

*Goliran*  
— Since 1998 —  
Esfedan Saffron Co.  
[www.naturalsaffron.com](http://www.naturalsaffron.com)



# Saffron

## *Goliran®*

The Esfedan Trading Company was established in 1998 by Mr. Ali Salari in Mashhad in order to sort, pack and export Persian Saffron. The main objective of Esfedan has been always to provide customers satisfaction by improving the quality of its products. These efforts were rewarded with success; Esfedan received the National Exporter Award in years 2015, 2012, 2011, 2010, 2004 and Provincial Exporter Award in years 2010, 2008, 2007, 2006, 2004, 2003, 2002, 2017 & 2016, 2015, 2014, 2013, 2012, 2011. Last but not least this company won the Top National Exporter Award in 2017.

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#### **EAST ESFEDAN DEVELOPMENT COMPANY: A LEADING PERSIAN SAFFRON EXPORTER**

With 40 years of experience, we are specialized in whole red thread Persian saffron. Our mission has always been dedicated to offering the premium quality saffron and top saffron grades. Esfedan saffron is harvested from organic saffron farms and its %100 natural red threads exclude any chemical or preservatives. Our saffron is made up of all red stigmas which have been professionally cut and separated from the style manually, making sure there is absolutely no break or damage to the saffron threads. It is then naturally flash-dried, a method Persian premium saffron has used and perfected, meaning it is dried so fast that it loses no taste, vitamins, nutrients and/or minerals in the process. You can test the quality of our saffron with just your eyes and nose. Once you open each of our premium quality saffron packages, you will experience an amazing natural red color coming along with the smooth nice smell of this magical spice that spread all over the place strongly proving that our saffron has no artificial components but %100 natural and high quality. The deep natural red color is rated as "grade A saffron" in the world and it comes with an inspiring smell. Such an approach has resulted in receiving fourteen awards as the distinguished Iranian exporter who has totally exported more than 500 tons of saffron, worldwide.



#### **WE EXPORT HIGH QUALITY SAFFRON WORLDWIDE**

Esfedan Saffron Company has exported almost 500 tons saffron to various countries since its establishment in 1975. The major export destinations of Esfedan include Australia, Malaysia, China, India, Austria, Hong Kong, Austria, Sweden, Spain, Saudi Arabia and all of the Arab states of the Persian Gulf.

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## EXPORT AWARD WINNER

Awarded by vice-president ,Eshaq Jahangiri

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• Awarded by Minister of Foreign Affairs, Javad Zarif



• Awarded by vice-president, Mohammad Reza Rahimi

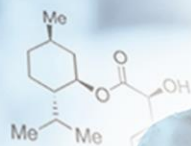
• Awarded by deputy speaker of the parliament, Mohammad-Hassan Aboutorabi



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GOLIRAN®



### Our quality commitments

Goliran is committed to propose innovative ingredients with high quality and with guaranteed safety:

- By demonstrating the conformity of its activities with the various legal and regulatory requirements.
- By applying a rigorous selection of raw materials and suppliers. Suppliers are selected, approved and their performances are tracked in order to determine their suitability with Esfedan requirements.
- By performing many quality controls (visual checks, actives compounds and contaminants analysis) of raw materials during their development and before their use, and finished products before their release and shipment.

### Laboratory Test Result



### ESFEDAN SAFFRON LABORATORY

Reference number:

Date of sampling:

Type of saffron: Negin

Date the results released:

Sample code:

Date the sample analyzed:

Ordered for analysis by:

### Analysis of the Sample

| No. | Description   | Result of test | Acceptable range    |                     |                     |                     |                     |
|-----|---|----------------|---------------------|---------------------|---------------------|---------------------|---------------------|
|     |   |                | Filaments           |                     |                     |                     | Atado               |
|     |   |                | 1                   | 2                   | 3                   | 4                   |                     |
| 1.  | Maximum percentage of extraneous matter                     | 0              | 0.1                 | 0.1 - 0.5           | 0.5 - 1             | 1                   | 0.5 - 1             |
| 2.  | Maximum percentage of floral waste                          | 0.45           | 0.5                 | 0.5 - 4             | 4 - 7               | 7 - 10              | 35 - 40             |
| 3.  | Moisture and volatile matter content, WT percentage         | 7              | 10                  | 10                  | 10                  | 10                  | 10                  |
| 4.  | Minimum percentage of colouring strength (crocin) in 440 nm | 260            | 190                 | 180                 | 175                 | 170                 | 110                 |
| 5.  | Minimum percentage of bitterness (picrocrocin) in 257 nm    | 92.40          | 70                  | 55                  | 40                  | 30                  |                     |
| 6.  | Safranal in 330 nm  | 33.94          | 20 - 50             | 20 - 50             | 20 - 50             | 20 - 50             |                     |
| 7.  | Percentage of extract solubility in cold water on dry basis | 59.51          | 54 - 65             | 54 - 65             | 54 - 65             | 54 - 65             | 57 - 68             |
| 8.  | Added colour  | Neg            | neg.                | neg.                | neg.                | neg.                | neg.                |
| 9.  | Pigments  | 6              | 6                   | 6                   | 6                   | 6                   | 6                   |
| 10. | Total nitrogen on dry basis                                 | ----           | 3                   | 3                   | 3                   | 3                   | 1.8 - 2.4           |
| 11. | Total ash on dry basis (Y. max)                             | 5.28           | 5.5                 | 5.5                 | 5.5                 | 5.5                 | 6                   |
| 12. | Total ash insoluble in HCL on dry basis, WT percentage      | 0.45           | 0.5                 | 0.5                 | 0.75                | 0.75                | 1                   |
| 13. | Fiber content on dry basis, WT percentage                   | ----           | 6                   | 6                   | 6                   | 6                   | 6                   |
| 14. | Coliform  | Neg            | 10 <sup>3</sup> /gr | 10 <sup>3</sup> /gr | 10 <sup>3</sup> /gr | 10 <sup>3</sup> /gr | 10 <sup>3</sup> /gr |
| 15. | Escherichia Coli  | Neg            | neg.                | neg.                | neg.                | neg.                | neg.                |
| 16. | Aflatoxin   | ----           | neg.                | neg.                | neg.                | neg.                | neg.                |

### Declaration:

We declare that the saffron we supply does not contain proteins and/or DNA derived from genetic alteration & Aflatoxin. Also we do not use pesticides in the crop of saffron we sell & the absence of pesticide in the raw material supplied. This declaration is issued according to EEC regulations and provisions concerning this matter.

The subject product is harm free and fit for human consumption.

Analyst:

Quality Control Manager:

ESFEDAN SAFFRON LABORATORY



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Saffron



**Negin**

Net Weighte : 200 gr



**Negin**

Net Weighte : 5 gr



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**Negin (khatam)**

Net Weight : 5 gr



**Sargol (Luxury box)**

Net Weight : 5 gr

Net Weight : 2/5 gr



**Goliran Saffron Powder**

Net Weight : 0.5 gr



**Negin (Atlas)**

Net Weight : 3 gr



**Negin (Atlas)**

Net Weight : 1.5 gr



**Negin (Atlas)**

Net Weight : 0.5 gr





*Saffron Tea*



**Esfedan Saffron Tea**  
Net Weight : (20 x 2 gr)



## Herbal Teas

### Goliran Herbal Teas

Net Weight : 40gr (20 x 2 gr)







Mojito



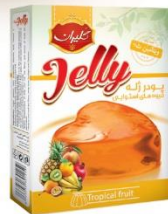
Mango



Strawberry



Aloe Vera



Tropical Fruit



Cantaloup



Pomegranate



Lemon



Blueberry



Sour Cherry



Grape



Raspberry



saffron



Orange



Pineapple



Peach



Banana

## Goliran Jelly Powder

Net Weight : 100 gr

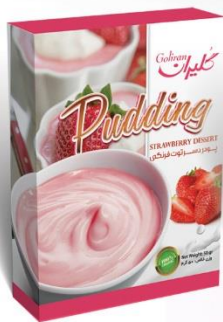




*pudding*

## **Goliran Pudding**

Net Weight : 100gr



Strawberry



Orange



Cocoa



Banana





## Goliran Cake Mix Powder

Net Weight : 500 gr



Cappuccino



Cocoa



Cinnamon



Vanilla



Nescafe



Coffee



Coconut



Saffron



Pineapple



Banana



Strawberry



Orange



Spice

## Goliran Spice

Net Weight : 75 gr

Spice



Salad Seasoning

Curry

Sumac

Oregano

Cinnamon

Turmeric

Ginger

Black Pepper

Cayenne Pepper

Rice Seasoning

Dried Limes

Garlic Powder

Barbecue Seasoning

Heradeum Persicum



Spice

## Goliran Spice

Net Weight : 100 gr



Curry



Turmeric



Cinnamon



Yugurt &  
Cucumber



Cayenne  
Pepper



Black  
Pepper



Garlic  
Powder





Rock Candy



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Rock Candy



**lollipop Saffron Rock Candy**  
8 Pieces Per Package



**lollipop Saffron Rock Candy**  
16 Pieces Per Package



**lollipop Saffron Rock Candy**  
24 Pieces Per Package

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## About Saffron

*Goliran®*

### What is Saffron?

Saffron is among the world's most expensive culinary ingredients. This special spice has been around for a thousand years and has a plethora of uses. It is indigenous to the bare and treeless terrain of Greece before it became propagated throughout Europe, Asia, and North America.

Saffron is a labor-intensive crop which makes it so expensive. It has three delicate crimson stigmas in the center which are handpicked, placed on a riddle, and cured over heat to amplify its flavor. It thrives best in warm, humid climates. Iran is the world's largest supplier of saffron to date.

Apart from its unique earthy essence, the health benefits of the saffron what makes it a highly priced spice.

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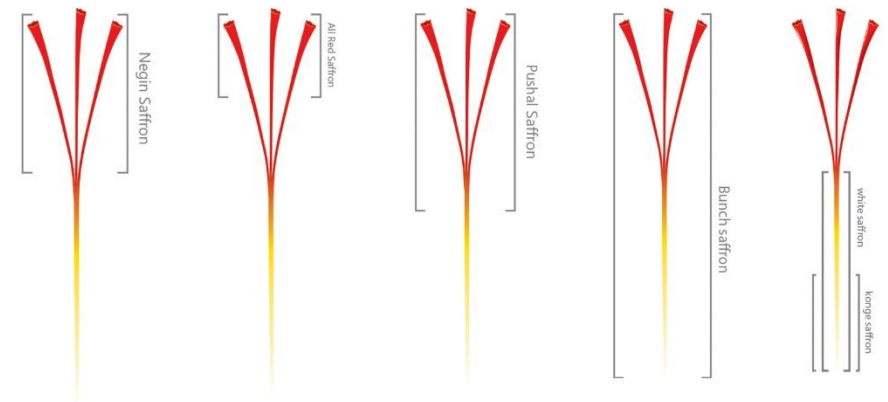




## Types of Persian Saffron

There are three main classifications of Persian saffron based on the trim of the saffron thread:

1. Sargol: in Farsi means "Top of the flower". Sargol derives from the very top of the saffron thread. It also has a specific, powerful aroma. Generally speaking, Sargol saffron is considered to be high quality due to its lack of Yellow or Orange threads. Sargol can be easily recognized thanks to its full and deep red color and short threads. Sargol often contains crumbs and broken threads.
2. Negin: The most expensive type of Saffron. Negin saffron is known not only for being the most potent but also for its aesthetically pleasing features. Negin threads are longer in length and contain no yellow or orange threads. The threads are cut symmetrically and contain no crumbs.
3. Pushal: When compared to Sargol and Negin, Pushal is longer in length and contains some yellow and orange portions of the thread. The aroma, quality, and purity are still great but you do pay for some portions of the yellow and orange threads.





# Saffron



## 11 Impressive Health Benefits of Saffron

Saffron health benefits includes promoting mental health, helping prevent macular degeneration, enhancing the skin, preventing hair loss, supporting respiratory health, increasing sexual vitality, relieving pain and supporting hormone system. Other benefits includes support heart health, promoting good digestion and good for optimal cell function.

### Saffron Nutrition Information (per 2g)

|                     |                   |
|---------------------|-------------------|
| Calories            | 6.2 kJ            |
| Carbohydrates       | 19.7 kJ           |
| Fat                 | 4.2 kJ            |
| Protein             | 2.5 kJ            |
| Total Carbohydrate  | 1.3 g             |
| Dietary fiber       | 0.1 g             |
| Omega3- fatty acids | 25 mg             |
| Omega6- fatty acids | 15.1 mg           |
| Protein             | 0.2 g             |
| Vitamin A           | 10.6 UI           |
| Vitamin C           | 1.6 mg – 3% RDA   |
| Vitamin B-6         | 1%                |
| Folate              | 1.9 mcg           |
| Calcium             | 2.2 mg            |
| Iron                | 2 mg –1% RDA      |
| Magnesium           | 5.3 mg –1% RDA    |
| Phosphorus          | 1% RDA            |
| Potassium           | 34.5 - mg –1% RDA |
| Manganese           | 0.6 mg –2% RDA    |
| Selenium            |                   |







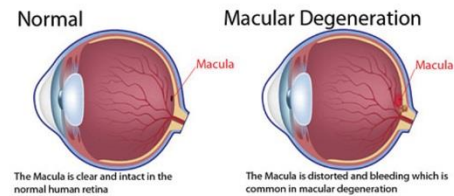
### 1. Promotes Mental Health

Mental stimulation is among the health benefits of saffron. Various studies have shown that the stigma of the plant, the actual saffron, and its petals have similar mood benefits as antidepressant drugs. Safranal and crocin, two compounds present in saffron, regulate neurochemicals such as dopamine, serotonin, and norepinephrine which help reduce symptoms in mild to moderate depression even without conventional psychiatric medications.

Different scientific studies have shown that saffron has large treatment effects and, when compared with antidepressant medications, has similar antidepressant efficacy. Saffron's antidepressant effects potentially are due to its serotonergic, antioxidant, anti-inflammatory, neuro-endocrine and neuroprotective effects. Meanwhile in Japan, it is encapsulated and is used for treating memory loss and Parkinson's disease. Crocin helps prevent age related mental degradation such as Alzheimer's disease.

### 2. Helps Prevent Macular Degeneration

Macular degeneration, America's leading cause of blindness, is an age related condition caused by degenerating cells in an area of the eye known as the macula. Crocin and crocheting found in saffron can help prevent cell damage and delay age related decline to the cells of the eye as a whole.



### 3. Benefits Skin

Antioxidants present in it has anti-aging properties; thus, keeping the skin supple and radiant. Topical application of saffron can also whiten the skin, prevent acne, and fade scars, dark spots, and other skin blemishes. Saffron also has vitamin B2 which helps to heal chapped lips.



### 4. Prevents Hair Loss

It helps prevent hair from falling by strengthening each strand from root to tip. Saffron combined with licorice milk is an excellent hair tonic in treating alopecia and inducing hair growth at a faster rate. Saffron is also believed to improve blood flow to the follicles, allowing greater delivery of nutrients and oxygen.

### 5. Provides Respiratory Health Benefits

It can cure coughing and the common cold. It acts as an expectorant which loosens the phlegm from the lungs and throat. Saffron also has the quality to act as an anti-inflammatory substance as well as a stimulant. Both qualities are beneficial against asthma. Asthma attacks occur only when the respiratory tract has been narrowed down due to inflammation, and saffron can prevent that.



### 6. Increases Sexual Vitality

This spice is a well known sexual enhancer. A glass of milk with a pinch of saffron every night is all you need to increase your libido (according to anecdotal reports). Saffron has the capacity to increase vitality even in older men. Most importantly, it helps in erectile dysfunction, prevent infertility and premature ejaculation. Likewise, saffron is a powerful aphrodisiac for women due to its impact on the endocrine glands by improving androgen levels.

### 7. Relieves Pain

Its pain relieving attribute is among its most valuable asset. Its volatile compound safranal act as a sedative and help cure toothaches. Saffron also has antiseptic and sedative qualities, making it ideal for teething babies and for those who need to improve their sleeping patterns. It is commonly used by natives of countries where it is cultivated as a natural sleep aid, as well as a nervous system relaxant to calm over firing nerves that lead to pain.



\* Lopresti A. L., and Drummond P. D. (2014), Saffron (*Crocus sativus*) for depression: a systematic review of clinical studies and examination of underlying antidepressant mechanisms of action, *Hum. Psychopharmacol Clin Exp*, 527–517 ,29, doi: 10.1002/hup.2434





## 8. Saffron Has Hormonal Health Benefits

Premenstrual syndrome or PMS is caused by various hormones wreaking havoc at the same time. Saffron can influence the endocrine system to a certain extent and stimulate the release of certain hormones (or neurochemicals to be more precise) beneficial in managing PMS such as serotonin. Serotonin is known as the happy hormone and help to reduce the severity of a woman's mood swings. Saffron also has an estrogen like effect, which helps prioritize blood flow towards the pelvic area during pregnancy, and is useful in helping girls with delayed puberty mature.

## 9. Good for the Heart

It is rich in potassium, a key element in maintaining a healthy heart. Potassium dilates blood vessels and arteries, allowing blood pressure to decrease; thereby preventing atherosclerosis, heart attacks, and strokes. Moreover, saffron contains crocetin, a compound with the ability to regulate cholesterol levels, making it an extremely versatile spice for the wellbeing of your heart.



## 10. Good for Digestion

It is also known for its efficacy in treating upset stomachs and flatulence. It also helps in managing enlarged liver and spleen. It is also an anti-spasmodic agent, and help remedy constipation and bloating from a variety of causes.

## 11. Good for Optimal Cell Function

Volatile compounds in saffron can effectively neutralize free radicals that can cause cell degeneration. Saffron contains more or less 150 bio chemicals including antioxidants, carotenoids, crocin, and safranal which are all beneficial in promoting cell growth and cell repair. Saffron contains high amounts of potassium and magnesium which constitute one of the health benefits of saffron. This amazing organic composition of saffron makes it a powerful preventative against cancer, and helps maintain optimal DNA synthesis and replication of cells.

## What's the right dose of saffron?

The typical dose used in the studies of saffron versus Alzheimer's, versus PMS, and versus depression was indeed 30mg. Each flower yields 7mg dried saffron, and I think there are 3 stigmas per flower, so 30mg should be about 13 threads . But even less may have a physiological effect



# Saffron

## How to Use Saffron

**Crush and soak the threads.** The process of crushing and soaking saffron releases the maximum amount of flavor from the threads, so it's strongly recommended.

- Take the saffron threads you intend to use for the recipe and crush them into a powder using a mortar and pestle. If you don't have a mortar and pestle, you can crumble the threads in between your fingers.
- Steep the crushed saffron in warm water, stock, milk, or white wine for 20 to 30 minutes. If there's any liquid in your recipe, use a small amount of the specified liquid from the instructions.
- Add the saffron and soaking liquids directly to your recipe when called for.

**Use a small amount.** In large quantities, saffron will produce a bitter flavor. It's best to prepare and use very small amounts in your dishes.

- When possible, count the threads instead of measuring them by volume. Note that a "pinch" of saffron equals about 20 medium threads, and a pinch is usually enough in most recipes that serve four to six people.
- When using powdered saffron instead of whole threads, note that 4/1 tsp (1.25 ml) of powder equals about 2/1 tsp (2.5 ml) of threads.[4] This amount is usually enough for recipes that serve 8 to 12 people; scale it as needed based on the number of servings.

