



PRESS RELEASE
Afghan Saffron Company is airing in FOUR Magazine- The World's Best Food Magazine.



Afghan Saffron Company was established in 2001 and is now one of the world's leading saffron companies. Quality and innovation have been the main objective of the firm, which developed its export department in 2006 with great success. Afghan Saffron is the producer of organic saffron certified by the European Union and the United States Department of Agriculture-National Organic Program. As the only ecological saffron plantation of the region, the company applies the latest technologies in order to obtain the best quality of the crop. Afghan Saffron is now available in the most exclusive shops in more than 30 countries on four continents. The head offices of the company, research & development departments (R&D) as well as the laboratory, the quality department and the packaging and logistics departments are in the city of Herat, an ideal location to develop international relations.

After selection at origin, the products reach our plant and are stored for conservation under optimum humidity and temperature conditions. A sample of each batch is analysed in the laboratory in order to ensure to the required quality specifications. Afghan Saffron is not only the best but also the largest producer of saffron in Afghanistan, managing several extensive saffron farmlands that produce fresh, genuine and authentic saffron. Since saffron needs much labour in plantation, maintenance and harvesting, Afghan Saffron

has changed the whole production to mechanisation, making quality and innovation the main objectives of the firm.

Our products travel by land, sea or air, depending on their destination and our customers' needs. Once the transport conditions are established, we keep track of our merchandise in order to ensure the safety of the products at all time. In 2013, the International Taste & Quality Institute, a leading independent organisation of chefs and sommeliers, awarded Afghan Saffron the Superior Taste Award after a sensory evaluation process.

For online edition of FOUR Magazine, please click on the link below. You can see Afghan Saffron advert on page# 157.

http://issuu.com/sloane-trading-international/docs/four_international_4.13

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About FOUR – The World’s Best Food Magazine

Published by Sloane Trading International, FOUR is available in four editions: Germany, Italy, UK and International. 2014 will see the launch of FOUR USA and Asia editions. The International edition is published quarterly, while each national title is published biannually.

Antioco Piras says: “FOUR was created to fill a niche in the marketplace and for the past two years we have secured a phenomenal distribution through the world’s best restaurants and hotels. FOUR can also be found on board British Airways & Qatar Airlines First/ Business class flights and 750 private jets. The success of the title is down to the quality of the product and the fact that we reach an affluent foodie audience.”

FOUR UK is available to purchase online at www.four-magazine.com and at selected retail outlets, including Selfridges, Harrods and WH Smiths Travel stores, as well as being distributed exclusively via NetJets private jets.

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