



TERRA PREMIUM

PRESENTATION

# SAFRA HARVEST



TERRA PREMIUM

TERRA PREMIUM IS A PORTUGUESE COMPANY  
CREATED TO COMMERCIALISE HIGH QUALITY EXTRA  
VIRGIN OLIVE OIL FROM PORTUGAL



TERRA PREMIUM

# STRENGTHS



A wide and diverse range of products, with the consistency and volumes required for the global market

An efficient and effective structure of the commercial and supply chain, taking advantage of economies of scale and a capacity to respond promptly to market requirements

Extra virgin olive oil produced in three regions of great tradition in Portugal, each with different characteristics, catering to distinct consumer preferences

By request of some of its clients, Terra Premium recently expanded its business to include portuguese olives, wine and vinegar in its product portfolio



TERRA PREMIUM

3 REGIONS  
3 OLIVE OILS

# TRÁS-OS-MONTES VALPAÇOS



The typical extra virgin olive oils from Trás-os-Montes have greenish yellow colour, the aroma and taste of fresh fruit and sometimes almonds and hints of sweetness, unripe, bitterness and spiciness

# NORTE ALENTEJANO CASA BRANCA



Extra virgin olive oils from Norte Alentejano are characteristically soft fruity and mellow with a golden yellow colour, occasionally slightly green

# ALENTEJO INTERIOR VIDIGUEIRA



Extra virgin olive oils from Alentejo Interior have a golden yellow or green color, the soft aroma of olives and other fruit such as apple and fig, and a certain sweetness



TERRA PREMIUM

# OUR BRAND



The Terra Premium image and brand are innovative but at the same time provide a strong connection to the rural traditions of the regions of origin

The selected olive oil brand is "Safrá" and, as stated in the bottle label, "only good "Safras" are selected, because we want to share what Portugal does best"

The Terra Premium logo - based on the "Portuguese cross" and a medieval shield – combines the traditional with the sophisticated image of the bottle and the label



OVERALL, THE IMAGE OF THE TERRA PREMIUM  
EXTRA VIRGIN OLIVE OILS IS CONSISTENT WITH THE  
PRODUCT WE MARKET

A TRADITIONAL HIGH QUALITY PRODUCT, PRODUCED WITH THE  
MOST ADVANCED TECHNOLOGICAL PROCESSES IN THE INDUSTRY

THE OUTCOME IS SOME OF THE  
BEST OLIVE OILS IN THE WORLD







A  
gold  
SAFRA



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