

ESPAÑA BREED QUALITY CURED DRY LOIN AUTHENTIC ARTISANAL  
TRADITION HAM BREED FLAVOR SENSES SHOULDERS OAK  
TASTE HAM BREED FLAVOR SENSES SHOULDERS OAK  
THE LEGENDARY BREED OF PIG FROM SPAIN  
DELICACY LA ALBERCA CHÓN RANCHO AUTHENTIC ARTISANAL  
AMBASSADORS CURED LOIN HAM RANCHO CHORIZO AUTHENTIC TRADITION SENSES  
OAK TREE



**FERMÍN**®

■ ■ ■ a cut above.

SENSES OAK TREE AUTHENTIC  
FIRST IBÉRICO AMBASSADORS  
JAPAN CANADA IN THE SOUTH KOREA SHOULDERS  
THE LEGENDARY BREED OF PIG FROM SPAIN  
OAK TREE AMBASSADORS SHOULDERS SENSES CANADA USA  
OAK TREE AMBASSADORS SHOULDERS SENSES SINGAPUR AUTHENTIC  
LA ALBERCA AUTHENTIC LOIN DRY CURED QUALITY BREED USA  
TRADITION

## FROM LA ALBERCA...



In 1956, in the magical medieval village of La Alberca (Salamanca), Fermín, a small family business was born. For more than 60 years, Fermín has been producing the highest quality Ibérico products in the world. Located in the Sierra de Francia, more than 1000 meters in elevation in the heart

of a National Park declared a Biosphere Reserve by UNESCO, this small village has the perfect microclimate for our products to dry and age naturally. This climate allows us to continue our traditional methods to guarantee the quality of our products.

## ALL NATURAL AND USDA ORGANIC

We have received the USDA ORGANIC certification for an exclusive product line.

Our 100% Ibérico acorn-fed pigs are born and raised in unique ecological “dehesas”. These ecological systems are pesticide-free and our pigs live in synthetic fertilizer-free soils. All of our pigs are raised under comfortable living conditions that accommodate their natural behaviors and fed with certified organic cereals. They are given ZERO ANTIBIOTICS, ZERO HORMONES and have constant access to the outdoors.



*All Natural\**  
\*Minimally processed,  
no artificial ingredients.



## ... TO THE WORLD

With the dream and passion of three generations, Fermín became the **first company authorized to export Ibérico** products to the most demanding markets in the world, such as the **U.S., Canada, and Japan**. Today we delight more than 20 countries with this gastronomic pleasure.

We currently operate superb distribution channels in China, Hong Kong, South Korea, Australia, Isla de Guam, México, Honduras, the Caribbean, Puerto Rico, and more.



PREFERRED BY  
**JOSÉ ANDRÉS**

The awarded Chef José Andrés has been a key influence in the export of our Iberico products to the US. It took us years, but we are proud and honored to say that we made it together. Chef Andrés's Michelin and James Beard-awarded restaurant, Jaleo, located in Washington DC, was the first restaurant to serve our exquisite Fermín Ibérico Ham in the U.S. And today we are honored to be in the magnificent Little Spain in NYC.



## CHOOSE YOUR COLOR, CHOOSE YOUR FERMÍN IBÉRICO

We follow the strict Ibérico Quality Regulations to guarantee quality, fair prices, and transparency to all of our consumers. That's why Fermín offers four categories of meat, labeled by colors depending on how pure the breed is, the conditions they lived in and what they were fed.



## THE MAGNIFICENT IBÉRICO PIG, A UNIQUE BREED

Ibérico pig is a direct descendent of the wild boars that used to inhabit the entire Mediterranean basin many years ago. They have a thin and stylized skeleton with a long straight snout and very strong legs. But, what truly makes this animal unique is its ability to store healthy fat, creating a perfect marbling effect on their meat.





## Black Label

100% Ibérico Acorn-Fed Ham, Shoulder, Loin, Chorizo and Salchichón.

Made from a Free Range, 100% Ibérico pig. During the “Montanera” season (from October through February), this pig doubles its weight eating acorns and grass. Making it the finest and most luxurious pork meat in the world. Bold color and very rich flavor. Just one piece will create a memorable experience.



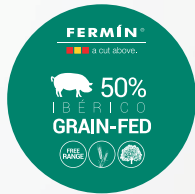
## Dark Green Label

100% Ibérico Grain-Fed Free Range Ham, Shoulder and Loin

The 100% Ibérico Free Range pig has the unique ability to store healthy fat, creating a marbling effect that makes it flavorful but more delicate than the Acorn-Fed. It has an incomparable texture and flavor. Their free range life and their diet based of grain, grass, roots and everything nature provides, makes it very unique. Fermín is one of the few that produces this superb style.



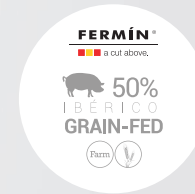
\*Chorizo and Salchichón are not part of the Ibérico Regulations



## Light Green Label

50% Ibérico Grain-Fed Free Range Ham, Shoulder and Loin.

This 50% Ibérico Free Range is cross bred with the 100% Ibérico pig (female) and 100% Duroc pig (male) resulting in a 50% Ibérico pig that is fed on grains, grass and anything nature provides. The result offers a subtle and sophisticated taste in a format suitable for the everyday. Brilliant color and great texture, more delicate than the 100% family.



## White Label

50% Ibérico Grain-Fed Ham, Shoulder, Loin, Chorizo, Salchichón and Sobrasada.

Lower fat content with great marbling. Outstanding flavor but the lightest among all the categories. Vibrant color, but not as intense at other categories. Best price among all the categories so you can eat more and add it to recipes.



\*Chorizo, Salchichón and sobrasada are not part of the Ibérico Regulations



SERRANO

## Serrano

Fermin Ham, Serrano Shoulder,  
Loin and Coppa.

We are also proud to offer an outstanding Serrano, made from pigs born, raised and processed in Spain. Our pigs are older, heavier and fatter than the pigs from North Europe. This means higher quality, better color, more tasty and bold flavor.

Because we are committed to our Serrano quality, we call it Fermin Ham and it is cured a minimum of 15 to up to 24 months.



FERMÍN®

a cut above.

## Ibérico Fresh Meats

We offer **more than 15** delectable fresh cuts from our luxurious Ibérico pigs. Deliciously tender with an impressive marbling, making it extremely easy to cook and easy to fall in love with. The incomparable tenderness, taste, and texture makes it elegant and unique. Depending on the cut, they can be pan-seared, grilled, roasted, stuffed, or fried.



## THE FLAVOR OF EXCELLENCE

Passion and quality has enabled Fermín to be the most awarded Spanish food company in the U.S. These awards include Gold Sofi Awards, known as the Oscars of the food Industry by the Specialty Food Association, awards from the National Restaurant Association, and a Special Edition of Iron Chef America dedicated to our Ibérico products.

*Enjoy the Pleasure of One of  
the Most Fascinating Gastronomic  
Delicacies in the World.*



# FERMÍN®

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