



Afghan Saffron Company- World's Finest Saffron awarded with prestigious Superior Taste Award 2013



The International Taste & Quality Institute, a leading independent organization of Chefs and Sommeliers, awarded AFGHAN SAFFRON COMPANY with prestigious culinary award after a rigorous sensory evaluation process.

iTQi is the leading independent Chef- and Sommelier- based organisation dedicated to testing and promoting superior tasting food and drink from around the world.

Judges are selected within the 14 most prestigious European culinary and sommeliers associations such as the Maîtres Cuisiniers of France and Belgium, Academy of Culinary Arts, Hellenic Chefs' Association, Académie Culinaire of France, Verband der Köche Deutschlands, Jeunes Restaurateurs d'Europe, the Federación de Asociaciones de Cocineros of Spain, Federazione dei Cuochi Italiana, Portuguese Chefs Association, Årets Kock of Sweden, Euro-Toques and the Association de la Sommellerie Internationale (ASI).

The Superior Taste Award is a unique international recognition based upon the blind judgment of Chefs and Sommeliers who are opinion leaders and experts in taste.

Afghan Saffron Company received 3 Golden Stars for exceptional product with marks between 90% and 100%. Receiving this important culinary prize confirms again that AFGHAN SAFFRON COMPANY, the only highest quality saffron available in the globe, is of highest gourmet quality and taste.

This precious award was received by H.E. Homayoun Tondar, the Ambassador of Islamic Republic of Afghanistan to Belgium on behalf of the company in a celebratory ceremony held at the famed Concert Noble , 82 Rue d'Arlon, 1000 Brussels, Belgium.

“Company Founder & President Ghaffar Hamidzay says this accolade adds prestige and value to our product and increases our brand credibility & visibility globally”.

"We have had wonderfully positive feedback from chefs around the world. This award - judged by their peers - clearly demonstrates we have a world-beating product on our hands," he says.

In the Superior Taste Award, products are blind tested solely on their own merit (not compared). The focus is on the intensity of gustatory pleasures. Criteria scored are first impression, appearance, aroma, texture, flavor and retro-olfaction and are commented on by each judge.

About Afghan Saffron Company

Inspired by the wisdom of nature and the healthiest cultures around the world, Afghan Saffron aims to provide high-quality saffron that deliver life-changing benefits. Our saffron is handpicked, fresh, natural and of highest quality surpassing stipulation of the international standards. Afghan Saffron Company is the world's leading firm in production, commercialization and exportation of saffron. Afghan Saffron applies the latest researched technologies in order to obtain better quality and mechanization of the crop. The quality & excellence guarantee of the service back the international prestige Afghan Saffron has earned; its brands being found in the most exclusive & luxury shops in more than 60 countries on the four continents. We strive to offer the highest quality, genuine & authentic saffron the world has ever seen.

Please visit our website for more information. www.afghansaffron.com

Media Contact

Eleanor Strong
pr@afghansaffron.com



©2013 AFGHAN SAFFRON COMPANY

AFGHAN SAFFRON COMPANY, THE SAFFRON FLOWER DEVICE & OTHER MARKS RELATED TO PRODUCTS IN THIS NEWS RELEASE ARE THE TRADEMARKS OF AFGHAN SAFFRON COMPANY OR OF OTHER SUBSIDIARIES OF AFGHAN SAFFRON COMPANY