

Iberian lamb ham, the ham made for Muslims in the Andalusian Huelva's Sierra

LOCATION: Cumbres Mayores (Huelva)

DURATION: 1:42

SUMMARY: He knew ham during a trip to the Alpujarra 15 years ago, but he couldn't try it. In that moment Faiçal, who is a Muslim, asked himself a question; why couldn't Muslims have this type of cured meat? And then decided to produce it himself. After years of investigation he elaborates it in a drying plant of Cumbres Mayores, a town of the Spanish province of Huelva, producing the first halal lamb ham in the world.

VTR:

Fifteen years ago, Faiçal found himself in a situation like this one while he was visiting Andalusia...

AMBIENCE: "Here is your tapa."

"I am sorry, thank you so much. We are Muslims, we don't eat pork."

So he asked himself a question...

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"Why don't Muslims have this type of processed meat?"

And as there wasn't Iberian jam for practising Muslims, he decided to create it despite the fact that he lives in Belgium. And after years of investigation here it is: halal lamb ham, sacrificed as dictated by the Koran. It is produced in this drying plant in Combres Mayores, in Huelva's Sierra.

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"Blood free meat and that is sacrificed in the name of God to make it sacred."

This business idea has become Faiçal's lifetime project: artisan processed meats with no chemicals made out of lamb, goose, beef or goat...for Muslims and people of any religion. He arrived to Cumbres Mayores three years ago not knowing a word of Spanish.

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"We produce dry meat, 'cecina', ham without bones, smoked, not smoked, 'chorizo'."

Processed meats with more than one thousand five hundred million potential customers, which is the number of Muslim people in the world. For the moment, he has received orders from France and all over Spain, where the Muslim community reaches 1,7 million people. For them, a message...

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"Now we can."

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