

F E R M I N

■ ■ ■ a cut above.



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FERMÍN RECEIVES TOP AWARDS
FOR ITS IBÉRICO JAMÓN AND RAW PORK



Meat, Pâté or Seafood



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NEW YORK CITY, N.Y. – Fermín, the Spanish importer of Ibérico and Ibérico de Bellota [jamón](#) and raw [pork](#), is celebrating a year of top industry honors. The award streak began this spring when Fermín's Ibérico de Bellota raw cuts won a [Food & Beverage Product Innovation Award](#) from the National Restaurant Association and culminated last night with a 2011 [NASFT sofi™ Gold Award](#) in the outstanding meat, pâté or seafood category. Fermín's Ibérico de Bellota raw cuts were only one of 13 products chosen by the National Restaurant Association as a product that will make a significant impact in the restaurant industry. For the Sofi™ Gold Award the competition was stiff with a record 2,326 entries received across 33 categories.

The prize-winning Jamón Ibérico comes from 100% pure Ibérico pigs and is cured for almost three years before the ham is ready for consumption. Ibérico de Bellota cured and raw cuts also come from the same breed but differ in that the Ibérico de Bellota feed exclusively on acorns (bellota) towards the end of their fattening period resulting in a buttery, nutty flavor profile.

A descendent of a wild boar that once inhabited the forests of the entire Mediterranean shoreline, the Ibérico is the last free-ranging hog in Europe, grazing on government-protected land in western Spain. A natural diet of acorns and herbs is not only responsible for its taste but also results in a meat rich with high levels of monounsaturated fat, which has been linked to heart-healthy benefits.

Fermín is a family-owned farm on La Alberca in Salamanca, Spain. Since 1956, when patriarch Fermín Martín founded the company, the Martín family has been raising and slaughtering pigs to produce the highest quality heritage jamón (hams), embutidos (dry-cured sausages), and raw pork products that epitomize the best of Spanish artisanal cuisine. Today, Fermín, a leader Ibérico husbandry and the first producer from Spain to receive USDA approval, has worked for decades with the same regional farms and still hand cuts every item with old-world craftsmanship that takes years to acquire.

For more information about [Fermín's](#) products, contact Cristina Garcia at 212-790-9546 and cristina@ferminiberico.com or [Wagshal's Imports](#), Fermín USA's import partner of raw meat at 202-595-3505 and online at www.wagshalsimports.com.

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