

# Discover the secrets of one of the world's finest olive oils at the Dear Goodness estate.



## Olive-growing and culinary experience with the Ben Saïd family in Hazeg (Sfax)

Immerse yourself in the heart of the region known as the world's largest olive grove. The extended Ben Saïd family - brothers, cousins, neighbors and friends - will be happy to share their know-how

and love of the olive tree, inherited for generations and brought up to date to perpetuate family, local and national pride.

Period: All year round, with a special recommendation for the olive oil harvesting and extraction period (November – February).

Duration: 2h30 to 3h.

Participants: 10 to 14 people.

Level: Accessible to all

Languages: Arabic, French and English (Other languages available on request).

Location: Dear Goodness, in Hazeg,

Transport: Not included in the experience

Accommodation: Not included in the experience (possibility of staying in a partner guesthouse)

Location: Hazeg, Djebeniana in the Governorate of Sfax. 34 km, On the road to Mahdia.

**Your hosts : Ben Said family**



Halim, Wasim, Naim, Mortadha, Sameh, Najet, Latifa, Aloulou will be your hosts for the experience, joined by neighbors Mouldi, Hammouda, Amer who will gladly open the doors of their farms for a deeper immersion in country life.

In our exhibition area, you can meet local artisans who will become your hosts for a while.

Dear Goodness is more than an oil mill, it's an ode to the love of the land, the olive tree and its treasures. This family estate, which has seen its sons and grandsons grow up and pursue brilliant studies in various fields (Engineering, Telecom, Agriculture and Marketing, etc.) and successful professional careers in Tunisia, but also internationally, naturally welcomed them today when they decided to revive this heritage by launching the only pilot oil mill in Tunisia, ranked among the best in the world in its first year of operation. Dear Goodness' mission is to perpetuate the diverse varieties of Tunisian olive trees by cultivating them and pressing their fruit through a very rigorous extraction

process to guarantee olive oils of unique origin (single varieties) and impeccable quality. This is what has enabled our flagship Dear Olives and Huile d'Olivia brands to win no less than 8 medals (Platinum, Gold and Silver) at the most prestigious international competitions (New York, Japan, Canada, London, Italy, Brussels, Sweden, Qatar and Dubai).

### Highlights of the experience

Being at the heart of the world's largest olive grove, with a region rich in over 10 different native olive varieties, between land and sea, giving it a unique microclimate.

- Visit an estate that brings together several components under one roof: an open-air museum of olive trees, a laboratory for the development of Tunisian varieties, a pilot oil mill, a packaging unit, a training and tasting room, a dining terrace and an exhibition area.
- Meet the team behind Tunisia's only pilot oil mill, ranked among the best in the world.
- Introduction to tasting single-origin olive oils to identify the nuances and help you choose the right oil for your daily life.
- Differentiate between the different varieties of olive oil and the advantages of each.
- A human and culinary experience, with a lunch featuring local cuisine prepared with one of the world's finest olive oils.

### Ideal if you're looking for activities for...

- Families with children ;
- Retirees;
- Couples;
- Solo travelers;
- Groups of friends ;
- Works councils and incentive travel;
- Epicureans and foodies.

And olive oil lovers - but also the curious - can learn more about the green gold and how to choose the right extra virgin olive oil for a taste and culinary experience on another level.

### The spirit

Between land and sea, an exceptional combination for olive trees. Tunisia is known as an olive-growing country in the southern Mediterranean and one of the world's largest producers of olive oil. We are the heirs of this know-how, and we preserve and develop it for future generations. We work to protect olive biodiversity by preserving the cultivation of local varieties: Chetoui, Chemlali, Oueslati, Chemchali, Sayali, Zarrazi...

We're working to protect olive-growing biodiversity by preserving the cultivation of local varieties: an invitation to meet us, discover our oils and taste our varieties. It's a high-level human and gustatory experience with one of the world's finest producers of quality oil.



**We've got you covered...**

Arrival and welcome by Sameh, who will accompany you into the world of the olive tree.

The visit begins with a tour of the olive grove to get acquainted with the various varieties of these fruit trees that have made Tunisia a country of unique olive oil. It's open-air museum time, because that's where it all begins.

Then it's time to head inside the oil mill. You'll be able to admire the architecture, which has preserved the traditional Tunisian style, but which has also been designed down to the smallest detail

in order to control the olive oil extraction process according to standards that guarantee impeccable quality. Nothing happens by chance!

Mortadha will share her extensive knowledge of the stages that accompany the fruit from picking to bottling.

Then comes the long-awaited tasting session. You will be trained in the various criteria used internationally to taste and grade olive oil, and taste will not be the only characteristic... Halim will let you taste different single-origin oils produced by Dear Goodness, so you can compare and choose the oil that will best delight your palate.

That's the end of the tour, but before you go, mom Latifa won't let you leave without tasting the local dishes she's prepared with some of the best olive oil in the world! On the terrace, overlooking fields of olive trees as far as the eye can see and breathtaking scenery (cameras ready for unique shots), you can tell us all about his unrivalled octopus couscous or his Boulghour with lamb, a real treat.

## Price

- On request.
- Prices include: organization of the experience, tour, tasting workshop, lunch.
- Prices do not include: transport, insurance.
- Terms of payment: please consult the host.
- Reservation and cancellation policy: consult host.

## Recommendations for running the experiment smoothly :

A lot of curiosity and passion for the simple, authentic things that make life taste better (like olive oil with its unique qualities!).

## Contact us

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