

# HERATI *Saffron*

CATALOGUE 2024

**PREMIUM HERATI SAFFRON COMPANY**

Pioneer Exporter of Finest Afghan Saffron





**HERATI**  
*Saffron*

.AUTHENTIC. ETHICAL. VIBRANT

**EST. 2003**





# SAFFRON

WORLD'S MOST EXPENSIVE SPICE



## **Afghanistan's Golden Treasure**

Saffron, the coveted spice derived from the delicate threads of the *Crocus sativus* flower, is a treasure in the culinary world. With its vibrant red hue and distinct flavor, saffron adds a touch of luxury to dishes from around the globe. Originating in the Afghanistan region, saffron has been valued for centuries for its unique taste and medicinal properties. Its aromatic, slightly bitter notes infuse dishes with a warmth and richness that is unmatched.

Known for being the world's most expensive spice, saffron is harvested by hand, requiring great care and precision. Each crocus flower produces only a few threads, making it a labor-intensive process. However, the complex and time-consuming cultivation is worth it for the unparalleled sensory experience that saffron provides.

The western regions of Afghanistan, particularly the province of Herat, have emerged as key players in saffron production and export. Herat Province has achieved remarkable success in this field, accounting for around 90% of saffron production in Afghanistan. Notably, the Ghoryan region within Herat province—where our most own farm lands, growing saffron on about 90 hectares—have gained recognition for their high-quality saffron.







HERAT

## **Herati Saffron; A Legacy of Excellence**Established 2003

Embarking on a journey of passion and tradition, Herati Saffron has been at the forefront of saffron farming and cultivation for nearly two decades.

Driven by a family legacy steeped in agricultural expertise, the founders have nurtured a company that stands as a living testament to generations of farming wisdom.

Our commitment to the land and its treasures has yielded the world's finest saffron, cherished by connoisseurs and culinary experts globally.

### **Expanding Horizons (2008 - Present)**

With an unwavering commitment to quality, authenticity, and sustainability, we've taken our exceptional saffron from the heart of Afghanistan to the world stage.

Cultivated on un-touched fertile lands, our saffron is hand-harvested with care, representing one of Afghanistan's most significant agribusiness ventures.

Beyond saffron, we're proud cultivators of pistachio, asafetida, and cumin, enriching the agricultural tapestry of our beloved region.

### **Our Commitment to Excellence**

Spanning multiple decades, our pursuit of excellence ensures that every strand of saffron epitomizes our meticulous craftsmanship.

Sharing our expertise through consultancy services, we empower fellow farmers while supplying top-quality agricultural products.







## **Traceability at Herati Saffron**

At Herati Saffron, we believe in complete transparency. Our traceability system tracks every strand of saffron from the moment it's harvested to the time it reaches your kitchen. This meticulous process ensures that you can enjoy our saffron with full confidence in its origin and quality.

### **Advanced Tracking for Quality Assurance**

We employ advanced tracking methods to monitor our saffron through each stage of production. By maintaining detailed records, we provide a clear and traceable lineage for our products, which includes:

- **Harvest Records:** Documenting the date, location, and conditions of our saffron harvest.
- **Processing Logs:** Recording each step of the cleaning, drying, and sorting processes.
- **Lab Test Documentation:** Linking lab test results to specific batches, confirming their purity and potency.
- **Packaging Details:** Ensuring that the packaging process preserves the saffron's quality and includes all necessary information for traceability.

### **Empowering Customers with Knowledge**

We empower you with the knowledge of your saffron's journey. Each package of Herati Saffron comes with a unique code that you can use to access its complete history, from the fields of Herat to your home.

### **Commitment to Accountability**

Our commitment to traceability is a cornerstone of our quality promise. It reflects our dedication to accountability and our respect for the customers who choose Herati Saffron for its unmatched quality and flavor.



A close-up photograph of a person's hands holding a large, dense bunch of saffron flowers. The flowers are a vibrant purple color with yellow stamens. The roots and soil are visible at the bottom of the bunch. The person is wearing a dark blue jacket with a red lining. The background is a blurred outdoor setting with green grass and a blue sky.

# HERATI ORGANIC SAFFRON

## The First Organic Saffron

In the beautiful fields of Herat, Afghanistan, Herati Saffron is a special kind of saffron maker. We're proud to be the first in Afghanistan to grow saffron the organic way. This means we don't use any chemicals or unnatural stuff. Instead, we grow our saffron just like our ancestors did, using the goodness of nature.

Our saffron plants soak up all the good things from the soil and sun, making the flavor and color really strong. This is great for cooking and for your health too. We make sure that our saffron is full of the good stuff that makes saffron so loved by everyone.

By choosing to farm without harmful chemicals, we're taking care of the earth and giving you saffron that's safe and natural. When you use Herati Saffron in your food, you're getting a taste of pure nature.

Come and try Herati Saffron. It's not just good for your dishes; it's good for the planet too. Enjoy the rich taste and color that only comes from real organic farming.







**Herati Saffron is a special**



**PRODUCTS**  
**RETAIL**

Finest Qualities of Afghan Saffron



## Glory (Grade A++)

The Glory Pack is a practical choice for saffron fans. Its durable design ensures safe transport, while the small size is great for saving space. Available in 2g, 3g, and 5g strands, it's suitable for daily use and special events, adding the luxurious taste of premium saffron to your meals.

Net weight **2g**

**GLY-ESN-2G**

Net weight **3g**

**GLY-ESN-3G**

Net weight **5g**

**GLY-ESN-5G**



## Craft (Grade A+)

Contents: Saffron Strands in 1g, 2g, and 4.6g options. Handmade saffron packs made for purity and taste. The Craft Pack is perfect for those who love cooking and want a traditional element in their spices, offering just enough for a genuine flavor experience.

Net weight **1g**

**GRF-SN-1G**

Net weight **2g**

**GRF-SN-2G**

Net weight **4.6g**

**GRF-SN-4.6G**





## Lumina (Grade A++):

Contents: Saffron Strands in 2g and 3g options.

Stored in a stylish glass jar, the Lumina Pack is more than just saffron; it's a symbol of style for your kitchen, keeping the spice's lively scent and power for an unmatched cooking experience

Net weight **2g**

**LUM-ESN-2G**

Net weight **3g**

**LUM-ESN-3G**



## MiniGold (Grade A+):

Contents: Saffron Strands in 0.25g and 0.5g sizes. The MiniGold Pack is perfect for travelers and those exploring saffron's taste. Its small size is convenient for carrying, and it's an excellent start to the world of saffron for newcomers.

Net weight **0.5 g**

**MNI-SN-0.5 G**

Net weight **0.25 g**

**MNI-SN-0.25 G**





## Glory (Grade A++)

The Glory Pack is a practical choice for saffron fans. Its durable design ensures safe transport, while the small size is great for saving space. Available in 2g, 3g, and 5g strands, it's suitable for daily use and special events, adding the luxurious taste of premium saffron to your meals.

Net weight **0.7 g**

**CFT-ESN-0.7 G**





# SAFFRON

WORLD'S MOST EXPENSIVE SPICE





For  
**PROFESSIONAL**  
Wholesale

## Prime Saff Box (Grade A++)

Available in 500g and 250g. The Prime Saff Box's sturdy and elegant design is the favorite of saffron lovers who expect nothing but the best

Net weight **250g**

**PRM-ESN-250G**

Net weight **500g**

**PRM-ESN-500G**



## Craft (Grade A+)

A 500g selection of premium saffron, housed in a carton-Kraft pack to ensure lasting freshness and aroma. The Harvest Box represents the height of luxury and health, perfect for those who enjoy the rich taste and health benefits of high-quality saffron.



Net weight **500g**

**CRF -ESN-500G**





## Glory

Experience the peak of flavor, health, and richness with our 250g-500g premium saffron package. The Glory is securely encased in metal to preserve its freshness and essence

Net weight **250g**

**GLY -SAF-250G**

Net weight **500g**

**GLY -SAF-500G**

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# OTHER PRODUCTS



## Herati Saffron Black Tea

Enjoy Herati Saffron Black Tea for a warm, rich taste and a special saffron flavor.



## Herati Saffron Green Tea

Relax with Herati Saffron Green Tea, a gentle mix of green tea and precious saffron from Herat





## **Pistachios**

Herati Saffron offers Afghanistan's premium wild grown pistachios. Grown organically in our verdant forests, these pistachios are additive-free. From tree to packaging, we preserve their rich taste and healthful qualities. A celebration of Afghanistan's agricultural heritage, they delight discerning taste buds.



## **Cumin Seeds**

Herati Saffron brings you high-quality cumin seeds, renowned for their warm, peppery flavor. Perfect for culinary use, we maintain purity and taste from harvest to packaging, making our cumin seeds essential for global kitchens.



## **Herati Saffron's Asafoetida**

Herati Saffron brings you Afghanistan's premium asafoetida. Extracted from natural resins and processed with age-old traditions, our asafoetida retains its robust flavor and aromatic potency. Celebrating Afghanistan's rich agricultural legacy, it's the perfect enhancement for discerning palates, also valued for its medicinal and preservative benefits.





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## Why Herati Saffron

- Premium Quality : Premium saffron with intense color, flavor, and aroma.
- Ethical and Sustainable Sourcing: Promoting community well-being with sustainable, chemical-free farming.
- Expertise: Years of expertise ensure top-quality harvesting, processing, and packaging.
- Stringent Quality Control: Rigorous checks at every stage to maintain purity, consistency, and integrity.
- Customer Satisfaction: Committed customer service for a satisfying experience.
- Global Reach: Fast global delivery of our finest saffron.
- Wholesale & Retail: Tailored supply solutions for wholesalers and retailers, ensuring your needs are met.
- Organic Commitment: Cultivating saffron through ethical and sustainable practices, promoting health and purity.
- +20 Years of Excellence: Heritage of excellence and commitment, delivering authentic premium saffron.



## **TO ORDER**

Connect with us via phone or email for personalized assistance.  
Our dedicated sales team across various regions is eager to facilitate your purchase.

Afghanistan  
Head office, Herat: Farman Shakiba  
sales@heratisaffron.com  
+93 700 40 23 40  
Kabul  
Regional offices

## **Country offices**

-  **INDIA:** Punneet Gupta | +919818544122 | Phase II, Noida, UP201305, India
-  **INDONESIA:** PT Herat Saffron Indonesia, JL Tanah Abang | No. 12 EE RT.011 RW. 008, Petojo Selantan Gambir, Jakarta Selatan DKL Jakarta
-  **VIETNAM:** Mr. Hong - Aruna Offices, Level 8, Licogi 13 tower, 164 Khuat Duy Tien, Thanh Xuan, Ha Noi, Vietnam
-  **U.A.E:** Al-Ras, Dubai, U.A.E
-  **TÜRKIYE:** HERATİ İÇ VE DIŞ TİC. LTD. ŞTİ., No. 340 Akros İstanbul, Cumhuriyet Mah., Beylikduzu / İstanbul
-  **CANADA:** Herat Import & Export LLC, 11 Thorncliffe Park Dr., Unit 51, East York ON, M4H 1H2, Canada
-  **UNITED STATES:** HERAT SAFFRON LLC, 7725 Marthas Ln Falls Church VA 22043 US



## From Farm to Table

### ZAINAB AYOUBI: THE HEART OF SAFFRON PROCESSING

Meet Zainab Ayoubi, a dedicated mother of three and a seasoned expert at Herati Saffron. With seven years under her belt, Zainab's hands have touched every stage of our saffron's journey.

Specializing in the delicate art of saffron processing and drying, Zainab embodies the meticulous care that goes into preparing our saffron for your table.

In a world where opportunities for women can be scarce, Zainab finds pride and purpose in her work. Herati Saffron has not only provided a safe haven but also a means to ease her family's life.

Zainab believes that the saffron industry, with its gentle demands, is uniquely suited to the spirit and nature of women, offering a fulfilling alternative to more physically taxing jobs.



### A Journey of Taste, Aroma, and Tradition with Herati Saffron

Herati saffron is one of the best saffron I have ever seen and the highest quality considering the aroma, color and taste. The color is reminiscent of the sunshine on the saffron field and the aroma is reminiscent of the scent of life in the ancient Haraiva !

Communication with customer service, support and cooperation also work very well. Herati saffron is highly recommended.

Haraiva AB.  
Sweden

## **BISMILLAH AZIMI: FROM STUDENT TO SAFFRON SPECIALIST**

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Bismillah Azimi, a 29-year-old native of Ghoryan district, Herat province, is a testament to dedication and growth. Starting as a part-time worker at just sixteen, Bismillah balanced education and employment, a journey that led him from aiding his family to leading the Herati Saffron Processing Center.

As the manager, Bismillah oversees the transformation of delicate saffron flowers into the world-renowned spice. His thirteen years with the company reflect a commitment to quality and community.

Under Bismillah's watchful eye, saffron flowers undergo meticulous cleaning and stigma removal. The threads are then dried through a specialized process, preserving their distinct flavor and aroma. The final product is a result of careful grading and processing, ensuring consistency and excellence.

Bismillah's story is one of a harmonious workplace where camaraderie and suitability are as integral as the saffron itself.





**Finest Qualities  
of  
Afghan Saffron**





# SAFFRON KINDS

Finest Qualities of Afghan Saffron



## Grade A++ – Extra Super Negin

Stands as the finest saffron of the world long, thick, waveless stigmas, no yellow styles, highly aromatic, labor-intensive, and premium-priced.

Bulk: Package type:

Retail: Package type:

Price list:

Small Order (Up to 2 KG):

Medium Order (2 to 10 KG):

Larger Order :



## Grade A+ – Super Negin

Quality runner-up, robust color, optimal for everyday use, distinct from Extra Super Negin in size and drying process

Bulk .....

Retail .....

Price list:

Small Order (Up to 2 KG):

Medium Order (2 to 10 KG):

Larger Order :







## Grade B – Pushal Saffron

Pushal saffron consists of red stigmas with a short cream-colored base. It's less potent than Extra Super Negin or Super Negin types due to the presence of the style.

- Bulk .....
- Retail .....

Price list:

Small Order (Up to 2 KG):

Medium Order (2 to 10 KG):

Larger Order :



## Ground Saffron

Saffron powder is ground saffron crocus, offering a yellow-orange hue and a distinct flavor to dishes.

- Bulk .....
- Retail .....

Price list:

Small Order (Up to 2 KG):

Medium Order (2 to 10 KG):

Larger Order :





**هراتي**  
زعفران اصیل

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The logo features the word "HERATI" in a bold, red, sans-serif font. To the right of the text is a stylized sunburst icon composed of a central yellow circle with a red dot, surrounded by a cluster of smaller yellow dots. Below the main text, the words "Premium Saffron" are written in a smaller, black, sans-serif font.

# HERATI

Premium Saffron

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Discover More

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