

Ham Passion TOUR



HAM PASSION TOUR: THE PASSION OF EUROPE

The Ham Passion Tour shows the British the "taste" of Iberian ham and the passion for the authentic and the natural

A Road Show and master classes, to future chefs, bringing Londoners closer to Iberian Ham, the passion of Europe and one of the star products of the healthy Mediterranean Diet. Liverpool will be the next stop of the campaign, backed by the European Union

(nov 2018) The campaign **Ham Passion Tour**, that will travel 25,000 kilometers throughout Europe and 24 cities until 2020, to introduce Iberian Ham, has arrived in the United Kingdom. **London** is the first stop of this initiative, co-financed by the European Union (EU), before continuing its journey to **Liverpool**.

This innovative information and promotion program for the markets of **Spain, France, Germany, United Kingdom and Mexico**, aims to raise awareness and highlight the benefits of this high-quality production in areas such as food safety, traceability, animal welfare, labeling or nutritional aspects, among others. Likewise, it will influence in spreading the values of the product linked to the breed, feeding and management of the Iberian pig, a model of sustainable production, of balance between respect for the environment and the sustainable exploitation of natural resources.

The campaign in the United Kingdom started today, November 5th, with a **master class at the University of West London** aimed at teachers and students of Hospitality. The master cutter, **Dave Santos**, has taught the future chefs of this educational center how to cut Iberian ham, the passion of Europe, which is one of the main factors to fully enjoy its aroma, unmistakable texture and flavour, inviting them to become future prescribers of this delicatessen linked to the healthy **Mediterranean Diet**.

The action marks the kick-off in the United Kingdom of an information campaign promoted by the Interprofessional Association of Iberian Pig (ASICI), under the brand Iberian Hams from Spain, with the support of the EU, which includes a **"road show" that will show the benefits of this gourmet product to Londoners from November 6th to 10th, through a modern Ham Truck installed in London's Westfield**, the largest shopping center in the world.

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THE EUROPEAN UNION SUPPORTS
CAMPAIGNS THAT PROMOTE
AGRICULTURAL TRADITIONS.



Ham Passion TOUR



This truck will allow to disseminate the art of cutting and, also, show the origin of this gourmet product, the high quality standards that it holds and the characteristics of the European Production Model along with the chain value that make Europe and Spain world leaders in food safety, traceability, animal welfare, becoming an example of commitment to society and the environment.

The United Kingdom has a wide range of products imported from all over the world. It is a mature, sophisticated and demanding market, with a high level of competition and, at the same time, a very important strategic destination for European hams, as there is no local production. It is an eminently importing country of food products. In the last five years, Ham and Paleta exports to the United Kingdom increased in value by 175.6% to more than **19 million euros** in 2017.

	2013	2014	2015	2016	2017	Weight of the market within the EU
France	69.108,98	75.074,71	82.195,30	82.800,36	90.062,43	29,6%
Germany	74.513,46	76.288,23	85.537,46	80.754,17	86.880,41	28,57%
United Kingdom	6.980,45	8.271,87	15.269,25	19.036,50	19.244,87	6,33%
Total UE	229.472,18	244.553,39	276.522,00	278.806,78	303.992,95	76,36%

* Note: As there is not yet a specific TARIC code for Iberian productions, all data refer to the total of Hams and Cured Pigs exported from Spain. Data in thousands of euros.

Next stop, Liverpool

After leaving London, the campaign will continue its journey to Liverpool. The Ham Truck will be in **Liverpool from November 13th to 15th** and in **Church Street from November 16th to 17th** to spread the benefits of Iberian Ham, the passion of Europe, among the British.

The **Interprofessional Association of the Iberian Pig (ASICI)**, is a nonprofit Agro alimentary Interprofessional Organization, in which more than 90% of the organizations of the production branch (livestock farmers) and more than 90% of the branch of the processing (industrial) of Iberian pig are represented. Created in 1992, it was recognized by the Ministry of Agriculture, Fisheries and Food in 1999 as an Inter-professional Agri food Organization for the Iberian Pig Sector.

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