

FRIEND & BURRELL

THE WORLD'S FINEST FOODS

Product: Saffron
Quantity: 15gm tins



Believed to have been originally native to the Mediterranean area, Asia Minor, and Iran, the saffron crocus has long been cultivated in Iran, which now produces 95% of the world's crop. It has traditionally been grown in Khorasan, an area (about the size of England) in the north-east of Iran, with ideal soil and climate conditions for the crop.

Saffron, which was known to the Sumerians almost 5,000 years ago, takes a lot of labour to produce. Every day during the one month harvest season that starts around mid-October more than four hundred thousand people in southern Khorasan get up before dawn to go to the fields and pick the beautiful delicate lilac flowers that have bloomed overnight. They must be picked before being exposed to too much sunshine. The flowers are then carried in wicker baskets to the processing areas where the stigmas are patiently removed by hand. Approximately 150,000 flowers are needed for one kilogram of dried saffron.

The next step is to gently toast the stigmas in order to dry them before they are tested, sorted, packed and sealed, insuring that the full, unique and exquisite flavour, aroma and colour of this “vegetable gold” reaches the consumer.

A reference number is recorded on all packaging, consignment documents, etc, for each individual order so that all the relevant information such as the origin of the saffron, test results and names of personnel responsible is available.

There are only three criteria you must look for every time you buy saffron:

- Saffron threads (***Stigmas***) are all red (***no other color***).
- Saffron threads must ***be dry and brittle to the touch***.
- Saffron aroma is strong and fresh, ***never musty***.



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