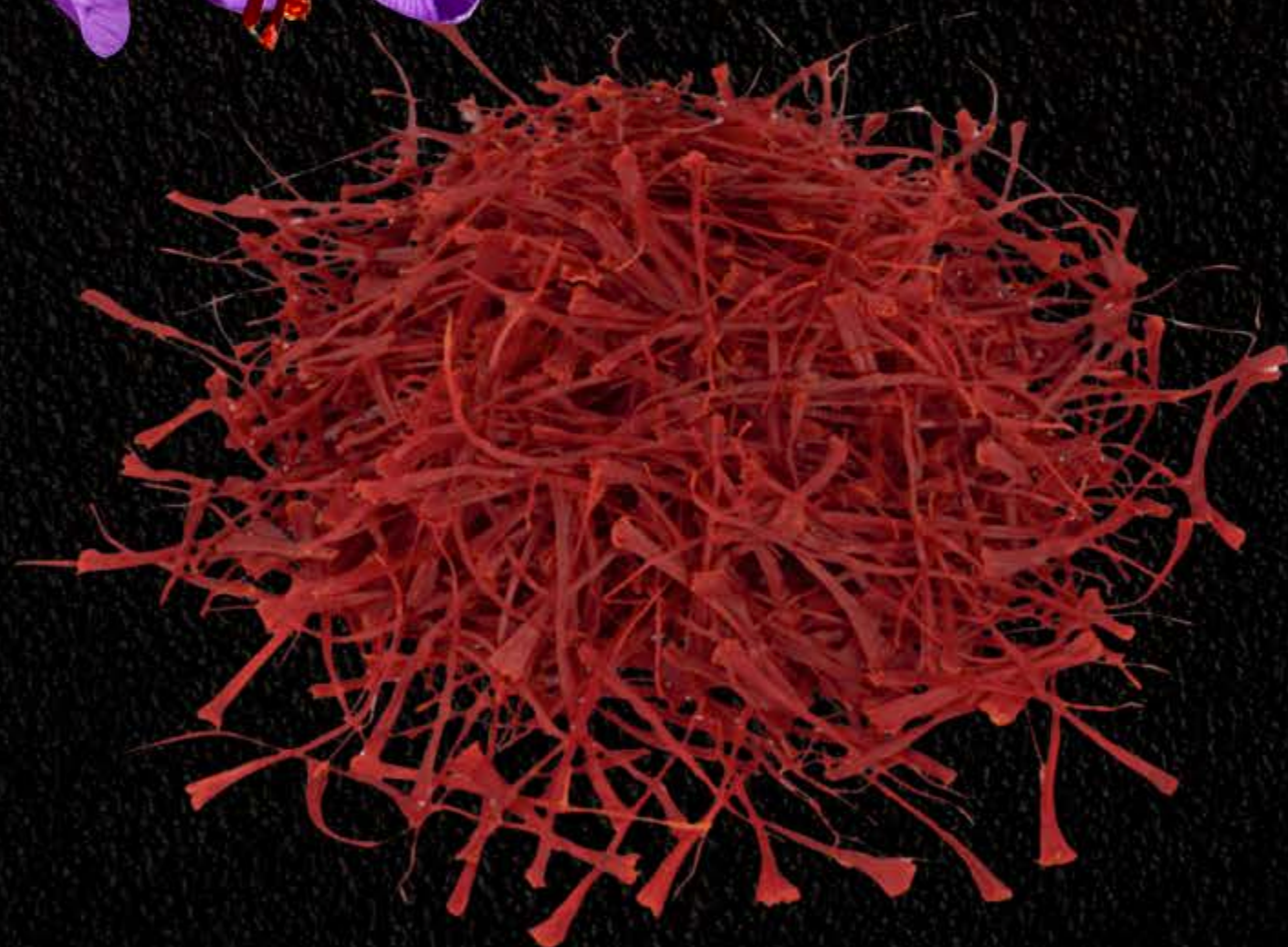




SAFFRON PERSIAN COLLECTION

The heritage of Iran, the soul of luxury.



The Journey of Saffron – From Earth to Excellence



The Land of Khorasan

In the heart of Iran, the fields of Khorasan turn violet. Here, the world's most precious saffron is born.



The Awakening of the Flowers

Each flower blooms for just a few days a year. Harvest begins at dawn, while nature is still silent.



Skilled Hands

Human touch is the key: each blossom is hand-picked, one by one, with care and respect.



The Drying Process

The stigmas are carefully laid out to dry, where their color and aroma intensify.



The Gift of the Earth

Baskets fill with amethyst-colored petals – the first step in a journey where tradition meets artistry.



Artisan Selection

Only the finest stigmas are chosen — long, red, flawless. Each thread tells a story of quality.

Control and Precision

Each batch is checked, weighed, and recorded. Quality lies at the heart of every production step.



The Purity of Red

A layer of pure threads, red as the Persian sun, ready to become culinary gold.

Ready for the World

Each package embodies Iran's ancient art — saffron ready to grace the world's finest tables.



Packaging

The saffron is carefully packed, preserving its aroma, color, and authenticity.

SUPER NEGIN

THE ULTIMATE EXCELLENCE

Super Negin represents the **highest expression of Iranian saffron**, the most prized and sought-after variety in the world. Each stigma measures **between 9.5 and 12.5 mm**, is **entirely red**, and is **hand-selected** to ensure absolute purity and uniformity. During harvesting, when the saffron flower is still fresh, the yellow and creamy parts are **immediately separated from the red stigma**, preserving its **intense color, aroma, and structure**. **A unique drying process follows**, designed to keep the stigmas long, smooth, and unbroken, maintaining both beauty and potency. Renowned worldwide for its **vibrant color, rich fragrance, and natural health benefits**, Super Negin is as **rare and refined as a jewel** — the perfect choice for **chefs, gourmets, and true connoisseurs of authentic excellence**.





NEGIN

PURE REFINEMENT

Negin saffron is renowned for its **exceptional quality and distinctive fragrance.**

It is a “coupé” saffron, obtained exclusively from the three red stigmas — the most precious part of the flower — each one carefully hand-selected during harvest to ensure perfection.

Recognized worldwide for its **deep red color, smooth texture, and strong coloring power**, Negin offers an **intense aroma and refined flavor** that elevate every culinary creation.

Its stigmas are **long, unbroken, and beautifully separated**, a sign of meticulous preparation and drying methods that preserve both **purity and natural beauty.**

Elegant, aromatic, and full of character, **Negin** is the ideal choice for those who value **refined quality and the true essence of Persian saffron.**

SUPER SARGOL

VIVID INTENSITY

Super Sargol is a premium selection of Sargol saffron, obtained exclusively from the purest and most intact red stigmas.

Derived from the upper part of the flower, it contains **only red threads**, with **no yellow or white style**, ensuring **deep color and concentrated aroma**.

During processing, the stigmas are **hand-dried and carefully sorted** to preserve their **length, brightness, and natural fragrance**.

The result is saffron with a vivid red hue and a sweet, floral aroma, offering high coloring strength and superior yield. Refined yet accessible, **Super Sargol** embodies the **perfect balance of intensity, quality, and authenticity**, ideal for **gourmet dishes, desserts, and premium blends**.





SARGOL

AUTHENTIC TRADITION

Sargol saffron is recognized as a **high-quality variety**, valued for its **bright color and intense aroma**.

Its quality may vary depending on the **thickness of the stigmas** and the **presence or absence of broken threads**. During the separation from the yellow part of the flower, some stigmas may break, resulting in Although **smaller than Super Negin and Negin**, Sargol maintains **excellent coloring strength and a distinctive fragrance**.

Authentic, vibrant, and full of character, it represents the **true tradition of Iranian saffron**, appreciated for its **versatility in fine cuisine, gastronomy, and gourmet retail**.

PUSHAL

NATURAL ELEGANCE

Pushal is one of the most traditional forms of Iranian saffron, harvested in the historic **Khorasan region** from carefully selected crops. It stands out for its **rich and complex aromatic bouquet, blending floral, earthy, and slightly bitter notes** with a **honey-like sweetness** and subtle metallic undertones.

This variety offers a **unique sensory profile**, thanks to its high concentration of **safranal, picrocrocin, and crocin**, the key compounds responsible for saffron's aroma, flavor, and color. It contains **high-quality red stigmas** with a small portion of light plant material at the base, the white parts are removed, leaving only the **red and orange-colored filaments**.

Although it has a **lower coloring strength** than Super Negin, Negin, and Sargol, **Pushal** retains a vivid natural pigment, making it an **authentic and versatile choice**, appreciated for its balance of **tradition, aroma, and value**.



Dasteh/Dokhtar Pich

THE ORIGIN OF TRADITION

Dasteh saffron, also known as **Dokhtar Pich**, is the most **authentic and natural form** of Iranian saffron, often referred to as *the mother of all saffron types*.

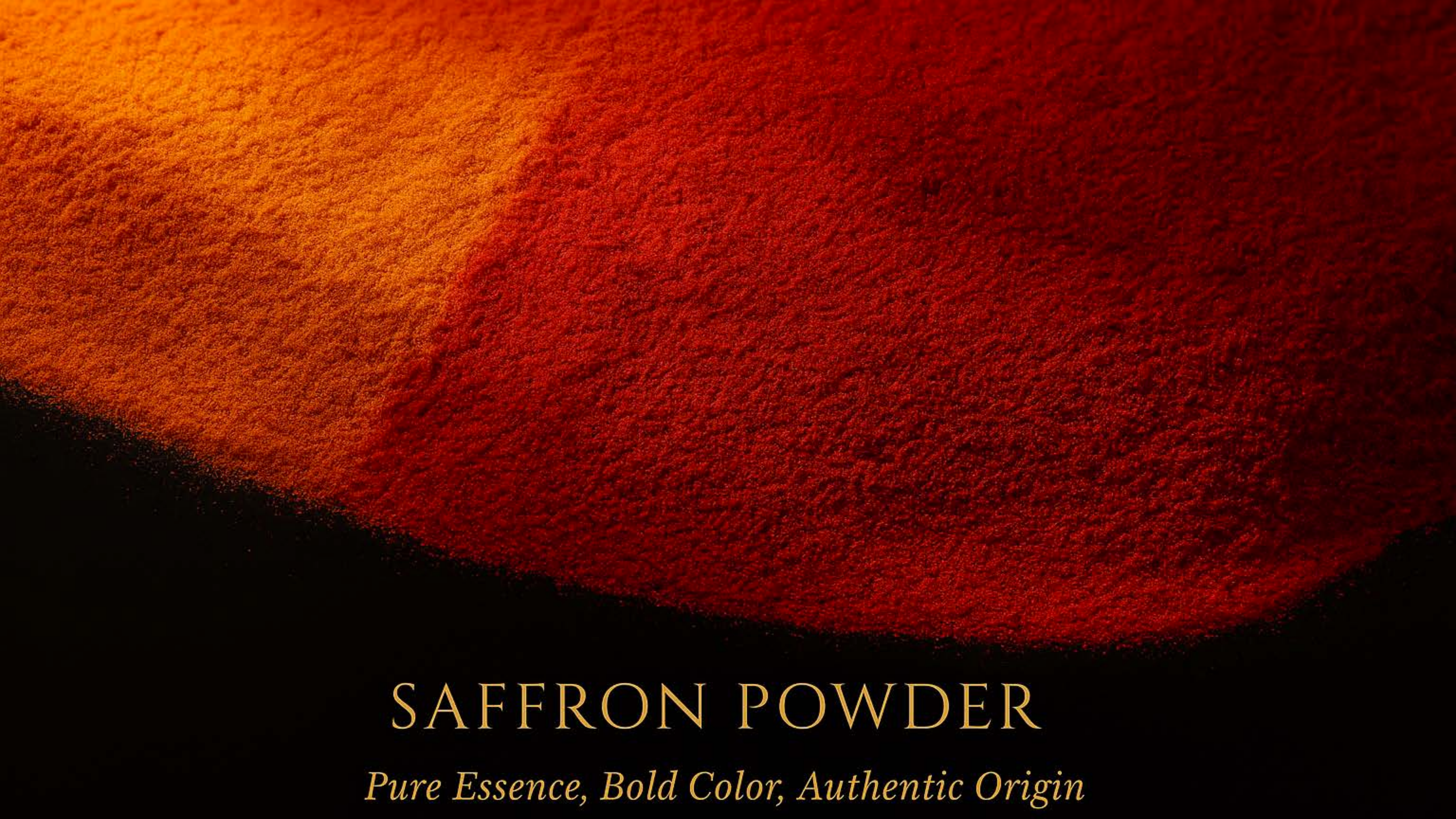
It consists of **bundles of whole filaments**, including **all parts of the stigma and style**, preserving the flower's original structure.

Each bundle contains **three natural sections**: the whitish root of saffron (style), the yellowish transitional part, and the deep red **stigma**.

Although its **coloring strength is lower** than that of Super Negin, Negin, or Sargol, it is highly valued for its **authenticity, heritage, and cultural significance**.

Dasteh / Dokhtar Pich embodies **the pure essence of the harvest**, a tribute to the origins of Iranian saffron and its timeless bond with the land.





SAFFRON POWDER

Pure Essence, Bold Color, Authentic Origin



CUSTOM SAFFRON BLENDS

CREATIVITY MEETS PRECISION

We offer our clients the freedom to create their own saffron blend, selecting the ideal balance between color intensity, aroma, and investment level. Thanks to our expertise in grading and sourcing, we combine different varieties—from Super Negin to Pushal—to craft a bespoke saffron that perfectly matches each customer's needs, whether for haute cuisine, industrial production, or retail excellence. Each blend is tested, standardized, and certified, ensuring consistency in quality and visual appeal over time.



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