

From sign-up to first bottle

A five-email welcome sequence for Tramuntana Grove

The product: Extra virgin olive oil from a family grove in Mallorca: a €24 bottle, a €65 tasting set and a €45 gift tin.

The reader: Home cooks aged 30 to 55 who just joined the list. Some miss Mallorca. Some need a gift.

The goal: A first order within 7 days, using a 10% welcome code with a real deadline.

Spec piece. Names, numbers and testimonials are illustrative.

How the sequence works

Email	When	Its one job
1	On sign-up	Welcome, deliver the 10% code, set the tone.
2	Day 1, 19:00	The grove, the family and the hand-picked harvest.
3	Day 3, 17:30	Which oil to try first, and how to use it.
4	Day 5, 12:30	The questions people ask before they buy: price, fake oil, delivery, freshness.
5	Day 7, 09:00	The code ends at midnight. One clear reason to order now.

Email 1 of 5 • sent on sign-up

Subject: Welcome to the grove (your 10% is inside)

Preview text: Your code is good for the next 7 days.

From: Marta • Tramuntana Grove (to Emma)

Hi Emma,

Welcome to Tramuntana Grove. I'm Marta, and my family has grown olives on the same stone terraces in the mountains of northwest Mallorca for three generations.

We don't buy olives from anyone else. Every bottle we sell comes from our own trees, and the olives are pressed on the same day they're picked.

As a thank-you for joining, here's 10% off your first order:

WELCOME-K7M2

It works on everything, from a single bottle to the gift tin. It's valid for 7 days, so there's no rush.

Over the next week I'll show you how our harvest works and which oil to try first. I'll also show you how to spot oil that's only extra virgin on the label.

Maybe you still remember a lunch in Mallorca that tasted better than anything you make at home. If so, there's a good chance the oil had a lot to do with it.

[Pick my first bottle](#)

See you soon,

Marta

Tramuntana Grove, Mallorca

Alternate subject lines

1. A bottle of Mallorca, 10% off
2. Marta from the grove (and a welcome gift)

Email 2 of 5 · day 1 · 19:00

Subject: My grandfather's 400 trees

Preview text: And why every olive is still picked by hand.

From: Marta · Tramuntana Grove (to Emma)

Hi Emma,

In 1962 my grandfather Tomeu bought a steep hillside that nobody else wanted. It came with 400 olive trees on stone terraces, and some of them were already hundreds of years old.

People told him he'd never make money from it. The slopes are too steep for machines, so every olive has to come down by hand.

They were right about the money for a while, but they were wrong about the oil.

Every autumn, the whole family comes home for the harvest. We lay nets under the trees, comb the olives off the branches and carry them down the hill in crates.

By evening they're at the mill in the village.

What comes out is green and grassy, with a peppery catch at the back of your throat. That pepper is a sign of good, fresh oil.

My father runs the grove now, and my daughter labels the bottles. Tomeu would be amazed to see his hill on tables in Berlin and Dublin.

Your 10% code, **WELCOME-K7M2**, is still waiting, with 6 days left.

[Taste this year's harvest](#)

Marta

Alternate subject lines

1. What happens on our hill every autumn
2. The hillside nobody wanted

Email 3 of 5 · day 3 · 17:30

Subject: Which bottle should you try first?

Preview text: Plus the one mistake that wastes good oil.

From: Marta · Tramuntana Grove (to Emma)

Hi Emma,

People often ask me which oil to start with, and it depends on who it's for.

If you've never tasted really fresh oil, start with the 500 ml bottle (€24). It's our everyday oil, green and peppery.

If you're curious, the tasting set (€65) gives you three oils from three olive varieties on our hill, from mild and nutty to bold. It works out €7 cheaper than three separate bottles, and you'll find out which one you love.

If it's for someone else, the gift tin (€45) arrives ready to give, with a handwritten card.

Now the mistake. A lot of good oil gets saved for frying, where you'll never taste it, when it belongs in dishes where you can.

Try what we eat almost every day, *pa amb oli*. Toast a slice of bread and rub half a ripe tomato over it.

Pour on a good spoonful of oil, add a pinch of salt, and that's dinner sorted. It's lovely over soup or grilled fish too, and even over vanilla ice cream, which sounds strange until you try it.

Your code **WELCOME-K7M2** still works for 4 more days.

[Find my first oil](#)

Marta

Alternate subject lines

1. The 2-minute dinner Mallorcans eat every day
2. Don't save good oil for frying

Email 4 of 5 · day 5 · 12:30

Subject: "€24 for olive oil?"

Preview text: It's a fair question, so here's the maths.

From: Marta · Tramuntana Grove (to Emma)

Hi Emma,

€24 sounds like a lot for olive oil, until you count the spoonfuls.

A 500 ml bottle holds about 33 tablespoons, so that's around 72 cents a spoonful, for the part of the meal you actually taste.

Then there's the supermarket question, because not every bottle is what it says. In a Czech inspection published in January 2025, seven of 18 shop olive oils sold as "extra virgin" turned out to be a lower grade.

So look for a harvest date and where the oil was made, not just bottled, and you'll find both on every Tramuntana label. Then taste it, because fresh oil leaves a little peppery tickle as you swallow.

People also want to know it'll arrive in one piece. Delivery takes 3 to 5 working days in the EU and 5 to 7 to the UK, and it's free on orders over €50.

We cover any UK customs charges, and if anything arrives broken, send us a photo and we'll replace it.

Once it's open, keep it in a cupboard away from the cooker and finish it within a couple of months.

Your 10% code, **WELCOME-K7M2**, ends in 2 days.

[Taste a fresh bottle](#)

Marta

Alternate subject lines

1. 7 of 18 "extra virgin" oils failed (worth testing against the main line)
2. How to spot fake extra virgin oil

Email 5 of 5 · day 7 · 09:00

Subject: Your 10% ends tonight

Preview text: After midnight, WELCOME-K7M2 stops working.

From: Marta · Tramuntana Grove (to Emma)

Hi Emma,

Your welcome code ends at midnight tonight, your time.

WELCOME-K7M2

After that it won't work, and we don't send a second one, so I didn't want you to find out tomorrow. Here's what 10% means today:

- 500 ml bottle: €21.60 instead of €24
- Tasting set: €58.50 instead of €65, still with free delivery
- Gift tin: €40.50 instead of €45

If you've been on the fence, start small. Order one bottle, make *pa amb oli* this weekend and see whether you taste the difference.

Then write and tell me what you think, because I read every reply.

And if there's a birthday or a thank-you coming up, the gift tin takes care of it today.

Thank you for reading this week. Whatever you decide, you're always welcome on our hill.

[Use my 10% today](#)

Marta

Alternate subject lines

1. Last day for your welcome code
2. Midnight tonight: your 10% goes

Notes for the client

- **Signed by a person:** every email comes from Marta, a family member, rather than the brand, because emails from a person tend to get opened more.
- **A real deadline:** give each subscriber a unique code that expires at midnight on day 7 in their own time zone, and never reissue it.
- **Countdown in days, not dates** (7 days, 6 left, 4 left, 2 left, tonight), so the same copy works whatever day someone signs up.
- **Anyone who orders leaves the sequence straight away**, so nobody gets "ends tonight" after using their code. Send times follow each subscriber's time zone, and "Hi there" is the fallback greeting when there's no first name.
- **Free delivery starts at €50.** The tasting set still qualifies after the discount (€58.50), but the gift tin doesn't (€40.50).
- **Placeholders to confirm:** delivery times, the UK customs promise, the breakage promise and same-day pressing.
- **The "€7 cheaper" line** assumes the tasting set holds three full 500 ml bottles.
- **Sources** (checked 12 Oct 2026):
 - [Czech Agriculture and Food Inspection Authority, 29 January 2025](#) (7 of 18 "extra virgin" oils were a lower grade)
 - [UC Davis: How to choose the best olive oil](#) (harvest date, where it was made, use within a couple of months of opening, keep from heat)
 - [mallorca.com, June 2026](#) (peppery finish as a sign of good oil; old trees on Tramuntana terraces; autumn harvest)
 - [Trustpilot reviews of a small olive oil brand](#) ("tastes completely different to the usual stuff I buy in the supermarket"; "delicious (and peppery!)")