



The Epicurean Food Merchant

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Saffron: The world's most expensive spice (price of gold!) consists of the dried red stigmas of the *Crocus sativus* flower. Each flower has 2-3 stigmas (*see picture*). To produce 1 kg of saffron around 80 000 flowers (2 soccer fields!!!) are needed. Saffron is therefore often diluted with cheap substitutes.



Crocus sativus
flower

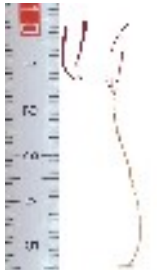
Only use highest quality saffron: Low grade saffron contains often yellow styles - the stalks that connect the red stigmas to the plant (*see picture*). Styles have far less colour, flavour and fragrance than the stigmas and can easily double the weight of the product (*see picture*). Other added impurities might include colouring agents such as turmeric and safflower. Synthetic chemical agents have also been detected in low grade saffron in recent times. Incorrectly dried saffron adds "dead" weight - and of course cost - to the spice. More importantly, the moisture prevents the formation of the saffron fragrance ("safranal") and instead produced a mouldy, damp smell.



Saffron stigmas
and styles

Our saffron - is what it claims to be - **pure properly dried stigmas** of the *Crocus sativus* flower from Iran (by far the world's largest saffron producer). It has been tested and categorised by ISO standards during export procedures and is recognised as **Category I (highest quality) saffron**.

Storage: Saffron should be kept in a cool, dry and dark place. The spice has a shelf life of at least 2 years. If stored properly, saffron can be kept much longer without any noticeable loss of the desired properties.



Saffron stigmas
without and
with styles [cm]

Efficient usage: For maximal **colour, flavour and fragrance** saffron should be pulverised prior to its use. The resulting powder can be dissolved in little warm (not hot) water before its addition to any dishes. **Saffron powder** can also be kept for weeks and months before any noticeably degradation - provided it is stored in the right way.

Please contact us for your FREE SAFFRON SAMPLE!

We hope you will enjoy our saffron and are looking forward to hearing from you!

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