*Press Release - Awaken Your Ibérico Sense*

**The art and flavour of Iberian Ham unveiled**

* *Renowned chef Omar Allibhoy introduces the British audience to the unique flavours and rich heritage of Iberian Ham.*
* *“Awaken Your Ibérico Sense” campaign celebrates this European delicacy, blending tradition, sustainability, and exceptional taste.*
* *Iberian Ham, a product of unmatched quality, is crafted from free-range pigs of the Iberian breed and a meticulous curing process of up to four years.*

London, XX December 2024 – **Iberian Ham, the world's most celebrated cured ham, takes centre stage as a culinary masterpiece and symbol of European gastronomy**. Renowned **chef Omar Allibhoy**, dubbed “the Antonio Banderas of cooking” and founder of Tapas Revolution, brings this exquisite product to the British audiences, highlighting why it’s unparalleled in haute cuisine and a true reflection of the heritage of its place of origin.

“Iberian Ham is not just a product: it’s a treasure crafted through the perfect harmony of nature, tradition, and time”, says Allibhoy. “From the unique Iberian pig breed and their acorn-rich diet to the meticulous curing process that can last up to four years, **every aspect of its production contributes to its exceptional quality**”.

**The organoleptic masterpiece**

Iberian Ham offers a sensory experience unlike any other. **Visually, it captivates with its deep red hue and intricate white marbling, a hallmark of its exceptional fat content**. The aroma? A complex bouquet of toasted aromas and aged meat. On the palate, the ham’s buttery texture melts effortlessly, releasing layers of flavour: delicate sweetness, rich toasted undertones, and a lingering umami finish.

“Every slice tells a story”, Allibhoy explains. “Let it come to room temperature, let it melt on your tongue, and savour how the flavours evolve. **It’s pure gastronomic joy that turns even the simplest dish into a gourmet experience**”.

While Iberian Ham shines on its own, its versatility in both traditional and modern cuisine is unmatched. From classic pairings like crusty bread with tomato and fresh figs to contemporary dishes such as scrambled eggs with truffle or croquetas filled with Iberian bits, the ham elevates every bite. “**The secret is to let Iberian Ham be the star while enhancing it with complementary flavours**”, says Allibhoy.

Iberian Ham is not only a culinary masterpiece but also a **cultural icon and a testament to sustainable food production**. The pigs’ free-range lifestyle in the dehesa – Iberian Peninsula holm oak ecosystem– supports biodiversity while preserving rural landscapes. “It’s a perfect example of how traditional food production can coexist with nature and positively impact local communities”, Allibhoy adds.

**A perfect fit for British palates**

For British consumers exploring Iberian Ham for the first time, Allibhoy offers advice: “Take your time. Appreciate the marbling, inhale its aroma, and let each slice melt naturally on your tongue. British food lovers have a sophisticated palate, and **I’m honoured to introduce them to such an exceptional product that embodies centuries of tradition**”, he shares.

Omar Allibhoy serves as the ambassador for **“Awaken Your Ibérico Sense”**, a three-year campaign launched by the **Interprofessional Association of Iberian Pig (ASICI)** with support from the European Union. This initiative seeks to raise awareness of Iberian Ham in the UK, positioning it as a gourmet staple and cultural symbol of the Iberian Peninsula.

The campaign aims to captivate British audiences with the exceptional qualities of Iberian Ham while fostering an appreciation for its rich heritage. Through activities such as chef training, collaborations with influencers, and multi-sensory tasting experiences, “Awaken Your Ibérico Sense” aspires to highlight Iberian Ham as a unique culinary treasure that embodies tradition, sustainability, and craftsmanship.

“Iberian Ham is more than food: it’s a celebration of heritage, sustainability, and flavour that deserves a place on every table”, Allibhoy concludes.

**About ASICI**

*The Interprofessional Association of the Iberian Pig (ASICI) is a non-profit Interprofessional Agri-food Organisation (OIA) in which more than 95% of the organisations of the production branch (farmers) and more than 95% of the transformation branch (industrialists) of the Iberian pig are equally represented. Created in 1992, it was officially recognised by the Spanish Ministry of Agriculture, Fisheries and Food in 1999 as the Interprofessional Agri-food Organisation for the Iberian Pig Sector in Spain.*

**More information:** [www.ibericosense.co.uk](http://www.ibericosense.co.uk)