



ZAR DOKHT



# About Us

A BLOSSOM'S GOLD.  
A FLAVOUR OF YOUR SOUL.








Saffron, the gold of Persia, is a unique, exclusive spice to which we are passionately dedicated. It has an unmistakable exotic note, seduces the senses and invites us on a culinary journey to the Far East. But tastes are known to be different- saffron is rarely used in Western cultures. Wrongly, as we think.

We at ZARDOKHT have made it our mission to combine the tastes of two cultures- oriental spices meet European cuisine. Therefore we create unique products that combine western and oriental cultures to become a true explosion of taste.

As a young and dynamic company, we develop creative, tasty and also healthy products that, in addition to their exclusivity, have one thing in common - that delicious touch of fine saffron.



# BULK Sale

Super Negin	Negin	Sargol	Filament Saffron (Grade1 Poushali)
 <p>Three strands of saffron stigma connect together. So, strands of saffron stigma are skeined, it seems beauty appearance and more volume, this saffron is more appropriate in market than other classes, so it is more expensive.</p>	 <p>This kind of saffron is same as super Negin, strands of stigma connect together. The only differential between them is length of strands. Negin saffron stands are shorter</p>	 <p>The only characteristic of this type is the redness of its stigma. Style (white part of saffron) is removed and all red saffron is produced (Cut filament saffron). This type of saffron is completely pure and is with the cute tissue of saffron without style.</p>	 <p>Whenever style of saffron is separated from flower, stigma will have 1-3mm cream</p>
Filament Saffron (Grade2 Poushali)	Filament Saffron (Grade4 Bunch)	White Saffron	Pollen Saffron
 <p>It's lower width as compared to filament Grade 1. Whenever style of saffron is separated from flower, stigma will have 1-4mm cream</p>	 <p>Stigma have 3-5 mm style. Strands of saffron are tied by white thin yarn and will be dried smoothly.</p>	 <p>After removing Sargol from bunch, the root part of strands remains. This part is known as white saffron.</p>	 <p>When saffron depots, pollen on stigma saffron pours over time and these pollen are used in all kinds of food as colorant</p>



ZARDOKHT SAFFRON



# THE GOLD OF PERSIA

## Origin and History of Saffron

For thousands of years, Saffron has been used in a variety of ways. For a long time it was assumed that the Orient was the home of the noble spice, but today researchers assume that the Greek island of Crete is the actual home of saffron. More than 3500 years old frescoes, which can be assigned to the Minoan culture, prove the use of the plant on the island. But saffron, which at that time still had the Latin name “Crocus sativus” (in Greek “crocus”), quickly found its distribution. In particular the Phoenicians traded with the spice in the Mediterranean region, and saffron was already considered a real luxury item in ancient times. The ancient poet Homer wrote that the population was willing to pay any price for saffron.

### Saffron in the Ancient Orient

As a result of the brisk trade in antiquity, saffron came to the ancient Orient and was used in many ways. The noble yellow threads were not only used to refine delicious dishes- especially rice dishes- but saffron was also used to prepare precious balsams and oils. Because of its healing properties, saffron was also found in ointments and medicines.

And there was another property that made the spice a popular luxury item even in antiquity: its bright yellow color, which was used in the ancient Orient to dye shawls, veils and fabrics and, in particular, valuable ruler's garments.

### Saffron in the Middle Ages

In the early Middle Ages, oriental trade expanded into the Mediterranean. This established the Arabic name “za far n”, from which the term saffron used today comes from. It was not just taste and color that made saffron a coveted luxury item in medieval Europe. Its health effects have also been used in many ways. Medieval anecdotes also tell of the intoxicating effects of saffron. In the Middle Ages, saffron was traded at three times the price of pepper- and this was already considered extremely expensive and luxurious.

Today, like many other spices, pepper is part of everyday products that have long since lost their exclusivity. Saffron, however, still stands for pure luxury and uniqueness to-day.



ZARDOKHT SAFFRON

## Culinary Delights with a High Level of Responsibility

Our saffron is only made from the first flowers of the saffron crocus, which is traditionally grown in the Persian highlands. The cultivation of the sensitive plants is demanding, the harvest and processing are done entirely by hand. The result is a product of outstanding quality, which can be recognized by the nature of the individual saffron threads. The intense, deep red color is a sign of the typical, unique aroma.

We are aware of our responsibility in every phase of the production process and always pursue the requirement for sustainability and the highest quality: from production to sales. From the preparation of the arable land to the cultivation and harvest, which takes place in compliance with the highest quality standards, to gentle processing and careful packaging, all processes are monitored and controlled by our local team.

In this way, we can guarantee that our high-quality range is produced in accordance with German food law under the strictest requirements and constant quality assurance. We also take our social responsibility into account. Our products meet our high sustainability requirements. Local farmers who supply us with the delicious saffron work under the best possible conditions and receive fair pay. In this way, we guarantee our customers luxury that they can enjoy with a clear conscience.

## Saffron as a Spice

### The Taste of Luxury

Did you know that saffron is a type of crocus that shows its beautifully purple flower in autumn? In the flowers there are the so-called styluses, which have an aromatic and sweet scent and are dried for use. Around 150,000 to 200,000 flowers are required for one kilogram of saffron spice. This corresponds to a cultivated area of about one hectare of land.

Mechanical harvesting is impossible. Each saffron flower has to be picked by hand. A picker manages an average of 70 flowers per day. If you consider that the harvest is only possible during the flowering period in autumn, it becomes understandable why saffron is the most expensive and therefore most luxurious spice in the world.

Iran today produces around 90 percent of the saffron spice. That is why ancient Persia is now considered the cradle of “red gold”. Traditionally, rice dishes in particular are refined with saffron.



ZARDOKHT SAFFRON



## The Fine Note

Saffron has a surprisingly bitter-tart to pungent taste. But used in the kitchen in small doses the spice shows only a light, exquisite note. However, it is the unique scent in particular that ensures that saffron gives every dish an extraordinary aroma. Saffron also contains bitter substances that complement and intensify the taste of other spice components. The carotenoids it contains cause the characteristic gold color. This can be intensified by pulverizing the saffron in a mortar, for example.

Saffron does not only develop its unique aroma in rice dishes. The fine, bitter taste and the exotic aroma give many other dishes and drinks such as teas and mixed drinks that special taste. Saffron can even add a very special touch to desserts.

The bright red saffron threads also have an appealing look and are therefore often used to decorate food and fine drinks.

So that the aromatic scent is not lost, saffron should never be boiled for a long time, but preferably only added to the dish at the end of the preparation.

## Precious Medicinal Plant

### Saffron as Medicine of the Ancient Orient and Nowadays

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### Effect on the Nervous System

Thanks to its versatile ingredients, saffron has a beneficial effect, especially on the nervous system. The application can increase learning and memory. The mood-enhancing effect of saffron is repeatedly confirmed, which is why it also has a soothing effect on depressive moods and depression.

Thanks to its versatile health effects, saffron is more than just a spice - it is wellness for body and soul



ZARDOKHT SAFFRON



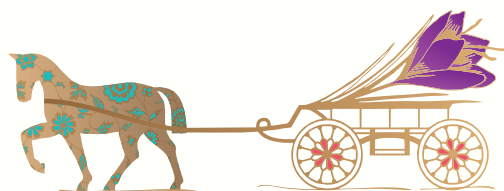


The Zardokht brand, founded in 2020 in Tehran by Ali Jafarpisheh, specializes in the supply and packaging of Iranian saffron, tea, nuts, and dried fruits. Operating under the trade name Zardokht, the company caters to both domestic and international markets.



**Zardokht group**  
brand:

Zinuts | zardokht



ZARDOKHT SAFFRON

**Saffron**



**Tea**



**Nuts & dried fruit**



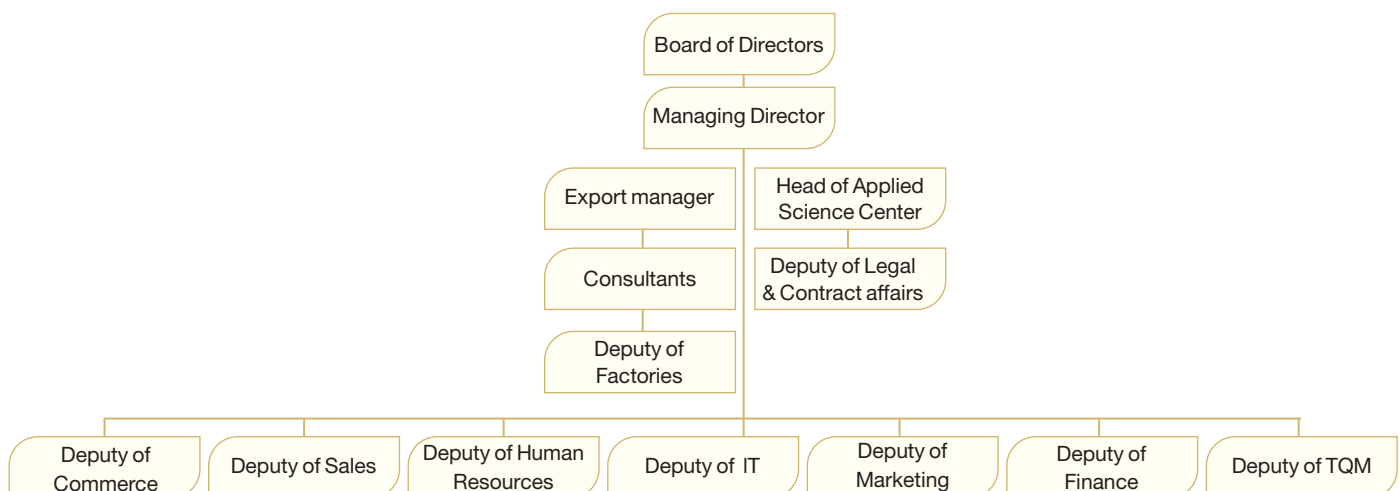
## Saffron ZARDOKHT Laboratory

Testing saffron is an important factor in obtaining its purity and quality.

At ZARDOKHT Saffron Laboratory, we test and measure saffron in terms of microbes and color strength to bring you the best and highest quality saffron.



## Organization Chart



## Zardokht team



**MANAGER**  
Mr.Ali Jafarpisheh



**QC**  
Mrs.Mina Kashani



**Sale Manager**  
Mrs.Narges Akaf



**Sale Manager**  
Mr.Mohammad Omid



**Online Order Manager**  
Mrs.Nahid Nazarzadeh



**Accounting**  
Mrs.Roya Ezatpour



**Export Manager**  
Mr.Abbas Amer

## Key Activities

- Supply Chain
- agriculture and industry • Purchase
- Preparation
- quality control
- Marketing and Sales
- global distribution company • sales in different channels
- distribution

## Vision

- Leader in the procurement and supply of saffron as well as other packaged food products, Capable of competing at an international level and with the goal to create added value for all stakeholders.
- Procurement, production, supply and distribution of quality agricultural & food products

## Value

- Loyalty
- Trust
- Respect
- Team work
- Responsibility • Discipline
- Training and development of the human resources • Commitment



# Mission

- In diverse and attractive packaging
- With respect and loyalty
- Creation of value for our customers
- Sustainable development
- Specific attention to the quality of

goods and peoples' health

- Competitiveness in both local and export markets with the help of developed human resources

## Certificates



# Contact us

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