



MEHRVA

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Premium Iranian Saffron Supplier

Luxury Export Partner for GCC & European Markets



Export-ready grades • Batch consistency • Private label support

About MEHRVA Trading

MEHRVA Trading is an export-focused saffron supplier built for professional buyers—importers, distributors, wholesalers, and private-label partners in the Gulf Cooperation Council (GCC) and European markets. We source Iranian saffron from selected harvest regions and prepare it with an export mindset: consistent grading, clean handling, protected aroma and color, and documentation aligned with buyer expectations.

We understand what matters in real transactions: repeatable quality from shipment to shipment, clear communication, and risk control. That is why our approach is based on batch selection, inspection, and buyer-oriented packaging—so your team can sell, distribute, or manufacture with confidence.



Core promise: premium saffron with export discipline—so you receive the same look, aroma, and performance every time.

Competitive Advantages (Built for Importers)

- Consistent grading: we control visual selection, thread cleanliness, and batch uniformity—reducing complaints and rejections.
- Authenticity focus: saffron is a high-risk category; we emphasize purity, correct sensory profile, and traceable batch handling.
- Export documentation readiness: we can support COA (lab analysis), Certificate of Origin, and standard export paperwork upon request.
- Market-fit communication: we provide product specs and commercial terms in a format familiar to GCC and EU buyers.
- Private label friendly: simple, fast packaging alignment to help distributors and retailers launch or expand with confidence.

Common buyer concerns we address:

- How do you prevent mixed grades or inconsistent color?
- How do we confirm quality before full shipment?
- Can you supply stable volumes over time without surprises?
- Do you support Arabic/English documentation and labeling expectations?





Product Portfolio

MEHRVA supplies three primary Iranian saffron thread grades for export: Super Negin, Negin, and Pushal. Each grade is suitable for specific market segments—premium retail, distributor trade, or industrial use—while maintaining the core MEHRVA requirements of clean selection and export readiness.

Grade	Best For	Key Visual / Commercial Benefit
Super Negin	Luxury retail, gifting, premium distributor trade	Longest, thick red threads • strongest premium appearance
Negin	Mainstream export, wholesalers, retail trade	Excellent balance of performance, look, and price
Pushal	Food industry, bulk trade, cost-optimal	Red threads & aroma with competitive cost structure

Minimum Order Quantity (MOQ): 1 KG (negotiable by partnership scope).

Super Negin Saffron



Super Negin is the flagship luxury grade of Iranian saffron. It is selected for buyers who care about first impression: long, thick, fully red threads, clean appearance, and strong aromatic character.

In GCC premium retail and gifting channels, the visual profile matters as much as the performance. Super Negin is designed for high-end shelves where the customer expects deep red color, uniform threads, and a fragrance that opens quickly when infused.

For distributors, Super Negin helps protect your reputation: fewer customer complaints, fewer returns, and a consistent look across repeat orders—critical for premium programs and private-label launches.

Key Features

- Long, thick, uniform red threads with minimal broken pieces
- High perceived value for premium retail and gifting markets
- Strong infusion performance for beverages, desserts, and gourmet cuisine
- Careful selection reduces mixed grades and improves batch consistency

Typical Export Specifications (Aligned with ISO 3632 approach)

Parameter	Typical / Target
Color Strength (Crocin, A1% 440nm)	Category I aligned (target ≥ 200)
Aroma Strength (Safranal, A1% 330nm)	Typically 20-50 (balanced aroma profile)
Taste/Bitterness (Picrocrocin, A1% 257nm)	Target ≥ 70
Moisture & Volatile Matter	Controlled (target $\leq 12\%$)

Recommended Applications

- Luxury retail jars and tins
- Premium gifting boxes



- High-end restaurants & gourmet brands
- Premium distributors

Buyer Notes (What this grade solves)

- Delivers the premium look importers want for GCC shelf impact
- Reduces the risk of mixed grades—important for repeat contracts
- Supports premium pricing with a clear, defensible quality story

Negin Saffron



Negin is the most demanded export grade for many international buyers. It delivers a premium appearance and strong performance while remaining commercially efficient for distributors and wholesalers.

Negin is often chosen when you need a reliable, high-quality grade that performs well across markets—retail, food service, and wholesale distribution. It offers long red threads, good uniformity, and strong aroma, with excellent value compared to top luxury grades.

For European buyers, Negin is a dependable specification grade for consistent infusion, controlled moisture, and practical pricing—making it suitable for repeat procurement programs.

Key Features

- Excellent balance of quality, appearance, and cost
- Strong aroma and consistent infusion color for daily commercial use
- Stable option for wholesale and retail distribution
- Scalable choice for long-term supply partnerships

Typical Export Specifications (Aligned with ISO 3632 approach)

Parameter	Typical / Target
Color Strength (Crocin, A1% 440nm)	Typically \geq 170-200 (per batch / buyer target)
Aroma Strength (Safranal, A1% 330nm)	Typically 20-50
Taste/Bitterness (Picrocrocin, A1% 257nm)	Target 55-70
Moisture & Volatile Matter	Controlled (target \leq 12%)

Recommended Applications

- Distributor and wholesale programs
- Retail packs (jars, pouches, tins)



- Food service & restaurants
- EU grocery supply chains

Buyer Notes (What this grade solves)

- Solves the importer's value question: premium performance without luxury-only pricing
- Supports stable re-ordering and consistent product experience
- Works well for both GCC and EU customer expectations

Pushal Saffron



Pushal saffron is a commercially strong grade often selected for bulk trade and food manufacturing. It offers good aroma and color performance with a competitive cost structure.

Pushal is ideal when the buyer prioritizes process performance and cost efficiency—especially for industrial customers, food manufacturers, and bulk wholesalers. It can deliver solid infusion strength while keeping procurement economical.

For importers building volume channels, Pushal helps you price competitively while maintaining a recognizable Iranian saffron profile.

Key Features

- Competitive grade for bulk and industrial channels
- Good color extraction and aromatic profile for food manufacturing
- Cost-efficient choice for wholesalers and price-sensitive markets
- Suitable for controlled blending programs when specified

Typical Export Specifications (Aligned with ISO 3632 approach)

Parameter	Typical / Target
Color Strength (Crocin, A1% 440nm)	Typically \geq 120-170 (per segment and target class)
Aroma Strength (Safranal, A1% 330nm)	Typically 20-50
Taste/Bitterness (Picrocrocin, A1% 257nm)	Target 40-55
Moisture & Volatile Matter	Controlled (target \leq 12%)

Recommended Applications

- Food manufacturers & processors
- Bulk wholesalers
- Value retail channels



- Industrial buyers

Buyer Notes (What this grade solves)

- Addresses cost pressure while keeping acceptable saffron performance
- Ideal for volume programs and industrial supply contracts
- Helps wholesalers compete on price without losing origin story

Quality Assurance & Export Standards

Saffron is commonly evaluated using the ISO 3632 methodology, measuring UV-Vis absorbance values that indicate coloring strength (Crocin at 440 nm), aroma strength (Safranal at 330 nm), and flavor strength (Picrocrocin at 257 nm). MEHRVA aligns its internal grading language with this approach so buyers can compare and specify confidently.

Upon request, we support professional buyers with batch-level documentation such as a Certificate of Analysis (COA) and specification sheet. This reduces procurement risk and helps importers satisfy internal quality checks and customer requirements.

- Batch selection and segregation to avoid mixed grades
- Controlled handling to protect aroma and reduce moisture exposure
- Specification-driven shipments (agreed targets per contract)
- Export documentation support (upon request)

Packaging, Documentation & Trade Terms

MEHRVA supports export-oriented packaging formats for both bulk supply and retail distribution. Packaging is aligned with buyer requirements to protect product integrity (aroma and color) during storage and transit.

Bulk & Retail Formats (examples)

- Bulk: 250 g / 500 g / 1 kg / 5 kg (by agreement)
- Retail formats: glass jars, metal tins, barrier pouches (by agreement)
- Label language: English-ready; Arabic labeling support available for GCC import programs

Export Documents (available upon request)

- Certificate of Origin
- Phytosanitary Certificate (destination dependent)
- COA (laboratory analysis)
- Commercial Invoice & Packing List

MOQ & Ordering

- Minimum Order Quantity (MOQ): 1 KG
- Typical flow: inquiry → sample (if needed) → specification agreement → order confirmation → packing → shipment

Contact

MEHRVA Trading
info@mehrvatrading.com
www.mehrvatrading.com
+98 905 962 5786



MEHRVA — Built for premium partnerships in GCC & Europe.