



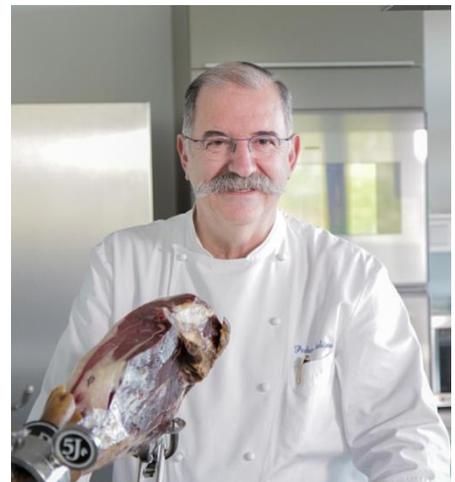
The taste of Cinco Jotas to pervade at Pedro Subijana's new Akelarre hotel in San Sebastián

The iconic Jabugo brand will be one of the stars in the opening of the new luxury establishment located next to the well-known Michelin three-star restaurant

San Sebastian, 10 July 2017 - The prestigious Michelin three-star chef Pedro Subijana opens the doors of his new hotel Akelarre this month, a luxury establishment next to his award-winning restaurant.

To celebrate the opening, the hotel will offer a fitting gastronomic experience during the month of July. Its first guests will be able to savour the delicious Cinco Jotas, paired with Don Pérignon, an unparalleled gastronomic luxury to enjoy in this exceptional location in San Sebastián, located at the top of mount Igueldo, with breathtaking sea views.

In addition, those who also visit its restaurant will be able to complete their gastronomic experience with the tasting of the Cinco Jotas menu, which has already become one of the "must" menus at Akelarre, where Subijana displays all his creativity through outstanding dishes with Cinco Jotas ham as the star.



For over four years, Pedro Subijana has been the ambassador of the legendary Jabugo brand, with which he shares values such as an appreciation for craftsmanship, excellence in quality, the most excellent raw materials and attention to detail. Throughout this time the chef has created numerous recipes with Cinco Jotas Ham that are available on the Cinco Jotas Youtube channel so that gastronomic enthusiasts can recreate them at home: <https://www.youtube.com/5JotasVideo>

The chef has also accompanied Cinco Jotas in different projects such as the International Tapa Award or the Cinco Jotas Vinatage Cooking contest organized alongside the Basque Culinary Center, a leading centre with which the brand also works. The latest Cinco Jotas project in which he has participated has been in the launching of Cinco Jotas Meats, only available for a limited time after the fattening period, offering practical advice to cook and make the most of the different cuts of Iberian meats.

CINCO JOTAS: A TREASURE OF OUR HERITAGE

Contact:
EQUIPO SINGULAR
93 452 16 00

Nathan Baidez: nathan.baidez@equiposingular.com
Mireia Aguado: mireia.aguado@equiposingular.com



Cinco Jotas is the legendary brand with more than 130 years of experience, producing the best and most exclusive 100% Iberian Bellota Ham.

Its legend was born in 1879 in Jabugo, a special place located in the Natural Park of Sierra de Aracena and Picos de Aroche, declared a Biosphere Reserve. This outstanding town has a unique microclimate for the production of this exceptional product. Nature also offers the existence of a native breed from the Iberian Peninsula, unique in the world: the 100% Iberian Pig, for which Cinco Jotas has preserved the purity of the breed, also preserving the natural ecosystem in which it is reared: The meadows of the Southwest Peninsular. The Cinco Jotas 100% Iberian pigs, raised in freedom in the meadows, feed on acorns in the fattening period, which gives an excellent flavour and aroma to the different products made from their meat and make them suitable for a healthy diet.

True to an ancestral tradition, the brand has been able to preserve crafts that have contributed their experience and knowledge, from generation to generation, creating truly unique pieces that are looked after individually and using traditional methods.

Having become an excellent gourmet product, our 100% Iberian Bellota Ham is today an authentic Treasure of Our Heritage, present in the best restaurants and sales outlets in more than 35 countries around the world, and it is an official partner of the prestigious World's 50 Best Restaurants culinary list.

Contact:

EQUIPO SINGULAR

93 452 16 00

Nathan Baidez: nathan.baidez@equiposingular.com

Mireia Aguado: mireia.aguado@equiposingular.com