*Press release - Awaken Your Ibérico Sense*

**Ibérico Ham gains popularity among Britons, but only 2 in 10 consumers can correctly identify it**

* *Ibérico ham captivates the UK with its authenticity, yet faces challenges in consumer awareness of the categories that guarantee its quality and origin*
* *Striking a balance between exclusivity and price, Ibérico ham has found its place in British households, where it is regarded as a premium product*
* *These and other findings are highlighted in a study conducted by IPSOS as part of the ‘Awaken Your Ibérico Sense’ campaign, developed by the Interprofessional Association of the Iberian Pig (ASICI) -with the support of the European Union- to establish Ibérico ham as a regular feature in the UK's gourmet scene*

London, XX January 2025 – A new study conducted by **IPSOS** in the United Kingdom reveals that **Ibérico ham is becoming an increasingly popular choice among Britons**, reflecting the rise in UK imports of this product, which have grown by 135% in volume over the past decade. However, **only 2 in 10 consumers report being familiar with the four categories of Ibérico ham**, which are based on the pig's breed purity and diet and are identified by coloured seals.

The **black seal** corresponds to 1**00% Ibérico Bellota Ham**, certifying that both the pig’s mother and father are 100% Iberian breed and that the animal was fed acorns and natural resources from the dehesa during the fattening period. The **red seal** identifies **Bellota Ibérico Ham**, produced from pigs that are 75% or 50% Iberian breed, also fattened on acorns in the dehesa. The **green seal** is assigned to **Ibérico Field-fattened Ham**, which may come from pigs that are 100%, 75%, or 50% Iberian breed, fed on a diet of cereals, legumes, and wild herbs and reared outdoors or semi-free-range. Finally, the **white seal** distinguishes **Ibérico Fattened Ham**, made from pigs that may be 100%, 75%, or 50% Iberian breed, reared in intensive farms and exclusively fed on a compound feed of cereals and legumes.

The study was conducted as part of the **‘Awaken Your Ibérico Sense’** initiative led by the **Interprofessional Association of the Iberian Pig (ASICI)** and the European Union, underscores the importance of distinguishing between the four categories of Ibérico ham. “Understanding these characteristics allows consumers to make informed decisions and better appreciate the authenticity of the product they’ve purchased, helping to prevent potential fraud,” explains **Raúl García**, President of ASICI. **“The seals are an easy-to-identify marker of the origin, authenticity, and quality of Ibérico ham,”** he adds.

 **Everyday luxury for Britons**

The IPSOS study also highlights that the growth of Ibérico ham consumption in the UK is driven by its combination of exclusivity and accessibility, as it is perceived as an affordable premium product. In fact, **over 43% of respondents consider its price to be aligned with its category, positioning it as a luxury option accessible to a broad segment of the population**.

Additionally, the study reveals **that 70% of consumers prefer to enjoy this delicacy sliced thinly, a format that enhances its texture and flavour**. It also shows that the home remains the favourite place to savour Ibérico ham (71%), followed by restaurants and food markets (60%), where its presence is steadily increasing. These consumption habits reflect the integration of Ibérico ham into British daily life, with **23% of respondents stating they consume it at least once a month**.

**Awakening the “Ibérico Sense” in the UK**

‘Awaken Your Ibérico Sense’ is a three-year promotional campaign (2024–2027) led by ASICI, co-financed by the European Union, and overseen by Spain’s Ministry of Agriculture, Fisheries, and Food. Its primary goal is to establish Ibérico ham as a staple in the UK’s gourmet landscape while promoting its origin, history, artisanal production process, and unique qualities.

“The UK is a market that demands the highest quality, and **Ibérico ham represents not just a culinary delight but also the tradition, culture, craftsmanship, and way of life we have in the Iberian Peninsula, making it a truly unique food**. We will continue working to strengthen our presence in such a discerning market,” says **Jesús Pérez**, Deputy Director of ASICI.

Key initiatives include training workshops in collaboration with institutions such as Westminster Kingsway College, targeting chefs and food professionals to optimise the use and profitability of the product. Additionally, multisensory experiences, tasting events, and participation in trade fairs aim to reinforce knowledge of Ibérico ham and its artisanal values within the UK.

**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)