

## Press release

# Berlin surrenders to the incomparable Iberian Ham



**- ASICI presents in Berlin the campaign 'Jamones Ibéricos de España, Embajadores de Europa en el Mundo', the ambitious global promotional project supported by the EU and the Ministry of Agriculture, Fisheries and Food.**

**- The event, which was attended by Ricardo Martínez Vázquez, Spain's ambassador to Germany, together with Raúl García, president of ASICI, and chef ambassadors Mario Sandoval and Christian Sturm-Willms, marked the start of the third year of the campaign's promotion.**

**- Germany, despite experiencing a slight decrease in sales of 3.7% in 2022, is positioned as the second most important market with the greatest potential in Europe for Jamón Ibérico. Berlín, junio 2023.**

The Spanish Embassy in Germany is dressed in red to welcome Interprofessional del Cerdo Ibérico (ASICI) during the presentation of the ambitious promotional campaign 'Jamones Ibéricos de España, Embajadores de Europa en el Mundo' in Berlin, which aims to become the most important international promotion project in the history of the Iberian pork sector. The initiative, promoted by ASICI together with the EU and the support of the Ministry of Agriculture, Fisheries and Food, has achieved more than 1,000 million impacts on potential consumers around the world in its first two years of campaign.

The event, which was attended by the Spanish Ambassador to Germany, Ricardo Martínez Vázquez, together with the President of Interprofessional del Cerdo Ibérico, Raúl García, and the chef ambassadors of the campaign: The Spanish chef Mario Sandoval (head chef at the two Michelin-starred Restaurant Coque) and the prestigious German Michelin-starred chef and ambassador for Iberian Ham in Germany, Christian Sturm-Willms, marked the starting point of the third year of promotion of this campaign.

During his speech, Ricardo Martínez Vázquez, wanted to highlight the efforts made by Interprofessional to promote Iberian Ham in the country: "Iberian Ham is undoubtedly one of the greatest treasures of Spanish gastronomy. This culinary jewel, the fruit of an ancestral tradition and a unique know-how passed down from generation to generation, represents the excellence and diversity of our gastronomic culture. For my part, I am delighted to see how this product is increasingly appreciated and valued by the most demanding palates in Germany".

For his part, Raúl García, president of ASICI, who gave his first words as president of the institution at an international event, said: "Iberian ham has become a gastronomic icon, due to its tradition, history, excellence, dedication and passion. For this reason, it enjoys great recognition worldwide, as well as projecting the image of Spain and its gastronomy on an international level. Furthermore, the sector, aware of the current environmental challenges, has adhered to the European strategies "From Farm to Fork" and the European Green Pact, and is working to be at the forefront of issues of paramount importance today such as traceability, transparency, and animal welfare. For all these reasons I feel very proud to represent Spain with a product as much ours as Iberian ham".

He also highlighted the role of Interprofessional in leading the revolution in the sector in terms of animal welfare and environmental, economic and social sustainability, positioning Iberic as one of the best antidotes to the Demographic Challenge, as a source of life in areas at risk of depopulation and as one of the guarantors of biodiversity and the maintenance of a unique ecosystem in the world, the Dehesa.

### **Germany: a market with a lot of potential for Iberian ham.**

Thanks to the various promotional activities carried out in recent years, the export of cured hams from Spain has multiplied exponentially in recent years, increasing by almost 100% since 2015. Without going any further, in 2022 exports exceeded 590 million euros, with an overall growth of 12.29%, to which the growth of China (+30.8%), Mexico (+28.9%) or the United States (+18.3%), countries in which there is an active European promotion campaign, contributed especially.

However, Europe continues to be the preferred destination for exports, with France and Germany leading the way, although with clearly different trends. In the case of Germany, sales of this exquisite product fell by 3.7% last year and in the last five years they have only grown by 1%. Nor did the COVID-19 pandemic help to improve the situation. Thus, despite being the second most important market in the world and of its enormous potential, the German market is in a phase of certain stagnation.

This situation encourages Interprofessional to awaken the full potential of the German market, reinforcing its presence with various experiential activities: training courses in

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catering schools, media events, meetings with chefs, social media campaigns, digital advertising and the holding of the final of the 3rd International Iberian Ham Cutting Competition, will be some of the actions that will be carried out to strengthen the positioning, differentiation and presence of Iberian Hams from Spain in the German market, and thus make it one of the main focal points of the campaign's promotional activities.

### **A highly valued product in German haute cuisine**

Iberian ham is already finding its place in German gastronomy. An example of love for the product can be found in the prestigious chef Christian Sturm-Willms, who participated online in the event, and shared his vision of the cuisine and the potential of Jamón Ibérico: "It is an ingredient that I like to have present in my cooking. As a chef, I feel privileged to be able to work with such an exceptional product of such high quality, which brings a unique flavor and texture to my dishes. Every time I include it in a recipe, I feel that I am paying tribute to Spanish culinary culture, to its exceptional gastronomic heritage and to the tradition behind this global product".

Undoubtedly, an evening brimming with talent in the kitchen as, in addition to Christian, Michael Kempf, prestigious German chef and future ambassador of the campaign, was also in charge of impressing the attendees with his incredible culinary skills and his knowledge of Jamón Ibérico. For him, "excellence attracts excellence. That's why I like to introduce products of unparalleled quality into my cuisine," he adds, "products that are of the highest quality and that add a distinctive touch to my dishes. And, in this sense, Iberian ham could not be a better example".

For his part, Mario Sandoval, the campaign's global ambassador, also wanted to offer his vision of this prized product: "Iberian Ham is the perfect dish. It has an infinite range, you can eat it at any time, it leaves our palate surprised, it represents sustainability, tradition, culture... it is magical".

### **A promotional campaign in 5 countries spread over 3 continents.**

"Iberian Hams from Spain. Ambassadors of Europe in the World" is a three-year project (2021-2023) of training, education and information about Iberian Ham that aims to consolidate the international positioning of this culinary emblem as a gourmet product in markets as transcendental as France, Germany, Mexico, China, and Spain, and which has already managed to exceed 1,000 million impacts on potential consumers around the world.

Within the framework of this innovative global project and with the aim of raising the perception and boosting the reputation of Iberian Ham, different emotional and sensory actions will be promoted in the rest of the markets, showing consumers the pleasure that Iberian Ham awakens. All this without forgetting the commitment of the Iberian sector to such important aspects as sustainability, traceability, and transparency: from the European Production Model to the European policies "From Farm to Fork" or the European Green Pact, to a rigorous traceability system (ÍTACA) or the firm commitment to animal welfare and animal care through the "IBAW Iberic Animal Welfare" seal.

JAMONES IBÉRICOS de España

EMBAJADORES

DE EUROPA  
EN EL MUNDO

### About ASICI

*The Interprofessional Association of the Iberian Pig (ASICI) is a non-profit Interprofessional Agri-Food Organization (OIA) in which more than 95% of the organizations of the production branch (farmers) and more than 95% of the transformation branch (industrialists) of the Iberian pig are equally represented. Created in 1992, it was recognized by the Ministry of Agriculture, Fisheries and Food in 1999 as the Interprofessional Food and Agriculture Organization for the Iberian Pig Sector.*

### More information:

Jesús Pérez Aguilar: [comunicacion@asici.com](mailto:comunicacion@asici.com)

Louise Kalusa: [iberico@publiclink.de](mailto:iberico@publiclink.de)

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