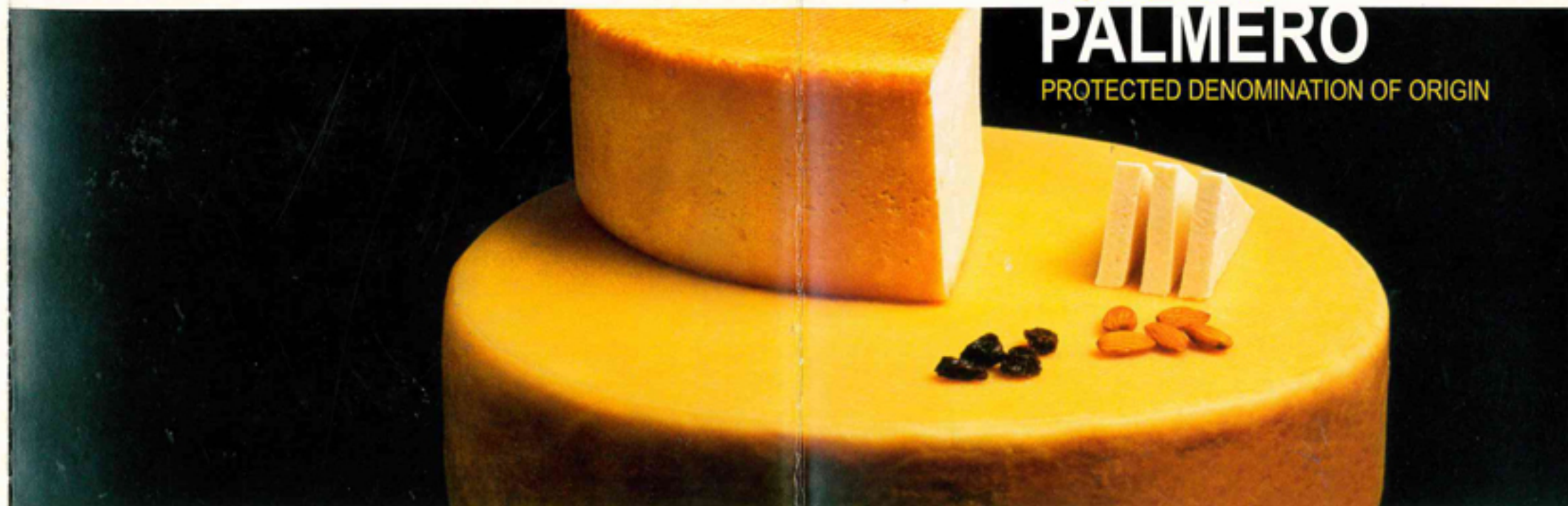


## DENOMINATION OF ORIGIN

The protected Denomination of Origin, "Queso Palmero" (Cheese of La Palma) brings together the traditional quality of this cheese with the guarantee of control that the Regulatory Council imposes on its certified production, making "Queso Palmero" a product of tradition with a guaranteed future on the market.

The protection of the name, "Queso Palmero", which is supported by the Denomination of Origin, makes possible to give the consumer a guarantee of authenticity, thereby preventing imitations which might damage its reputation for the very highest quality.

As a guarantee for the consumer, the Regulatory Council supplies a numbered label which is stuck on to the label of the cheesemaker.



# QUESO PALMERO

PROTECTED DENOMINATION OF ORIGIN



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## THE GOAT OF LA PALMA



In this corner of the Atlantic, there is an exceptional breed: the La Palma goat.

The La Palma goat is the result of crossbreeding the ancient goats that inhabited the island before the Spanish conquest in 1493 with those that were brought by the European settlers.

It is a very rustic animal which does not adapt well to intensive farming, but which is an excellent milk producer, offering superb quantity and quality.

The whole of the island of San Miguel de La Palma produces the milk for the "Queso Palmero" and is involved in its preparation and maturing.

The island of La Palma, a World Biosphere Reserve, is located in the northwestern part of the Canarian Archipelago, and has an area of 706 square kilometres with steep contours and mountain peaks reaching up to 2,426 metres above sea level, such as the Roque de los Muchachos, which forms part of the exterior of the natural crater that is La Caldera de Taburiente National Park, which occupies the central part of the Island.

This steep geography and the influence of the trade winds make this island an exceptional location with a great variety of microclimates, which favour the rich native flora with unique high-quality pasture.



## THE QUESO PALMERO

### THE TRADITION OF AN ISLAND

It has clean flavours and aromas which remind of the origin of the goat's milk at the very first taste. The fresh and unmaturing cheeses have a very mild taste and are ideal for any diet thanks to their easy digestion. As they mature, the refined flavours come to the fore; a pleasant degree of acidity and spiciness are the culmination of the range of tastes. A delicious aroma of almond shell, Canarian pine needles or dried cactus makes the smoked cheeses unforgettable.

### The general features of the "Queso Palmero" can be summarized as follows:

- □ Our own breed of goats: the La Palma goat.
- □ The production of milk is linked to the natural environment by the use of the local pastures. The cheeses are made with pure and untreated goat's milk.
- □ An important livestock tradition which goes back to the pre-Hispanic inhabitants of the island and which has been continued by the subsequent occupiers, who conserved this activity as one of their main ways of life, making the cheeses in the traditional way right up to the present.