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## [El Mil del Poaig by CuldeSac](#)

December 11th, 2008



Spanish designers [CuldeSac](#) have designed the packaging for a new olive oil brand, [El Mil del Poaig](#).



The half-litre bottle, containing oil made from thousand year-old olive trees, is made of traditional Valencia ceramic and comes packed inside a wooden crate.



Here's some info from El Mil del Poaig:

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EL MIL DEL POAIG

The Father: Actor Joaquin Solano

The Bottle: Developed in traditional Valencian ceramics combining bisque with glazed porcelain.



The Design: Developed in a way that each drop of the liquid gold is saved. Pure and sensual curves.

The Copy: Inspired in Roman History the font is based on manuscripts found from the time in which the millinary trees where planted. (Located at the museum of the Castle of Sagunto in Valencia).



**Wrapping:** Each bottle is surrounded by the traditional mesh, with which the olives are collected from the tree even now a days in Spain.

**The Packaging:** Contrasting with the sleek and delicate design of the bottle a hand made wooden crate protects each of these limited edition bottles with a security seal to guarantee it's uniqueness.



The company is a new founded company called Mil del Poaig. The name is based on the family hacienda that Joaquin Solanos grand parents owned in which he learned to love the precious olive oil of the region.

Years later together with his business partner Manuel Arnau they have located the necessary millinery trees throughout Valencia and Castellón to develop this limited edition. It's produced locally with the latest technology and distributed directly through Mil del Poaig.



Joaquin (Ximo) Solano, is a fairly well known actor in Spain and very recognized in Valencia for his roles in various shows.

He came to CuldeSac to develop the bottle, packaging and design as it's one of the projects that are very personal and cherished.

Together we have worked on every aspect of the product, which is now ready to hit the market and for which delicatessen companies from all over the world have shown great interest.

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*Posted by Marcus Fairs*

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