



BASQUE GOVERNMENT
Ministry of the Environment,
Planning, Agriculture
and Fisheries
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THE BASQUE
COUNTRY'S
Rising Star



The role of food is not only essential to people's health and lives, it directly influences other areas related to the common good of a community, such as: In the case of the Basque Country, one might say food and what surrounds it –food and the agricultural activity–.

are also one of its famous signs of identity. Basque cuisine and its raw material-food and drink produced in this country-have become an international benchmark.

Tradition, dedication, entrepreneurship and innovation all come together in the Basque food industry all with the same goal: differentiated quality.

The Basque Government, through the Department of Environment, Urban Planning, Agriculture and Fisheries policy have focused its action towards the promotion, sustainable development and the extension of the values that distinguish food and drink from the Basque Country -those that make them competitive in a global market: local innovation and quality.

In Euskadi, we take care of what nature gives us.

INNOVATION

FOR CONTINUOUS QUALITY IMPROVEMENT IN HEALTHY FOODS FROM THE SOURCE TO THE PALATE

THE BASQUE
COUNTRY'S
Rising Star



A NETWORK OF SPECIALIZED CENTRES AT THE SERVICE OF INNOVATION

The Basque Government's Department for Environment, Planning, Agriculture and Fisheries has been pursuing various initiatives to create a network of specialized centres in order to develop research, introduce new technologies, knowledge transfer and the promotion of quality throughout the chain of Basque industrial food activities.

Neiker-Tecnalia

Neiker-Tecnalia, the Basque Institute for Agricultural Research and Development, is a non-profit, state-owned company specialised in agricultural and environmental innovations. Besides R+D, Neiker-Tecnalia carries out training and educational events with its own resources, facilities and highly qualified personnel.

Azti-Tecnalia

Is an expert technology centre specialised in Marine and Food Research. This Foundation's aim is the social development and improvement in its sectors competitiveness –the sea and foods– via its technological research and innovation.

SIGNIFICANT INVOLVEMENT IN MAJOR EUROPEAN INNOVATION PROJECTS

Basque food companies and specialized technology centres are actively involved in major European food innovation projects.

Recently, **the Basque Culinary Center Foundation** has launched the first University College of Food Sciences and a Center for Research and Innovation in Food & Cuisine, designed to play an important international role in the dissemination of knowledge.

INNOVATION

TO FIT EACH MARKET'S NEEDS AND NEW CONSUMER DEMANDS



THE BASQUE
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Rising Star



PROFILE OF A MODERN AND ENTREPRENEURIAL INDUSTRY

In the last decade the Basque food industry has experienced an accelerated renovation and modernization of its business, incorporating new technologies, management models and highly qualified professional teams. This is all reflected in its 2010-2013 Food Industry and Quality Strategy Plan (PEICA) currently in progress. The Rioja Alavesa's wine sector has been at the forefront of European areas that produce quality wines. A commitment to integrated innovation of the entire chain of activity, complemented by new initiatives such as wine tourism. The implementation of the PEICA

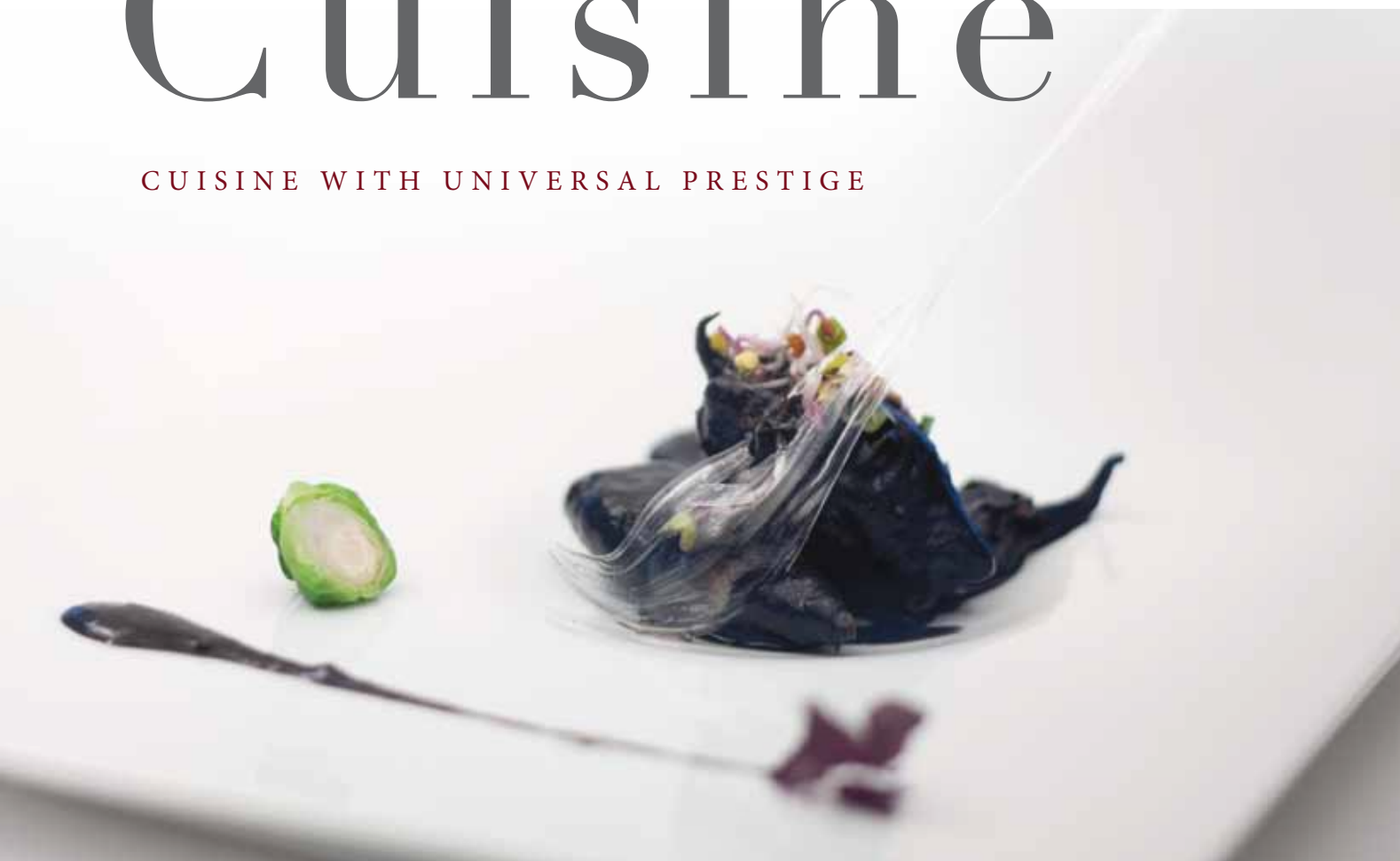
and the Strategic Fishing Plan has resulted in a significant revitalization of the sector, one of the highlights in Europe, where large investments are being made for improvement and innovation in the processing industry. Respect for the ecosystem, the use of traditional fishing gear and the quality of the Basque coast species are its distinguishing values. With the integration of the extractive and processing sector we have obtained a canning and bottling industry that creates quality products and an important outlet for our fisherman's catch.

THE BASQUE COUNTRY, THE HUB OF SOUTH WESTERN EUROPEAN LOGISTICS

The Basque Country's strategic location as a gateway to Europe and its transportation network to the major markets of the peninsula have enabled the development of important specialized logistical infrastructures, including terminals for perishable goods and inter-modal air, sea and land platforms. This ensures quick and safe transport, preserving all the quality of the Basque food products to their destinations.

BASQUE Cuisine

CUISINE WITH UNIVERSAL PRESTIGE



TO SAY EUSKADI IS TO SAY CUISINE

The world's elite in cuisine includes an illustrious group of famous Basques creators, so it is not surprising that Euskadi is one of the largest concentrations of fine restaurants in the world. More so, traditional Basque cuisine shares the places of honour with traditional French or Chinese cuisine. The pleasure of sharing good food is a tradition rooted in Basque culture, as evidenced by the fact that there are over a thousand Euskadi culinary societies whose members

meet regularly to enjoy their cuisine. The custom of sharing and enjoying flavours also extends to bars, where the counter displays the tempting "pintxos" delicious and varied snacks. It's hard to think of another place in the world where there is such a close social bond to its cuisine. The origin of this symbol of identity and popular idiosyncrasy is in the high quality of its raw materials, the food and drink of the Basque Country.



to taste HEALTH

TO ENJOY, MAINTAINING A HEALTHY DIET

THE BASQUE COUNTRY'S Rising Star



ENJOY

Enjoying food is crucial and highly beneficial for nutrition. Encountering authentic tastes, discovering new combinations of textures and new sensations to the palate, are just some of the experiences that the quality food and drink of the Basque Country offers.

SHARE

Sharing the table with others has many emotional and social benefits, especially for children, since it ensures a model of healthy eating habits.

A HEALTHY DIET

The variety and quality of food in the Basque Country are particularly suitable for obtaining all the necessary nutrients in a healthy diet.



RIOJA ALAVESA

THE MOST DYNAMIC WINE PRODUCING SECTOR IN EUROPE

A PRIVILEGED REGION

The Rioja Alavesa region, in the south of the Basque Country, has exceptional conditions for growing grapes. The excellence of the grapes is the starting point for the unique personality of its wines. The most widespread grape varieties are: *tempranillo* for red wines and *viura* for white wines.

THE VANGUARD OF QUALITY WINES

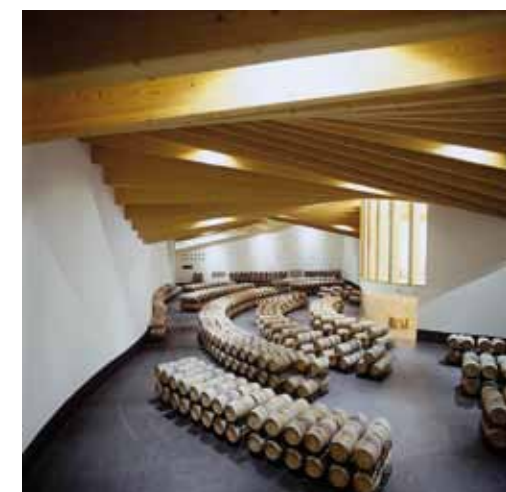
The wineries of Rioja Alavesa are pioneers in wine making technology. Large investments and a strong commitment to R&D have placed the sector at the forefront in implementing the most advanced wine making techniques, while continuing a tradition that holds experience, knowledge and good work.

A CULTURAL PHENOMENON

Recent years have also witnessed an unprecedented cultural phenomenon: wine tourism. In Rioja Alavesa, wineries have opened their doors, standing out as true wine sanctuaries, where architecture and design, hotel, restaurant, wine and tourism all come together to offer new experiences.



THE BASQUE
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TRADITION

The cultivation of wine in Rioja Alavesa has a two millennia long tradition. Playing an important role in the Middle Ages, its industrial boom goes back to the second half of the nineteenth century.

INNOVATION

Since the introduction of early methods of making and ageing wine, over a hundred years ago, until today, innovation has been a constant in this wine making sector.

VOCATION

The desire for the excellence of its wines produced in this privileged region, has allowed us to design a personality distinguished by its quality, which defines the Rioja Alava wine.



RIOJA ALAVESA



THE VALUE OF A BRAND

Alavesa Rioja wines are internationally renowned, best shown in its numerous awards and honours and its presence in the best restaurants in the world.

They are the benchmark, along with French wines, of the high quality wine sector in Europe.

30% of their sales are for export.
One of every three bottles of barrel aged wine from the Rioja is from Rioja Alavesa.

Currently, the wines of the Rioja Alavesa are considered the spearhead, in terms of quality, of the Rioja qualified designation of origin.

The Rioja brand exceeds the degree of customer loyalty of any brand of wines with a qualified designation of origin.



RIOJA ALAVESA

PRESENT IN THE BEST RESTAURANTS IN THE WORLD



TXAKOLI

BASQUE WINE THAT OVERLOOKS THE SEA



Txakoli is a special wine, linked since time immemorial to the culture of the Basque people. A young wine with many centuries of existence.

The uniqueness of the wines with a Designation of origin: Txakoli from Getaria, Txakoli from Bizkaia and Txakoli from Alava, has its origin in the characteristics of the environment in which it is grown: in areas near the coast, where the vines have been for ages. A low-altitude mountainous terrain, the proximity to the Bay of Biscay, a mild Atlantic climate and native varieties of grapes suited to the environment where they grow, especially Hondarribi Zuri grapes, providing a special personality that differentiates it from other wines.

Since its classification as a Designation of origin, the demand for txakoli has increased year after year, promoting sustainable and balanced growth in the sector, the expansion of its market to Spain's top restaurants and an emerging international export. The current production volume is over four million bottles.



TXAKOLI

DESIGNATION
OF ORIGIN
Getaria, Bizkaia and Alava



GETARIA'S TXAKOLI

A feature of the production of Getaria's txakoli is that after fermentation it rests with its lees unracked to preserve the small bubble; the wine is clarified by natural sedimentation in the tank itself. Its average production now reaches the figure of 2,200,000 bottles.

BIZKAIA TXAKOLI

We mainly see white Txakoli, prepared with the white varieties of *Ondarrabi Zuri*, *Ondarrabi Zuri Zerratia*, and *Mune Mahatsa*. Other types of txakoli that are produced under the Designation of origin of Txakoli of Bizkaia are: barrel fermented white, rose, also called *ojo de gallo*, and red. The current average production is of 1,500,000 bottles.

TXAKOLI OF ALAVA

The txakoli of Alava is white: from pale yellow to greenish and straw yellow, clean and brilliant, with a very slight presence of natural carbonation. A slightly acidic taste, fresh and lively on the palate. Currently the average production of this wine with a designation of origin is 380,000 bottles.





IDIAZABAL CHEESE

EUROPEAN CULINARY HERITAGE



The exquisite quality of Idiazabal Cheese has been recognized on countless occasions. The most memorable, without doubt, is the distinction given by the Euro Toques, an initiative comprised of more than 3,000 chefs in the European Community, and given to the top 15 products of Europe. One of which is the Idiazabal cheese, awarded the European Culinary Heritage Product qualification and, along with jamón bellota [acorn fed cured ham], are the only Spanish products to hold this award.

IDIAZABAL CHEESE²¹

ONE OF THE MOST AWARDED CHEESES IN THE WORLD



AN ANCIENT TRADITION

The preparation of Idiazabal cheese includes the wisdom of thousands of years that Basque shepherds have acquired to obtain an exceptional product that, because of its special character and quality, has ranked among the best cheeses in Europe.

A UNIQUE TASTE

Idiazabal Cheese is made only from raw milk from local sheep breeds: *Latxa* and *Carranzana*. For the production of one kilo of cheese you need almost seven litres of whole milk. Its sensory nuances make it unique.

AN ENVIABLE AWARD WINNER

Its exceptional quality is recognized by experts around the world. Since 1987 it has been under the Designation of origin Idiazabal, and has continued to accumulate awards, until becoming one of the world's most prized cheeses.



FLAVOURS IN THEIR ORIGINAL VERSION

EUSKO LABEL

THE BASQUE SEAL THAT GUARANTEES THE HIGHEST QUALITY



THE BASQUE
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Rising Star

To identify and protect those foods with higher quality characteristics and personality produced in the Basque Country, in 1989 the Eusko Label was created: the Basque mark of distinction in food quality. From that year on, the marketing of these Basque products with a distinctive quality has increased dramatically. Any food with an Eusko Label can be said to have their origin or variety controlled, along with the production

line, and ensured it has been produced in the Basque Country, also meeting the health and safety requirements, and above all that it is a higher quality food: nutritional or to the senses, produced with respect for the environment and taking into account, when applicable, animal well-being. Eusko Label distinctive products are subject to rigorous specific technical regulations and a careful selection.



BEEF FROM
THE BASQUE COUNTRY



PROTECTED
GEOGRAPHICAL
INDICATION

Beef from the Basque Country with a Protected Geographical Indication and Eusko Label of quality comes from animals born and raised in this area. Among the selected local breeds are the *Pirenaica*, *Terreña Monchina* and *Betizu*. Beef with the Eusko Label undergoes a strict control at all stages.

The hallmark of excellence in quality extends to three groups: "Txahala" (calf), "Zaharra" (older bovine) and "Idia" (ox). Meat with all the guarantees, tasty and tender. If there is an icon of quality beef, this must surely be the one: "steak", the speciality of the famous Basque grills.



Goi-mailako
elikagaiak
Alimentos de
calidad superior

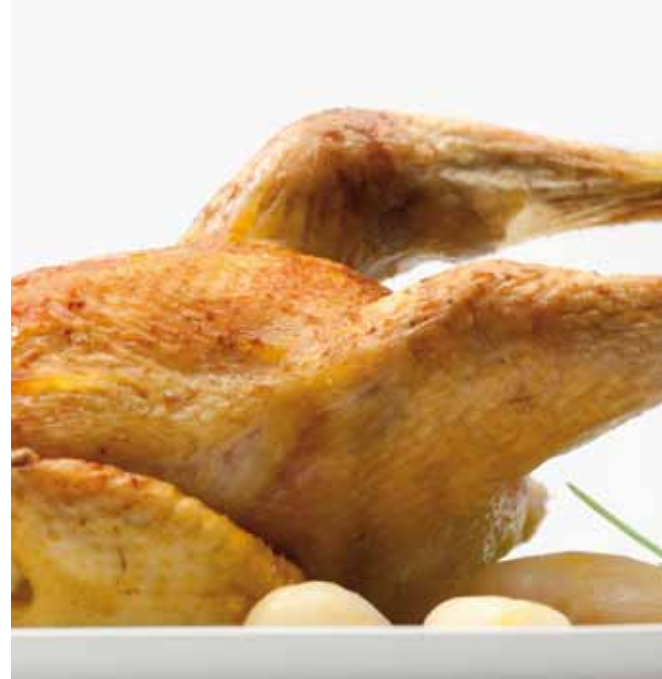


SUCKLING LAMB FROM THE BASQUE COUNTRY

Suckling lamb is a delicacy and part of our culture.

Suckling lamb with the Eusko Label is a seasonal product, subject to a careful monitoring and control that guarantees its quality. It comes from the local breeds: *Latxa* and *Carranzana*. Being fed exclusively milk from his mother and slaughtered when it is between 21 to 35 days old, results in a juicy, tender, soft textured meat exquisite in flavour. Most of the fat is concentrated under the skin, so that is easily removed.

The Basque lamb is rich in protein, vitamins and minerals that are necessary for the immune system and tissue regeneration.



BASQUE FARMHOUSE CHICKEN

With the farmhouse chicken production, the Basque Country has regained its full flavour. Chicken of a hardy breed, with carefully selected breeding for a slow growth outdoors. It is brought up free-range, in the prairies of the farmhouses, and with a natural diet of grains, with more than 60% corn, making Eusko Label farmhouse chicken a tasty meat, very juicy, firm and with less fat.

Because of its excellent and unique flavour, Basque farmhouse chicken is winning the top positions in the markets' quality chicken quiosks.

Basque farmhouse chicken meat is a balanced, healthy food high in folic acid and vitamin B3.

GERNIKA PEPPERS



Its flavour, the delicacy of its flesh and its pleasant taste, have made a winning product for restaurants.

In addition to the Eusko Label quality mark, Gernika peppers boast the distinctive European PGI (Protected Geographical Indication).

This is a local variety grown in the Atlantic climate zones of the Basque Country. It is considered one of the oldest crops in Euskadi and until relatively recent their seeds and growing secrets were passed from generation to generation. Currently, two main varieties are marketed: *Derio* and *Iker*. It is characterized as being narrow and elongated. Their size range from six to nine centimetres and they have a smooth texture and intense colour.





IBARRA CHILI PEPPERS

The Ibarra chili with Eusko Label is a native variety grown especially in the area of Ibarra (Gipuzkoa).

Its uniqueness and extraordinary reaction to the palate have been recognized by prestigious chefs who have explored their properties in many delicious dishes.

This is a chili pepper with thin skin and tender meat that barely bites, narrow, elongated and smooth, with a round

profile. It has a length ranging from 5 to 12 cm and has a narrow elongated stalk.

The colour is yellowish green, even throughout the whole pepper, and has a slight sheen. It is packaged in white wine vinegar with low acidity and low salt content.

Due to the great success of this product, it is also starting to be marketed fresh, with the Eusko Label quality mark.



BASQUE BEANS

A traditional product also pampered by haute cuisine, Basque beans enjoy international recognition.

The Eusko Label distinguishes those selected varieties of beans that have been catalogued by professional tasters as “very good” or “excellent.”

They are sold dried or cooked, but never in bulk.

The Basque label identifies

three types of typical Euskadi beans: Beans from Tolosa, Gernika and Alavesa Pinta beans.

Beans are one of the non-animal foods richest in protein, known for their fibre, carbohydrates, vitamins and minerals, which give this the legume the most nutrients and make it one of the star ingredients of the Mediterranean diet.



ALAVA POTATOES

The climate, soil, the tradition of many generations and technological commitment to continuous improvement are the keys to understanding the exquisite quality of a treasure buried in the lands of Alava: the potato. Appreciated by great chefs, this is an irreplaceable ingredient in traditional Basque cuisine; Alava potatoes captivate the palate and crosses borders. The Eusko Label seal guarantees the superior quality of the potato varieties selected for either stewing or frying.

BASQUE TOMATOES

Exquisite in its aroma, texture and meatiness, with firm flesh and free of holes inside, the Basque tomato recovers its true flavour. The abundant rainfall and mild temperatures in the Basque Country are the ideal conditions for cultivation in the farmhouses, through environmentally friendly production. This food is rich in minerals and vitamins, being a good cell balancer. Because of these qualities many experts maintain that the tomato may prevent the growth of certain cancerous tumours.



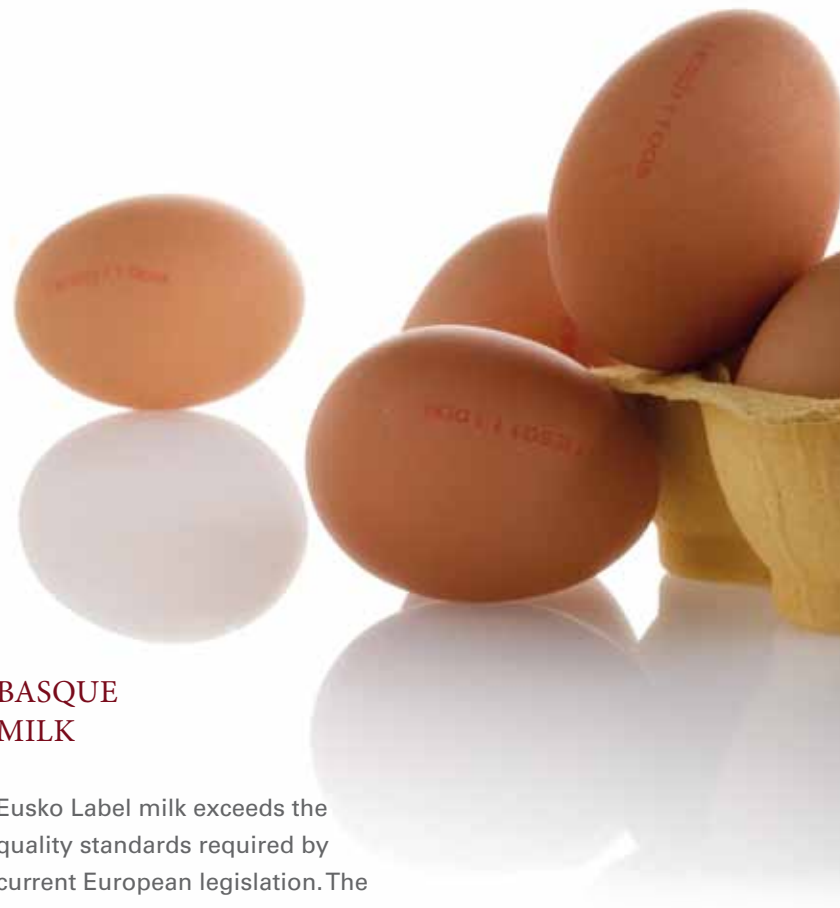
BASQUE LETTUCE

Grown in an environmentally friendly manner and hand-picked in the farmhouses, the Basque Country lettuce belongs to different varieties within the *batavia* group and is characterized by its abundant wavy or curly leaves and solid light green, shiny coloured skin.

It is found in the market by units and in bags, washed and cut.

This food, low in calories has large amounts of iron and vitamins and is considered a valuable source of antioxidants. Hence, this vegetable, the quintessential ingredient for all kinds of salads, is an ideal product for a healthy diet.





BASQUE FARMHOUSE EGG

The Basque farmhouse egg with the Eusko Label is subject to strict quality controls throughout the entire production process. Its prized flavour and superior quality is based on a system of free-range upbringing and a diet based on cereals with more than 50% corn. With a more than half a dozen million annual production, the demand of this exquisite Basque farmhouse egg grows sharply year after year.

BASQUE MILK

Eusko Label milk exceeds the quality standards required by current European legislation. The ultra pasteurization process that it undergoes conserves virtually all nutrition and flavour, maintaining almost all of its vitamins and essential amino acids. Because of its nutritional characteristics, Eusko Label milk is one of the most complete foods for a healthy diet.



HONEY

Honey with the distinctive Eusko Label is subject to one of the most demanding technical regulations in Europe to ensure its quality. This is honey with high pollen purity from different varieties, aromas and essences due to the diversity of the flora in the Basque Country. These honeys are freshly packaged immediately after being collected from the apiary. The extraction is via centrifugation and it is not pasteurized, which ensures that all its properties are kept intact.

Honey as an energy food has high nutritional qualities, is rich in carbohydrates and contains no fat.



THE WIDE RANGE OF ORGANIC FOOD IN THE BASQUE COUNTRY

The Basque Country produces, grows and processes a variety of organic products. Fresh fruits and vegetables, preserves, cereals, wines and ciders, cheeses, meats, dairy products and pastries can be found in the markets with the label that identifies the organic production methods of the Basque Country with the organic seal of the European Union.



ORGANIC agriculture

A COMMITMENT TO HEALTH AND NATURE



THE BASQUE
COUNTRY'S
Rising Star



Treasures from THE SEA

TRUE JEWELS OF THE BASQUE CUISINE



FISHING AND PROCESSING, A SEA OF QUALITIES

The natural resources along the Basque coast are characterized by the special quality of its species. Anchovy, tuna, hake, mackerel or sardines have earned their reputation as some of the delicious dishes of Basque cuisine. They are joined by other traditional Basque fish such as cod or tuna. Basque fish, fresh, canned and bottled, are sold in markets throughout the world, including the fish market par excellence in Japan.

ONE OF THE MOST HIGHLIGHTED FISHERIES SECTOR IN EUROPE

The Basque fleet has in recent years experienced a renewal and modernization process, which has yielded a considerable improvement in the development of the activity, sustainability and quality of the Basque fishery products. The current Strategic Plan for Fisheries of the Basque Country is promoting a series of actions aiming at the creation of value added, total quality and sustainable development.

The Basque fleet is characterized by the use of traditional fishing methods with respect to the marine ecosystem.





ALBACORE AND ATLANTIC BLUEFIN TUNA

Albacore (*thunnus alalunga*) and Atlantic Bluefin Tuna (*thunnus thynnus*) are exquisite high quality fish, caught one-by-one with the fishing gear authorized for traditional fishing: reed (live bait) and trolling, ensuring the sustainability of fish stocks and the maintenance of marine resources. Albacore tuna stands out amongst the others for its tasty flesh and texture. Both fish are essential for a healthy

diet: for their richness in omega-3 fatty acids that help reduce the risk of cardiovascular diseases, and as a good source of protein, minerals and vitamins.

Eusko Label certifies the superior quality of these fish, through a rigorous selection process that ensures compliance with the size, catch and freshness requirements of each fish.



Hegaluzea
eta
Hegalaburra
Bonito del Norte
y Atún Rojo



BASQUE

Canned and bottled goods

WHERE ONLY QUALITY FITS



THE KING OF CANNED GOODS

Canned albacore and tuna from the Basque Country stand out for their exceptional quality, which has led to the consideration of high-end products in restaurants and gourmet speciality stores. With their craft know-how, the result of a long tradition and the use of advanced technologies, they combine different processes of the Basque canning activity to provide high quality, healthy food, sold throughout the most important markets in all five continents.

ANCHOVIES, THE TASTE OF THE SEA

The Bay of Biscay's anchovy (*engraulis encrasicolus*) is greatly appreciated fresh, salted or preserved in oil because of its strong aroma, texture and pink flesh.

It is marketed as semi-preserved in two formats: cans and bottles.

The anchovy plays a role in preventing cardiovascular problems. Also, its contribution of fat-soluble vitamins contributes to the maintenance and reparation of the mucous membranes, skin and other tissues, and promoting a resistance to infections. Its good digestibility, the high quality of the proteins amino acids and rich in vitamins and minerals, along with the high value of its highly unsaturated fat, all make Basque anchovies an exceptionally healthy food.

Prepared with ART

THE BASQUE FOOD INDUSTRY

Euskadi's cuisine along with its entrepreneurial tradition lets us see how there are so many products and food companies working in the Basque Country. Always with their trademark: a vocation for quality, a business commitment that has achieved a growing acceptance in a demanding market that is moving towards complete quality. Therefore, the various food specialities in Euskadi all share the preservation of quality in the development of highly refined delicacies. Some are based on tradition, and others in the new types of food that society demands. The foods specialities produced in Euskadi make up a now emerging sub-sector in the Basque food world, and because of its success is significantly increasing in importance.





MEAT AND DERIVATIVES

Quality is the factor that unites all meat products and their derivatives produced in the Basque Country. Fresh, semi-preserved, canned or cured, meat and its derivatives from the Basque Country are targeted as gourmet products and to delicatessens.

CONVENIENCE FOODS

The quality of the Basque Country's convenience food products lies in the exclusive use of its unique natural materials, careful craftsmanship and the participation of leading chefs in the design stage. A wide range of haute cuisine, with the advantages of convenience foods.





CONFECTIONERY

With a long tradition in the Basque Country. As heir to this tradition, a baking industry has been developed that produces high-end pastries completely handmade to service the restaurant and speciality food establishments. The sub-sector of bread and pastries is second in sales in the Basque food industry.



DAIRY

The Basque Country has a strong industrial processing structure that supports the annual primary dairy production (cattle, sheep) of about 200 million litres. The Basque industry's yoghurt and dairy desserts sector occupies a prominent position in the national ranking.

Other forms of

BASQUE COUNTRY'S NATURAL CIDER

This is a top quality product derived exclusively from native, healthy cider apples, picked at their optimum ripeness and members of approved varieties. It is made in the traditional methods here in the Basque Country, controlled in all processes, reaching a minimum alcohol content of 5° and carbonation from a completely endogenous origin.

A Grading committee is responsible for assessing each barrel and qualifying them with the Eusko Label only those having the regulated physical-chemical and organoleptic characteristics that ensure a full-flavoured cider and apple aromas.

The Basque Country's Natural Cider is sold exclusively bottled under the Eusko Label's control logo to guarantee authenticity.



TOASTING



PACHARÁN

This liquor, which has a great tradition of entrepreneurship in the Basque Country, has a moderate alcohol content rarely exceeding 30 percent. It is made by the alcoholic macerating of sloes or "aranas". Good pacharán comes in a red or pink hue, rather intense. It is pleasant and sweet on the palate with a rich anise background. This liquor can be paired with a wide range of foods.



BOTTLED WATER AND SOFT DRINKS

The marketing of bottled water is a tradition going back more than one hundred years in the Basque country due to the exceptional qualities of its mineral springs. With internationally renowned brands, the soft drinks sector, located in the Basque Country, plays a significant role in the markets.

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