

# PIMENTÓN DE LA VERA

## GUALTAMINOS COOPERATIVE

*Extremadura, Spain*



### SENSORY PROFILE

Gualtaminos Cooperative members cultivate 32 hectares to produce 96 tons of pepper to be used for paprika, all from within the Villaneuva de la Vera area of Extremadura. The pimentón or paprika is obtained by grinding different pepper varieties brought back by Spanish monks to their La Vera monasteries from Peru in the 16th century. Each pepper is selected to contribute a specific taste profile to the pimentón. The peppers are dried by smoking with holm oak wood. The smoking and traditional drying process creates a long-lasting light smoky taste, distinctive aroma and strong color. Three varieties are available:

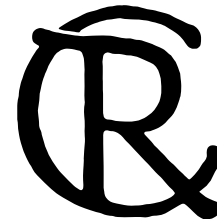
DULCE (Sweet): A smooth flavor

AGRIDULCE (Bittersweet): Slightly sharp on the palate

PICANTE (Hot): Decidedly hot on the palate

### TRADITION

The individuality of Pimentón de la Vera is owed to the traditional drying system in drying houses, made of sun-dried earth or rocks, that sit in the fields. Vertical currents of smoke from holm-oak or oak waft through the houses. The ground floor is designed to hold the wood-burning stoves which are monitored and tended to produce smoke not flame. The floor above is designed to hold the peppers, stacked on laticework so that the smoke from the combustion penetrates through the wood laticing and dries the pepper through vertical currents of smoke. The slow smoking process lasts 12 to 15 days, guaranteeing a 15% maximum moisture content when the drying process has finished. The smoke permeates the product creating a long-lasting light smoky taste, distinctive aroma and strong color.



**ROGERS  
COLLECTION**

RETAIL SIZE 75 g  
CASE 96 tins (able to break case)

AGRIDULCE (BITTERSWEET)  
ITEM NO GU100  
UPC 8425449001180

PICANTE (HOT)  
ITEM NO GU200  
UPC 8425449001197

DULCE (SWEET)  
ITEM NO GU300  
UPC 8425449001203

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