



Piment d'Espelette PDO

Syndicat de l'AOP Piment d'Espelette

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Producer since 2002 & packager

ARISE+IPR Seminar

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The PIMENT D'ESPELETTE PDO

From its discovery to its official recognition

Originates
from Mexico

1650
Chili
plantations
started in
Espelette

Eighties
The
Espelette
chili peppers
are close to
extinction

1990
30 producers
started to work
together for
one objective :
protecting the
Espelette chili
peppers

1993
The
Syndicate
of Espelette
chilli
peppers
producers
is created

2000
Obtaining the
AOC recognition
for 3 products

2002
Protected
Designation
of Origin



The PIMENT D'ESPELETTE PDO

Local specificities, Quality, Know-how

One product under three versions



Powder



Cord



Fresh chili
*(destined for transformation into
other products)*

A UNIQUE AREA



- ✘ The growing region is limited to 10 villages
- ✘ A specific microclimate



A UNIQUE MARK OF QUALITY

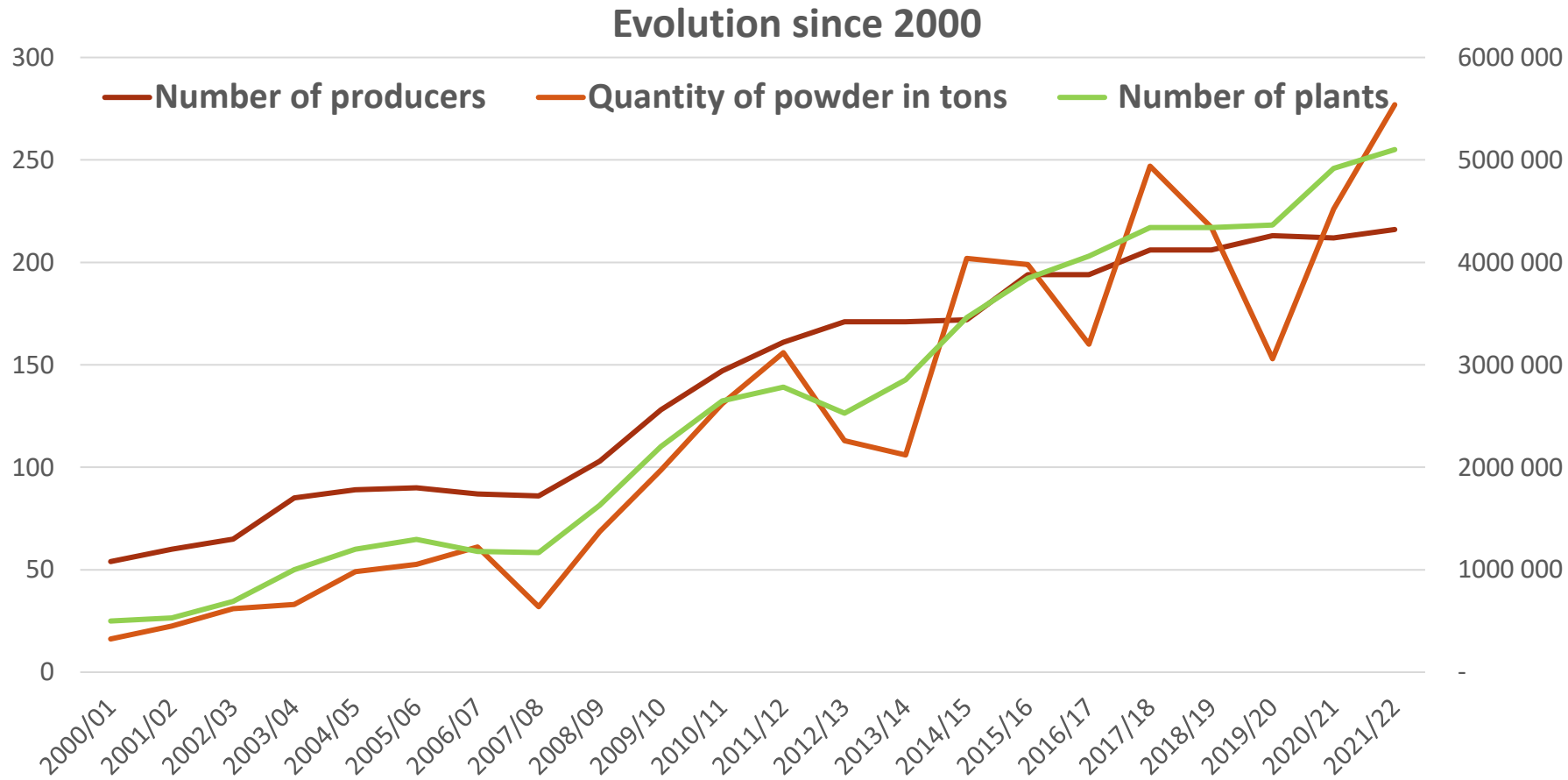
A specific production

- ✘ The growing areas are registered with the INAO (National PDO Institute)
- ✘ Only one variety
- ✘ Outdoor cultivation with a delimited planting density
- ✘ Harvested only by hand, picked when mature in waves, up to the first frost
- ✘ Irrigation and use of pesticides strictly regulated
- ✘ Specific and strict rules for Piment d'Espelette powder's processing



The PIMENT D'ESPELETTE PDO

Dynamic community



IN 2021/2022

- 216 producers
- 5,1 millions plants
- 277 tons of Piment d'Espelette powder

The PIMENT D'ESPELETTE PDO

The PDO label, a quality requirement

- ❑ Demanding and costly for the sector operators :
 - Binding specification.
 - Multiple internal and external controls.
 - Obligation of a management structure for the appellation.

❑ An economic lever for territorial development and a vector of worldwide notoriety.

❑ A powerful shield against unlabelled competition and fraud.



The PIMENT D'ESPELETTE PDO

Organisation

A Syndicate

- ✘ The only Producers' Organization for Piment d'Espelette
- ✘ Includes all DOP Piment d'Espelette : Producers / Processors / Packagers



Direction

- ✘ One board of director : 11 powder chili producers + 1 fresh chili producer + 1 packager
6 Employees

Missions :

- ✘ Improve the Piment d'Espelette quality
- ✘ Promotion and communication
- ✘ Protection and management of PDO



The PIMENT D'ESPELETTE PDO

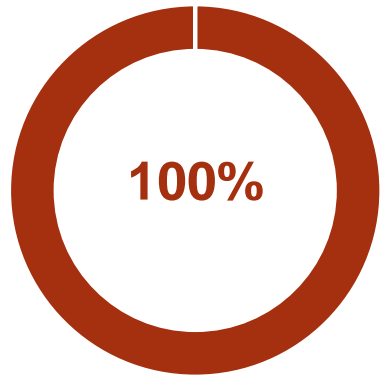
Producers commitment to guarantee the Piment d'Espelette quality

- ❑ Respect authorization procedure and Respect of the Syndicate authority
- ❑ Comply with PDG specifications
- ❑ Guarantee the traceability
- ❑ Participate to technical and quality trainings
- ❑ Responsible to Piment d'Espelette reputation
- ❑ Be proud to be a producer of Piment d'Espelette PDO

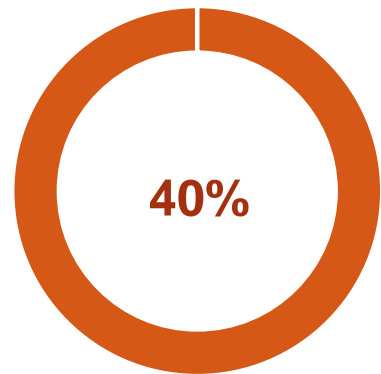


The PIMENT D'ESPELETTE PDO

Procedures and regulations: Internal and external controls



■ New Producers



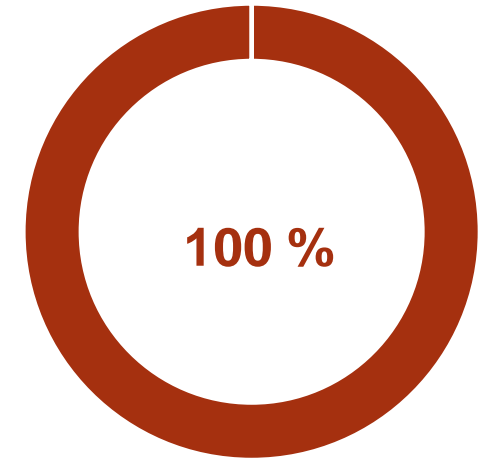
■ All other producers

External control

- ☒ Independent organization
- ☒ Verify the correct application of the PDG specifications by the producers
- ☒ Ensure the PDO certification of the products
- ☒ Implement sanctions

Internal control

- ☒ Ensure by the Syndicate
- ☒ Verify conditions of production.



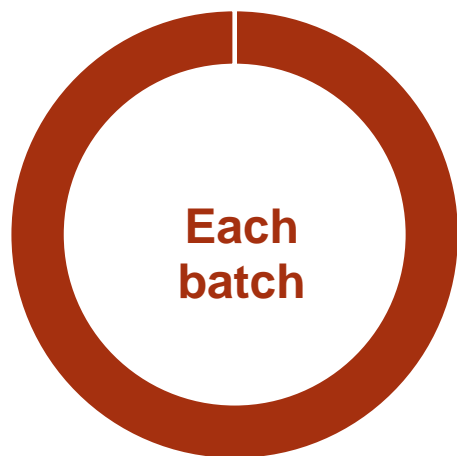
■ Growing areas

INAO

- ☒ Verify all the plots
- ☒ Follow sanction
- ☒ Help Syndicate in cases of fraud

The PIMENT D'ESPELETTE PDO

Procedures and regulations : Organoleptic control



■ Espelette Podwer

- ✘ By the tasting panel : composed of producers, tasting experts and knowledgeable amateurs.
- ✘ Using strict guidelines developed by the producers.
- ✘ Non-compliance : three times in one year, the producer loses his right to use the PDO on the products during that year.

IN THE MOUTH

FLAVOUR PROFILE

Sweet
Hint of bitterness

SPICE PROFILE

Sensation of heat
Spiciness develops
Flavour lingers

HEAT INTENSITY

Medium



THE NOSE

FRAGRANCE

Aroma of "hay" (dried hay)
Aroma of "fruit" (ripe tomatoes, red peppers . . .)
Aroma of "grilling" (roasting, toasting . . .)

INTENSITY

Medium

WITH THE EYE

MILLING

Grain size < 5mm

COLOUR

Orange | Orange/Red | Red | Russet



The PIMENT D'ESPELETTE PDO

Strict rules to use the name “Piment d'Espelette”.

Some examples of fraud

✘ Abusive use :

Piment d'Espelette is incorporated into a processed product in an insufficient quantity to confer an essential characteristic to the food in question and to be reported as an ingredient.

✘ Usurpation of the designation :

Production of chilli abroad and sold under the designation “Piment d'Espelette”

✘ Naming another product:

Misuse of the name “Piment d'Espelette” to designate another non-agricultural product



Thank you for your attention



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