

FERMÍN®

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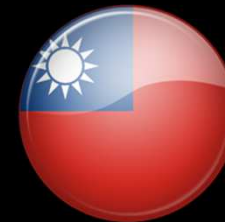


FINCA HELECHAL

**Enjoy the jewel of the Spanish Gastronomy,
The Authentic Iberico Taste from Spain**



Taipei, April 5th 2017



faceb🌰🌰**k**

www

carlos@embutidosfermin.com

[@FERMINIbericos](#)

embutidosfermin.com

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LA ALBERCA – SALAMANCA

"Where everything Start"



FINCA HELECHAL



Fermín Martín starts his business in a small butcher in 1956 situated in La Alberca (Salamanca) where the headquarters is based nowadays.

At the present time the second and third generation of the family are working in order to maintain the same values that Fermín grew up:

1. QUALITY

"Recognized several times by prestigious institutions & awards in the last 20 years around the world".

2. TRADITION & COMPROMISE

"Allows us become a Small butcher in an International business".

3. SERVICE

"A close contact with our clients have allowed to gain confidence in our company & products."



FERMIN SECRETS

"The Keys to success in 60 years"



1. With Patient & time

At the end of 80s the second generation joins to the management . This is the moment when we started to work in order to get the permissions to export our products. ***"The greatest achievement had undoubtedly been become FERMÍN in the 1st company to export Iberico product to USA in 2005"***. (after 10 years of hard work)

2. To be Pionners

1999: 1st company to export Iberico products to Japan.
2005: 1st Spanish slaughterhouse which met the USDA standards.
2006: FERMIN is the 1st Iberico company present in Canada.
2008: one of the first 7 companies present in China.
2009: we are present in Singapore.

3. Consolidate a brand & Adaptation

- Supporting to our distributors on the field.
- Offer consistency on the quality, respect other manufacturers.
- Informative Transparency with our clients.
- Adaptation of our facilities, production processes in order to meet with the most demanded legislation of the world.

4. A vocation

Our essential say: ***"The exportations are not used as a stopgap measure against the crisis...for us are a vocation"***. It means an export ratio close to 80% of our turnover.

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FERMIN AROUND THE WORLD

"Present in more than 20 countries"



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FERMIN FROM THE INSIDE

"Facilities"



FINCA HELECHAL



Headquarters (La Alberca)

These facilities were built in **1986**, it suffered several modernizations in **1997, 1999 & 2003** until achieve **8.000m²**



The Crown Jewel (Tamames)

Built in **2008**, represents the modernity in FERMIN & it is an example of the application of the most modern technology in a traditional sector in Spain.



The Farm «Los Helechales» (Morasverdes)

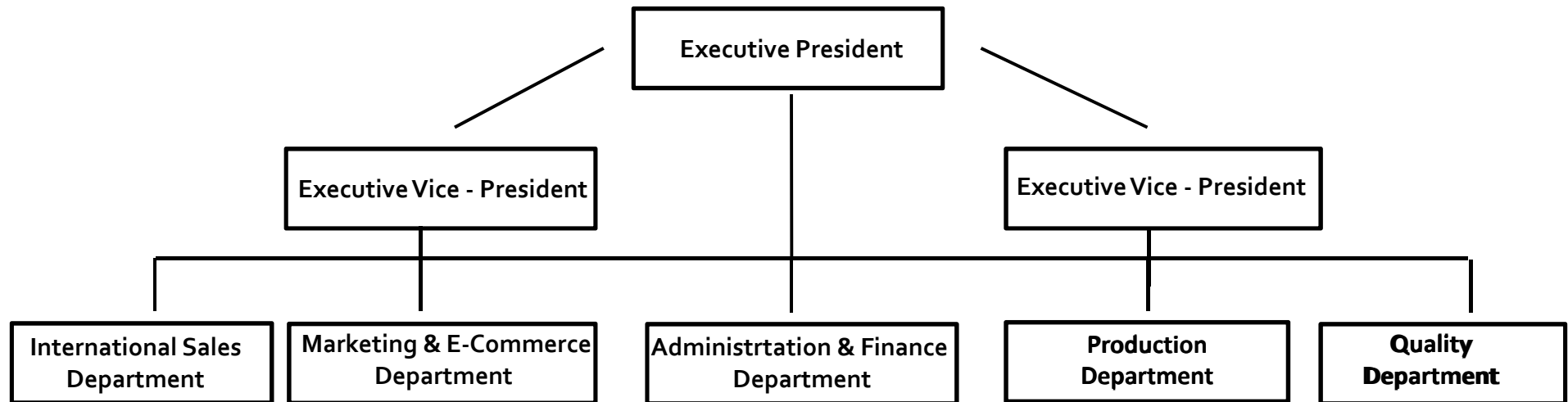
It has **90 Hectareas**. The farm scrupulously meets with the rules of animal welfare. In fact, the first farm of genetic selection in Salamanca.





FERMIN FROM THE INSIDE

"The Organization Chart"





FERMIN FROM THE INSIDE

"Quality Certificates"



ES-ECO-001-CM
Agricultura UE





FERMIN FROM THE INSIDE

"Our Partnerships"



Chef José Andrés with a
«FERMIN HAM»



FERMIN sacrifices the
animals from 5J for its
USA product line



Presentation of the first
Iberico Ham in USA (2007)



Presentation of the first Iberico
Suckling Pig in USA (2015)



FERMIN FROM THE INSIDE

“FERMIN & JOSÉ ANDRÉS”



FERMIN it was the first Spanish slaughterhouse which met the USDA standards & José Andrés (an Internationally-recognized culinary innovator and the pionner of Spanish tapas in the United States) has been a key figure in the growth of the presence of the Iberico thorough his restaurants in the American Territory, in fact, his restaurant «Jaleo» it was the first to offer Iberico Ham in USA.

José Andrés it was named one of the **Time Magazine's** «100 Most Influential People» and awarded «Outstanding Chef» by the **James Beard Foundation**; also he is a committed advocate on food, hunger and poverty issues.

«**Chef José Andrés**»
with FERMIN in several
presentation events in
USA.



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FERMIN FROM THE INSIDE

"An awarded company in the world"



FINCA HELECHAL



1995: First prize in the National Ham Tasting in Spain.

2005: Awarded the Accésit Award as The best Spanish Food Company by the Spanish Ministry of Agriculture (exports).

2011:

➔ SOFI Gold Awards by the National Association for the Specialty Food Trade. (The Oscar's of the Food in USA)

➔ Our Ibérico ham was also present at the Oscar Academy Awards Gala Dinner

2012: SOFI Gold Awards (The Oscar's of the Food in USA)

2013: FABI Awards (Food & Beverage Innovations Award). This award recognizes progressive food and beverage innovations that will make a significant impact in the restaurant industry presented by the National Restaurant Association in USA.

2014: SOFI Gold Awards (The Oscar's of the Food in USA)

2014 - 2015: Acknowledged by the European Business Awards in the Import/Export Category (FERMÍN were the National Champion)

2016: SOFI Gold Awards (The Oscar's of the Food in USA)



Carlos García, flanqueado por Josep M. Gassó y Adrian Tripp.

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THE IBERIAN "L"

"A unique ecosystem in the world"



FINCA HELECHAL

FERMIN is here



FERMÍN

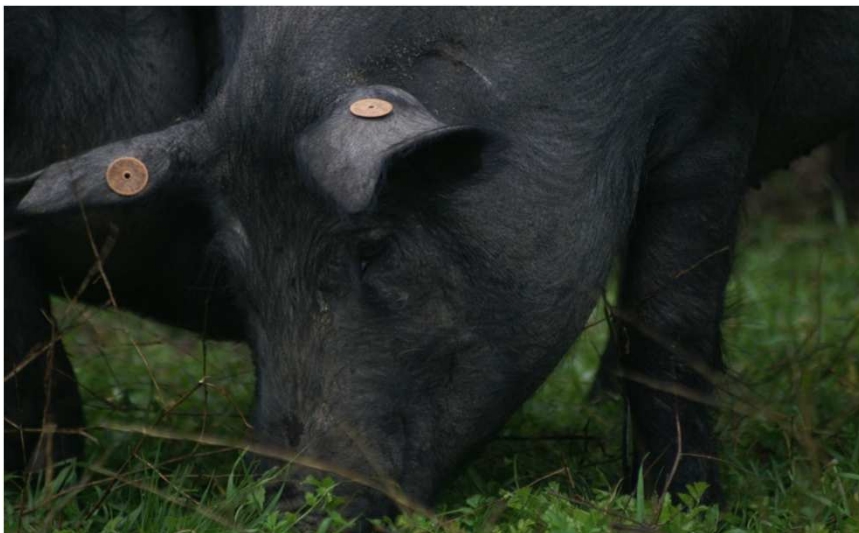
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FERMIN FROM THE INSIDE

"A unique ecosystem in the world"



FINCA HELECHAL



«**IBERICO**» is a very special breed of pig, found only in Spain. It lives freely in the region of western Spain, on an ecosystem known as...

«**DEHESA**» a pasture parkland of Mediterranean oaks.

«**FERMIN IBERICO WAY OF LIFE**» free ranging of the Iberico Pigs at the Dehesa.

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QUALITY STANDARD – LA NORMA



FINCA HELECHAL

BREED TYPE



FEEDING





QUALITY STANDARD – LA NORMA



I) FEEDING & BREEDING

➔ **Acorn – fed " Bellota"**: for products from animals slaughtered immediately after exclusive feeding on acorn, grass and other natural resources of the «dehesa».

➔ **Grain – fed on farm "Cebo de Campo"**: where the animals have been fed with fodder but also with natural resources of the dehesa or countryside. The husbandry is carried out in open-air farms (extensive or intensive), and part of the surface area of the farm may be roofed.

➔ **Grain – fed on farm "Cebo"**: in the case of animals fattened only with fodder, and their husbandry is carried out by intensive methods.

II) GENETIC PURITY

1º Acorn – fed 100% Iberico

2º Acorn – fed 75% Iberico

3º Acorn – fed 50% Iberico

4º Grain – fed «free range» Iberico 100%

5º Grain – fed «free range» Iberico 75%

6º Grain – fed «free range» iberico 50%

7º Grain-fed Iberico 100%

8º Grain-fed Iberico 75%

9º Grain-fed Iberico 50%

FERMIN'S OFFER



1º Acorn – fed 100% Iberico



4º Grain – fed «free range» Iberico 100%



9º Grain-fed Iberico 50%



FERMIN'S OFFER – (QS) LA NORMA

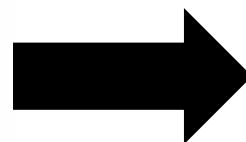
"50% CEBO HAM / SHOULDER"



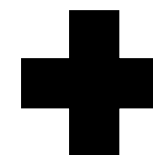
100% Ibérico
Female



100% Duroc
Jersey Male



Breeding in a Controlled Area



GRAIN FED





FERMIN'S OFFER – (QS) LA NORMA

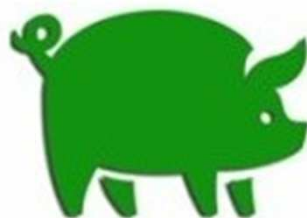
"100 % CEBO CAMPO HAM / SHOULDER"



100% Ibérico
Female



100% Ibérico
Male



FREE RANGE – FED ON GRASSES, ROTS &
ANYTHING NATURE PROVIDES



GRAIN FED





FERMIN'S OFFER – LA NORMA

"100 % IBERICO BELLOTA HAM / SHOULDER"



100% Ibérico
Female



FREE RANGE



ACORN – FED



100% Ibérico
Male





FERMIN'S OFFER – Out of La Norma

"SERRANO HAM / SHOULDER"

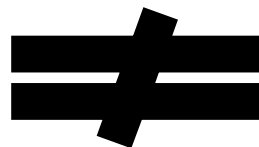


FERMIN also produces the Authentic Spanish Serrano Ham

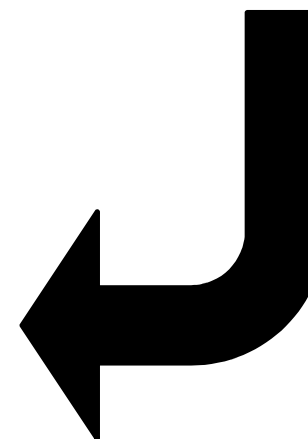
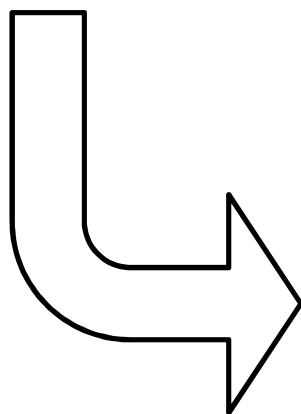


SERRANO PIG

Serrano is a different breed of pig found worldwide, with slight variances from country to country



IBERICO PIG



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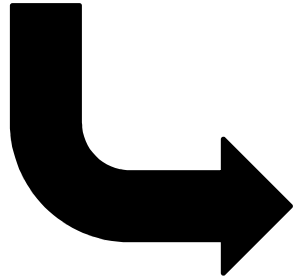
"Elaboration Process of Hams"



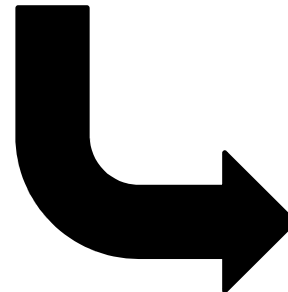
FINCA HELECHAL



Salting



Curing



Ready to Enjoy!!!!

FERMÍN

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FERMIN'S OFFER

"Other Cured Products"



FINCA HELECHAL



Iberico Cured Loins



Iberico Salchichon



Iberico Chorizo

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FERMIN'S OFFER

"Fresh Meat Products"



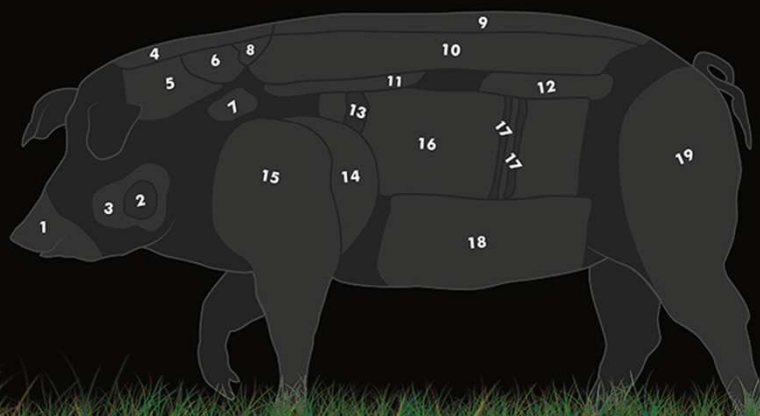
FINCA HELECHAL

FERMÍN®

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QUARTERING

- | | |
|--|--------------------------------------|
| 1 Jeta / Snout | 11 Lagarto / Lace Back |
| 2 Carrilleras / Cheeks | 12 Solomillo / Tenderloin |
| 3 Secreto de Primera / Jowl | 13 Diafragma / Skirt |
| 4 Tocino de Cuello / Neck Fat | 14 Secreto Extra / Shoulder Muscle |
| 5 Cabecero / Collar | 15 Paleta / Shoulder |
| 6 Presa / Shoulder Steak | 16 Costillar / Spareribs |
| 7 Abanico (Presa de Paleta) / Shoulder Plate Steak | 17 Lágrima / Boneless Rib Meat |
| 8 Pluma / Boneless Flank | 18 Panceta / Belly |
| 9 Tocino / Back Fat | 19 Jamón / Ham |
| 10 Lomo / Loin | |



Carrilleras / Cheeks



Secreto de Primera / Jowl



Cabecero / Collar



Presa / Shoulder Steak



Pluma / Boneless Flank



Lomo / Loin



Solomillo / Tenderloin



Secreto Extra / Shoulder Muscle



Costillar / Spareribs



Chuletero / Loin with Back Ribs



Chuletón / Aged Chops

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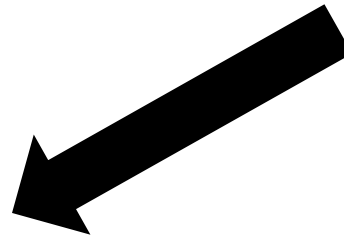
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FERMIN'S OFFER

"FERMIN Iberico Suckling Pig"



FINCA HELECHAL



KEEP FROZEN

FERMÍN®
■ ■ ■ a cut above.

Est. Nº 27

100% Iberico Suckling Pig
Cochinillo 100% Ibérico

Producto de España ■ ■ ■ Product of Spain

Available for the first time in the USA!

The Iberico pig is considered to be one of the tastiest and juiciest pork in the world. This FERMÍN suckling pig is 100% Iberico breed, the last of its kind. Enjoy!

Ingredients: 100% Iberico suckling pig.

Prepared by: EMBUTIDOS FERMÍN, S.L.
Poligono las Navas, C/ El Milano 2-10 · 37600
Tamames (Salamanca) España - Spain

Imported by: Wagshal's Imports
4845 Massachusetts Ave NW
Washington, DC 20016

1st

Safe Handling Instructions

This product was prepared from inspected and passed meat and/or poultry. Some food products may contain bacteria that could cause illness if the product is mishandled or cooked improperly. For your protection, follow these safe handling instructions.

 Keep refrigerated or frozen. Thaw in refrigerator or microwave.
 Keep raw meat and poultry separate from other foods. Wash working surfaces (including cutting boards), utensils, and hands after touching raw meat or poultry.
 Cook thoroughly.
 Keep hot foods hot. Refrigerate leftovers immediately or discard.



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FERMIN OUTSIDE "PERSONALITIES"



FINCA HELECHAL

Expansión ORBYT. Ediciones - Versión - f t in Buscar... Iniciar sesión

MERCADOS AHORRO EMPRESA ECONOMÍA EMPRENDEDORES EMPLEO JURÍDICO TECNOLOGÍA OPINIÓN DIRECTIVO ESTILO DE VIDA +

Pymes

¿Te gustaría invertir 40.000€ con sólo 100€? ¡Recibe una Guía PDF gratis! Capital en riesgo IFOREX

ENCUENTRO DIGITAL ¿En qué valores invierto si sube la Bolsa? Charle en directo con Roberto Moro, de Apta Negocios.

HISTORIAS DE ÉXITO

Obama, el fan más famoso de Embutidos Fermín



Barack Obama prueba una loncha de jamón ibérico en un mercado de Filadelfia.

POR LAURA SAIZ | MADRID
Actualizado: 14/05/2015 19:02 horas 0 comentarios

¡ÚLTIMAS HORAS!



ONCE Compra ahora

11.000.000 €



HOY PUEDE SER EL DÍA QUE CAMBIARÁ TU VIDA

<http://www.expansion.com/pymes/2015/05/14/5554d4cf268e3e3f2c8b459e.html>

Economy Newspaper «Expansión» 14/ 05/ 2015

Mr. Barack H. Obama
President of United States of America
(2008 – 2016)

EL MUNDO en ORBYT. Hemeroteca Clasificados

ELOMUNDO.es

Líder mundial en español | Sáb. 26/02/11. Actualizado 19:16h.(GMT-5)

COCINA | La comida en la ceremonia

Fermín, un jamón ibérico de Oscar



Presentación de menú de la noche de los Oscars. [Reuters]

Gonzalo Aguirregomezcorta | Nueva York
Actualizado sábado 26/02/2011 18:33 horas

Este año los Oscars tienen sabor español. Además de la paella y otras degustaciones culinarias, las estrellas de Hollywood consumirán 90 patas de jamón ibérico. La Academia se ha gastado 54.000 dólares (39.000 euros) para agasajar a los asistentes al 'Governor's Ball', la cena posterior a la gala; hecho que no ha pasado desapercibido para los medios de comunicación. Pero, ¿quién está detrás de estas 90 piezas de ibérico?

Fermín es la única empresa española que tiene licencia para exportar esta delicatessen en EEUU. Este negocio familiar nacido en 1956 en La Aberca, un pueblo de Salamanca con algo más de 1.200 habitantes, ha

<http://www.elmundo.es/americ/2011/02/26/gentes/1298697750.html>

Newspaper «El Mundo» 26/ 11/ 2011

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FERMIN OUTSIDE "PERSONALITIES"



FINCA HELECHAL



Mr. Fermín Martín (founder) & his wife Mrs. Victoriana Gómez, greeting the Ministry of Agriculture of Spain, Mrs. Elena Espinosa during a visit to FERMÍN'S factory situated in La Alberca. **(2006)**



His Royal Highness Juan Carlos I, together with Santiago Martín (CEO FERMÍN) in a presentation of our Ham in Miami. **(2010)**



FERMIN OUTSIDE "PERSONALITIES"



FERMIN'S family during an working lunch at Embassy of The People's Republic of China in Madrid with Mr. Chen Yuming.; commercial counselor of the embassy. (2014)



FERMIN'S family during a event at Spain Embassy in Washington with the Ambassador, Mr. Carlos Westendorp. (2006)

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FERMIN OUTSIDE "PERSONALITIES"



FINCA HELECHAL



Part of the FERMIN'S family together José Manuel Calderón, World Basketball Champion with the Spanish National Team, during a visit to FERMIN'S factory situated in La Alberca. **(2007)**



Francisca Martín y Manuel Tejedor Guerrero (FERMIN'S family), together with David Villa, World Champion Football Player from the Spain National Team, David Villa in New York during a presentation of the 1º Iberico Suckling pig in USA **(2015)**

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FERMIN OUTSIDE "PERSONALITIES"



FINCA HELECHAL



Emilio & Gloria Estefan

Enjoying a FERMIN'S Ham during the celebration of Emilio Estefan birthday (2016)

Pau Gasol, Basketball player of the Spain National Team, World Champion.

The FERMIN'S ham take part on his daily diet.
(2016)

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FERMIN OUTSIDE "PERSONALITIES"



FINCA HELECHAL



**Ambassador of Spain in the United Kingdom
Mr. Federico Trillo**

With Carlos M. García (FERMIN Export Manager) in London during the official presentation of La Norma del Iberico in UK (September 2015)



World Champion Football Player from the Spain National Team, David Villa.

With FERMÍN during the official presentation of the 1st Iberico Suckling Pig in New York (July 2015)



FERMIN OUTSIDE

"EVENTS"



FERMIN in SIAL China (2015)



FERMIN in Barcelona at European Business Awards (2015)



FERMIN in SIAL Paris at USA Pavilion (2016)



FERMIN in Singapore during FHA Singapore (2016)

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FERMIN OUTSIDE

"FERMIN'S Broadcast"



FINCA HELECHAL



<http://www.businessawardseurope.com/vote/detail/spain/12509> - **PRESENTATION**

<http://money.cnn.com/video/news/2016/11/15/spain-fermin-ham.cnnmoney> - **REPORT**

<https://www.youtube.com/watch?v=V84otUhTgSw> - **PRESENTATION**

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FERMIN OUTSIDE

"IS NOT JUST A PRODUCT; FERMIN IS..."

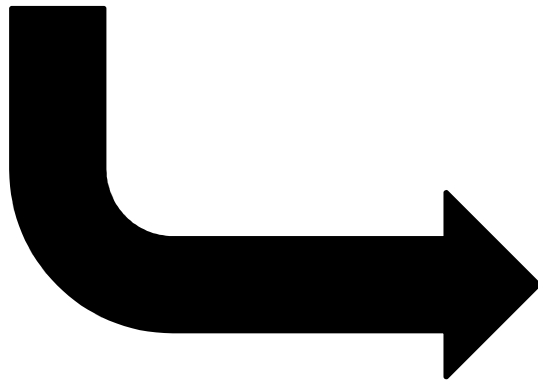


FINCA HELECHAL



- Traditions.
- History.
- Culture...

...A way of enjoy the jewel of the Spanish gastronomy!!!!



Few Months Later...



FERMÍN

■ ■ ■ a cut above.



FERMIN OUTSIDE

"FERMIN Ham is recognize as..."



One of the four ACES of the Global Gastronomy...

- Iberico Ham
- White Truffle
- Caviar
- Foie Gras



FINCA HELECHAL

FERMÍN®

■ ■ ■ a cut above.



*Enjoy the jewel of the
Spanish Gastronomy*



2011-2012-2014
!WINNER!



FERMÍN

■ ■ ■ a cut above.

FERMIN OUTSIDE

“For all these reasons, FERMIN Says you...”



FINCA HELECHAL



**KEEP
CALM
and
EAT**

FERMÍN HAM

www.embutidosfermin.com

FERMÍN®

■ ■ ■ a cut above.



104.03.09

LIST OF SPANISH PORK ESTABLISHMENTS APPROVED TO EXPORTING TO TAIWAN

	SLAUGHTERHOUSES NAME	APPROVAL NUMBER	Registered address	City (County)	State (province)	ACTIVITIES
1	MATADERO FRIGORIFICO DE FUENTES, EL NAVAZO, S.L.	10.21332/SA	POLIGONO SECTOR UBZ-1 PARCELA 2	FUENTES DE BEJAR	Salamanca	SH, CP, PP
2	LE PORC GOURMET SA	10.00655/B	CR Industria 20	SANTA EUGENIA DE BERGA	Barcelona	SH, CP, PP
3	FABRICA MATADERO Y DESPIECE S.A.	10.10797/MA	CNO. SANTA INES 71 DCHA.	CAMPANILLAS	Málaga	SH, CP, PP
4	PATEL S.A.U.	10.01293/B	Ctra. Vic-Olot Km. 11	SANTA MARIA DE CORCO	Barcelona	CS, SH, CP, PP
5	FRISSELVA SA	10.04425/GE	CTRA. N-II KM 706.50	RIUDELLOTS DE LA SELVA	Girona	CS, SH, CP, PP
6	FRIGORIFICOS COSTA BRAVA SA	10.03935/GE	CT De Riudellots A Cassa S/N	RIUDELLOTS DE LA SELVA	Girona	CS, SH, CP, PP
7	MATADEROS INDUSTRIALES SOLER, S.A. (MISSA)	10.00837/MA	Plaza Prolongo, 1	CARTAMA	Málaga	SH, PP
	FRIGORIFICOS ANDALUCES DE CONSERVAS DE CARNE, S.A. (FACCSA)	10.00285/MA	Plaza Prolongo, 2	CARTAMA	Málaga	CS, CP
8	ELPOZO ALIMENTACION, S.A. (10.01672/MU)	10.01672/MU	AVDA. ANTONIO FUERTES Nº1	ALHAMA DE MURCIA	Murcia	CS, SH, CP, PP
9	EMBUTIDOS FERMIN, S. L.	10.04664/SA	CARRETERA SALAMANCA	ALBERCA (LA)	Salamanca	SH, CP, PP



西班牙	冷冻猪肉及去骨腌制猪肉（2007年11月15日签署议定书）	销售	<p>1、经我国注册的 13 家去骨腌制猪肉厂家的注册号为：10.00092/TO、10.00159/H、10.00285/MA、10.00837/MA、10.01672/MU、10.02794/SA、10.04664/SA、10.09362/BA、10.10709/Z、10.10797/MA、10.19796/SA、10.20191/SA、10.21332/SA。</p> <p>2、经我国注册的 13 家猪肉及可食副产品（不包括蹄、胃、肠）厂家的注册号为：10.00159/H、10.01274/B、10.01293/B、10.03935/GE、10.04425/GE、10.10797/MA、10.15289/CU、10.17362/BU、10.19796/SA、10.21332/SA、10.07810/TO、10.17858/Z、10.00655/B。</p> <p>3、经我国注册的 4 家猪肉及可食副产品（不包括胃、肠）厂家的注册号为：10.00285/MA、10.00837/MA、10.01672/MU、10.10709/Z、10.20874/GE、10.01204/B、10.04311/GE。</p> <p>4、经我国注册的 1 家猪肉厂家的注册号为：10.04664/SA。</p> <p>5、经我国注册的仅提供胴体原料的屠宰企业注册号为：10.05357/GE、10.10179/GE。</p> <p>对应关系为：10.05357/GE-10.20874/GE；10.10179/GE-10.04311/GE。</p>
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FERMÍN

■ ■ ■ a cut above.

“THANK YOU”



FINCA HELECHAL

FERMÍN®

■ ■ ■ a cut above.



*Enjoy the jewel of the
Spanish Gastronomy*