



# HERATI

Premium Afghan Saffron

A Legacy of Excellence



**HERATI**  
*Saffron*

The logo features the word "HERATI" in a bold, red, sans-serif font. Below it, the word "Saffron" is written in a golden-yellow, cursive script. To the right of the "I" in "HERATI" is a golden-yellow sunburst icon with a central dot and radiating lines.



HERATI

# What You'll Find

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# SAFFRON

The Spice of Health and Tradition



## Afghanistan's Golden Treasure

Saffron, derived from the delicate threads of the Crocus flower, is a coveted spice known for its outstanding medicinal properties and significant health benefits. Originating in Afghanistan, it has been valued for centuries for its unique taste and remarkable qualities.

Harvested by hand, each flower produces only a few strands, making it a labor-intensive process. However, the unparalleled sensory experience saffron provides makes it worth the effort.

Herat Province, plays a crucial role in saffron production. accounting for around %90 of Afghanistan's saffron output, within this region, Herati saffron is recognized for its high-quality saffron grown on approximately 90 hectares of family owned and cultivated farmland.

Herati company provides thousands of permanent employment opportunities for women and men in the countryside, where employment opportunities are limited.



HERAT

## Herati Saffron Farmer-Owned



For over 22 years, Herati Saffron has been a pioneer Farmer-Owned Business in responsible saffron production and export. Driven by a family legacy steeped in agricultural expertise, our commitment to quality and sustainability has taken our exceptional saffron from Afghanistan's heart to the global stage.

Cultivated on untouched fertile lands, our hand-harvested saffron represents one of Afghanistan's most significant agribusiness ventures.

Beyond saffron, we proudly cultivate pistachios, asafetida, and cumin, enriching our beloved region's agricultural tapestry.

AUTHENTIC  
ETHICAL  
VIBRANT





## Technology Harnessed & Traceability Guaranteed

With a precision on the traceability of our products to ensure high quality and transparency; we utilize advanced technology, including barcodes, QR codes, and automation, to track each batch.

Every batch is given a unique number, and samples go through laboratory tests. Only those that meet our high standards are stored and processed.

This tracking system lets us monitor each step and trace every lot back to the source, ensuring our customers receive the finest saffron with verified origins and quality.





# HERATI ORGANIC SAFFRON

# The First Organic Saffron

We're proud to be the first in Afghanistan to grow Certified Organic Saffron. 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.





# Production Process



1 Cultivate



2 Harvest



3 Process



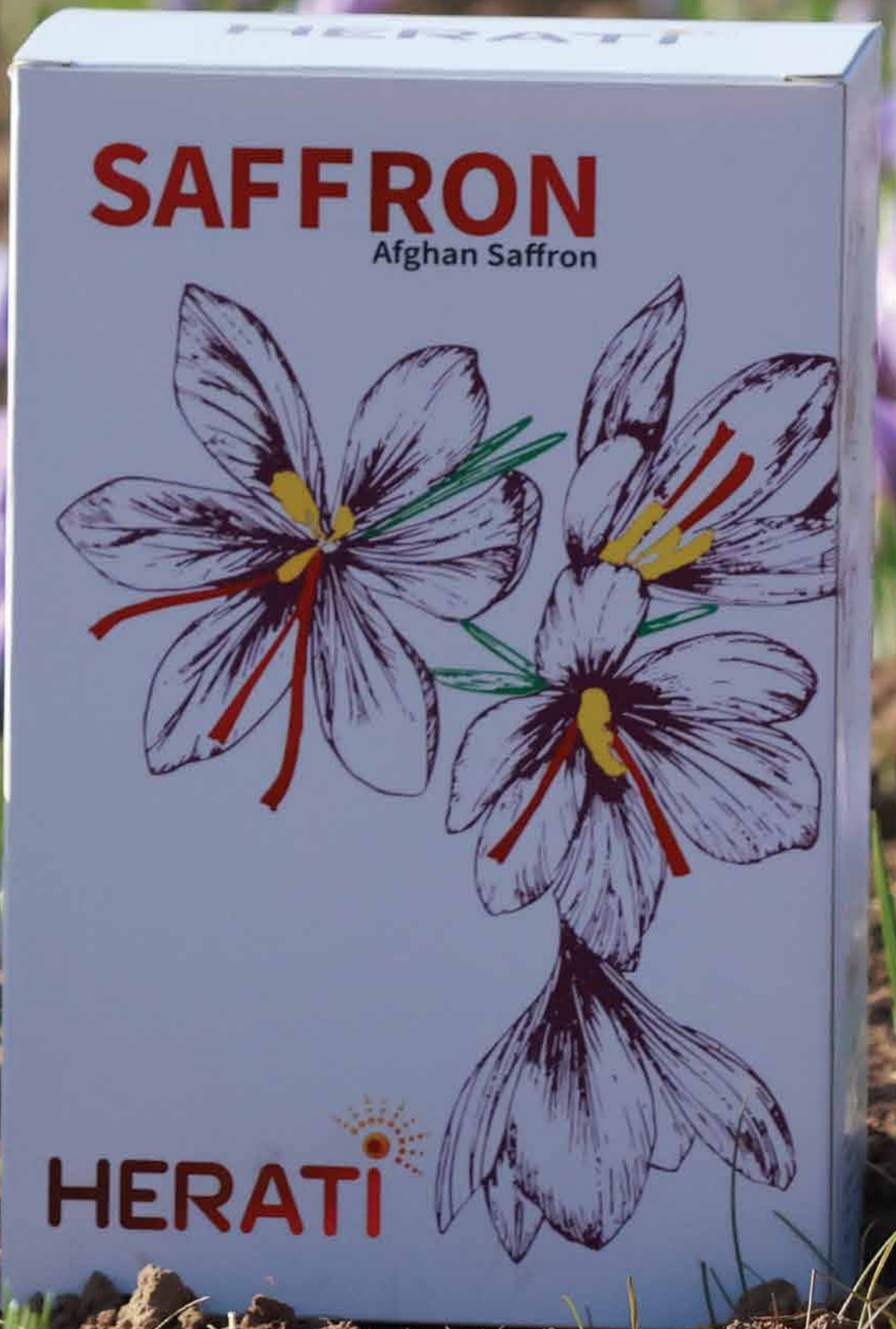
4 Dry and Sort



5 Quality Control and Analysis



6 Deliver







# RETAIL



# Craft

Grade A+

Category I  
(Super Negin)



Handmade saffron packs for purity and taste. The Craft Pack is perfect for cooking enthusiasts who want a traditional spice experience.



115\*37\*74 mm | 58 g Gross

85\*40\*132 mm | 90 g Gross



15\*5\*10.5 mm | 150 g Gross

# Lumina

Grade A++

Category I  
(Extra Super Negin)



A stylish glass jar holds more than saffron—it's a kitchen symbol, preserving its vibrant scent and potency for unmatched cooking.



**2g**

80\*38\*128 mm | 58 g Gross



**3g**

142\*38\*80 mm | 74 g Gross

# Glory

**Grade A++**  
Category I  
(Extra Super Negin)



The Glory Pack offers practical saffron enjoyment. Its compact size suits daily use and special events, adding premium saffron flavor to your meals.



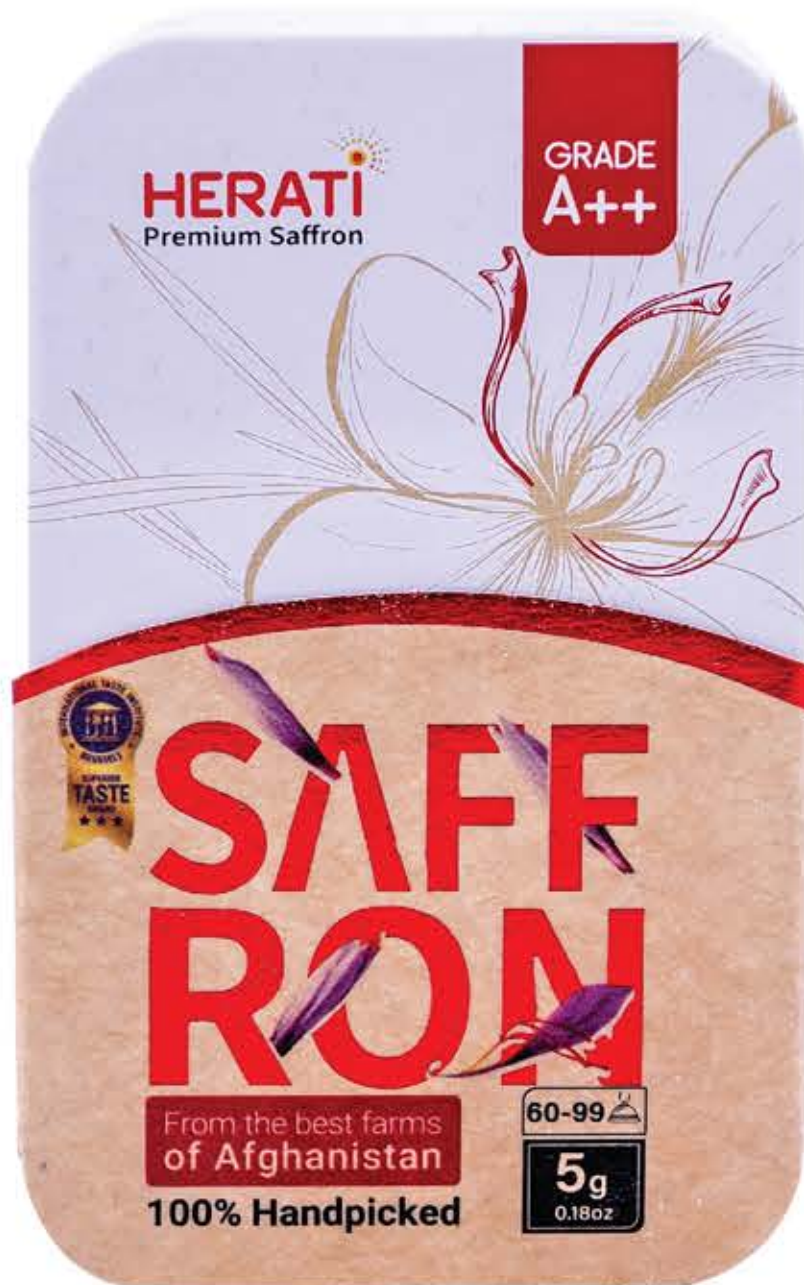
**2g**

23\*41\*67 mm | 22 g Gross



**3g**

25\*49\*78 mm | 29 g Gross



**5g**

30\*57\*90 mm | 40 g Gross

# MiniGold

Grade A+

Category I  
(Super Negin)



More details

Perfect for travelers and those new to saffron, the MiniGold Pack offers a convenient, small-sized introduction to the world of this precious spice.



0.25g

3\*74\*100 mm | 3 g Gross



0.5g

3\*90\*120 mm | 5 g Gross

**Grade A++**  
Category I  
(Extra Super Negin)



More details

## Gift Box

The ultimate thoughtful gift, containing the finest saffron.  
Perfect for food lovers, friends, and family on any occasion.



**3g**

185\*47\*320 mm | 293 g Gross



**7g**

185\*47\*320 mm | 297 g Gross

Grade A+

Category I  
(Super Negin)



More details

## Organic Pack

Enjoy the natural purity of our Organic Saffron. Carefully sourced and packed in eco-friendly materials, it delivers unmatched freshness and quality for a healthier lifestyle.



Organic **0.5g**







# Prime Saff Box

Grade A++

Category I  
(Extra Super Negin)



More details

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



**250g**

230\*95\*230 mm | 644 g Gross



**500g**

260\*120\*160 mm | 633 g Gross

# Craft

Grade A+

Category I  
(Super Negin)



More details

pack, ensuring lasting freshness and aroma. Ideal for saf-  
The Harvest Box offers premium saffron in a carton-Kraft  
fron enthusiasts who appreciate its rich taste and health  
benefits.



**250g**

230\*95\*230 mm | 644 g Gross



**500g**

255\*120\*170 mm | 597 g Gross

# Glory

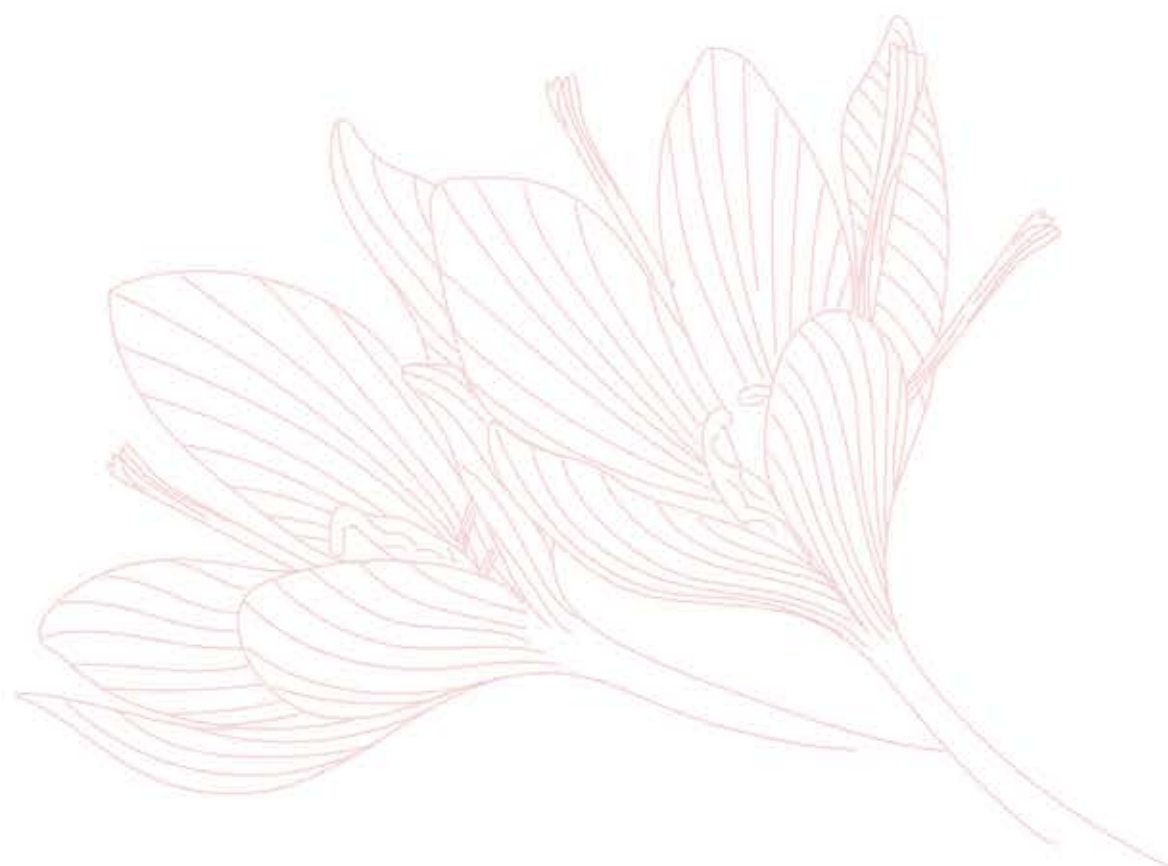
**Grade A++**  
Category I  
(Extra Super Negin)



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



**500g**









# MORE FROM HERATI



# Herati Saffron Black Tea

Coming soon...

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



# Herati Saffron Green Tea

Coming soon...

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



## Pistachios



Herati proudly presents premium wild grown pistachios from Afghanistan.

These additive-free pistachios are organically grown and preserve their rich taste. A celebration of Afghanistan's agricultural heritage!

## Cumin Seeds



Herati brings you superior cumin seeds, renowned for their warm and peppery taste. Perfect for a variety of culinary applications, these pure seeds deliver a burst of flavor to kitchens worldwide.

## Asafoetida



Herati offers premium asafoetida, extracted from natural resins using age-old traditions.

It boasts robust flavor and aromatic potency, making it ideal for discerning palates and valued for its medicinal and preservative properties.

## Dill Seeds

## Coriander Seeds



Herati grows and exports high-quality dill seeds, known for their strong flavor and health benefits. They help with digestion and overall health. Ideal for adding taste to many dishes, our dill seeds are a must have in kitchens everywhere.



Herati offers top-quality coriander seeds, grown in the fertile soils of Afghanistan. We ensure the highest standards for flavor, aroma, and nutritional value. Exported globally, our coriander seeds are perfect for culinary and health uses. Trust Herati Saffron for pure, reliable products every time.

## Fennel Seeds



Herati, also excels in producing and exporting top-quality fennel seeds, delivering excellence and flavor to global markets.



# FAIR TRADE

Supporting Farmers, Women, and the Environment



## Why Herati Saffron

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**Superior quality:** Exceptional and special color, taste and aroma



**Ethical Sourcing:** Sustainable, chemical-free farming for community well-being



**Expertise:** Generations of experience in top-quality harvesting, processing, and packaging



**Stringent Quality Control:** Rigorous checks for purity and consistency



**Customer Satisfaction:** Outstanding service for a satisfying experience



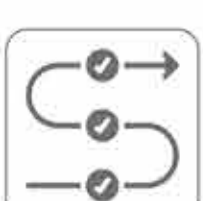
**Global Availability:** Immediate and fast delivery worldwide



**Wholesale and Retail:** Customized product supply solutions



**Organic Commitment:** Cultivated sustainably for health and purity



**20+ Years of Excellence:** Heritage of delivering authentic premium saffron

## **HADEEQAT AL-ZAFARAN., SAUDI ARABIA:**

For nearly seven years, we have been buying from Herati Saffron and have found them to be one of the best companies. Herati Saffron stands out by providing the finest Afghan saffron. During this period, they have consistently supplied all our orders with the highest quality saffron from Afghanistan, maintaining excellent interaction and fulfilling all requests without any issues.

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## **HARAIVA AB., SWEDEN:**

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.

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## **WARFAIR., DENMARK:**

We warmly recommend Herat Saffron! Impressive quality saffron, professional packaging, perfect customer services and fast and reliable delivery.  
Five stars out of five!



# Social Responsibility

With a strong belief in fair trade principles and social responsibility, we are dedicated to improving the lives of Afghan farmers and women. Through the creation of employment opportunities for women and the support of farmers, we contribute to the sustainable development of local communities.



**Fair Trade:** Herati Saffron is committed to fair trade principles, including fair compensation for farmers, respect for workers' rights, and the improvement of working conditions throughout processing.



**Support for Farmers:** We assist Afghan saffron farmers in cultivating and harvesting saffron in the most efficient way to increase their income.



**Empowering Women:** Herati Saffron runs specific programs aimed at empowering women. We offer women job opportunities across various stages of production and packaging.



**Environmental Protection:** Herati Saffron prioritizes environmental conservation by adopting sustainable and eco-friendly farming practices.



## ZAINAB AYOUBI: The Heart of Saffron Processing

Meet Zainab Ayoubi, a seasoned expert at Herati Saffron. With seven years of experience, she specializes in saffron processing and drying. Zainab's meticulous care ensures our saffron is table-ready. For her, this industry provides pride, purpose, and a safe haven, offering an alternative to physically demanding work.



## BISMILLAH AZIMI: From Student to Saffron Specialist

Bismillah Azimi, a 29-year-old from Ghoryan district, Herat province, started as a part-time worker at sixteen. Now, as the manager of the Herati Saffron Processing Center, he oversees the transformation of delicate saffron flowers into the world-renowned spice. His thirteen years with the company reflect dedication to quality and community. Under Bismillah's watchful eye, saffron flowers undergo meticulous cleaning and drying, resulting in a consistent and excellent final product.



## Order

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

Head Office  
sales@heratisaffron.com  
50 66 66 799 93+  
No. 3, International Saffron Center  
Velayat St., Herat, Afghanistan

KABUL  
sales@heratisaffron.com  
40 23 40 700 93+  
Second Macrorian, Kabul  
Afghanistan

## Offices

UNITED STATES: Herati Saffron LLC | usa@heratisaffron.com

TÜRKIYE: Herati İc Ve Dış Tic. Ltd. Şti. | turkiye@heratisaffron.com

DUBAI: Herati Saffron Foodstuff LLC | uae@heratisaffron.com

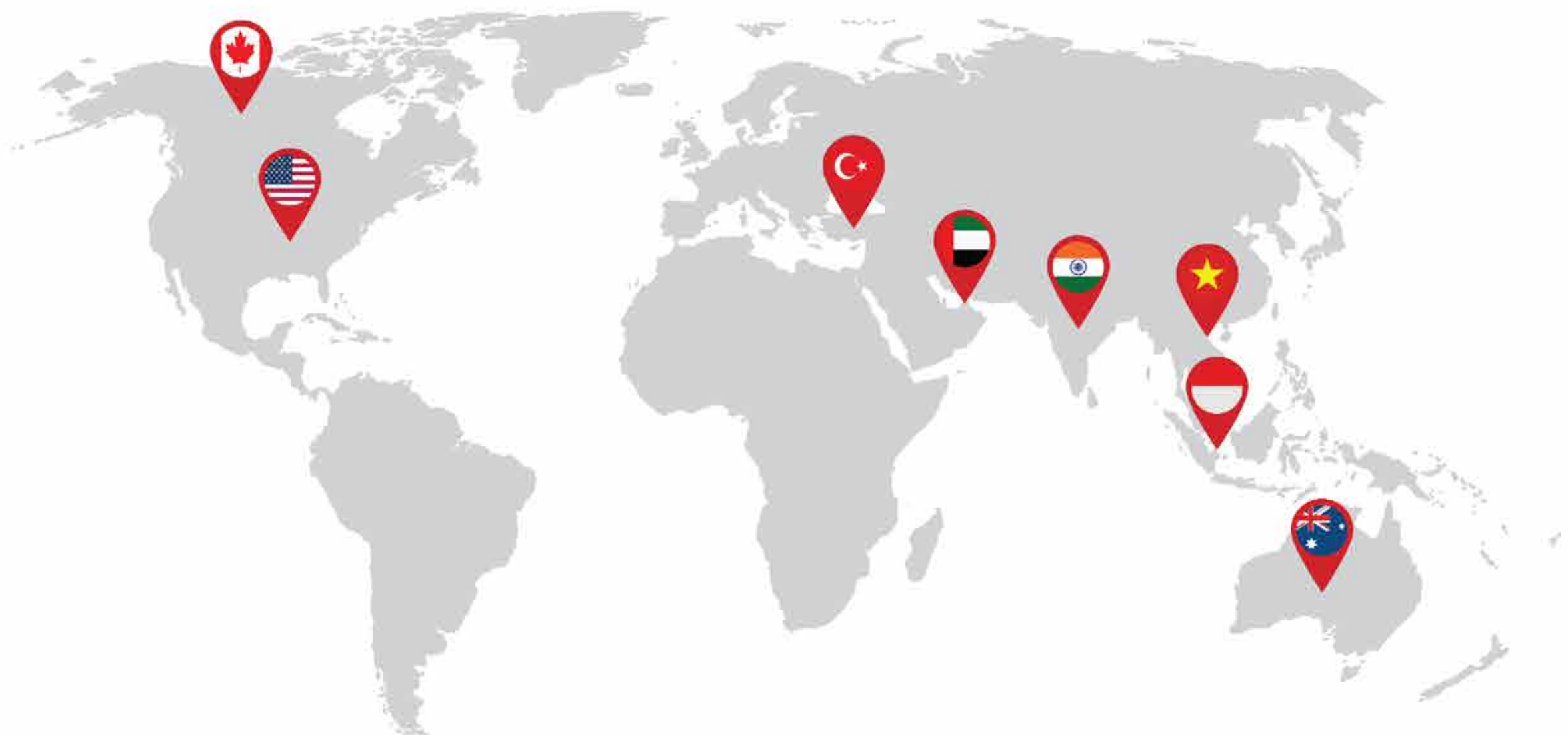
INDIA: Puneet Gupta | india@heratisaffron.com

INDONESIA: PT Herati Saffron | indonesia@heratisaffron.com

CANADA: Herat Import & Export LLC, | canada@heratisaffron.com

VIETNAM: Mr. Hong | vietnam@heratisaffron.com

AUSTRALIA: AWT(ARIANA WORLD TRADING)



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TUTTOFOOD  
MILANO



Finest Qualities of  
**Premium 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 (to 2 KG): \_\_\_\_\_

Medium Order (2 to 10 KG): \_\_\_\_\_

Larger Order : \_\_\_\_\_

Valid through: \_\_\_\_\_



More details

## Grade A+ | Super Negin

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

Bulk: Package type \_\_\_\_\_

Retail: Package type \_\_\_\_\_

Price list:

Small Order (to 2 KG): \_\_\_\_\_

Medium Order (2 to 10 KG): \_\_\_\_\_

Larger Order : \_\_\_\_\_

Valid through: \_\_\_\_\_



More details

## Grade A | Negin

A grade of saffron considered lower in quality than Super Negin. It is characterized by its slightly curled and irregular shape and traditional drying process.

Bulk: Package type \_\_\_\_\_

Retail: Package type \_\_\_\_\_

Price list:

Small Order (to 2 KG): \_\_\_\_\_

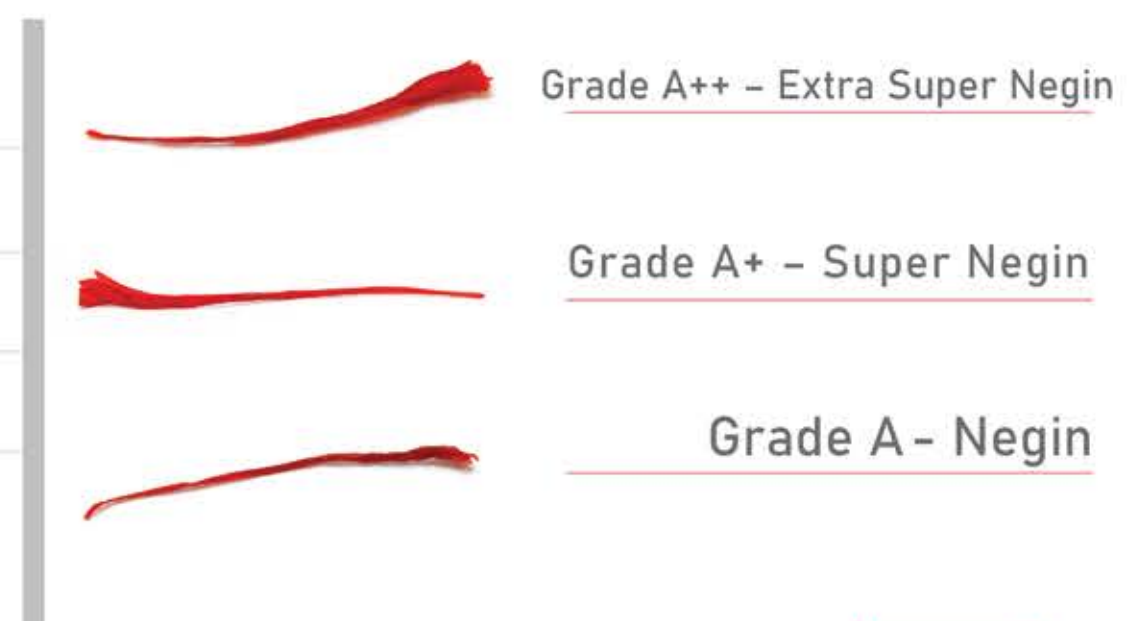
Medium Order (2 to 10 KG): \_\_\_\_\_

Larger Order : \_\_\_\_\_

Valid through: \_\_\_\_\_



More details



## Grade B | Pushal A



More details

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

Bulk:Package type \_\_\_\_\_

Retail:Package type \_\_\_\_\_

Price list:

Small Order (to 2 KG): \_\_\_\_\_

Medium Order (2 to 10 KG): \_\_\_\_\_

Larger Order : \_\_\_\_\_

Valid through: \_\_\_\_\_

## Grade B | Pushal B



More details

Similar to Pushal A but with a twisted shape. Also contains red stigmas with a short cream-colored base and is less potent due to the presence of the style.

Bulk:Package type \_\_\_\_\_

Retail:Package type \_\_\_\_\_

Price list:

Small Order (to 2 KG): \_\_\_\_\_

Medium Order (2 to 10 KG): \_\_\_\_\_

Larger Order : \_\_\_\_\_

Valid through: \_\_\_\_\_

## Ground Saffron



More details

Ground saffron, made by grinding saffron threads, retains the vibrant golden-yellow color, rich aroma, and exquisite flavor.

Bulk:Package type \_\_\_\_\_

Retail:Package type \_\_\_\_\_

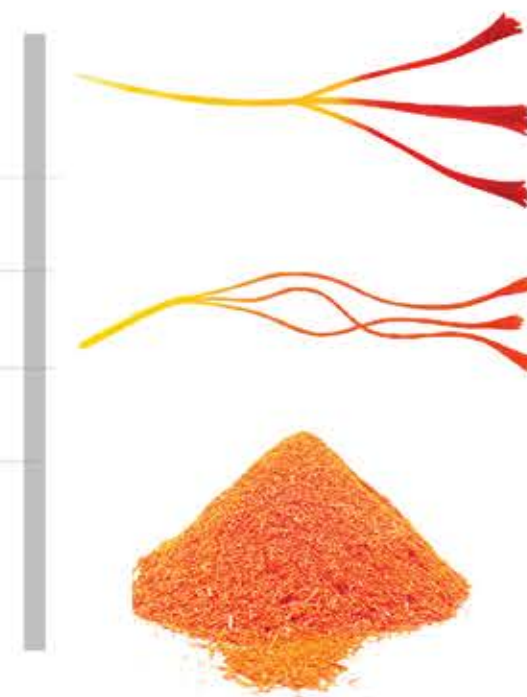
Price list:

Small Order (to 2 KG): \_\_\_\_\_

Medium Order (2 to 10 KG): \_\_\_\_\_

Larger Order : \_\_\_\_\_

Valid through: \_\_\_\_\_



Grade B - Pushal A

Grade B - Pushal B

Ground Saffron

## Products Information (Metric System)

Name	Net Weight (gr)	SKU	Grade	Bar Code	Gross Weight (gr)
Craft	1	CRF-SN-1G	A+	8684468200060	56
	2	CRF-SN-2G		8684468200077	89
	4.6	CRF-SN-4.6G		8684468200091	147.6
Lumina	2	LUM-ESN-2G	A++	8684468200114	58
	3	LUM-ESN-3G		8684468200121	74
Glory	2	GFT-ESN-2G	A++	8684468200152	22
	3	GFT-ESN-3G		8684468200169	29
	5	GFT-ESN-5G		8684468200176	40
MiniGold	0.25	MNI-SN-0.25G	A+	8684468200138	3
	0.50	MNI-SN-0.50G		8684468200145	5
GiftBox	3	GFT-ESN-3G	A++	8684468200107	226
	7	GFT-ESN-7G		8684468200107	297
Craft	500	CRF-SN-500G	A+	8684468200015	597
	250	CRF-SN-250G		8684468200183	644
Prime saff box	500	PRM-ESN-500G	A++	8684468200008	633
	250	PRM-ESN-250G		8684468200039	644

Name	Dimension (cm)	Pack in Box (PCS)	Shipping Box Dimension(cm)	Shipping Box Weight (kg)
Craft	7.4*3.7*11.5	210	37*63*29	12.6
	8.5*4*13.2	130	37*63*29	12.8
		68	37*63*29	11.3
Lumina	8*3.8*12.8	142	37*63*29	9.5
	8*3.8*14.2	144	37*63*29	11.8
Glory	6.7*4.1*2.3	1103	37*63*29	25.2
	7.8*4.9*2.5	780	37*63*29	23.6
	9*5.7*3	440	37*63*29	18.6
MiniGold	10*7.4*0.3	4000	62*34*54	14.5
	12*9*0.3	3600	62*34*54	20.5
GiftBox	32*4.7*18.5	20	37*63*29	5.5
	32*4.7*18.5	20	37*63*29	7
Craft	17*12*25.5	20		14.2
	23*9.5*23	16	62*34*54	13.3
Prime saff box	17*12*26	20	62*34*54	14.1
	23*9.5*23	16	62*34*54	13.3

## Products Information (Imperial System)

Name	Net Weight (oz)	SKU	Grade	Bar Code	Gross Weight (oz)
Craft	0.035	CRF-SN-1G	A+	8684468200060	1.975
	0.071	CRF-SN-2G		8684468200077	2.61
	0.162	CRF-SN-4.6G		8684468200091	5.21
Lumina	0.071	LUM-ESN-2G	A++	8684468200114	2.05
	0.106	LUM-ESN-3G		8684468200121	2.61
Glory	0.071	GFT-ESN-2G	A++	8684468200152	0.92
	0.106	GFT-ESN-3G		8684468200169	1.02
	0.176	GFT-ESN-5G		8684468200176	1.59
MiniGold	0.009	MNI-SN-0.25G	A+	8684468200138	0.11
	0.018	MNI-SN-0.50G		8684468200145	0.18
GiftBox	0.106	GFT-ESN-3G	A++	8684468200107	7.97
	0.247	GFT-ESN-7G		8684468200107	10.48
Craft	17.64	CRF-SN-500G	A+	8684468200015	21.06
	8.82	CRF-SN-250G		8684468200183	22.71
Prime saff box	17.64	PRM-ESN-500G	A++	8684468200008	22.33
	8.82	PRM-ESN-250G		8684468200039	22.71

Name	Dimension (in)	Pack in Box (PCS)	Shipping Box Dimension(in)	Shipping Box Weight (lbs)
Craft	2.91 × 1.46 × 4.53	210	14.57 × 24.80 × 11.42	27.78
	3.35 × 1.57 × 5.20	130	14.57 × 24.80 × 11.42	28.22
	4.06 × 1.97 × 5.91	68	14.57 × 24.80 × 11.42	24.91
Lumina	3.15 × 1.50 × 5.04	142	14.57 × 24.80 × 11.42	20.94
	3.15 × 1.50 × 5.59	144	14.57 × 24.80 × 11.42	26.01
Glory	2.64 × 1.61 × 0.91	1103	14.57 × 24.80 × 11.42	55.56
	3.07 × 1.57 × 0.98	780	14.57 × 24.80 × 11.42	52.03
	3.54 × 2.24 × 1.18	440	14.57 × 24.80 × 11.42	40.96
MiniGold	4.21 × 1.57 × 0.12	4000	24.41 × 13.39 × 21.26	31.97
	4.72 × 3.54 × 0.12	3600	24.41 × 13.39 × 21.26	45.19
GiftBox	12.60 × 1.85 × 7.28	20	14.57 × 24.80 × 11.42	12.13
	12.60 × 1.85 × 7.28	20	14.57 × 24.80 × 11.42	15.43
Craft	6.69 × 4.72 × 10.04	20	24.41 × 13.39 × 21.26	31.31
	9.06 × 3.74 × 9.06	16	24.41 × 13.39 × 21.26	29.32
Prime saff box	6.30 × 4.72 × 10.24	20	24.41 × 13.39 × 21.26	31.09
		16		29.32

هفراتي  
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# HERATI

Premium Saffron

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