

Centuries of History and Stories

Saffron - herbaceous plant, *croco sativus* - appears to be have been cultivated in the Montalcino area since antiquity.

Giovanni Botti, judge and notary public in the city of Florence, was sent to Montalcino in 1593 by Apostolic Nuncio Mario Giorgi, following the request of the Sacred College, to collect information about our economy on behalf of the Concistorial Congregation. Ten witnesses from Montalcino were summoned and asked the same 12 questions. They all gave the same answers - the local economy, based on agriculture and craftsmanship,

was thriving. Quoting Giacomo Angelini's answer to one of the questions: "Saffron is cultivated in the farms of Sant'Antimo" (the document containing this quote was found in the secret archives of the Vatican).

Giorgio Giorgetti (Crete senesi nell'età moderna - Studi e ricerca di storia rurale; La Nuova Stampa, Città di Castello, 1983) writes, on page 12: "When the right economic conditions are present - they are in Montalcino - cultivating a highly mercantile plant of a significantly high value such as saffron is also possible".

The saffron of our grandparents

Our saffron is a completely natural product, its origins going back to time immemorable. From the few kilos of bulbs that our grandparents used to cultivate in their vegetable gardens, which were looked after and handed down from one generation to another, we started our own production in the heart of the Val d'Orcia Artistic Natural and Cultural Park, Unesco World Heritage site within the communes of San Quirico d'Orcia and Montalcino.

The testimony of 16th Century naturalist Pier Andrea Mattioli: "...in Tuscany and around Siena, the precious [spice] is grown and used, and is sold to the other side of the mountains for health and industrial purposes. It is, as a matter of fact, a plant for which any sterile and poor soil is good and which has a particular desire for clayey and medium-textured soil".

Montalcino, 29th November 2014

Ilio Raffaelli

Mayor of Montalcino from 1960 to 1980

Saffron was cultivated in Val d'Orcia since the Middle Ages, when it was mainly exported to Germany. In 1857, during the Tuscan Agricultural exhibition, Clemente Santi - the founding father of Brunello di Montalcino - presented his "Saffron from the land of Montalcino". Because of

its "rich scent and colour", Santi's saffron was awarded the Agricultural Exhibition prize. At the end of the last century the production of saffron almost completely stopped, before resuming over the past decades.

Come visit us in our workshop and shop in Montalcino to taste our products and discover our history, tradition, passion and... "experience".



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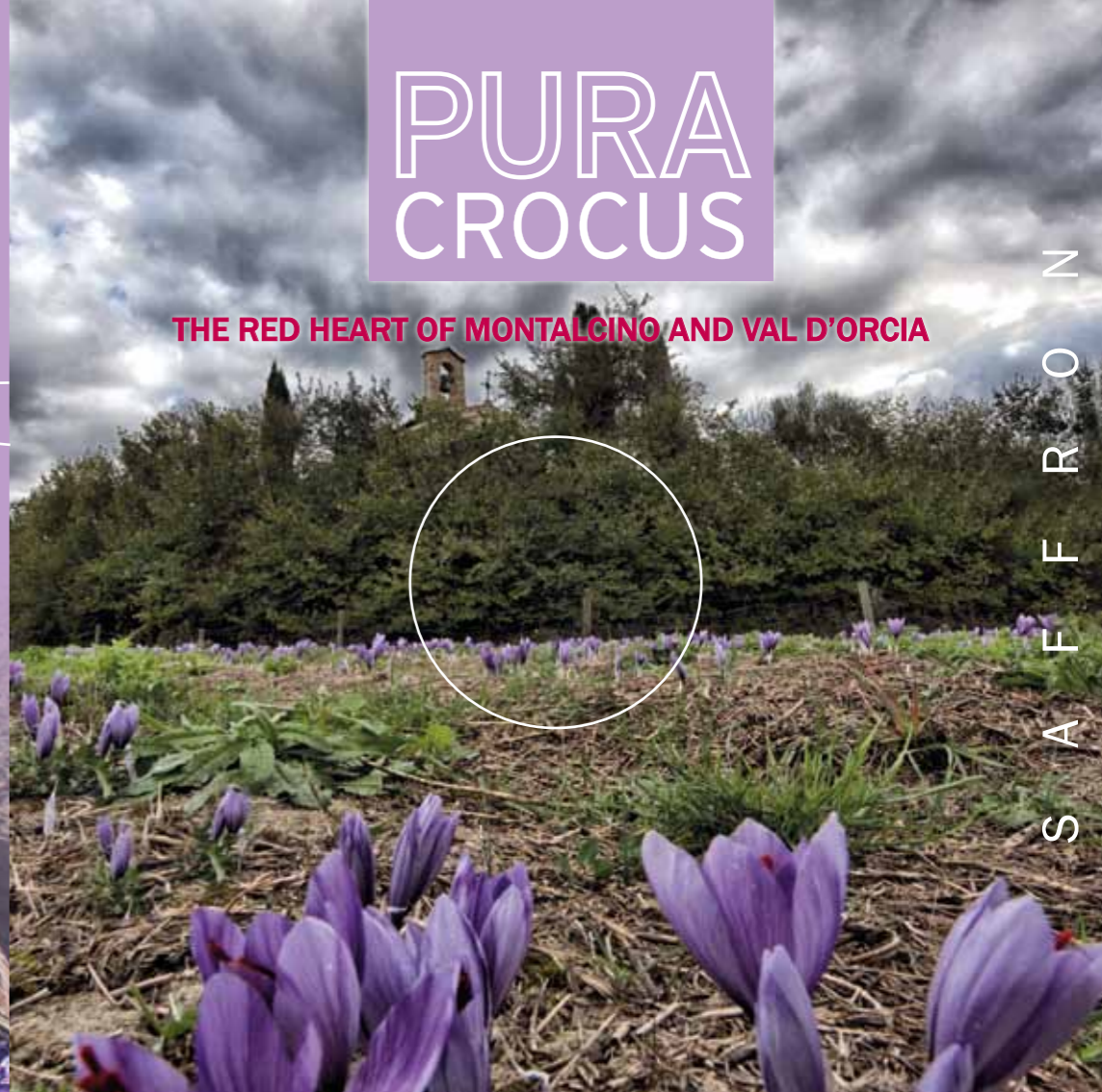
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TIP. ROSSI SINALUNGA (SI)

PURA CROCUS

THE RED HEART OF MONTALCINO AND VAL D'ORCIA



S A F F R O N

Saffron

Harvest takes place between October and November, in the early hours of the morning only. Harvest is carried out only when the flowers are still closed, since direct sunlight could alter the organoleptic properties of the stigmas. On the same day, stigmas are separated from petals and are then dried at 40°C in order to keep all their properties unaltered. It is perfect for haute cuisine, given the drying process is not contaminated by resins or smoking. All procedures are carried out exclusively by experienced hands, with love and infinite patience. Most of the work throughout the year is done manually, as handed down for generations.

15 flowers of saffron produce on average 0.10 grams of finished product, that is to say 150 flowers per gram. Stigmas from 120-150,000 flowers are needed to produce one kilo of dry saffron.

“Pura Crocus” saffron is exclusively sold in whole stigmas. Buying whole stigmas guarantees you are purchasing only the purest saffron.

0,10 g CASE

Contains one small bag of whole saffron stigmas and a booklet with our stories and recipes – enough to cook 4 portions of risotto

0,20 g CASE

Contains one small bag of whole saffron stigmas and a booklet with our stories and recipes – enough to cook 8 portions of risotto

0,30 g CASE

Contains one small bag of whole saffron stigmas and a booklet with our stories and recipes – enough to cook 12 portions of risotto

1 g CHEST

Contains one small pot of whole saffron stigmas and a booklet with our stories and recipes – enough to cook 40 portions of risotto



SAFFRON HONEY

Available in:

35 g, 125 g and 250 g pots

Honey and saffron-based food product produced following a traditional recipe.

Try it on a slice of bread (indescribably good with fresh butter), on a selection of cheeses or ricotta, on cooked fruit, on a biscuit or on a cake for dessert, in fruit cakes, with natural yogurt and fruit salad.

Saffron Honey



SAFFRON BEER

Available in:

380 ml, 750 ml and Magnum bottles

Saffron pale artisan beer from Montalcino. This artisan beer is produced in Val d’Orcia using premium quality saffron from our field in Montalcino. It is a cask ale, which means it is not pasteurised and has undergone second fermentation in bottle to guarantee a soft “fizz” that enhances the taste and scent of saffron. It pairs well with pasta, meat, cheese and desserts – especially dry biscuits and cakes such as Tuscan cantucci, cavallucci, ricciarelli, panforte.

“Perfect” pairing with Trippa alla Montalcinese (a traditional dish from Montalcino made from stewed veal tripe cooked in saffron instead of tomato sauce).
Serve no cooler than 8-9°C.

Saffron Beer



TISANA DEL BUONUMORE

Pack containing 18 sachets

“Good mood” tisane containing: linden, mauve, fennel, lemon verbena and our saffron. Pour boiling water on the sachet and brew for 7-8 minutes. Fresh and relaxing, with a unique colour and aroma, this herbal mix favours the perfect fusion of wellbeing and good mood of body and mind.

Saffron Herbal Tea



SAFFRON CANTUCCI

250 grams

Biscuits from the tradition of Tuscany and, in particular, of Siena, handmade in Montalcino by the Forno Lambardi bakery.

Dry biscuits with almonds to which “our grandmothers’ tradition” adds a pinch of saffron. If you come to Montalcino, you can’t leave table before you have tasted our canutcci with a good glass of Vinsanto.

Saffron Cantucci

