



*The Original*



## The Company

Our company NETASA (Norte Extremeña de Transformados Agrícolas S.A.), which is a family firm, was founded in 1975. More than three decades later, it is still holding onto the very pillars on which it was raised: to offer their customers the highest quality and most rigorous control in its Smoked Paprika Powder "La Chinata".



## The brand

The name "La Chinata" comes from the name of the inhabitants of the village (Malpartida de Plasencia) where the company founder, Florentino Oliva, was born. Currently, our "La Chinata" Smoked Paprika Powder has gained international prestige, exporting to over 50 countries and being present in main supermarkets and gourmet markets around the world.



## Quality

You can completely rely on a product made from the beginning to the end in its land of origin and subjected to many quality control tests from when the raw material is purchased from the farmers until it reaches our customers. Our company, because of following the strictest process for the elaboration and protect the environment have obtained the ISO 9001:2008 and ISO 14001:2004 Certificates.



## The Peppers

For the elaboration of our Smoked Paprika Powder "La Chinata", in any of its three varieties (sweet, bitter-sweet or hot), we choose the best peppers from 'La Vera' region, making a precise selection of our farmers. The crops begins with the plantation of the fruit in the seedbed in the middle of Winter. Later, in May, when the plant has already grown, it is moved to the land so that it completes its growing. The varieties of peppers used are mainly 'Jaranda', 'Jariza' and 'Bola'.



## The Drying

The fruits are collected ripe, healthy and clean from the fields during the months of October and November. The peppers are immediately moved from the field to the smoking house that the farmers have in their own land. The process of drying is made by the traditional way, in which, and thanks to the combustion of the firewood of holm oak or oak, the peppers get to dry. The process last about 15 days, until getting the treasured smoked dried fruit.



## The Milling

After a rigorous process of control in the receipt of the raw material, the process of milling begins with a first stage of cleaning and grinding of the dried pepper. The pepper, already grinded and cleaned, is moved to the milling system, formed by eight stone mills in a line. These mills work rubbing two granite stones, through whom goes crossing the dust of the pepper until get the right grade of grinding. Once milled, it is preserved in optimal conditions until packaging.



## The Meat

For the elaboration of the traditional Spanish cured 'chorizo', it is used the meat from the iberian porks who are raised in the typical pasture ("dehesas"). It is always chosen the lean part and a little bit of fat.



## Ingredients

The main ingredient of the cured 'chorizo' is our Smoked Paprika Powder "La Chinata", in any of its three varieties: Sweet, Bitter-sweet and Hot. The classic recipe also includes the meat of the pork, oregano, garlic and salt. For every kilogram of meat, it is used between 20 and 25 gr. of our Smoked Paprika.



## Uses of the "chorizo"

The 'chorizo' is a fashionable product in the whole world. Its use is growing in an exponential way. It can be used raw, roasted, cooked or fried. Perfect for 'tapas', spoon plates or even as a sauce for the pasta.

*Our Smoked Paprika Powder is the main ingredient of the Spanish Chorizo*



# Barbecue ribs

## Elaboration of the sauce

In a mortar we crush the cloves, the cumin, the fennel leaves, the entire black pepper and the salt. We pour the obtained mix in a big baking tray and then we add the rosemary, the laurel, the thyme and the garlic, everything previously chopped. Then, we add the orange zest and its juice, four big spoons of our Smoked Paprika Powder "La Chinata". Finally we incorporate the bottle of ketchup and a stream of olive oil and vinegar.

## Elaboration of the ribs

We mix the barbecue sauce with the meat, we wrap it with aluminum foil and we put it inside the oven for one hour and a quarter at 180° approximately. You can also cook it a little bit in a grill after the oven for a more intense flavour.

## Ingredients:

- Several aromatic cloves
- 1 spoon of cumin
- 2 spoons of fennel leaves
- 2 spoons of black pepper
- 2 spoons of salt
- A bunch of rosemary
- Some laurel leaves
- Thyme
- 2 garlics
- Orange zest (1 orange)
- Orange juice (1 orange)
- Balsamic vinegar
- A bottle of ketchup
- Olive Oil
- Bitter-Sweet Smoked Paprika Powder "La Chinata"



## Red pasta with smoked paprika powder tomato sauce

### To elaborate the fresh pasta

We mix the flour, the eggs, a pinch of salt and three teaspoons of our Smoked Paprika Powder "La Chinata" until we get an uniform mass. Then we wrap it with plastic wrap and let it rest for half an hour.

After this time we elaborate the pasta with a machine, creating pasta layers and cutting into spaghetti or fettuccine, or by hand, stretching the mass with a rolling pin and cutting with a knife. We let it rest for one or two hours until the pasta is dry and then we cook it in plenty of water with a little bit of salt for two or three minutes.

### To elaborate the tomato sauce

In a pan with a little bit of olive oil, we fry slightly the garlic and the onion already cutted into little slices. Once the onion is transparent, we add the trituated tomatoes, salt, pepper, oregano, a little bit of sugar and two spoons of our Smoked Paprika Powder "La Chinata". We cook it over a medium heat for at least half an hour.

We serve the pasta with the sauce and some parmesan cheese above it.

### Ingredients:

300gr of flour  
3 eggs  
Virgin olive oil  
1 garlic  
1 onion  
4 tomatoes  
Oregano  
Pepper, salt and sugar  
Parmesan cheese  
Smoked Paprika Powder "La Chinata"



# Meat marinade

## Elaboration

We prepare the marinade in a mortar where we add the chopped garlic, a pinch of salt, parsley, olive oil and our Smoked Paprika Powder "La Chinata", and then we crush it until we get a final uniform mix.

We elaborate the necessary amount to cover the meat that we will cook later.

We mix it with the meat and leave it rest for some time. We string the meat in the spikes and then we cook it in the oven, in a barbecue or anyway you like.

We prepare the dish by putting the brochette served with the vegetables.

## Ingredients:

Pork diced meat.

Garlic.

Extra virgin olive oil.

Salt.

Parsley.

Some vegetable and tomatoes at taste.

Bitter-Sweet Smoked Paprika Powder "La Chinata"



# Popcorns with smoked paprika powder

## Elaboration

We prepare the popcorns in the microwave following the instructions of the bag.

Once cooked, we open the envelope and serve it in a plate. We let it rest for some seconds and then we add one spoon of olive oil and we sprinkle above it one spoon of our Smoked Paprika Powder "La Chinata".

We mix it all and ready to enjoy!

## Ingredients:

- 1 popcorn bag for microwave.
- 1 spoon of olive oil.
- 1 spoon of our Smoked Paprika Powder "La Chinata"; use the variety that you like the most: sweet, bittersweet or hot.



# Chips with "Brava" sauce

## Elaboration of the sauce

We heat up the broth in a casserole or in the microwave. In another casserole we add the olive oil and heat it up over a low heat. We retire from the fire and add our Smoked Paprika Powder "La Chinata" carefully so that it does not burn. We add the flour and we mix it with a rod until the flour gets a little bit toasted. We add the half of the fish broth and stir it energetically with the rods so that it incorporates. We add the rest of the fish broth little by little while we keep stirring.

## Elaboration of the chips

We clean and peel the potatoes. We cut them into irregular dices but with similar size for a homogeneous cooking. We heat up in a pan enough olive oil over a medium heat. We add the potatoes and fry them until browned. We retire the potatoes with the help of a skimmer, draining with it the excess of oil. We serve in a plate and add sauce at taste.

Tip: if you do not like the Hot sauces, you can use the Sweet or Bitter-Sweet varieties as well.

## Ingredients:

Several potatoes  
30 g of extra virgin olive oil  
20 g of flour  
190 g of chicken broth  
12 g of Hot Smoked Paprika Powder "La Chinata"



# Beef Gulash

## Elaboration

We cut the beef meat into dices of two or three centimeters approximately. We add salt and pepper to the meat and cover it with some flour. We fry it slightly in a pan with olive oil to seal it and then we reserve it.

We cut the onion into strips and the red pepper and the tomatoes into dices. We fry a little bit the onion and the red pepper. Once they are cooked, we add the tomato and the meat. We also add enough water to cover all of the ingredients and then we add two spoons of our Sweet Smoked Paprika Powder "La Chinata" and a half of spoon of Hot Smoked Paprika Powder "La Chinata". When it starts boiling, we turn down the heat to the minimum and let it cook for two hours. After this time, we add the potatoes cutted into dices and we let it cook for another thirty minutes and then we reserve it.

Great spoon dish that everyone will like!

### Tip:

Instead of using water for the cooking, you can use beef broth to get a more intense flavour.

## Ingredients:

Half kilogram of beef meat  
Some potatoes  
1 tomato  
1 red pepper  
1 onion  
Salt and pepper  
Virgin olive oil  
Sweet and Hot Smoked Paprika Powder "La Chinata"



### Ingredientes:

Ketchup  
Eggs  
Sunflower oil  
1 garlic  
Vinegar  
Smoked Paprika Powder "La Chinata"

## The incredible three sauces

### Smoked Ketchup

We mix one teaspoon of our Smoked Paprika Powder "La Chinata" for each spoons of ketchup. We recommend you to use our Bitter-sweet variety. The result is extraordinary.

### Red Mayonnaise

In the glass of the mixer we pour one egg with a pinch of salt, some drops of vinegar and 150cl of sunflower oil. Pushing the mixer to the bottom and without moving from that position, we stir it, adding little by little more oil until we get the desired texture. We add two teaspoons of our Smoked Paprika Powder "La Chinata" and stir it again. We recommend you to use the Sweet variety for this sauce.

### Red Alioli

The elaboration is the same as in the red mayonnaise but in the beginning we have to add half garlic to the glass of the mixer. Once we get the desired texture, we add one teaspoon of our Smoked Paprika Powder "La Chinata". If you like the hot one, it would be the perfect variety for this recipe.



# Red rolls

## Elaboration

In this recipe we use York ham but you can also use turkey, chicken or shoulder of pork.

On a dish we place one slice of ham and add above a stream of olive oil and a little bit of our Sweet Smoked Paprika Powder "La Chinata". We spread it out all over the slice with the help of a spoon, and then we roll it. We repeat this with the rest of the slices and we put them on the dish. We add a little bit of olive oil and a little bit of our Hot Smoked Paprika Powder "La Chinata" above all. To finish, we put it in the microwave for 30 seconds and the dish is ready to be served.

### Tip:

Add some sea salt above all.

## Ingredients:

4 thick slices of York ham for each person.

Olive oil

Sweet and Hot Smoked Paprika Powder "La Chinata"



# Potatoes with fried eggs

## Elaboration

We cut the peeled potatoes into thin slices, the onion into stripes, and the peppers into dices of 2-3cm approximately. In a casserole with olive oil, we fry the onion until brown over a medium heat. When it is slightly cooked, we add the potatoes and the peppers. We let it all for about 10 minutes until it is well browned. We retire from the fire and put it all into a bowl with the help of a skimmer, to drain as much oil as it is possible. We add a stream of vinegar and a big spoon of our Smoked Paprika Powder "La Chinata" and we mix it all. In another pot we fry some eggs. We serve in a plate a big amount of potatoes and we place the eggs above. We sprinkle above the eggs a little bit more of our Smoked Paprika Powder "La Chinata".

## Ingredients:

Potatoes  
1 onion  
1 red pepper  
Virgin olive oil  
Vinegar  
Smoked Paprika Powder "La Chinata"

## Tip:

Add a little bit more of vinegar above the eggs. Amazing!



# Shellfish Paella

## Preparación

We laminate the garlic and cut the onion and the pepper into pieces of 1cm approximately. We add the olive oil to the paella pan and we fry the vegetables a little bit.

We add the shellfish and let it cook for two or three minutes. We pour the fish broth and then we add our Sweet Smoked Paprika Powder "La Chinata". When the broth starts boiling, we add the rice and let it cook over a high heat for seven minutes. Then, we turn down the heat and let it cook for another seven minutes. After that we retire from the fire.

It is important to let the paella rest for five minutes before serving.

## Ingredients:

Shellfish varied (prawns, mussels, squids...)

100 gr. of rice for each person

200 gr. of fish broth for each person

Half onion

2 garlicks

1 green pepper

5 spoons of extra virgin olive oil

Salt

Sweet Smoked Paprika Powder "La Chinata"



# Spanish style octopus

## Elaboration

If the octopus is frozen, we let it defrost in the fridge. if the octopus is fresh, we have to freeze it to break the connective tissue so that it stays tender when cooked.

To cook it, we put plenty of water in a big pot and then we add the octopus when the water starts boiling. Then, when the water starts boiling again, cover the pot and turn the heat down. After 30 minutes we check the state of the cooking and we retire from the fire.

We leave the octopus inside the pot with the hot water for another 25 minutes, after that, we take out the octopus and we cut it up with some scissors. We serve it warm and with salt, olive oil and some spoons of our Smoked Paprika Powder "La Chinata" above.

It can optionally be served with cooked potatoes.

## Ingredients:

1 Octopus  
Potatoes  
Olive oil  
Salt  
Bitter-Sweet Smoked Paprika Powder "La Chinata"

# Product family



## 500g Bag

Varieties: Sweet, Bitter-Sweet and Hot  
Box of 20 units



## 750g Tin

Varieties: Sweet, Bitter-Sweet and Hot  
Box of 12 units



## 350g Tin

Varieties: Sweet, Bitter-Sweet and Hot  
Box of 18 units



## 160g Tin

Varieties: Sweet, Bitter-Sweet and Hot  
Box of 36 units



## 70g Tin

Varieties: Sweet, Bitter-Sweet and Hot  
Tray of 12 units or box of 30 units



## Smoked Paprika Powder PREMIUM 70 g Tin

Varieties: Sweet and Hot  
Tray of 12 units



## Smoked Dried ÑORA Peppers 25 g Box

Variety: Sweet  
Tray of 8 units



## Smoked Dried Peppers 25 g Box

Variety: Bitter-Sweet  
Tray of 8 units



## PREMIUM Gift Box:

It includes one tin of 70 g of our Sweet and Hot Smoked Paprika Powder PREMIUM



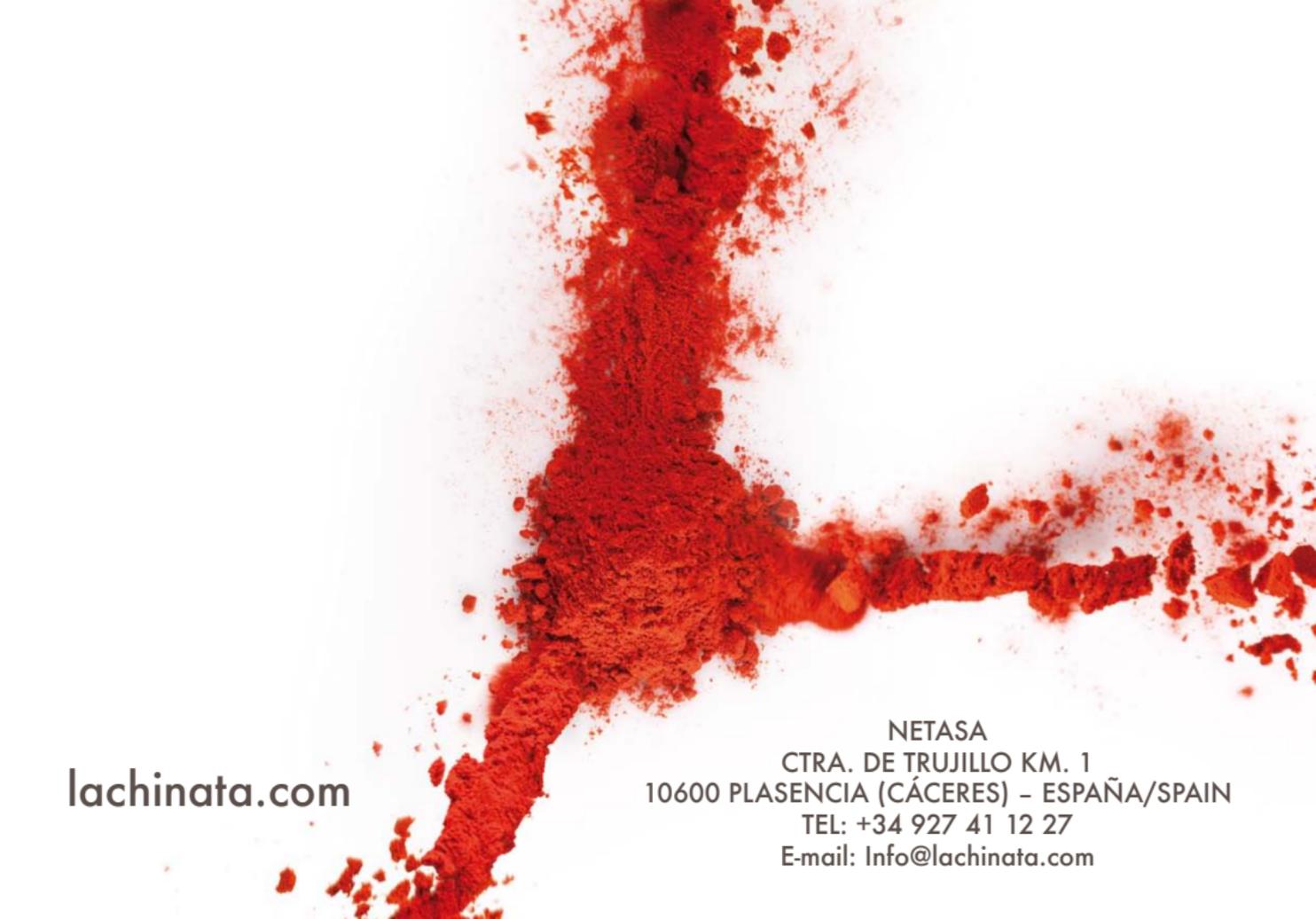
## ORIGINAL Gift Box:

It includes one tin of 70 g of our Sweet, Bitter-Sweet and Hot Smoked Paprika Powder "La Chinata"



## Gift Box "COLOUR-FLAVOUR"

It can be filled with different formats and varieties



[lachinata.com](http://lachinata.com)

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