

THE GREAT BOOK OF THE IBÉRICO SENSE

FOREWORD
THE GREAT BOOK OF THE IBÉRICO SENSE / 07

1
THE ESSENCE OF THE IBÉRICO SENSE / 13
2
WHERE IT ALL BEGINS: DEHESAS, FIELDS AND FARMS / 19
3
THE IBÉRICO PIG / 35
4
TIME AS AN INGREDIENT / 49
5
AWAKENING THE SENSES / 57
6
JOURNEY TO THE ORIGIN: 9 PERSPECTIVES / 71
7
IBÉRICO HAM IN DIALOGUE WITH THE WORLD / 101
8
RECIPES: DIFFERENT CULTURES, ONE ORIGIN / 113

EPILOGUE
WHAT REMAINS WHEN THE JOURNEY ENDS / 135

FOREWORD:
THE GREAT BOOK OF THE IBÉRICO SENSE

The Great Book of the Ibérico Sense

This is not a book to be read from beginning to end.

It is a book to dip into, enjoy and return to.

Introducing The Great Book of the Ibérico Sense, the world's first fully hybrid book, offering a new way to discover a product, a landscape and a culture that cannot be explained through words alone.

A project that combines physical and digital formats, immersive experiences and storyliving to experience the Dehesa, understand the value of time and discover the art of carving through nine international perspectives from the United Kingdom, China and Japan.

This book does not seek to explain what Ibérico ham is. It offers something different: the chance to experience it.

To experience the landscape that makes it possible.

To experience the patience that transforms it.

To experience respect for the raw ingredient, the craft and time.

Here, the content is not simply something to read, watch or touch.
It is something to feel.

Because the Ibérico Sense cannot be explained: it must be awakened.



1

THE ESSENCE OF THE IBÉRICO SENSE



The Essence of the Ibérico Sense

Do you really believe you only have five senses? Are you content with simply smelling, touching, tasting, seeing and hearing...? You have another sense that brings them all together: the Ibérico Sense. It's a sense that unlocks a whole new dimension of enjoyment—one that can only be awakened by savouring Ibérico ham. And the best part? The more you indulge it, the more it evolves.

Can you explain a shiver, dilated pupils, goosebumps or an unwavering gaze? You cannot explain what can only be felt. So, to understand the exhilarating effect of Ibérico ham, you have to experience it wherever and whenever the moment takes you—over lunch, at breakfast, at dinner with friends or on your own, with a glass of wine, watching the sunrise, around a table with music, to the rhythm of clapping hands, with someone you love, or while making plans.

It's a sense that cannot be described. It can only be lived.

Awaken Your Ibérico Sense.



2

WHERE IT ALL BEGINS: DEHESAS, FIELDS AND FARMS











Where It All Begins: The Dehesa

There are places defined not by words, but by sensations.

The Dehesa is one of them.

An open, silent and living landscape unlike anywhere else in the world, sustained by the balance between nature and humankind. An ecosystem found only on the Iberian Peninsula, shaped over generations, where every oak, every pasture and every patch of shade has a purpose.

Here, nature is not controlled. It is lived alongside.

The Dehesa is respect, care and time. It is an example of true sustainability, long before sustainability had a name—an environment that protects biodiversity, sustains rural communities and breathes life into places where silence still has a future.

The seasons set the pace.

Spring renews the Dehesa.

Summer puts it to the test.

Autumn marks the beginning of the montanera.

Winter brings it to its fullest expression.



Within this natural cycle, unhurried and precise, everything falls into place. Traditional livestock farming strengthens the ecosystem's balance, helps regenerate the soil and makes the Dehesa an ally in the fight against climate change, capable of absorbing CO_2 while safeguarding an irreplaceable natural and cultural heritage.

To walk through the Dehesa is to understand that Ibérico ham does not begin in a curing cellar or on a plate.

It begins here.

In the earth.

In the air.

In the silence.











3

THE IBÉRICO PIG







The Ibérico Pig

The Ibérico pig is more than just a breed. It is the result of centuries of adaptation to the land and a way of life. Native to the Iberian Peninsula, its genetics are intrinsically linked to the Dehesa, its rhythms and its natural resources.

There are different ways of rearing and feeding Ibérico pigs, but they all share one essential characteristic: a deep connection to the land they come from, and a production system that is regulated, carefully monitored and fully traceable. Understanding that origin is the key to appreciating the unique character of every Ibérico ham.

During the montanera, Ibérico pigs destined for bellota production roam freely. They wander through the Dehesa, feeding naturally, mainly on acorns and other resources found in the countryside. That constant exercise and distinctive diet transform every step into flavour.







The «bellota»

Acorns do more than nourish.

They define.

They are the source of the marbled fat that melts on contact, the sheen of each slice and a sensory profile that is impossible to replicate.

Every stage of this process takes place under the demanding standards of the European Production Model, one of the world's most rigorous systems for animal welfare, sustainability, food safety and traceability. It ensures that every Ibérico ham remains true to its origin and to the story it represents.



4

TIME AS AN INGREDIENT



Time as an Ingredient

If you are willing to wait 5, 6, 7 or even more years to experience the unmistakable aroma and flavour of Ibérico ham, then you have the Ibérico Sense. Would you like to find out?

Time is everything
A breed takes years to establish. An oak takes decades to produce acorns. A tradition takes centuries to be passed down. An Ibérico ham takes time—a great deal of time—to become a passion. Time in the Dehesa. Time on the farms. Time in the finest hands. Time devoted to craftsmanship. And then, just a few moments of enjoyment that you will remember with passion, because passion takes time.

Time for Salting
1 day per kilo. Before salting, each ham is shaped and trimmed. It is then covered with damp salt allowing it to dehydrate naturally while preserving the meat.

Time for Resting and Drying
1 to 3 months. The hams are placed in curing chambers at around 3°C. The temperature is then gradually increased to reduce humidity, ensuring the salt penetrates evenly throughout the ham.







Time for Curing and Ageing
2 to 3 years. The Ibérico ham rests in natural drying houses, where humidity and temperature are regulated simply by opening and closing the windows. Nothing more. It may also continue to mature in traditional curing cellars: cool, dark spaces where each ham ages slowly and with the utmost care. During this stage, the marbled fat begins to diffuse through the meat in a process known as sudado, giving the Ibérico ham its unmistakeable aroma and flavour. This is when the ham develops its distinctive aroma, texture and colour.

Time for Testing
A few minutes. The master ham expert assesses the curing of each piece by touch and, in some cases, inserts a cala—a fine bone needle—into the ham to ensure it has developed the desired characteristics.

Time to Enjoy
4, 5, 6, 7 years… may pass before you can enjoy an exquisite plate of Ibérico ham. In silence. Your eyes fixed on its lustre as the marbled fat begins to melt at the touch–delicate, smooth and fragile. Unmistakable aromas and a flavour unlike any other in the world. A fleeting moment on the palate. A memory that lasts forever.







5

AWAKENING THE SENSES





Awakening the Senses

You only need 6 centimetres to awaken your Ibérico Sense – the perfect length for each slice. Would you like to know why?

An Ibérico ham is unlike any other, with distinct cuts known as the maza, babilla (or contramaza), cadera (or punta), and jarrete (or codillo). To experience it at its finest, it must be carved with precision and passion.

Tools of the Craft
We will need a broad-bladed knife to remove the rind. A sharp, fine and sturdy trimming knife. A long, flexible, razor-sharp carving knife. A honing steel to keep the blade keen. A pair of plating tongs and a ham stand.

The Sculptor
True lovers of Ibérico ham don't simply carve it—they sculpt it. Every slice is crafted to perfection, revealing the flavour that has captivated the world.

The Art of Carving
First, we remove the outer layer of the ham by making an incision beneath the shank and trimming towards the tip. The ideal temperature for carving is between 20°C and 24°C. We begin carving from the upper part of the maza, moving the knife in a gentle zigzag motion. We carve from the jarrete to the tip, in a straight line across the full width of the piece. Slices should be 3 to 4 centimetres long. Around the bone, we use the trimming knife to shape the cut with precision. Finally, we turn the Ibérico ham over and repeat the process on the babilla side.



Preserving the Ham
To preserve all the qualities of the Ibérico ham, we leave the outer layer intact on any part we are not yet carving, then cover the exposed surface with a cotton cloth to protect it from light and humidity.

Presentation
Presentation matters. Large, flat plates are best. We arrange the slices one by one, never piled on top of one another, but with a slight overlap. And always let the ham stand alone, the only focus and the centre of attention.

Passion
When every slice is uniformly thin and perfectly proportioned, and the presentation is worthy of a work of art, you know the Ibérico ham has been carved with passion.









6

JOURNEY TO THE ORIGIN: 9 PERSPECTIVES





[1]



[2]

United Kingdom Ambassadors

[1] Jordon Ezra King [2] Louisa Schmolke [3] Omar Allibhoy



[3]



Jordon Ezra King

Artist Profile
Chef and culinary storyteller. Drawing on experience in kitchens around the world, he combines culinary expertise with a gift for storytelling, exploring the culture, craftsmanship and emotion behind every dish.

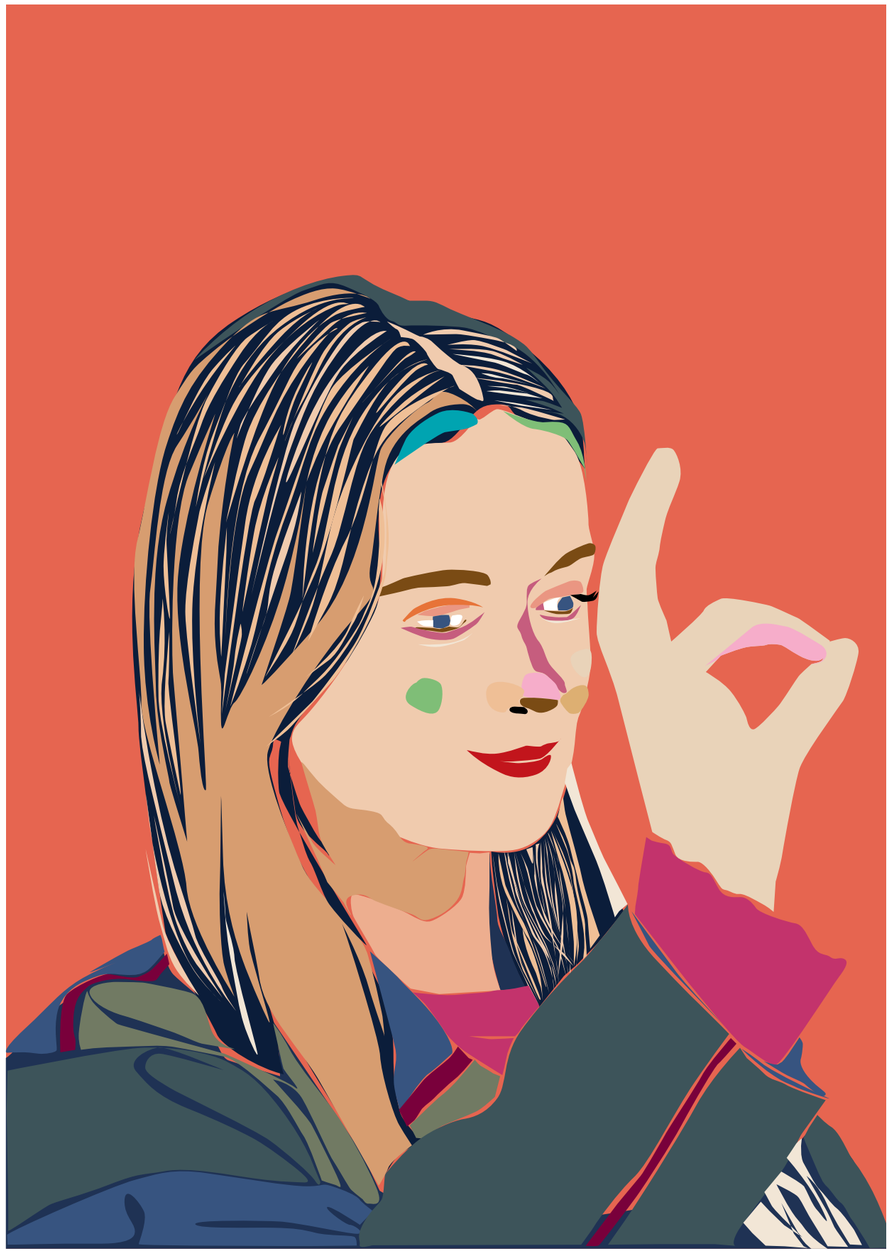
The Journey
Here, in this unique ecosystem, something extraordinary is taking place.

It has been a journey into the heart of the Ibérico world. An experience shaped by culture, tradition and discovery. Ibérico ham is an essential part of the Mediterranean way of life. It is a cultural icon that reflects a way of living.

What I Discovered
I discovered that Ibérico ham embodies a way of life rooted in tradition, history, community and the art of sharing. It is far more than a flavour. It is an experience to be savoured, whatever the occasion.

Stepping into the drying house was a captivating experience. It taught me that creating something truly exceptional begins with patience—with allowing every element the time it needs to reach its full potential. It can take up to seven years of maturation to achieve that unmistakable flavour, each ham telling a story shaped by the passage of time.

What Inspired Me
The essential ingredient in creating a masterpiece is patience. Ibérico ham inspires the world because it brings together culture, tradition and time in a single experience.



Louisa Schmolke

Artist Profile
Visual artist with a background in architecture. Her work explores time, memory and the relationship between material and emotion, transforming traditional craftsmanship into contemporary visual narratives.

The Journey
Travelling to the place where it all began, to the origin of something unique, is a privilege.

The Dehesa is a woodland shaped by people, where generations of families have preserved the Ibérico breed. Here, in this exceptional corner of the world, Ibérico ham begins its journey: a creation of nature that stirs the emotions.

What I Discovered
I discovered that the ham carver is a guardian of time and tradition. It is more than a craft; it is a dance between skilled hands and the ham.

Ibérico ham is like a sculpture: in the hands of the master, its true essence is revealed. Stepping into a drying house is like entering a master craftsman's workshop. The atmosphere invites silence, while the hams hang like sculptures.

What Inspired Me
Nature is a great source of inspiration for my work and my craft.

To be sustainable in art is to discover the essence of every material that inspires us. This landscape, rich in history and vitality, supports thousands of families who choose to stay, nurturing the Dehesa and ensuring its future.

Omar Allibhoy

Artist Profile
Spanish chef based in the United Kingdom. An ambassador of Mediterranean cuisine and a passionate advocate for products rooted in origin, identity and respect for the land.

The Journey
This is the story of an extraordinary mission, an experience unlike any other.

As I walked through these villages and explored the Dehesa, I felt deeply connected to our shared heritage. Here, among the holm oaks and cork oaks, Ibérico pigs are reared, and the journey of Ibérico ham begins.

What I Discovered
The moment you taste Ibérico ham, an entire universe of flavours unfolds. Umami takes centre stage, that lingering fifth taste that invites you to close your eyes and savour the moment.

Ibérico ham is more than just an ingredient; it is an experience. A product that awakens a sense beyond the five we know and transforms it into emotion.

What Inspired Me
In the forests of the Dehesa, every tree holds the memory of generations. This landscape is a living expression of sustainability and biodiversity.

For me, being sustainable means protecting the local environment and preserving the integrity of its origin. When you take the time to create something truly unique, the small details that really matter begin to emerge. And from the very first taste, you know something extraordinary is about to happen.



[1]



[2]

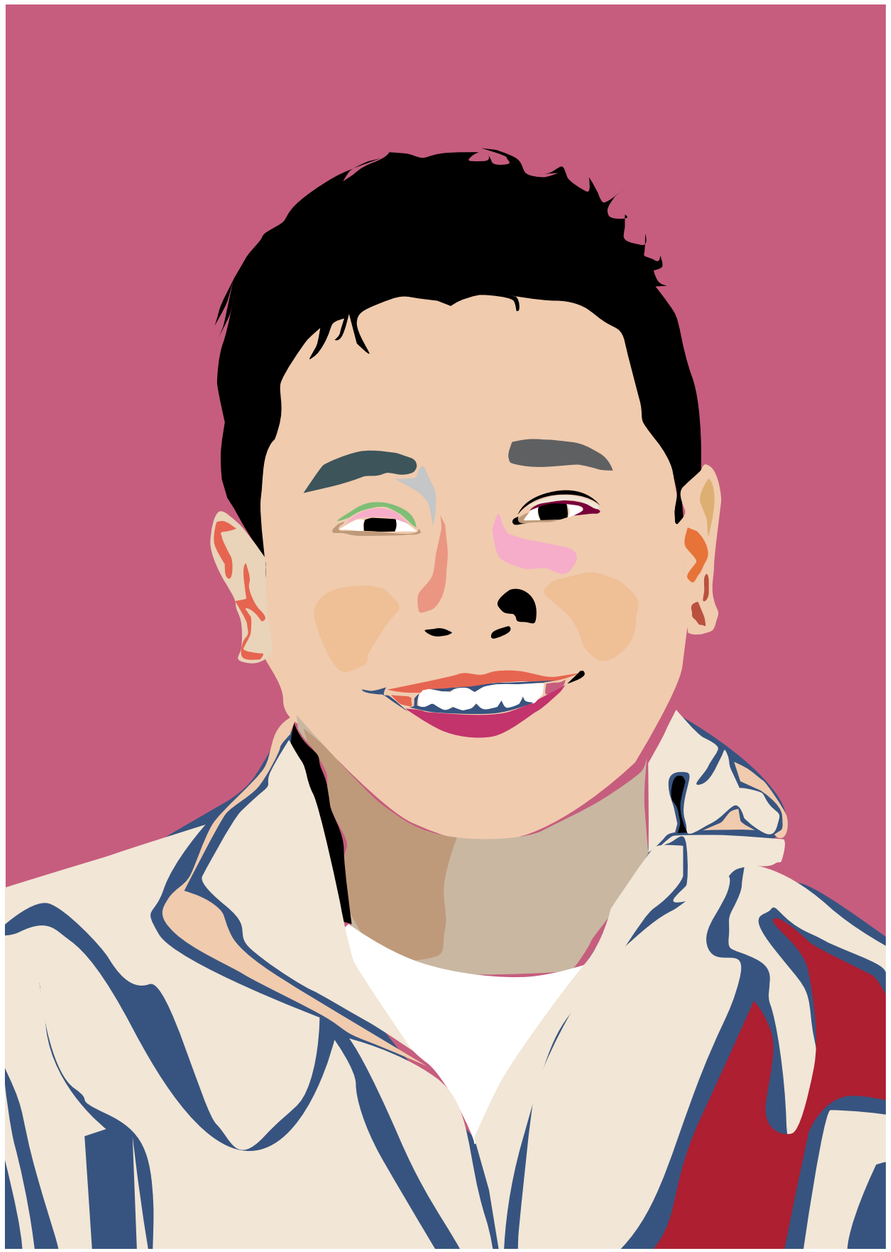


[3]



China Ambassadors

[1] Nina Han [2] Wei Han [3] Marc Shi



Wei Han

Artist Profile
Chef. He explores gastronomy as a creative language, combining technique, sensitivity and cultural storytelling to create experiences that connect flavour, emotion and meaning.

The Journey
This is the story of an extraordinary mission, an experience unlike any other.

Travelling here meant discovering the place where something truly unique in the world begins. A journey that takes you back to the land, to the source, and an opportunity to understand that something remarkable is taking place.

What I Discovered
I discovered that time is what sets the ordinary apart from the extraordinary. Time is what transforms Ibérico ham into a masterpiece.

The moment you step into the drying house, you sense that something exceptional is happening. Four, five, six years... or even longer. Every moment of the curing process is a part of a journey that culminates in a truly unique flavour.

The moment you taste Ibérico ham, an entire universe of flavours unfolds. Umami takes centre stage, that lingering fifth taste that invites you to close your eyes and savour the moment.

What Inspired Me
The embrace of umami that envelops the senses.

When you devote time to creating something special, the subtle nuances that make all the difference begin to emerge. For me, being sustainable means preserving local traditions and keeping authentic flavours alive.



Nina Han

Artist Profile
Film director and photographer. She creates visual narratives through observation, attention to detail and emotion, transforming stories into images that reveal depth, beauty and new ways of seeing.

The Journey
Travelling to the place where it all began, to the origin of something unique, is a privilege.

Sometimes life surprises you with places so unique and full of life. Here, in this exceptional corner of the world, the story of Ibérico ham begins.

What I Discovered
I discovered that Ibérico ham is a masterpiece shaped by time and craftsmanship.

The master ham carver is the guardian of time and tradition. It is more than a craft; it is a silent dialogue between the carver's hands and the ham.

The Dehesa is a woodland shaped by people, where generations of families have preserved the Ibérico breed. A creation of nature that stirs the emotions.

What Inspired Me
A ham is like a sculpture that must be shaped to reveal its true essence.

For my work and my art, nature is a source of inspiration. To be sustainable in art is to find inspiration in the hidden life within every material and transform it into new stories.

Marc Shi

Artist Profile
Painter. Through colour and brushstrokes, he explores culture as a visual language, translating identity, emotion and symbolism into contemporary expression.

The Journey
Here, in this unique ecosystem, something extraordinary is taking place.

Discovering the origin of the Ibérico Sense revealed a world I never knew existed. The Dehesa is breathtaking, an endless sea of ancient oaks. I will always remember the peace and stillness that define this place.

What I Discovered
I discovered that Ibérico ham is a celebration of life. It embodies a way of life rooted in tradition, history, community and the art of sharing.

Describing its flavour is a challenge. Sweet yet deeply savoury, with the lingering richness of umami, it unfolds across the palate. It is far more than a flavour; it's about savouring every moment to the fullest.

What Inspired Me
A landscape like this inspires admiration. It inspires beauty, but above all, it inspires responsibility.

Everything here reflects a commitment to making thoughtful use of natural resources and safeguarding the future. Respect for the landscape, for people, for ideas and for animals must always come first. Because every masterpiece begins with patience.





[1]



[2]



[3]

Japan Ambassadors

[1] Takashi Yoshida [2] Kunihiko Nohara [3] Ayako Suwa

Takashi Yoshida

Artist Profile
Japanese chef. His cuisine is guided by precision, deep respect for ingredients and the significance of every gesture. He sees gastronomy as a balance between technique, emotion and ritual.

The Journey
This is the story of an extraordinary mission, an experience unlike any other.

To discover the place where something truly unique in the world begins is deeply moving. In the heart of nature, I found the Dehesa: a remarkable landscape spanning 3.5 million hectares, an extraordinary ecosystem shaped by human hands. Here, among the holm oaks and cork oaks, Ibérico pigs are reared. It's a place that not only inspires but also helps you understand the magic behind Ibérico ham.

What I Discovered
Carving ham is more than a technique or a skill. It's an art.

Ibérico ham awakens a sense beyond the five we know. A sense that transcends flavour and becomes pure emotion. The art of carving is its ritual, and every slice must be perfectly even, cut to the ideal thickness and length. Just six centimetres transformed into art, capable of transporting you into a world of pure sensory pleasure.

A lingering embrace of umami that envelops the senses. The moment you taste Ibérico ham, an entire universe of flavours unfolds. Umami takes centre stage, that lingering fifth taste that invites you to close your eyes and savour the moment.

What Inspired Me
As in Japanese cuisine, where the way a fish is cut is essential to bringing out its finest qualities, carving defines the experience.

It is more than flavour. It is a beautiful way of understanding life.

Respect for nature, for people and for animals is of the utmost importance in life.



Kunihiko Nohara

Artist Profile
Japanese sculptor. He explores material, time and transformation as an artistic language, with an approach deeply rooted in traditional craftsmanship and the value of creating with patience.

The Journey
Travelling to the place where it all began, to the origin of something unique, is a privilege.

Sometimes life surprises you with places so unique and full of life. The Dehesa is one of nature's great wonders, where generations of families have devoted themselves to preserving this unique sanctuary, the birthplace of the Ibérico breed. Here, in this extraordinary corner of the world, Ibérico ham begins its journey—a product shaped by the land and by human dedication, inviting you to discover the Ibérico Sense.

What I Discovered
Ibérico ham is a masterpiece shaped by time and craftsmanship.

The master ham carver is the guardian of time and tradition. It is more than a craft; it is a silent dialogue between the carver's hands and the ham. With the precision of a sculptor, the master perceives what the eye cannot: whether the texture is just right, whether the aromas have fully developed, whether time has completed its work.

Creating a masterpiece like Ibérico ham cannot be rushed. Stepping into a drying house is like entering a craftsman's workshop. The impact is immediate. The silence is almost tangible as rows of hams hang like sculptures. There is something in the air that explains why their flavour is so exceptional.

What Inspired Me
Nothing truly worthwhile is achieved in haste. The finest things are cultivated over time. Part of what makes a product exceptional is its connection to the natural world.

To be sustainable in art is to recognise the hidden life within every material and give it a new story while remaining true to its essence.





Ayako Suwa

Artist Profile
Japanese food artist. She explores the relationship between food, culture and emotion, creating experiences that bring together tradition and contemporary creativity, transforming every meal into an artistic expression.

The Journey
Here, in this unique ecosystem, something extraordinary is taking place.

Discovering the origin of the Ibérico Sense revealed a world I never knew existed. Then, suddenly, I found myself standing before the Dehesa: an endless sea of ancient oaks in an ecosystem unlike any other. Wow! It is breathtaking. A woodland shaped by people, steeped in history and beauty, preserved by generations of livestock farmers.

What I Discovered
Ibérico ham is a celebration of life.

It embodies a way of life rooted in tradition, history, community and the art of sharing. It is far more than just a flavour. It's about savouring every moment to the fullest.

I love seeing how tradition and modern life blend together in the streets, the bars and in the people themselves.

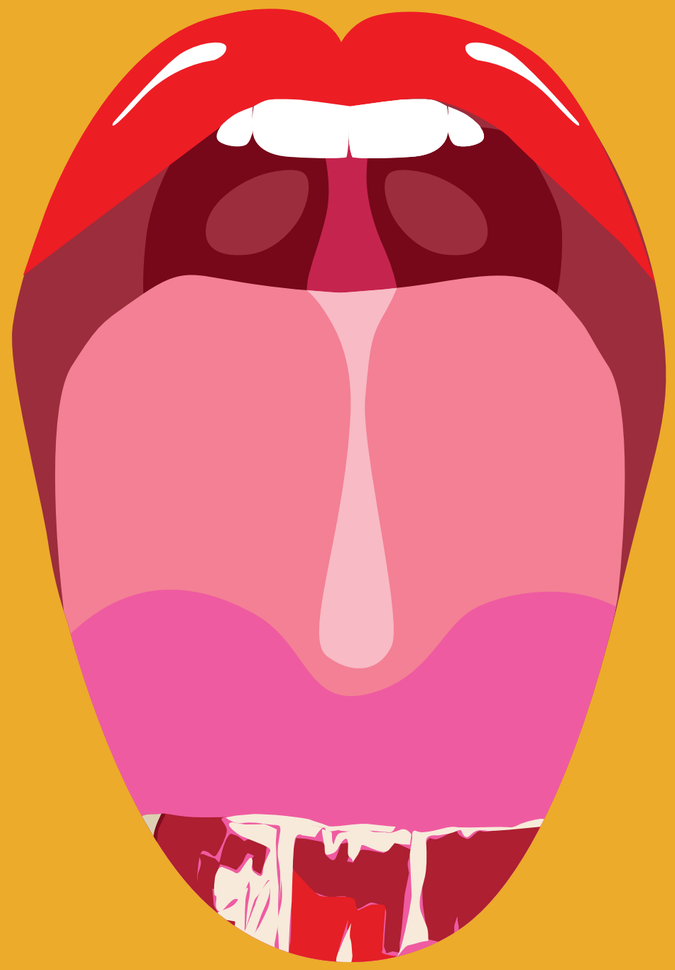
Describing the flavour of Ibérico ham is a challenge, as it is a complex experience rich in subtle nuances. It's sweet yet deeply savoury, with the intense richness of umami, it unfolds across the palate.

What Inspired Me
A landscape like this inspires admiration. It inspires beauty, but above all, it inspires responsibility.

The Ibérico spirit can be felt among the oaks, in the quiet rhythm of a landscape that is carefully nurtured. It is a place with deep roots, where protection and regeneration go hand in hand. It is a commitment to the future, making thoughtful use of natural resources while preserving the balance between what has been, what is and what is still to come.

In my own work, my creations express not only originality and beauty but also a sense of the future. When you watch a ham carver, you cannot help but fall silent, captivated by their skill and the respect shown to every piece.

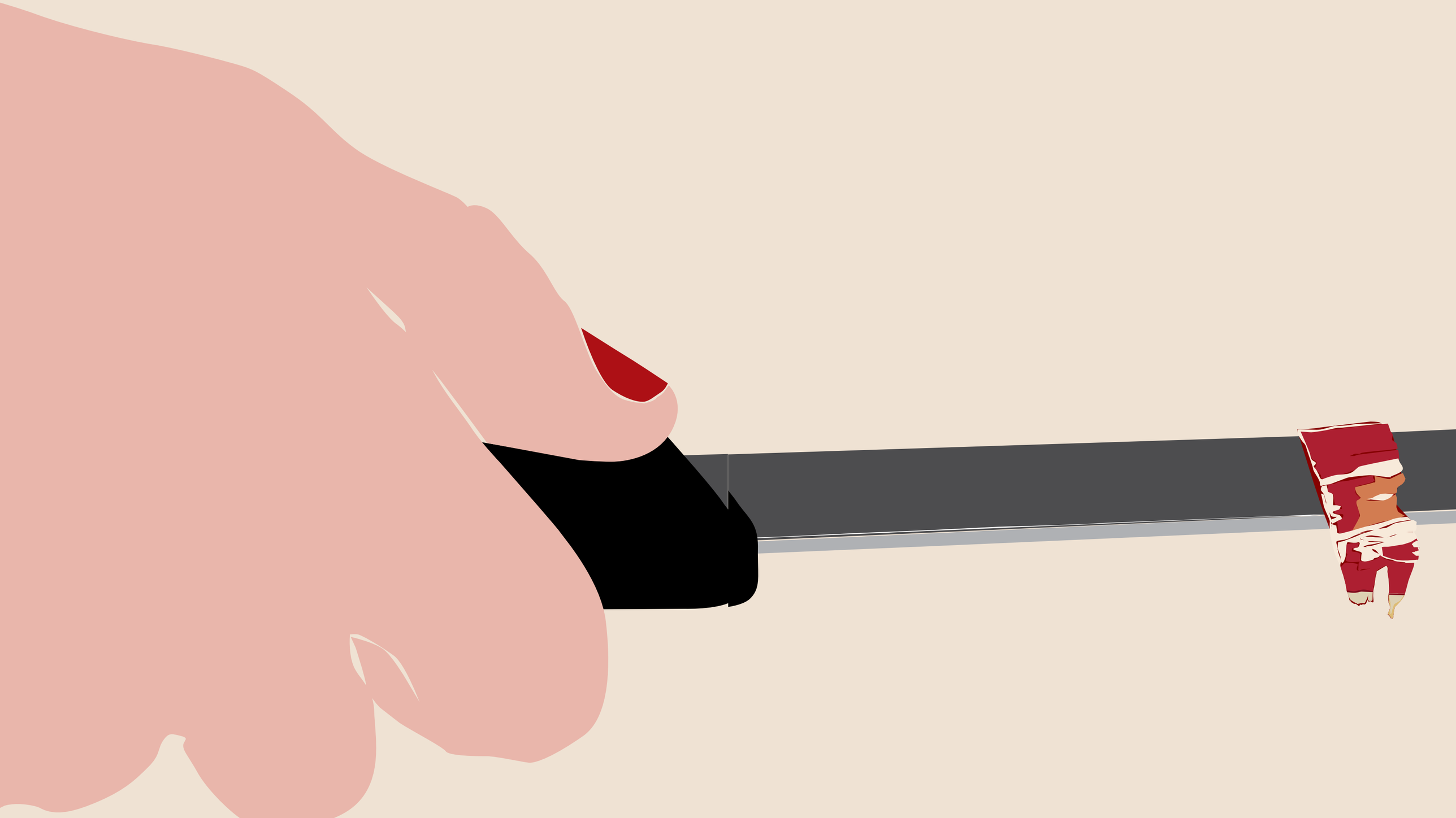
umami





7

IBÉRICO HAM
IN DIALOGUE WITH THE WORLD





Ibérico Ham in Dialogue with the World

Ibérico ham begins in a specific place, yet it does not belong to just one.

Its origins are unmistakeably European—rooted in the Dehesa, in the slow passage of time, and in craftsmanship passed down from one generation to the next—but its language is universal.

It speaks of respect for the finest ingredients.

Of patience as a virtue.

Of the balance between nature and culture.

Every slice carries the legacy of an ancient tradition, yet it also evokes an immediate emotional response that transcends borders without the need for translation. Ibérico ham does not impose itself; it invites dialogue. It does not need to be explained; it is simply experienced. That is why it resonates with such diverse cuisines, sensibilities and ways of understanding the world.



How Different Cultures Interpret Ibérico

When Ibérico ham travels, it never loses its identity. It enriches it.

Across Europe, it is recognised as a symbol of a shared heritage: a way of celebrating, gathering around the table and enjoying time without haste. It embodies memory, landscape and a living cultural tradition.

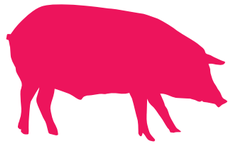
In Asia, it is appreciated through respect for gesture, ritual and technical perfection. It is observed, contemplated and understood. Carving becomes a discipline; flavour as balance; time as the silent master. Ibérico ham is embraced as an expression of harmony.

In other culinary traditions around the world, it becomes a source of inspiration. It is reinterpreted without losing its essence, brought into dialogue with local ingredients, adapted to new culinary languages and proving that tradition is not static, but a solid foundation on which to create.

In this way, Ibérico ham becomes a meeting point between cultures, perspectives and different ways of experiencing and understanding gastronomy. A product that remains true to its origin while finding, in every culture, a new way to tell its story.










RECIPES:
DIFFERENT CULTURES,
ONE ORIGIN



Different Cultures, One Origin

Ibérico ham begins in a very specific corner of the world.

Among holm oaks.
Across the changing seasons.
Among generations who understood that some things can only be done well when they are done slowly.

But its journey does not end there.

Because the moment it leaves the Dehesa, a new story begins.

The story of a product that crosses borders without ever losing its identity.

The story of an ingredient that blends with other cultures, other techniques and other ways of understanding food.

From the flavours of the Mediterranean to the cuisines of Asia. From the most traditional recipes to the most contemporary interpretations.

Ibérico ham never changes what it is.

But it inspires new ways of enjoying it.

Every dish in this chapter offers a different perspective on the same origin.

A demonstration that excellence knows no borders.

And that the Ibérico Sense can speak many languages without ever losing its voice.





Spain
Where It All Begins

Some flavours are simply meant to be shared.

Spanish cuisine celebrates food as a way of bringing people together and an expression of emotion. Here, Ibérico ham shares the spotlight with ingredients that form part of our collective heritage, reminding us that no matter how far we travel, our origins are always what draw us home.

Ambassador Chef

Mario Sandoval

Recipe

Diced Ibérico Ham with Guacamole and Foie Gras

A combination of textures and flavours that brings together the richness of Ibérico ham and foie gras with the freshness of avocado, creating an elegant, intense and deeply nuanced bite.

United Kingdom
Tradition and Creativity

Contemporary British cuisine has learned to embrace influences from around the world without losing its own identity.

In this balance between tradition and innovation, Ibérico ham demonstrates a natural affinity with a cuisine that continues to redefine the way we experience food.

Ambassador Chef

Omar Allibhoy

Recipe

Melon Carpaccio with Ibérico Ham

Sweet, ripe melon meets the savoury richness of Ibérico ham, while subtle notes of sherry weave the flavours together in a dish that is fresh, refined and full of character.



France
Elegance and Exceptional Ingredients

French cuisine has elevated respect for exceptional ingredients into an art form.

Precision, technique and culinary sensibility find in Ibérico ham a perfect partner, bringing depth, character and emotion to every creation.

Ambassador Chef

Amandine Chaignot

Recipe

Lobster, Jerusalem Artichoke and Ibérico Ham Minestrone

A meeting of land and sea, where lobster, seasonal vegetables and, above all, Ibérico ham come together to create a refined, delicate and beautifully balanced dish.





Germany
Precision and Balance

The pursuit of perfection can also be expressed through flavour.

When different culinary traditions come together, Ibérico ham demonstrates its ability to adapt and blend seamlessly while remaining true to the essence that makes it unique.

Ambassador Chef

Christian Sturm-Willms

Recipe

Ibérico Ham Inside Out

Ibérico ham envelops a delicate roll of rice, fish and cucumber, revealing how its distinctive character inspires new culinary interpretations while preserving its unique essence.

Mexico
Intensity and Contrast

Mexican cuisine celebrates life through the colour, aroma and character of its ingredients.

At this meeting of cultures, Ibérico ham becomes a bridge between traditions: embracing new nuances, blending naturally with other flavours and proving that culinary emotion can take countless forms.

Ambassador Chef

Carlos Gaytán

Recipe

Pitta Bread with Pistachio Pesto, Quince, Chilli Oil and Ibérico Ham

A vibrant combination in which the umami richness of Ibérico ham meets the sweetness of quince, the nuttiness of pistachio and the spicy kick of chilli.





China
Harmony and Depth

Chinese cuisine understands balance as an expression of beauty.

Textures, aromas and flavours coexist in harmony to create dishes in which every ingredient has a purpose. It is a philosophy that finds a natural partner in Ibérico ham.

Ambassador Chef

Wei Han

Recipe

Spring Rice with Ibérico Ham

The depth and elegance of Ibérico ham blend with the delicate flavours of broad beans, bamboo shoots and morel mushrooms, evoking the taste of spring in every spoonful.

Japan
The Art of Simplicity

Japanese cuisine finds excellence in the smallest details.

In respect for the ingredient.
In the precision of every movement.
In the simplicity that allows each flavour to shine.

Values that naturally resonate with the world of Ibérico ham
and with everything that only time can perfect.

Ambassador Chef

Yoshida Takashi

Recipe

Dashi Chazuke with Ibérico Ham

A dish that transforms simplicity into beauty, combining
the aromatic richness of Ibérico ham with the delicate depth
of dashi and the clarity of its essential ingredients.



Seven cuisines. Seven ways of expressing the same emotion.

Because Ibérico ham may travel the world, but its story always begins in the same place.

In the Dehesa.

At the origin.

EPILOGUE:
WHAT REMAINS WHEN THE JOURNEY ENDS

What Remains When the Journey Ends

Some journeys are measured in miles.

Others are measured by how deeply they change you.

This journey ends here, in these pages. But the story of its origin does not. It endures. In the Dehesa and in its silence. In the shade of the oaks. In the steady passage of time that cannot be rushed. In a precise gesture. In a long wait. In the patience that transforms the ordinary into the extraordinary.

That is what remains when the journey comes to an end:
A real place, a living culture and a craft that cannot be improvised.

Ibérico ham has travelled the world because it has something to say: that excellence is born not from excess, but from balance. That tradition is not about standing still, but about caring for what has been handed down. That the future is built not only through innovation, but also through deep roots.

To protect the origin is to protect a way of living.

It means caring for a landscape alive with biodiversity.

It means supporting the people who live there and keep it alive.

It means respecting a natural rhythm in which time is an ingredient, not an obstacle.

When a slice reaches the plate, it never arrives alone. It arrives carrying everything that made it possible: the landscape, the people, the craftsmanship and the patience. And, in that fleeting moment, something happens that needs no explanation.

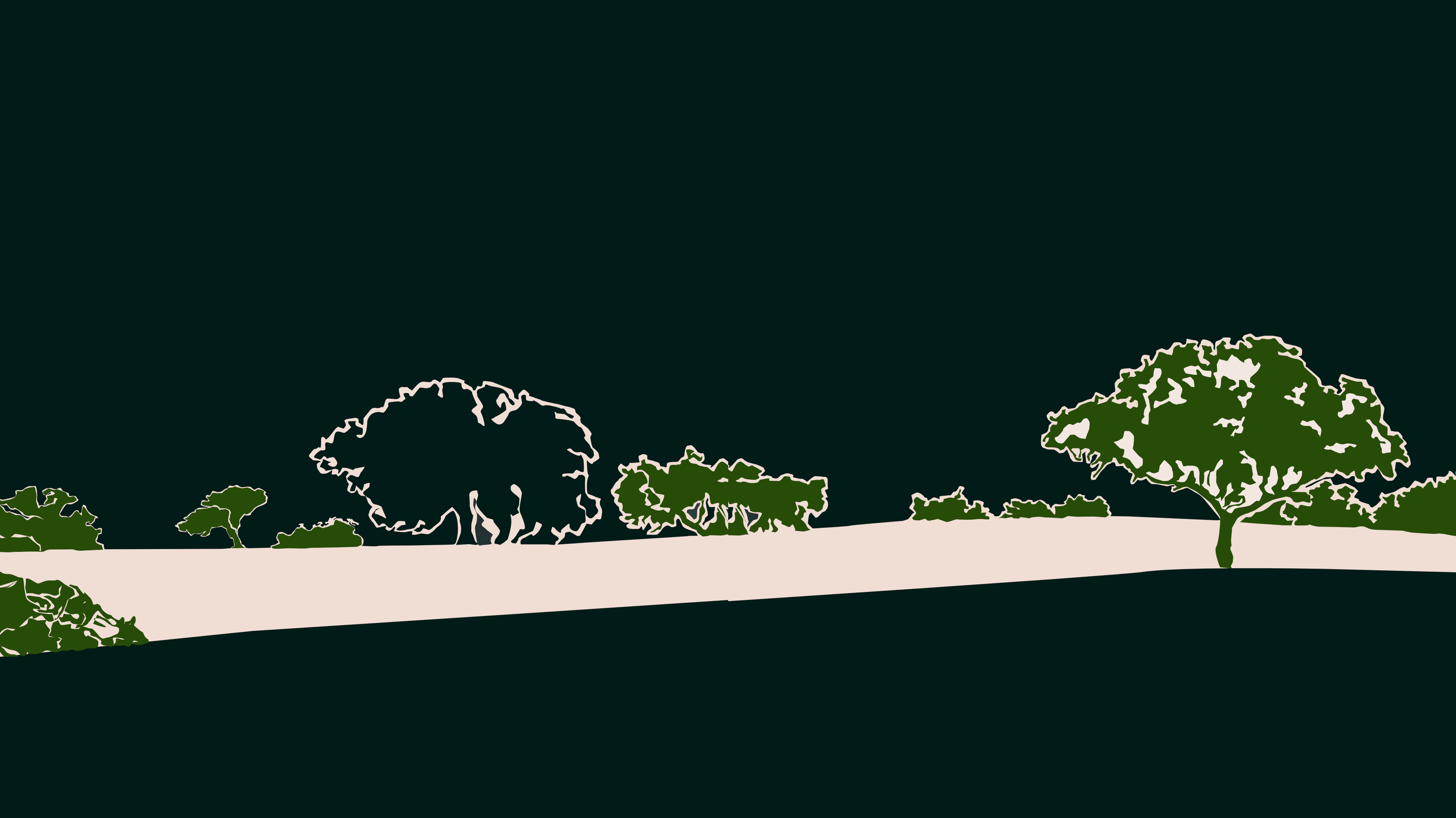
Because the Ibérico Sense does not end when you close this book.

It awakens.

And once awakened, it stays with you forever.









Jacobo Gavira was born in Madrid in 1970. The son of a painter and an interior designer, he began painting at a very young age and soon devoted himself professionally to painting and design, particularly within the fields of culture and gastronomy.

He has held solo exhibitions in Spain at La Casa Encendida (2004), Sala Cruce (2007), Galería La Caja Negra (2016), Galería Espacio Valverde (2020) and Galería Mados (2023 and 2026), among many others. Internationally, his work has been exhibited at the Pinacoteca Civica in Como, Italy (2005), the Ayala Museum in Makati City, the Philippines (2010), and Ibérica Food & Culture in London (2009). He has also taken part in art fairs including ARCO and ESTAMPA. In 2024, together with his colleagues at Teatro del Barrio, he received Spain's National Theatre Award. He is a member of the Andalusian Academy of Gastronomy.

THE GREAT BOOK OF THE IBÉRICO SENSE

Published by
ASICI – Interprofessional Association of the Ibérico Pig

Programme
European information and promotion programme for agricultural products co-financed by the European Union.
Project: 101138880 – UK_AWAKEIBERICOSENSE – AGRIP-SIMPLE-2023

Texts and photography
Tactics Europe

Design and layout
Santiago Carballal

Illustrations
Jacobo Gavira

Printing
Agencia Gráfica

ISBN: 978-84-09-90351-1
Legal Deposit: C 1705-2026
First edition 2026

© ASICI – Interprofessional Association of the Ibérico Pig, 2026.
All rights reserved. No part of this publication may be reproduced, distributed, publicly communicated or transformed, in whole or in part, by any means or process, without the prior written authorisation of ASICI, except in those cases expressly provided for under applicable legislation.

European Union funding
Funded by the European Union. The views and opinions expressed in this publication are those of the authors only and do not necessarily reflect those of the European Union or the Spanish Ministry of Agriculture, Fisheries and Food. Neither the European Union nor the granting authority can be held responsible for them.



This publication,
The Great Book of the Ibérico Sense,
was printed in October 2026, at the time of year when
cork oaks and holm oaks ripen their acorns
in the Dehesa.

