

Ahead of the carve

Steeped in passion and tradition, it's not hard to see why Iberian ham has become one of Europe's greatest hallmarks

Renowned for its inimitable flavour, there's a reason Iberian ham is considered the finest in the world. Quality, traceability, environmental sustainability and, of course, taste, have made this flavoursome meat intrinsic to Spanish gastronomy and even the country's culture.

This mouthwatering pork is sourced from the Iberico black pig, which grazes on acorns from the ancient oak pastures of the 'dehesa' (a Spanish word for the sparsely wooded pasturelands of the Iberian Peninsula). The result is a beautifully rich and nuanced meat, characterised by its intense red colour, heady aroma and intricate marbling that

is unique to the Iberian breed. It's little wonder that this delicious ham is now exported to 90 countries across the globe.

Sealed with love

Each slice of Iberian ham is monitored by the Interprofessional Association of the Iberian Pig, who go above and beyond to ensure its traceability. Taking into account the pig's breed and its diet, the organisation's traceability system gives every ham a unique, coloured seal that guarantees you're buying the real thing*. What's more, the handy IBÉRICO app has also just been released, allowing you to fully trace your meat by scanning the one-off barcode contained in its seal.

How to store your pack



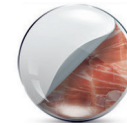
Store in the refrigerator between 2C and 5C



Remove from the fridge at least 2 hrs before eating and immerse in warm water for a few moments



Open the blister packet 30 mins before serving. The fat of the Iberian ham will look transparent when at optimum eating temperature



24C is the perfect temperature for melt-in-the-mouth Iberian ham

The art of the carve



1

Remove the outer layer of the Iberian ham



2

Start with a cut under the shank and cut a clean line towards the tip



3

Start to cut at the top of the thick end. The knife's movement should consist of a slow and gentle zigzag



4

Cut slices of 3-4cm in a straight line from the hock to the tip, and across the entire width of the piece



5

Outline around the bone with a paring knife



6

Turn the Iberian ham around and repeat on the narrow side



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Find out more about Iberian ham at hampassiontour.eu

*Among the Iberian products in the market, there are those with Protected Designations of Origin (PDO) in Spain, whose Hams and Shoulder Hams (Paletas) are identified with their own seal, always using the same colour for each category and whose traceability is managed by the PDOs themselves.

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