

Through the signing of the agreement between ASICI and Euro-Toques

The *Ibérico* sector and influential chefs strengthen ties to promote the restaurant industry and the consumption of *Jamón Ibérico*.

- The President of *Interprofessional Iberian Pork Association (ASICI)*, Antonio Prieto, and his counterpart at Euro-Toques, Andoni Luis Aduriz, have signed a strategic alliance between the two organisations to boost the hotel, catering, and restaurant industries and promote *Jamón Ibérico*.
- Thanks to the signing of this agreement, 25 renowned chefs associated with Euro-Toques España are set to participate in a promotional campaign aimed at highlighting the role of *Jamón Ibérico* as a gourmet product within gastronomy.
- This is part of the “*Jamones Ibéricos from Spain, Ambassadors of Europe in the World*” campaign, a training and promotional initiative for *Jamón Ibérico* driven by the European Union and ASICI, which aims to raise its positioning both within and outside our borders.

San Sebastian, 9 January 2023. The Interprofessional Iberian Pork Association (ASICI), through its brand *Jamón Ibérico* from Spain, and the chefs’ association Euro-Toques, have signed a strategic alliance to promote the hotel, catering, and restaurant sectors and increase the consumption of *Ibérico* products.

The President of ASICI, Antonio Prieto, and his counterpart in Euro-Toques, Andoni Luis Aduriz, signed the agreement in San Sebastian, where they highlighted “the importance of this alliance between two pillars of Spanish gastronomy: renowned chefs and *Jamón Ibérico*”. The aim of this agreement is for both entities to collaborate and coordinate initiatives and events aimed at increasing the consumption of this gourmet product, as well as offering direct support to the restaurant industry, which is essential for the *Ibérico* sector and one of the marketing channels with the greatest added value.

Under this agreement, 25 renowned chefs associated with Euro-Toques will participate in the promotional initiative #chef4chefibérico. It is a digital campaign in which prestigious Spanish chefs, through an alliance with Euro-Toques, and French and German chefs, will create a “chain of chefs” on social networks to promote *Jamón Ibérico* and showcase its potential in *haute cuisine*.

This special initiative aims to strengthen the close link between a renowned product such as *Jamón Ibérico* and the restaurant industry,



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with its chefs at the forefront as exceptional ambassadors, in order to convey the excellence of *Jamón Ibérico* to international consumers.

Comentado [SC1]: Sabemos que no pone "embajadores" aquí pero es la misma idea y suena mucho mejor en inglés.

Euro-Toques is an international organisation founded in 1986 that brings together more than **3,000 chefs from 18 countries** and whose Board of Directors includes renowned chefs such as **Ferrán Adrià, Joan Roca, Pedro Subijana and Juan Mari Arzak**. **In Spain, the association is chaired by Andoni Luis Aduriz** and comprises almost 800 professional members, including some of the best chefs on the national scene.

The values of Euro-Toques fit perfectly with the objectives of the European campaign, "**Jamones Ibéricos** from Spain, Ambassadors of Europe in the World", promoted by **ASICI, with the support of the EU**. Quality, traceability, food safety, and environmental sustainability are the fundamental pillars on which *Ibérico's* strategic plan is built, which have made it a benchmark in terms of quality, transparency, and trust. Both organisations are highly recognised and focused on the protection of Europe's culinary heritage.

The President of ASICI, Antonio Prieto, pointed out that "it is a magnificent opportunity for *Jamón Ibérico* to go hand in hand with great chefs, the best connoisseurs of our product."

The partnership between **Euro-Toques** and *Jamón Ibérico* "is only natural", says Prieto. Both of them represent and showcase our Mediterranean and gastronomic culture on a global level. He adds: "in our joint quest for excellence and authenticity, we share values such as a love of tradition, craftsmanship, and care for the product. Unique in the world, both the chefs and *Jamón Ibérico* transcend gastronomy to become an emblem of European culture."

Andoni Luis Aduriz, President of **Euro-Toques**, added: "this agreement demonstrates our support for the restaurant industry as a spearhead of Spanish and European gastronomy. The gastronomic sector continues to grow thanks to high-level professionals who are leaving their mark on the culinary scene and who have become the greatest supporters of a product like *Jamón Ibérico*, which is increasingly present in the world's gastronomy."

About ASICI

The Interprofessional Iberian Pork Association (ASICI) is a non-profit Interprofessional Agri-food Organisation (OIA) with equal representation of more than 95% of the organisations in the Iberian pork production branch (farmers) and more than 95% in the processing branch (manufacturers). Created in 1992, it was recognised by the Ministry of Agriculture, Fisheries



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and Food in 1999 as an Interprofessional Agri-food Organisation for the Iberian Pork Sector.

About Euro-Toques

Euro-Toques is an international organisation of chefs that brings together more than 3,500 chefs from 18 countries. It was founded by Pierre Romeyer, Paul Bocuse, Juan Mari Arzak and Pedro Subijana, among other distinguished chefs, on 18 November 1986 in Brussels, at the request of the then President of the European Commission, Jacques Delors. In Spain, the association is chaired by Andoni Luis Aduriz and has almost 800 chefs, with regional and provincial delegates.

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