

## SPECIFICATIONS OF THE PGI “JIJONA”

### A) PRODUCT NAME:

Protected Geographical Indication (PGI) «Jijona»

### B) PRODUCT DESCRIPTION:

"Jijona" is a variety of turrón with a soft texture, made with toasted almonds, which, after grinding and mixed with the hardened and whitened mass of caramelized syrup, resemble white jasper (obtained by cooking honey), egg white, sugar and/or sugars) give rise to a whitish-brown mass, with variable almond granules distributed irregularly among it, breaking the natural color of the product.

a) The fundamental raw materials in the production of “Jijona” :

- **Roasted almonds**: They are almonds of the genus *Prunus Amygdalus dulcis* that are clean, healthy and free of foreign matter, subjected to a roasting process during their first phase of production, from the different agronomic varieties cataloged at a commercial level by the almond supplier sector, with their respective modification varieties.
- **Pure bee honey**: from the different agronomic varieties cataloged at a commercial level by the beekeeping supply sector.
- **Egg white or albumin**, in all its commercial presentations (fresh, freeze-dried, powder, etc.),

b) Other ingredients and additives authorized in the production of “Jijona” turrón:

- **Sugar and/or sugars** in their different kinds and derivatives.
- **Water**
- **Additives and aromas**: cinnamon (*Cinnamomum Zeylanicum*) *flavor or aroma*, through the use of cinnamon sticks, powder or its concentrated essence or aroma; The additives and aromas used in the production of “Jijona” nougat will comply with the following regulations and their subsequent modifications: Regulation 1333/2008 on food additives and Regulation 1334/2008 on flavorings and certain food ingredients with flavoring properties used in foods.

c) The quality or commercial category of the turrón covered by the “Jijona” PGI:

Based on the composition of ingredients and taking into account the minimum percentages of almonds and honey used in its production, two commercial categories are differentiated in the turrón covered by the “Jijona” PGI, *Supreme Quality and Extra Quality*, whose characteristics are detailed below:

**COMMERCIAL CATEGORY: SUPREME QUALITY**

This commercial category will be used to label covered products that have in their composition:

- Roasted almonds, clean, healthy and free of foreign matter, at least **64%**.
- Pure honey from bees, at least **10%**.

**COMMERCIAL CATEGORY: EXTRA QUALITY**

This commercial category will be used to label covered products that have in their composition:

- Roasted almonds, clean, healthy and free of foreign matter, at least **50%**.
- Pure bee honey, at least **10 percent**.

The composition percentages for the referenced ingredients, for each of the commercial categories, correspond to the composition of said ingredients incorporated into the finished product, after the heat treatment to which they have been subjected during processing.

**C) GEOGRAPHICAL AREA:**

The production and packaging area of the products covered by the Protected Geographical Indication "Jijona" corresponds to the municipality of Jijona/Xixona, located in the region of l'Alacantí, in the province of Alicante, in the Valencian Community.

**D) ELEMENTS THAT PROVE THAT THE PRODUCT IS ORIGINARY FROM THE AREA:**

The items that they test that the product is original of the zone delimited, HE base in the procedures of control and certification established by the Organism of Control and the Production Control System implanted by manufacturing and packaging companies, having in account the following aspects:

- 1.- The protected turrón is made with the ingredients described in section B), carefully selected.
- 2.- The production process, in the workshops, will be traditional and will be controlled by the certification entity.
- 3.- Turrón is produced, handled, packaged and stored in industries that meet the necessary conditions and have been registered in the corresponding records:
  - *Register of Manufacturers*: operators with facilities where they produce the covered product.
  - *Registry of Packers-Marketers*: operators with facilities where they package and label the covered product.

For the registration of an operator in any of the registries, the entity's Control Body carries out a prior evaluation and periodic evaluations (maintenance audit) to verify that they have the appropriate means to comply with the requirements and guarantee product conformity, in compliance with the provisions of the Terms and Conditions.

The requirements to be verified are those established in sections B), C), E) and H) of this Specification:

- The use of the necessary raw materials and ingredients, in order to formulate a product in any of the detailed commercial categories.
- The variables, techniques and processing times, during the development of the different phases or Traditional Production Practices to be carried out during the

manufacture of the product, and which will be supervised at all times, by the official and/or Master Turrón Maker in charge of giving the processing capacity in each of them, respectively.

- The molding, cutting and final packaging of the product, in its corresponding commercial sales formats (*portions, bars, tablets, cakes, blocks,...* ) and final packaging for marketing to the market (cases, jars, cans, drawers,...).
- The labeling and presentation of the covered product with all the labeling and back labels required to provide adequate information.

4.- Only turrón that pass all controls throughout the process and are certified will be packaged and shipped with the guarantee of their origin. Thus, only the “*Jijona Turrón*” that has the guarantee label meets the product qualities protected by the Protected Geographical Indication “*Jijona*”.

5.- The location of the Consumer Guarantee Label in the presentation box of the product on the market, together with the rest of the mentions that make up the food information on its label – among them the *Manufacturing Batch* – allows the control body to the Certification Entity, carry out complete traceability of the manufacturing process chain.

From the batch code applied to a unit of finished product, and through the documentation generated daily by the Quality System of each Operator, you can know the batches of raw materials with which it has been produced, the quantity produced, as well as the results. of the controls provided for in the self-control programs linked to said batch, which include the tests necessary for the correct qualification of the product, so that the “*Jijona*” is unequivocally identified at all times

#### **E) PRODUCT OBTAINING:**

The production procedure, supervised by the turrón master or official, follows the traditional practices listed below, to obtain products of the highest quality while preserving the differential characters that have provided added value to the product, generation after generation, for hundreds of years, valuing the cultural and territorial

factors that characterize and determine its identity as a unique product, linked to its geographical manufacturing area.

Both the critical control points of the production process and the phases through which the product must go until it is properly finished, are supervised and validated for their adequacy by the official and/or master turrón maker.

The product manufacturing process has the following phases or traditional practices:

- a) **Almond roasting** , which is carried out in the so-called “Almond Roasters”, consists of introducing the almond and subjecting it to roasting, until the appropriate degree or *point of roasting is achieved*. The official and/or master nougat maker supervises that each batch of almonds used reaches the appropriate roasting point.
- b) The **cooking of the syrup or caramel** , which is carried out in the so-called "Cookers", also called mechanical mixers or malaxers, consists of mixing the sugars, honey, and egg white over high heat, until it is caramelized in the called “ball point”, which is the proper cooking point. The official and/or master nougat maker supervises and validates the appropriate “ball point” for each cooking, reaching it after cooking for approximately 30 minutes.
- c) Kneading, in the mechanical mixer or malaxator, the peeled, chopped and toasted almonds are added to the caramelized mixture, the entire resulting mixture is kneaded or turned until a nougat mass with a caramelized and glassy texture is obtained, with a homogeneous distribution of its ingredient components. The official and/or master turrón maker supervises the adequacy and mixing of both ingredients, until their correct distribution throughout the nougat mass obtained.
- d) Cooling, the dough resulting from kneading is extracted **and** spread on cooling tables manually or automatically.

- e) The **grinding** and mixing of the syrup or caramel obtained and the peeled, chopped and toasted almonds in the so-called **grinding mills**, until the necessary granulometry or product consistency is achieved.
- f) The **crushing and refining** , cold, of the mass obtained in the mills until its final adaptation as a mass with a fluid texture necessary for the finishing or emulsifying phase using the **refiners and/or crushers** approved for this purpose.
- g) The **final cooking and topping** of the mass resulting from the mixing, grinding, crushing and refining is subjected to a second cooking in the so-called “boixets” or “topping machines” controlled by the officer and/or master nougat maker, until its “ *point of completion* ” is achieved. *emulsion* ” or “*arrematado*” , achieving the ideal viscosity and compactness and characteristics of “Jijona” turrón.

The process of making the “Jijona” Turrón dough, according to the phases described, takes approximately 120 minutes.

- h) The **cooling, molding and cutting** of the turrón dough obtained in the previous phase. The dough resulting from the kneading is removed from the cooker, still hot, weighed and molded into turrón boxes or blocks or into circular cakes.

Once the dough has cooled, after the oil has exuded, the pieces are cut, mechanically or manually, into different formats and weights (pills or cakes).

- i) The **packaging and labeling** of the turrón blocks, the rectangular tablets, the resulting circular cakes or the nougat cream or paste must be made within the geographical production area, defined in section C) of this Specification, to guarantee the quality and traceability of the product and due to two circumstances.

Firstly, it is necessary that the packaging be carried out immediately after the dough, after cooling, has been molded for its final packaging as "Jijona" turrón in tablets, cakes, or any other specified sales format. Thus, to guarantee the conservation of the characteristics of the product when it is prepared for chopping, it is necessary that a short time elapse between the chopping operation and the packaging of the resulting pieces.

Secondly, the labeling, which includes the guarantee labels issued by the Regulatory Council, is carried out on the already packaged product. Thus, the identifying signs of the authenticity and origin of the product are found on the labeling, since it is necessary that it be made in the area to preserve its authenticity.

The containers incorporate the labeling statements determined by the Regulatory Council, through its technical specifications, in their final containers of origin.

The pieces must be packaged and labeled in their respective definitive containers, validated and authorized by the certification entity.

Without prejudice to this, slicing, cutting and manipulation are permitted in retail or retail sale, consisting of the issuance of blocks of turrón that are transformed into pills or tablets, cut, at the time of sale, in front of the consumer. This product marketing technique is traditionally known as "retail sales" or "al corte" and is typical in the province of Alicante, especially around Christmas.

The facilities of the processing and packaging-marketing industries will meet all current technical-sanitary requirements, and the machinery and utensils to be used in the production, even if they are technologically advanced, will respect the traditional production processes and methods in order to maintain the characteristics traditional of the products obtained.

## **F) LINK WITH THE MEDIA:**

The link between "*Turron from Jijona*" and the geographical area of production is based mainly on the reputation that this product has due, precisely, to its geographical origin. Likewise, this product has specific characteristics that are due to the *natural and human factors* present in the area.

"*Jijona*" is a unique, genuine, differential product, with great reputation and prestige for consumers, linked to its geographical area of production and processing, the municipality of Jijona, distinguished as *The Cradle of Turron* in Spain. These qualities are explained from an economic-social evolutionary point of view and have developed an important role in the processes of territorial cohesion through the interaction between the nougat food industry and its social and institutional environment.

The traditional know-how of the artisan hands of the *journeyman and/or master turron maker*, as the cornerstone of the turron production system, safeguards the differential characteristics of the product. Thus, the master turron maker applies traditional practices and techniques during the production of the product that provide it with the necessary guarantee to preserve over time this know-how, transmitted from generation to generation.

### **a) Historical**

Turron have been manufactured in Jijona for centuries, however their invention cannot be attributed to the Jijonencos, and it was the Arabs or Jews who, through their culinary customs (in this sense, introduced a paste which they called "Halva" or "Al.lajú", in the town of Sexona - current Jijona) due to the use of sugar, honey and nuts in their recipes, which instilled their use in the people of this area; From there, the adaptation of the original formula to our terroir (*climate, raw materials, people, utensils, etc.*) resulted in the legacy that has come down to us linked to turron, being recognized that "*Jijona, is the cradle of turron*".

Historically, the Jijonencos used for cooking what their land offered them: *fields covered with almond trees and honeycombs* from the hives located in the mountains adjacent to their homes where rosemary, lavender and thyme were abundant, as well as the cultivation of the *sugar cane* of their region. Thus, the municipal area of Jijona, and



its proximity to the seaport of the provincial capital, Alicante, is nothing more than the deep root of a culture linked to the nougat of a town, Jijona, which has known how to adapt, develop and evolve the original recipe for nougat, through the figure of the nougat masters and once made, having the eagerness and entrepreneurial charisma of its people to go out on the roads to sell it, repute it, differentiate it and defend it wherever they went, linking its production to its origin.

The abundant production of almonds and honey in the area led to the production of food with the intervention of both products as raw materials. Furthermore, at one point, it was discovered that by cold grinding Alicante Turrón, a final product with a softer texture and greater finesse was obtained. With the improvement of work tools and the contribution of fire to the production process, it is discovered that by simultaneously grinding and cooking the base paste, an even more refined and creamy product is obtained. In this sense, the historian Gaspar Escolano, in the year 1610, published his book *“History of the distinguished and crowned city of Valencia”*, where it is stated that *“the turrón from Jijona are sent to the princes as a singular gift, which, when cast “In trunks, they travel around Europe as a great gift.”*

It is therefore clear that the term *“Jijona”* covers a double meaning that corresponds to:

- firstly, for the municipality of Jijona/Xixona, which has had a reputation and prestige for 500 years in the production of turrón and other Christmas specialties;
- secondly, for a variety of turrón made in said area, and which is identified as *“Jijona”* Turrón and which responds to a variety of toasted almond turrón with a soft texture.

The product had such an impact that it was the protagonist of the time, many writers, scientists and playwrights highlighted it in their works due to the social impact achieved among the population and especially among royalty. It was a fashionable food during the Golden Age of our literature, and everyone wanted that turrón made in Jijona and some areas of Alicante. Thus, in 1531, King Philip II's Chief Cook *“Francisco Martínez Montañón”* (1526-1598), writer and gourmet, was the one who introduced turrón to the

Royal Court and, later, in his book *“Conduchos de Navidad”*, it appears related. a fictitious visit of three Japanese princes to Jijona in this way: *“In the houses of Xixona it smells like hot honey vapor”*, and the fact is that turrón was made in all of them; and *“the Xixona turrón is famous, which is a compound of almonds and honey, well ground and mixed and with its cooking point. The one from Alicante is also made in Xixona, and the almond is not ground but split.”*

We could still go back to a satirical poem by Jaume Roig, titled “Lo Spill”, written around 1460, in which he talks about “codonys, torrons e llepolies”, and to the carols of the first half of the 15th century, possibly earlier. , where turrón is mentioned in one way or another, and it would not be difficult for a persevering researcher to find that nougat was already made in the times of Muslim domination, since even today, many sweets of Muslim and Jewish origin are they make and consume in the Levantine region.

Unlike the turrón of previous times that only incorporated honey in its composition, the turrón that was made in Jijona in the 17th century already contained cane sugar and egg white, as differentiating characteristics of the turrón made in this city, compared to those of other regions or localities, which did not incorporate the egg whites and did not incorporate the peeled and toasted almonds. Jijona knew how to transform artisanal and family production into an industrial process, without ignoring both factors.

Between the 18th century and the beginning of the 20th century, many Jijonenca families went to sell turrón throughout Spain, with the difficulties typical of the time, arriving with their carts loaded with turrón made in their town (among them the "Jijona" turrón) to sell them, and thus return to Jijona with the livelihood earned. As a result of this, it is at this time when the marketing networks expand and it begins to be exported to Latin American countries and North Africa.

As the business prospered, it was quite typical for them to set up their stores in the doorways of central houses in the cities. Today, there are still centuries-old businesses that have maintained the tradition of selling turrón in these old and almost demolished portals, and they even obtain higher sales in them than in stores set up later. The livelihood of hundreds of Jijonenca families depends exclusively on turrón, and the

Jijonenca economy has always been based on a duality between the production and marketing of ice cream in summer, and nougat in winter, complemented by dryland agriculture, in which the cultivation of the almond tree stood out, the fruit of which is the main raw material for “*Jijona*” Turrón.

**b) Human.**

The prestige and reputation of “*Jijona*” is guaranteed by the knowledge and good work of the artisan hands of the Official or Master Turrón maker when it comes to the adaptation and final finishing of the product, as well as by the application during the production of the turrón of *traditional production techniques* (toasting – point-of-sale cooking ball - rematado, etc.) and *native utensils* (toasters, mechanics, stone mills, refiners, boxets, etc.) that confer authenticity and differentiation to the product.

This know-how, transmitted from generation to generation, has given reputation and prestige to the production of the product protected in the geographical area.

Thus, “*Jijona*” is the geographical name used to designate a product that has been transformed based on a production process that gives it specific characteristics, in which the traditional know-how of the Official or master turrón maker acquires great relevance.

**c) Economy and marketing.**

Traditionally, the economic base of Jijona has been agriculture dedicated to the cultivation of cereals. From the small orchards an interesting production of vegetables, vegetables and fruits of great fame was obtained, such as potatoes and table grapes. The manufacture of turrón has a very ancient origin, but its production in Jijona has been documented since the mid-16th century. This entire region is a land of almond trees and bee hives, due to the existing vegetation (rosemary, thyme, lavender, etc.), essential requirements that the Jijonencos took advantage of first to make turrón from them and then to market it, first at the level. locally from the 15th century (participating in the most important fairs in the province), and later, in the food markets and main squares of the main cities of other areas with a great turrón tradition (such as Catalonia or Madrid), giving it a commercial approach to the product, to finally achieve fame throughout Spain and even in Europe for its high quality, especially from the 17th century onwards.

During the Modern Age, its importance in the local economy was very limited as it was simply a complementary activity to the economic base: agriculture. However, in the middle of the 18th century, the almond tree began to replace cereal as an essential product of Jijonencia agriculture, so that almond plantations occupied more areas as the demand for turrón increased, especially throughout the 19th century, starting a migratory exodus of people from the countryside to the city, because there are already many artisan brands and turrón factories known on a commercial level. The seasonality of turrón production, concentrated in the months before Christmas, meant that a large number of Jijonencos dedicated themselves to the artisanal production of ice cream throughout Spain, since there were no longer plantations to cultivate. From this moment we find a Jijonencia economy based on a duality between the production and marketing of ice cream in summer and turrón in winter, complemented by dryland agriculture, in which the cultivation of the almond tree stood out, whose fruit the almond was like gold for turrón. During the 19th and 20th centuries, it was natural that for much of the year many Jijonencos were spread throughout Spain or even Cuba and other parts of Latin America selling their ice creams and turrón. This is how at the beginning of the 20th century and especially since the 1940s, with the industrialization of its production, it began to replace, along with ice cream, agriculture as the engine of the economy.

#### *- Commercialization*

The export of "Jijona" Turrón, especially to Latin American countries, has been monopolized since its beginnings by the Jijonenco trade to such an extent that, for example, in Argentina in its Codex Alimentarius they classify the hard-textured turrón made by companies there, as Alicante Type and those with a soft texture, Jijona Type, due to the roots and reputation that they have achieved in said nation, especially from the establishment of several Jijona Turrón industries since the end of the 19th century in several of its capitals, as well as which was done in other Latin American nations such as Venezuela, Uruguay, Chile, Puerto Rico or Cuba. Now, Jijona continues to dominate the international turrón market with respect to the global quantity exported from Spain with close to 15% of its total production. Within Spain, Jijona represents more than 60% of all varieties of turrón and other Christmas specialties.

## **G) CONTROL STRUCTURE:**

Regulatory Council of Protected Geographical Indications “Jijona” and “Turrón de Alicante”.

Address: C/ José Enrique Garrigós Ibáñez (Espartal III Industrial Park)

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## **H) LABELLED:**

### **a) Labeling standards**

Turrón variety covered by the Protected Geographical Indication "Jijona" must be identified, after verification of compliance with this Specification, with a label that must include the approved conformity mark, together with the numbered guarantee label issued by the Council. Regulator to the operators registered in the corresponding registers and that allows the monitoring of the traceability of the product.

Protected Geographical Indication "Jijona" and its own logo will be printed.

Labeling will be carried out in the industries registered in the Registry of packagers-Marketers.

### **b) Labeling mentions in the presentation of Turrón covered by the PGI.**

The containers of protected nougat, covered by the Protected Geographical Indication "Jijona", ready for sale must include the data specified below, regardless of other mentions and labeling requirements that by applicable legislation must be located on the containers. Final packaging for marketing:

- Trademark (own or non-own) declared to the certification body.
- The graphic symbol and name of the Protected Geographical Indication «Jijona».
- Product sales name: “*Jijona Turrón*”

- Commercial Category or Quality of the covered product manufactured:
  - Supreme quality
  - Extra Quality
- Net Weight or Effective Content of the manufactured product.
- Consumer Guarantee Label.