

JAMONES IBÉRICOS de España

EMBAJADORES

DE EUROPA
EN EL MUNDO

Press release

***Jamones Ibéricos* from Spain is committed to training as one of the cornerstones of growth in international markets**

- The Interprofessional Iberian Pork Association (ASICI) is organising, with the support of the EU, a series of training courses in prestigious European Hospitality Schools with the goal of positioning the culture of *Jamón Ibérico* in international markets and building prestige.
- The latest training event, held at the Hofmann Cooking School in Barcelona on 17 and 18 January, follows those held at the *Brillat-Savarin-Schule* in Berlin and the *École Hôtelière de Paris Jean Drouant* at the beginning of January.
- Three students from each of these training courses will be selected to take part in the International *Jamón Ibérico* Slicing Final to be held next March in Paris, and from which only one will emerge as the best slicer of *Jamón Ibérico*.

Comentado [SC1]: Please note that we have changed this slightly since "generating endorsers" sounds odd in English.

Madrid, January 2023 — The Interprofessional Iberian Pork Association (ASICI) together with the EU, and through the campaign "*Jamones Ibéricos* from Spain, Ambassadors of Europe in the world", is committed to training as one of the basic cornerstones of the expansion of the sector in international markets. To this end, a series of exclusive training sessions have been held in cities such as Berlin, Paris, and Barcelona with the aim of highlighting the quality of *Jamón Ibérico*, raising awareness of its distinguishing features and attributes, and strengthening the figure of the professional slicer as one of the biggest supporters of *Ibérico* products.

On 4 and 5 January, the first series of these trainings took place at the prestigious *OSZ Gastgewerbe Brillat-Savarin-Schule* in Berlin, the largest school in Germany with almost 4,000 students. Jürgen Dietrich, the school's director, together with Torsten Habermann, a German master slicer, were in charge of explaining the unique and distinctive properties of the product to the 45 students. According to Torsten Habermann, "*Jamón Ibérico* has become a true emblem of Spanish culture and we consider training courses to be of the utmost importance so that future chefs and professionals can understand the product and share their knowledge with the world".

The second training session was held in Paris on 9 and 10 January at the exclusive *École Hôtelière de Paris Jean Drouant*, a historic school founded in 1934 and one of the most important in the world of gastronomy. The session was held for a total of 45 students. It was inaugurated by Ludovic Robar, the centre's director, while the French master slicer Sylvain Foucaud was in charge of the practical part. In his opinion, "a culinary culture such as that of France must know how to make the most of one of the most exclusive products of European cuisine. France values quality foods and, without a doubt, *Jamón Ibérico* is one of them."

Finally, on 17 and 18 January, the last of the international training courses was held at the prestigious *Hofmann Cooking School in Barcelona* for 32 students, led by master slicer Roberto González Santalla, who stated that "*Jamón Ibérico* slicers as such did not exist before, as few people were specialised in this field. Nowadays, more and more people are dedicated exclusively to the world of *jamón*, and that is precisely the aim of events like this one: to continue to spread the work of *jamón ibérico* slicers so that, through their profession, people can become aware of this art and also of European and Spanish culinary culture."

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The Hofmann Cooking School has positioned itself internationally since its inception as a benchmark, both in the culinary training sector and in the gastronomy of Spain. It also has a Michelin-starred restaurant and more than 20,000 trained students, 50% of which are international: an example of the success and importance of this training institution.

The importance of training for an ever-growing sector

For the *Ibérico* sector, this type of training is fundamental as it contributes significantly to its growth and international development. This type of training is essential to disseminating and promoting the distinguishing qualities of this gourmet product, one that is unique in Europe and the world. Special mention should also be given to the master slicer, who plays an important role in all the sessions, helping to convey the importance of one of the professions that has grown the most in recent years. As one of its biggest supporters, slicers help to share *Jamón Ibérico* culture around the world.

Competition to become the world's best *Jamón Ibérico* slicer

These training activities seek—in addition to showcasing the work of the professional slicer and conveying the distinctive and unique attributes of *jamón ibérico*— to identify the best slicers in Europe and the world. To this end, three students from the hospitality schools will be selected to take part in the **International *Jamón Ibérico* Slicing Final**, which will take place in March at the *École Hôtelière de Paris Jean Drouant* in Paris.

This is the second edition of this international slicing competition organised by the Interprofessional Iberian Pork Association (ASICI). Its main purpose is twofold: to continue expanding the network of international *jamón ibérico* slicers; and also to generate prestigious supporters who will spread the culture of *jamón ibérico* throughout the world.

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

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