



# Carrasco Guijuelo

The Iberian Ham Guijuelo is a unique food. A product that has its "own brand", and that in rare occasions needs publicity.

The town of Guijuelo smells like ham: not just any ham, but the cured Ibérico hams that have made this area so famous in Spain and beyond. The sweet, nutty and almost bakery-like aromas of this, one of Spain's most celebrated products, pervade the streets of this town. And while there is nothing quite like stepping out of a car and being engulfed in this heady scent, what's even better is spending the day visiting one of the town's most celebrated ham makers: Carrasco.



Carrasco, is one of the great brands DO Guijuelo that elaborates hams for over a hundred years (was founded in 1895 and go for the fourth generation). Their Iberian hams have 36 months of maturity.

Guijuelo is located in the province of Salamanca in Castile-Leon. Granted a Designation of Origin in 1984, Ibérico ham from Guijuelo accounts for Spanish Ibérico ham production. Part of the reason is that the area's cold, dry winter climate is ideal for curing meat, a fact that was not lost on Francisco Carrasco when he opened a small ham-curing business in 1895. Now, three generations later, Carrasco is still run by his descendants. In fact, although the company has chosen not to remain on the D.O.'s Regulatory Board, its first president was none other than Santos Carrasco, who held the position for ten years.



Carrasco's dedication to producing high quality Ibérico hams has remained unchanged. Francisco and Atanasio Carrasco, the Sales Director and General Manager, respectively shows their intimate knowledge of their product and its nuances stems from a lifetime of dedication to and reverence for the Ibérico pig. They believe that the intoxicating aromas and flavors found in Ibérico ham is a result of the raw material – the pig itself. The rest comes from the treatment given to the pigs, both before and after slaughter, in the making of the exquisite bellota (acorn) Ibérico hams, for which the company is famous.



With so many external factors influencing first the pigs and later the hams (climate, acorn production, curing etc.), it's no wonder that these products are both expensive and world famous. Whether here or abroad, Carrasco attributes its success to its simultaneous dedication to tradition and quality, while adapting to the changing demands of modern consumers.

months and brought to the Carrasco factory in Guijuelo. Here, the legs (called jamones and paletas) go to one place and the pork loin to another, where the latter is used to make exquisite bellota Ibérico chorizos, salchichones and lomos (cured whole loins). These sausages are prepared using only the finest traditional ingredients, such as paprika and oregano from the plains of Salamanca.



Carrasco's Ibérico pigs spend the first 25 days of their lives with their mothers, followed by another 30-40 day weaning period in which they begin to eat grains such as corn and oats. Next, they are left to wander free on the company's estate in Jerez de los Caballeros (Badajoz, Extremadura),

As with wines, there are different "vintages" of ham, depending on how much time they are left to age in the cellars, which can be up to several years. It is here that you can truly begin to appreciate the exquisite and artisanal nature of these hams. For one, the aromas at this stage are deeper, subtler but more complex.



This combination of artisanal and innovative production methods epitomizes Francisco's belief of what is truly beautiful is the mixture of tradition and technology. Although traditional techniques and recipes are maintained, technology allows them to improve the product and reduce errors.

With over 120 years of experience, the Carrasco family from Guijuelo is synonymous with top quality in Iberian meats. Their impeccable record attests to their professional expertise. Complementing the company's privileged position in the Spanish market; Carrasco Guijuelo has been working successfully since the beginning of the 1990s in exporting their product, offering the finest Iberian cured meats -hams, pork shoulder, and cured pork loin sausage- in the top international markets.

Carrasco Guijuelo's acorn-fed Iberian range has emerged as one of the finest culinary pleasures. The endless possibilities for gastronomic experimentation are a natural choice for discovering unparalleled sensory pleasures.



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