

The Excellence of Sierra Mágina



In the heart of Andalusia, the Martos Encinas family has been cultivating exceptional Picual olive trees at an altitude of 1,200 meters for five generations.

A family passion transformed into art: creating one of Spain's purest organic olive oils.

Nestled in the sun-drenched heights of the Sierra Mágina in Andalusia, the Martos Encinas family has preserved a unique know-how for five generations: the cultivation of olive trees and the production of an extraordinary olive oil.

Here, every tree tells its own story, and every harvest has its own character.

The Martos Encinas family tends its olive groves as one would care for a precious heritage, with passion, patience, and deep respect for the land.

More than just a product, each drop carries a family story: that of the Martos Encinas family, who continue, generation after generation, to honor and enhance the soul of their land and their olive trees.

Picoria Excellence *The Essence of Purity*



Excellence at its finest

The Excellence Première Harvest range is born in mid-October on high-altitude, more secluded plots of the Sierra Mágina. There, the olives develop greater concentration, elevated polyphenol levels, and remarkable aromatic intensity.

This limited production, cold-extracted, reveals a rare olive oil of unparalleled purity and vibrancy.

Key Characteristics

Ultra-early harvest of green olives

Remarkably high polyphenol content > 500 mg/kg

Ultra-low acidity < 0.15%

Complex vegetal notes, delicate bitterness and balanced pungency

Limited and individually numbered production

Eco-Responsible Packaging

- No cardboard gift box at PICORIA
- 150 g of cardboard saved per bottle
- 0.3 kg less CO₂ per unit
- Recyclable glass bottle

Transparency & Traceability

Each PICORIA bottle features a unique QR code providing direct access to full batch traceability, official laboratory analyses (ENAC – ISO/IEC 17025 – 749/LE1295, recognized by the IOC), as well as detailed information on harvesting and extraction.

Accessible directly on PICORIA bottles.

Picoria Gold

The Estate's Signature



Exception in its purest form. The Gold Early Harvest range is born in mid-October, when olives are still green and at the peak of their aromatic intensity. This demanding, limited and entirely manual harvest favors freshness over quantity. Such a bold choice results in a vibrant, powerful and perfectly balanced olive oil, revealing both the richness of the fruit and the noble character of the Sierra Mágina terroir – the cradle of the family's ancestral know-how.

Picoria Silver

Quality, Every Day



The perfect expression of tradition and quality. The Silver Récolte Sélection range is born in November, when the olives reach their ideal maturity and fully reveal the fruit's natural softness. This harmonious balance between intensity and roundness unveils the distinctive aromatic signature of the Picual variety, as well as the family expertise passed down through five generations at the heart of the Sierra Mágina terroir.

Key Characteristics

Early harvest of green olives (October)
Exceptional polyphenol content > 400 mg/kg
Ultra-low acidity < 0.15%
Intense herbaceous notes, powerful green fruitiness
Limited production

Eco-Responsible Packaging

- No cardboard gift box at PICORIA
- 150 g of cardboard saved per bottle
- 0.3 kg less CO₂ per unit
- Recyclable glass bottle

Transparency & Traceability

Each PICORIA bottle features a unique QR code providing direct access to full batch traceability, official laboratory analyses (ENAC – ISO/IEC 17025 – 749/LE1295, recognized by the IOC), as well as detailed information on harvesting and extraction.

Accessible directly on PICORIA bottles.

Key Characteristics

Traditional harvest at optimal ripeness (November)
Exceptional polyphenol content > 300 mg/kg
Ultra-low acidity < 0.15%
Remarkable culinary versatility
Outstanding premium quality-to-price ratio

Eco-Responsible Packaging

- No cardboard gift box at PICORIA
- 150 g of cardboard saved per bottle
- 0.3 kg less CO₂ per unit
- Recyclable glass bottle

Transparency & Traceability

Each PICORIA bottle features a unique QR code providing direct access to full batch traceability, official laboratory analyses (ENAC – ISO/IEC 17025 – 749/LE1295, recognized by the IOC), as well as detailed information on harvesting and extraction.

Accessible directly on PICORIA bottles.