparency in the food chain

05

A product can only be good if it also does good
Environmental, economic and social awareness

06

A big brand has an even bigger responsibility
Multiplying opportunities to practice goodness

07

The recipe for overcoming boundaries from our land to the Land of Everyone is to never forget our roots.

OUR BELIEFS



2.0 OUR PURPOSE

HOW DOES OLIVEIRA DA SERRA
do good for the land?



2.1 WATER

Drip irrigation
Fertigation

2.2 TACKLING WASTE

Composting
and reuse

2.3 BIODIVERSITY

Management Plan
of Natural Assets

2.4 CARBON SEQUESTRATION

maximal
CO2 capturing

2.5 RENEWABLE AND CLEAN ENERGY

Circular economy
of energy sources

2.6 ECO DESIGN

Less colour
and less ink

2.7 FOOD LITERACY

2.8 QUALITY



2.1 WATER

DRIP IRRIGATION SYSTEM



Control of the
exact amount
of water

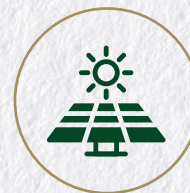
95-98% used water
is delivered
to the plant



The water used in
the production process



**is reused to
irrigate fields**



Solar-powered
irrigation system



2.1 WATER

01

MONITORING AND CONTROL

Definition when,
where and how
much to water

02

FERTIGATION

Fertilisation through
irrigation systems

Nourish the
plants with the main
nutrients at all times



2.2 PREVENTING WASTE



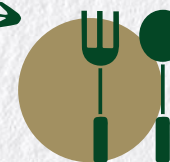
**Value all
resources**



**Actively tackling
production
waste**



**All we prune in our olive
groves (branches and
leaves) can be composted**
This produces an organic
fertilizer that returns
nutrients to the olive groves.



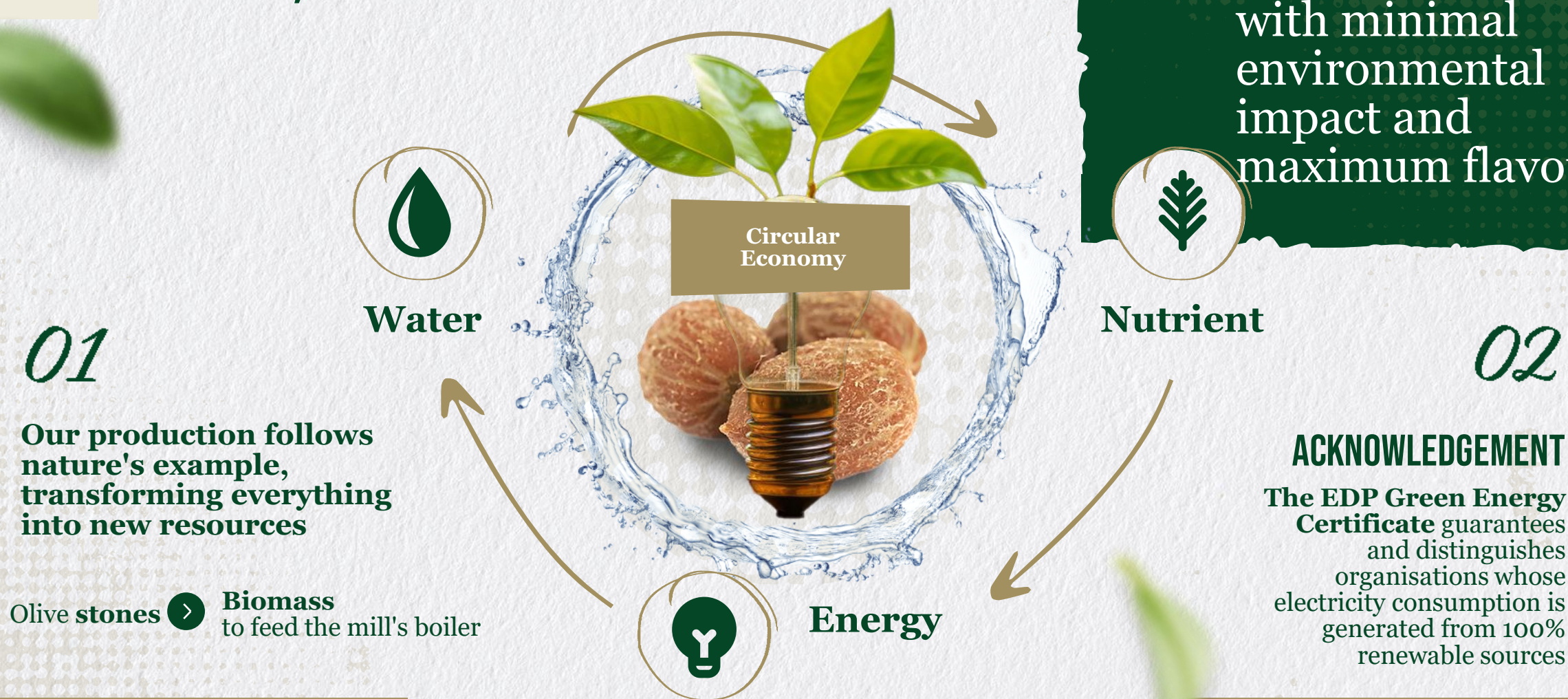
Food waste awareness
We promote partnerships
for food reuse



2.3 CLEAN, RENEWABLE ENERGY



Olive oil
with minimal
environmental
impact and
maximum flavour



2.4 BIODIVERSITY

Management Plan of Natural Assets



Fulfilling the
commitment
to link agricultural
production to the
preservation of
Biodiversity



Guidelines for better
management of the
values present on our
farms in Portugal:



Biodiversity

Ecosystem services

Endangered species

Rare or threatened
ecosystems

Protected areas



2.4 BIODIVERSITY

Management Plan of Natural Assets



Improve resistance to
pests and diseases

Promote pollination

Increase soil health

Strengthening olive trees'
and soils' natural defences
and processes

➤ Minimising external factors



Acknowledgement

Integrated Production Certificate, an agricultural production system based on good practices, with rational management of natural resources and favouring the use of natural regulation mechanisms instead of production factors.



Conservation

500 ha
of natural areas



2.5 CARBON EQUESTRATION

→ Olive groves, an important reserve of carbon

Each of the **10 million** olive trees **captures and fixes CO₂** (roots, branches, stem, leaves), releasing oxygen



→ The way we farm allows us maximal CO₂ capturing

We don't plough the soil

Soil with permanent **vegetation cover**



2.6 ECO DESIGN

New

Labels
and logo

One colour only

Standards

SPECIFICS

Incorporation of 30%
of recycled PET and a
50% reduction in pigment
in all plastic packaging

FSC-labelled
shipping
boxes with
less cardboard

Reduction
of all black
plastic
materials



Reduce



the amount of
colour and ink



ACKNOWLEDGEMENT

1st Portuguese brand with
the Recyclability Certificate
by RecyClass. Maximum
rating for plastic packaging:



750 ML

and



1,5 L

2.7 FOOD LITERACY

ONE OF OUR FUNDAMENTAL PILLARS



*Empowering
the Consumer*

Recognising the importance of empowering consumers to make informed and mindful food choices.



QUALITY SEALS AND COMMITMENT

Transmission messages on:

Respect for the environment

Promoting sustainable
agricultural practices

Dedication to consumer
health and well-being.

EDUCATIONAL AND INFORMATIVE LABELS

detailed and highlighted
type of oil (virgin, extra
virgin, etc.), explanations of
the best ways to use each one



2.8 QUALITY



QUALITY AND SUSTAINABILITY ADVOCATES
committed to the well-being
of the planet and people



DO THE "GOOD FOR THE EARTH AND PEOPLE"
Delivering quality products
that respect the environment and
contribute to everyone's well-being



+700 AWARDS

"The **most awarded** Portuguese olive
oil brand **in the world**" (2007 to 2024)



*We believe that a product can
only be good if it also does good*



2.8

QUALITY



Committed to innovation

→ **EACH BOTTLE** = **METICULOUS PROCESS**

From the olive grove to the care with which each drop is packaged



**SELECTION OF
THE BEST OLIVES**



**STRICT QUALITY
CONTROL THROUGHOUT
THE ENTIRE VALUE CHAIN**



**USE OF THE LATEST
CUTTING-EDGE
TECHNOLOGIES**



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CONTROL OF THE ENTIRE VALUE CHAIN



Olive groves **monitored**
from plantation to harvest

→ We know the
origin of each olive



Olives arrive at the mill
with the highest **quality**

→ Guarantee of best olive oils



We grow with those
who are **by our side**

→ Delivering the best
to people's homes

▼
A product can
only be good
if it does good,
from its **source**
to the **bottle**

Origin of
Agriculture



Transformation



Packaging



Products



Sales



3.0 OUR DISTINCTIVENESS

- 01 **100% Portuguese Brand**
- 02 **Market leader**
- 03 **The most awarded Portuguese olive oil brand in the world**
- 04 **Trusted Brand 8 years in a row**
- 05 **The first brand in its category to address the sustainability matter.**



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OLIVE OIL



VINEGAR



PIRI PIRI





Pet

5L

3L

2L

750 ml



Pet

2L

750 ml





Pet

5L

3L

2L

1,5L

750 ml













