



O R I G I N A L

# ROSSORO



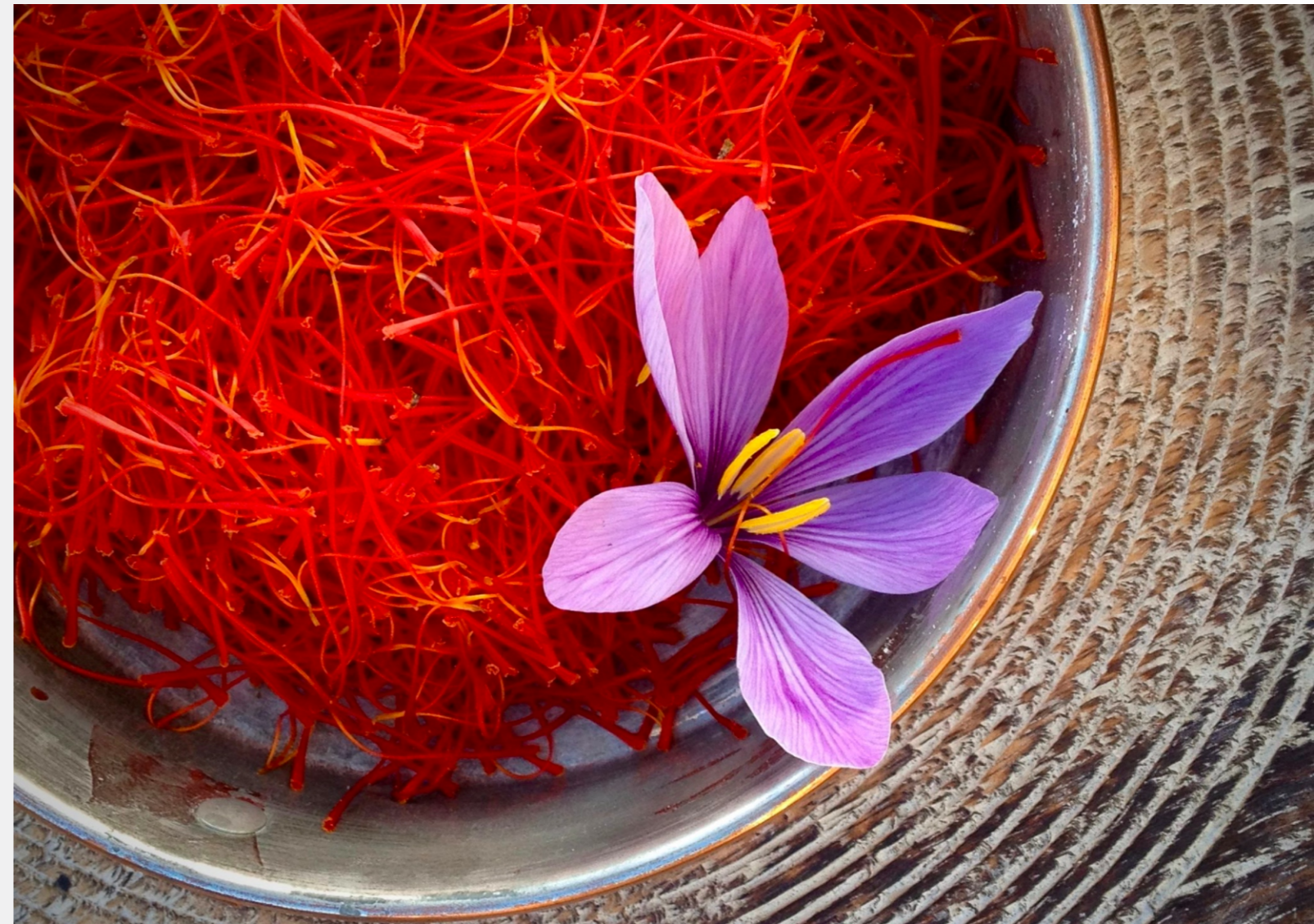


PERSEPOLI

Persepolis SRL has been handling on direct supply of saffron from Iranian farms to your table, with several years of experience in producing and exporting. We try to recognise the needs and demands of our customers in terms of production and distribution of natural and prime quality products and now offering our registered brand under “ROSSORO“ which means red gold.

We are proud to monitor all the procedures from the initial stage of planting, harvesting and processing until final step of packing which are carried out by our updated and proficient staff.

Our professional team are testing quality in certified and well-equipped laboratories to check chemical and microbiological measures in order to approach the most advanced international standards for a superior product.





**Our company's top priority is to gain customers satisfaction, quality improvement as well as to reach to following goals :**

**Respecting our valued customers**

**Showing our trustworthy, loyalty and commitment**

**Promoting community health**

**Creating teamwork and accountability**

**Promoting our staff innovation and abilities**



Different types of saffron on the cut of their threads:

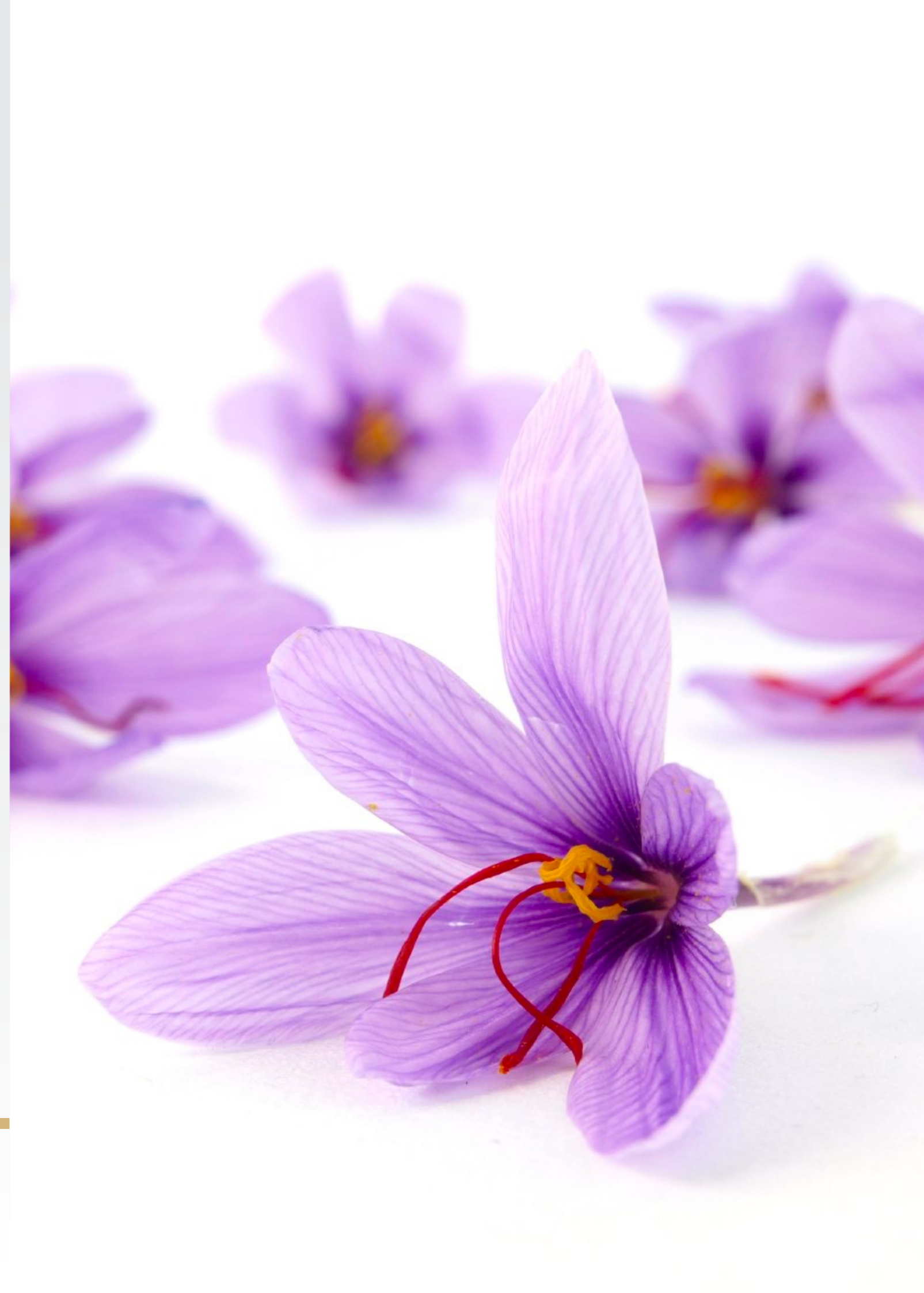
Saffron is commercially divided into five categories according to its cut of threads or filaments as below photo:

All our products are “ Super Negin “ which is surely considered as the highest quality of favor and aroma among different types of saffron.

the red and coarse stalks of saffron are separated by three branches, without white part, large saffron will be obtained which is the most expensive and luxury one and called “ Super Negin ” under color number 210 to 270.

Due to its purity and fine quality, you need less amount for coloring and flavoring in your foods recipes.

You may find the lab. certificate of in the certificates section of our website.



Our saffron is produced from some designated lands under a tracking code which is not allowed to be mixed up with other similar products without any identification.





### Organic Saffron with brass mortar and pestle

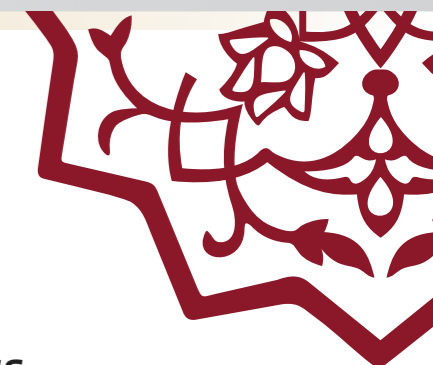
Net weight: 2gr  
Barcode: 626922700048  
Product code: 8868  
Quality: super Negin,  
A+ grade,  
EU organic certificate  
Color grade: +230  
Numbers per carton: 24pcs

### Why organic?

Organic farming is in line with sustainable agricultural development and it refers to a series of operations aimed at reducing the consumption of abnormal inputs, including the use of fertilizers and chemical pesticides, synthesized preservatives, chemical drugs and the organisms produced by genetic engineering. Here waste wastewater is abandoned



This product certified organic by Kiwa BCS  
Okea-Garantie GmbH/IR-BIO-141





**Saffron powder**  
**Net weight: 10gr (20 doses of 0.5gr)**  
**Barcode: 626922700055**  
**Product code: 8878**  
**Quality: Super Negin, A+ grade**  
**Color grade: +210**  
**Numbers per carton: 24pcs**



**Saffron powder**  
**Net weight: 20gr (20 doses of 1gr)**  
**Barcode: 626922700062**  
**Product code: 8888**  
**Quality: Super Negin, A+ grade**  
**Color grade: +210**  
**Numbers per carton: 24pcs**





**Why saffron is expensive**

Among the most expensive spices in the world, saffron always stands a great distance more eminent than its closest rival, vanilla. The reason for the high price is the high price of labor, because the process of producing saffron from A to Z is hand-made and traditional. Actually all the stages of sowing, harvesting and sorting are carried out by human hand and it is a difficult process. The complexity of plucking and picking up the saffron flower requires sensitivity and long working hours...





... Considering the explanations it could be guesses how much the process of harvesting this product will be time consuming. Many workers must deal with saffron without causing harm to the plant. They would then, carefully pick the saffron early in the morning when flowers are closed.

In fact, a worker should have 40 hours to work to cultivate 120,000 leaves to gain 1kg of dried saffron.

Another reason why saffron is expensive will be the fact that cultivation and production is limited. Of every 1,500 square meters of saffron land, about one kilogram of saffron is obtained, which is very small and limited.

Every 120 plants produces only one gram of saffron. To get one kilo of dry saffron, 110-130 thousand of saffron flowers (equivalent to 1 ton of flower) are required.

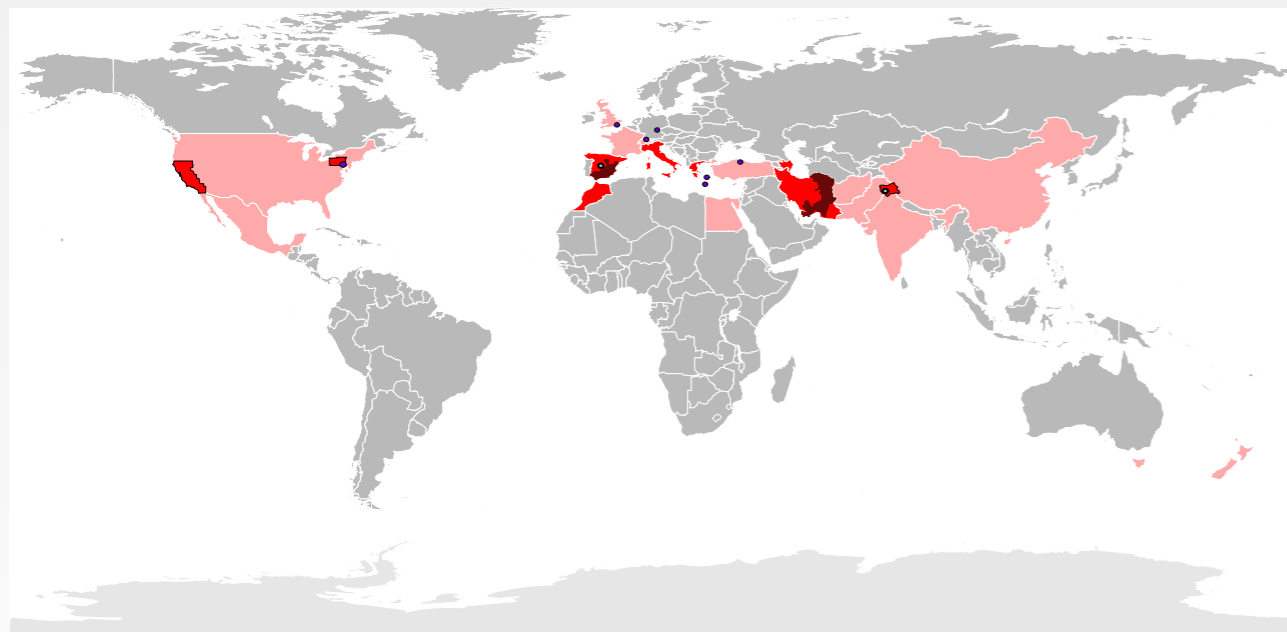


Almost all saffron grows in a belt bounded by the Mediterranean in the west and mountainous Kashmir in the east. All other continents except Antarctica produce smaller amounts. Since 1991, Some 300 t (300,000 kg) of whole threads and powder are gleaned yearly.

Iran is, by far, the world's most important producer: in 2005 it grossed some 230 tonnes (230,000 kg) of dry threads, or 93.7 percent of the year's global total mass; much of the Iranian crop was bound for export. In the same year, second-ranked Greece produced 5.7 t (5,700.0 kg). Morocco and Kashmir-India: Most of the region's saffron is grown in the more climatically suitable "Valley of Kashmir", which is in Indian state of Jammu and Kashmir ; region of Kashmir, tied as the next-highest producer, each produced 2.3 t (2,300.0 kg). In decreasing order, Iran, Greece, Morocco, the Kashmir (Jammu and Kashmir-India), Azerbaijan, Spain, and Italy dominate the world harvest.

A protective geographical status, via the European Union, exists for growing, in the regions of, La Mancha, Spain, L'Aquila, Abruzzo, Italy, and around abouts Kozani, western Macedonia, Greece. The Indian states of Jammu and Kashmir have the All J&K Saffron Growers & Dealers Association which is run in order to promote fair trade and the rights of saffron farmers, and to promote trade of the spice.

In Iran, the world's leading producer, the erstwhile and northeasterly Khorasan Province, which in 2004 was divided in three, grows 95 percent of Iranian saffron: the hinterlands of Birjand, Ghayen, Ferdows in South Khorasan Province, along with areas abutting Gonabad and Torbat-e Heydariyeh in Razavi Khorasan Province, are its key cropping areas. Afghanistan has resumed cultivation in recent years; in restive Kashmir it has waned. Despite numerous cultivation efforts in such countries as Austria, England, Germany, and Switzerland, only select locales continue the harvest in northern and central Europe. Among these is the small Swiss village of Mund, in the Valais canton, whose annual saffron output amounts to several kilograms. Microscale cultivation occurs in Tasmania, China, Egypt, France, Israel, Mexico, New Zealand, Turkey (especially Safranbolu), California, and Central Africa.



Producing regions:	■ major	■ minor
Producing nations:	■ major	■ minor
Trading centres:	■ present	■ past





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