

PRESS RELEASE

L'HOVE Opens a New Centre in France Dedicated to Olive Oil Education and Culture

Oppède, France – 25 June 2026

L'HOVE (L'Huile d'Olive Vierge Extra) officially opened its new professional training and olive oil tasting centre at Domaine de La Royère in Oppède, in the heart of the Luberon. Created through the partnership between L'HOVE's three oleologists—Cécile Le Galliard, Cécile Cron and Alexandra Gauquelin-Roché—and Valérie and Yannick Panagiotis, owners of Domaine de La Royère, the centre aims to become a permanent hub for education, applied research and the promotion of olive oil culture.

The facilities include a professional tasting room equipped according to International Olive Council protocols, training rooms for producers, millers, distributors, chefs and food professionals, as well as spaces dedicated to sensory workshops, consumer education and olive oil tourism.

Throughout the year, L'HOVE offers specialised training programmes, including a professional certification officially recognised by France Compétences, together with technical courses covering the entire olive oil value chain. Online courses will also be available from September.

Beyond training, the project is intended to become a centre for knowledge exchange on the major challenges facing Mediterranean olive growing, including olive oil quality, sustainable water management, soil health, by-product valorisation, biodiversity, olive tourism and sensory analysis. Partnerships with universities, research institutes and international organisations are planned.

Future developments include an olive variety arboretum, an experimental olive mill, scientific meetings and collaborative research programmes linking innovation, production and olive oil culture.

Through this initiative, L'HOVE aims to strengthen cooperation between France and other Mediterranean olive-producing countries by promoting technical exchange, education and the dissemination of best practices.

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