



# PERSIAN RED GOLD

AUTHENTICITY IN EVERY  
STRAND OF SAFFRON

**Persian Red Gold GmbH**

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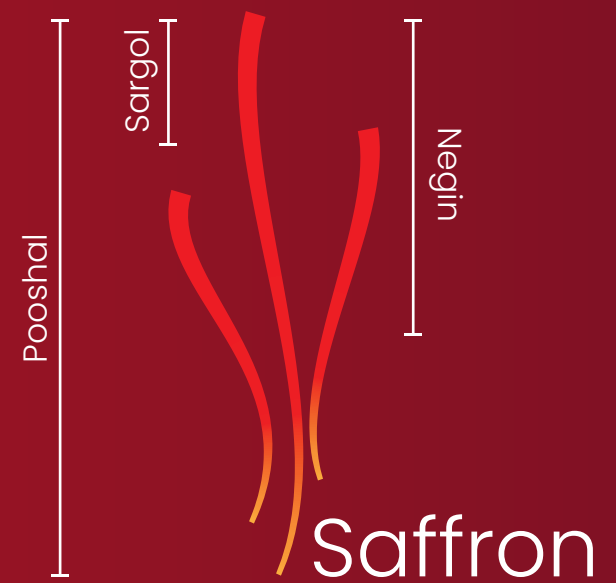
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# About US

At **Persian Red Gold (PRG)**, we are passionate about bringing you the world's most exquisite saffron. Our story began in 2024 with a deep appreciation for the rich heritage and meticulous cultivation practices behind this "King of Spices." We source our saffron from Iran, renowned for its ideal growing conditions that produce threads with unparalleled quality, aroma, and potency.







## Unwavering Commitment to Excellence

We believe in a meticulous approach, from hand-selecting the finest saffron crocus bulbs to employing traditional harvesting methods. Our dedicated team ensures each delicate thread is carefully sorted, processed, and rigorously tested to meet the highest standards. This commitment to quality has earned us a reputation as a trusted source for discerning chefs, home cooks, and businesses worldwide.







## Beyond Just a Spice: A Culinary Inspiration

We understand that saffron is more than just a spice; it's an experience. We strive to be your partner in culinary exploration, offering a variety of saffron grades to suit your specific needs. Whether you're a seasoned professional or a home cook seeking to elevate your dishes, we're here to guide you.

**Join us on this journey of flavor discovery. Explore our catalog and discover the difference that truly exceptional saffron can make.**







## A Legacy Steeped in Gold: A Brief History of Iranian Saffron

Iranian saffron, often referred to as "red gold," boasts a history as rich and vibrant as its color. Its journey intertwines with the cultural tapestry of Iran, stretching back millennia.

### Ancient Origins:

Traces of saffron pigments have been found in prehistoric Iranian sites dating back a staggering 50,000 years. The Sumerians, an ancient Mesopotamian civilization, are believed to have used wild-growing saffron in remedies and rituals. By the 10th century BC, cultivation of Persian saffron (*Crocus sativus* var. *haussknechtii*) was flourishing in regions like Derbent and Isfahan. Evidence suggests saffron threads were woven into royal carpets and shrouds, signifying its preciousness.





## A Spice for Emperors and Healers:

Ancient Persians revered saffron for its more than just culinary applications. They used it as a:

- **Ritual Offering:** Saffron's vibrant color and intoxicating aroma were believed to appease deities.
- **Luxurious Dye:** It adorned royal garments and tapestries.
- **Medicinal Remedy:** Saffron was incorporated into traditional medicine for various ailments.

## Spreading the Golden Threads:

Alexander the Great, upon conquering Persia, incorporated saffron into his military campaigns. His troops enjoyed saffron-infused rice and bathed in saffron-infused water, believing it held healing properties. Over time, the trade routes carried saffron's fame westward, reaching Europe and beyond.

## A Legacy that Endures:

Today, Iran remains a leading producer of saffron, renowned for its exceptional quality and potent flavor. Traditional harvesting methods and meticulous processing techniques ensure Iranian saffron retains its vibrant color, intoxicating aroma, and powerful taste.

## Experience the Legacy:

By choosing our Iranian saffron, you're not just selecting a spice; you're embracing a rich cultural heritage and indulging in a taste of history. Let the "red gold" of Iran elevate your culinary creations and embark on your own flavorful journey.







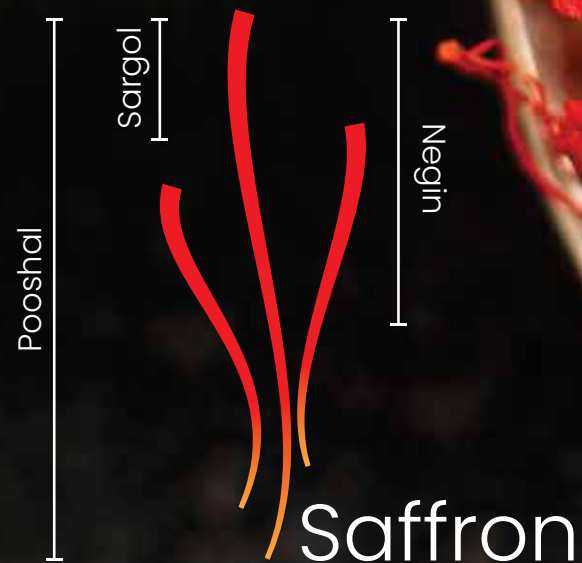
## Different Grades of Saffron

Saffron itself is just the dried stigmas of the *Crocus Sativus* flower. However, there are different grades and qualities within saffron, and terms like "sargol" and "negin" refer to these variations. Here's a breakdown:

- **Stigma:** This is the red thread-like part of the flower that's collected and dried. It's the only part used as saffron spice.
- **Grades:** Saffron is graded based on various factors like the color, purity, and amount of included styles (the white or yellow portion attached to the red stigma). Higher grades have more red stigma and less of the styles.

Here are some common saffron grades:

- **Sargol:** This translates to "tops" or "heads" in Farsi. It's a whole saffron thread, including the red stigma and a small portion of the style. Sargol is a good balance of quality and value, often used in commercial kitchens.
- **Negin:** Meaning "gem" in Farsi, Negin is a premium grade. It consists of only the pure crimson red stigmas, with minimal to no styles attached. This is the highest quality saffron and offers the most intense flavor and aroma.
- **Pushal:** This translates to "chaff" and refers to the yellow styles at the base of the saffron threads. Pushal has little to no coloring power or aroma and is usually the leftover portion after higher grades are separated.
- **Super Negin:** This is a marketing term used by some sellers and may not be a universally recognized grade. It's often described as being even more refined than Negin saffron.





## Choosing the Right Grade:

The best saffron grade for you depends on your recipe and desired outcome:

- For show-stopping dishes and intense flavor: Negin is the undisputed champion.
- For everyday culinary adventures and excellent value: Sargol is a perfect choice.
- For applications where color is less important: Pushal might be included in some blends, but for optimal results, focus on higher grades.

### Beyond the Grades:

While these are the main classifications, some regions or sellers might use additional terms or variations. Here at PRG, we prioritize transparency. We meticulously source our saffron and ensure each grade meets our strict quality standards.

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While these are the main classifications, some regions or sellers might use additional terms or variations. Here at PRG, we prioritize transparency. We meticulously source our saffron and ensure each grade meets our strict quality standards.

## Unleash Your Culinary Creativity:

Explore the world of flavor with our curated selection of saffron grades. Whether you're a seasoned professional or a passionate home cook, we have the perfect saffron to elevate your dishes and create unforgettable culinary experiences.







# Storage and Usage Tips

## Choosing the Right Grade:

**Preserving the Treasure: Saffron Storage & Usage Tips**  
Saffron's vibrant color, intoxicating aroma, and exquisite flavor are fleeting treasures. Proper storage and usage techniques can significantly extend its potency and ensure you experience the full magic of this "King of Spices."

## Guarding Your Golden Threads: Storage Essentials

**Embrace the Darkness:** Light is saffron's enemy. Store your saffron in a cool, dark place away from direct sunlight. A pantry cupboard or a drawer is ideal.

**Embrace the Chill:** Heat can accelerate the degradation of saffron's precious compounds. Store your saffron in an airtight container in a cool location, ideally below 68°F (20°C). Consider keeping a small portion for everyday use at room temperature, but store the bulk in a cool, dark place.

**Embrace Tightness:** Air exposure is another foe. Choose an airtight container made of dark glass or tin. Avoid plastic containers, as they can impart unwanted flavors. If using the original packaging, transfer the saffron to an airtight container once opened.

**Embrace Minimalism:** Saffron is best enjoyed fresh. Consider buying smaller quantities more frequently for optimal flavor and aroma.

**Unlocking the Magic: Using Different Saffron Grades**







Saffron's unique grades offer versatility in the kitchen. Here's how to choose the right grade for your culinary creations:

**Negin (Gem):** This premium grade boasts the most intense flavor and aroma. Use sparingly for maximum impact. Negin is ideal for:

Delicate dishes like fish stews, risottos, and bouillabaisse.  
Infusing cream or milk for desserts and sauces.  
Adding a luxurious touch to beverages like tea or saffron milk.

**Sargol (Tops):** This grade offers a wonderful balance of quality and value. Use Sargol for:

Flavoring paella, curries, and other robust dishes.  
Infusing broths and soups.  
Adding a vibrant color and subtle aroma to rice dishes.  
**General Usage Tips:**

**Grind When Needed:** For maximum potency, grind saffron threads just before using a mortar and pestle or a spice grinder.

**Embrace Patience:** Saffron releases its flavor and color gradually. Allow saffron to steep in warm liquids for at least 20 minutes before consuming.

**Less is More:** Saffron is a powerful spice. Start with a small amount and adjust to your taste preference.

By following these storage and usage tips, you'll ensure your saffron retains its precious qualities and elevates your culinary creations to new heights. Embrace the journey of discovery with every dish you create!





## Saffron: A Spice with Potential Health Benefits

Saffron has been prized for centuries not only for its flavor and aroma but also for its potential health benefits. While more research is needed, some studies suggest saffron may offer a range of positive effects:

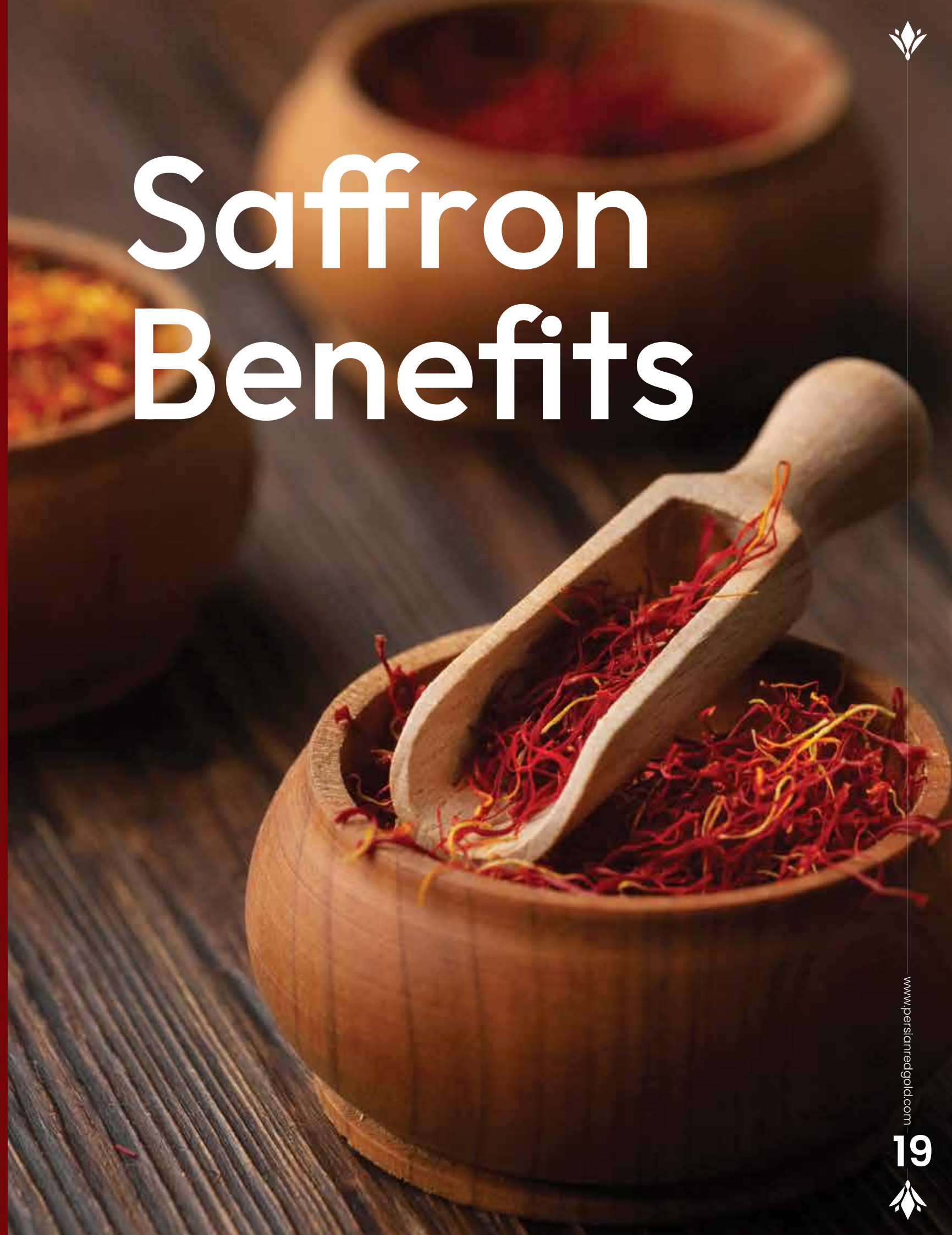
- **Mood Support:** Studies published in journals like "Behavioural and Brain Sciences" have explored saffron's potential to improve mood and act as a natural mood stabilizer. These studies suggest saffron may increase dopamine levels in the brain, similar to some antidepressant medications.
- **Antioxidant Power:** Saffron is rich in antioxidants, compounds that may help protect cells from damage. These antioxidants, according to research published on the National Institutes of Health website ([source 2]), could potentially reduce the risk of chronic diseases associated with oxidative stress.
- **Reduced PMS Symptoms:** Preliminary studies suggest saffron may help alleviate symptoms of premenstrual syndrome (PMS). More research is needed, but some findings published in the journal "Phytotherapy Research" ([source 3]) indicate a potential benefit.

### Important Note:

It's important to consult with a healthcare professional before using saffron for medicinal purposes. Saffron can interact with certain medications and may not be suitable for everyone, especially pregnant women.

- **Testimonials:** Include positive testimonials from satisfied customers to build trust and credibility for your brand.

# Saffron Benefits







## Exquisite Packaging Options for Our Saffron

At PERSIAN RED GOLD, we understand that saffron is more than just a spice; it's a luxurious experience. That's why we offer a variety of elegant and functional packaging options to perfectly complement our premium Iranian saffron.

For the Discerning Connoisseur:

- **Sleek Glass Jars:** Our airtight glass jars showcase the vibrant crimson threads of our saffron while offering optimal protection from light and moisture. These jars are ideal for those who appreciate both beauty and functionality.
- **Luxurious Tins:** For a touch of timeless elegance, choose our premium metal tins. These airtight containers ensure freshness and add a touch of sophistication to your pantry or countertop.

For the Gift-Giver:

- **Elegant Gift Boxes:** Surprise your loved ones with the gift of saffron, presented in a beautiful and decorative gift box. Our curated selection allows you to choose the perfect presentation for any occasion.

# Saffron Packaging







## Sustainable Choices:

We're committed to environmental responsibility. Several of our packaging options utilize recyclable materials, allowing you to indulge in saffron while minimizing your ecological footprint.

## Choosing the Perfect Match:

We understand your needs may vary. Our sales representatives are happy to assist you in selecting the ideal packaging option to suit your preferences, whether you're a home cook seeking a beautiful addition to your pantry or a business owner looking for elegant presentation options.

- **Customizable Options:** For a truly personalized touch, explore our customization options. Add a handwritten note or a branded label to create a unique and unforgettable gift.





A close-up photograph of saffron leaves, showing their characteristic elongated, blade-like shape and vibrant red color. The leaves are arranged in a fan-like pattern, with some in sharp focus and others blurred in the background. The lighting highlights the texture and veins of the leaves.

### **More than just Packaging:**

Our packaging isn't just about aesthetics; it's about preserving the precious qualities of our saffron. Each container is designed to ensure freshness, quality, and the ultimate saffron experience.

### **Elevate Your Saffron Experience:**

With our diverse selection of packaging options, you can choose the presentation that reflects the value and quality of our Iranian saffron. Browse our catalog and discover the perfect way to embrace the "red gold" and elevate your culinary journey.







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