



TASTE THE CZECH REPUBLIC

FAMOUS CZECH PRODUCTS
WITH PROTECTED DESIGNATIONS
OF ORIGIN AND PROTECTED
GEOGRAPHICAL INDICATIONS



MINISTRY OF AGRICULTURE
OF THE CZECH REPUBLIC



CONTENTS

PROTECTED NAMES – DEFINITIONS	5
PROTECTED DESIGNATION OF ORIGIN (PDO)	7
Žatecký chmel (Hops)	8
Český kmín (Caraway Seeds)	10
Všestarská cibule (Onions)	12
Chamomilla Bohemica (Camomile)	14
Nošovické kysané zelí (Sauerkraut)	16
Pohořelický kapr (Carp)	18
PROTECTED GEOGRAPHICAL INDICATION (PGI)	21
České pivo (Czech Beer)	22
Českobudějovické pivo/Budějovické pivo/Budějovický měšťanský var (Beer)	24
Znojenské pivo (Beer)	26
Brněnské pivo/Starobrněnské pivo (Beer)	28
Černá hora – pivo (Beer)	30
Chodské pivo (Beer)	32
Březnický ležák – pivo (Beer)	34
Karlovarský suchar (Rusks)	36
Lomnické suchary (Rusks)	38
Štramberské uši (Biscuits)	40
Hořické trubičky (Rolled Wafers)	42
Mariánskolázeňské oplatky (Wafers)	44
Karlovarské oplatky (Wafers)	46
Karlovarské trojhránky (Wafers)	48
Pardubický perník (Gingerbread)	50
Valašský frgál (Wallachian Flan)	52
Jihočeská Niva (Blue Cheese)	54
Jihočeská Zlatá Niva (Blue Cheese)	56
Olomoucké tvarůžky (Cheese)	58
Třeboňský kapr (Carp)	60
Chelčicko-Lhenické ovoce (Fruit)	62
Český modrý mák (Poppy Seed)	64

PROTECTED NAMES – DEFINITIONS

PROTECTED DESIGNATION OF ORIGIN (PDO)

Protected Designation of Origin means the name of a region, a specific place or, in exceptional cases, a country, used to describe an agricultural product or a foodstuff that originates in that region, specific place or country, the quality or characteristics of which are essentially or exclusively due to a particular geographical environment with its inherent natural and human factors, and the production, processing and preparation of which take place in the defined geographical area.



PROTECTED GEOGRAPHICAL INDICATION (PGI)

Protected Geographical Indication means the name of a region, a specific place or, in exceptional cases, a country, used to describe an agricultural product or a foodstuff that originates in that region, specific place or country, and which possesses a specific quality, reputation or other characteristics attributable to that geographical origin, and the production and/or processing and/or preparation of which take place in the defined geographical area.



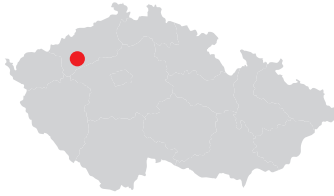


PROTECTED
DESIGNATION
OF ORIGIN (PDO)

A close-up photograph of several bright green hop cones (hops) hanging from a vine. The hops are in various stages of maturity, with some showing more defined scales. The background is a soft-focus green, suggesting more foliage. Two white, curved lines are overlaid on the image, framing the text on the left side.

Žatecký chmel
(Hops)

ŽATEC
Czech republic



GEOGRAPHICAL AREA

The Žatec hop-growing area – cadastral area of Louny region, Rakovník, Chomutov, Kladno, Plzeň-North and Rokycany. The centre of the area is the city of Žatec.

ŽATECKÝ CHMEL

The specific natural conditions in the Žatec hop-growing area make ‚Žatecký chmel‘ unique. The quality of the hops is determined not only by the climatic conditions, but also by the area’s soil. Their growth and development are also influenced by the location of the hop fields, which is determined in particular by the altitude (200–500 metres above sea level). The hops would not be so good or produce such yields in other areas where these conditions do not exist. The combination of average rainfall, temperatures, soil profiles, altitude and light is unique to the Žatec hop-growing area. Other hop-growing areas in the world will always differ with regard to some of these basic conditions.

‚Žatecký chmel‘ are semi-early aromatic hops, which, because of their exceptional attributes, are used by breweries all over the world. What makes these hops unique is the fact that they have a low Alpha-acid bitter content and large amounts of beta-farnesene, not found in other hops. ‚Žatecký chmel‘ has attained an unassailable position in the brewing industry, especially during the production of high-quality brand-name beers. ‚Žatecký chmel‘ can be used to produce a beer with a fine and delicate hop aroma, which, together with the taste component, is the guarantee of high quality.

PROTECTED DESIGNATION OF ORIGIN (PDO)



HISTORY

The growing of fine aromatic hops in the Czech Republic goes back 1 000 years. The first documented information about hops dates back to the 8th and 9th centuries. Even in the 11th century, hops were being exported from the Czech Lands on the Labe River to neighbouring countries. The reign of Emperor Karel IV saw a significant expansion and improvement in hop growing. He was aware of the benefits of growing hops in the Czech Lands. During the Thirty Years War, hop growing in the Czech Lands was endangered and other countries took advantage of the situation to expand their hop growing. At that time, the young plants of Czech hops were used to establish hop fields in Brandenburg, Silesia, Bavaria, Styria, the Baden area, Russia and elsewhere.

Labelling hops, which is actually a determination and certification of the hops’ origin, started in the 16th century. The first legislative regulation for this area dates back to the 18th century and, in 1769, Maria Theresa signed a patent to prevent hops being misrepresented. The patent ordains the official sealing of hops, and the issuing of official documentation to assure the unique origin of the hops.



Český kmín
(Caraway Seeds)

CZECH REPUBLIC



GEOGRAPHICAL AREA

The Czech Republic; on loamy and sand-clay soils with a clay content of 10 to 30% and diverse levels of gravel admixture.

ČESKÝ KMÍN

The Czech Republic has the specific natural, climatic and soil conditions which have allowed a 150-year tradition of caraway growing. Seeds are bright to dark brown in colour and have a spicy flavour, typical of caraway. Their uniqueness is due to the fact that they have a high content of aromatic oil (from 3 to 5%) and are harvested when they are well matured. Carvone content in the seeds is higher than 50% (usually around 60%)! Carvone has healing, antiseptic and retardation effects which are used in a number of industries. That is why the caraway – ‚Český kmín‘ – from these areas is so highly valued and in such demand. The majority of the caraway produced is exported to both continental and seaside areas. Caraway seeds are used during the production of baked goods and are an essential component of Czech cuisine. They are used in natural folk healing and are beneficial to the digestive system. They are also necessary during the preparation of Nošovické Sauerkraut.

HISTORY

‚Český kmín‘ has been grown since the first half of the 19th century in field conditions in the Czech Republic. Scientific improvement has been a tradition since 1910. In the past, all varieties were deciduous and unsuitable for machine har-

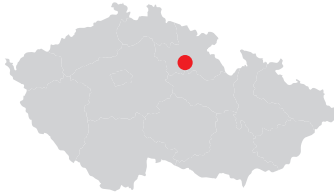


vesting and were therefore gradually withdrawn from production. A major change came about with the licensing of the Rekord (1978) variety, which gives a high yield with a high aromatic oil content and is resistant to the drop-out of seeds in the course of maturing and harvesting. This variety was followed by the licensing of two other varieties (in 1990 Prochan, in 1994 Kepron). These three form a line of non-deciduous varieties, offering high quality and yield and a high essence content.

A close-up photograph of a woven wicker basket filled with fresh, golden-brown onions. The onions are piled together, with some showing their dried stems. The basket is held by a person's hand, visible at the bottom. The background is a blurred outdoor market scene with other people and stalls, suggesting a bustling atmosphere. A white curved line graphic is overlaid on the left side of the image, framing the text.

Všestarská cibule (Onions)

VŠESTARY
Czech republic



GEOGRAPHICAL AREA

The municipality of Všeřtary and surrounding villages, in the Hradec Králové region of the Czech Republic.

VŠESTARSKÁ CIBULE

'Všeřtarská cibule' are high-quality onions, produced in the Municipality of Všeřtary and neighbouring areas in the Czech Republic. They come either in a spherical or ovate shape, with golden yellow skins, and a white to greenish-white flesh on the interior. 'Všeřtarská cibule' has a high content of iron and a very high content of vitamin B3 compared with ordinary onions. It contains low levels of harmful substances. The scent of the onions is sweet and slightly pungent, typical of onions. The taste is unique, delicately sweet, with a varying degree of sharpness, depending on the variety of onion.

HISTORY

Large-scale onion growing in Všeřtary was launched in 1964 by the managers of the cooperative, taking into account the high fertility of the soil, the favourable altitude and the construction of a new irrigation system along the River Labe, which still exists.



A photograph of a white ceramic cup filled with a golden-brown chamomile tea. The cup sits on a matching white saucer. In the background, a dark wooden vase is overflowing with fresh chamomile flowers. In the foreground, a small bouquet of chamomile flowers is tied with a white mesh tea bag. The scene is set on a light-colored wooden surface against a light blue background. A white curved line graphic is overlaid on the left side of the image.

Chamomilla Bohemica (Camomile)

CZECH
REPUBLIC

GEOGRAPHICAL AREA

The Bohemia area in the Czech Republic, consisting of Prague, Central and South Bohemia, Plzeň, Karlovy Vary, Ústí nad Labem, Liberec, Hradec Králové and Pardubice regions.

CHAMOMILLA BOHEMICA

'Chamomilla bohemica' is a dried flowerhead of the chamomile, produced in the Bohemia area of the Czech Republic. This type of chamomile is well known for its essential oil content of up to 1%, the main active constituent of this being chamazulene. Its uniqueness derives from a combination of factors in the growing areas, such as the climate, soil and methods of harvesting. It is harvested in a gentle way, and there is even special machinery developed specifically for the harvesting of the flowerheads.

The product is mostly sold in tea bags, and used in the preparation of herbal teas. Chamomile is popular in folk medicine, because of its anti-inflammatory and healing effects; it also relieves cramps and flatulence and encourages perspiration. It has a significant effect during the treatment of infantile colic and is also used in cosmetics for infants. It is used for baths, creams and mouthwashes.

HISTORY

Camomile of an exceptional quality has been grown in the Czech Lands for a long time. Particularly in the 1950s, because of a sharp increase in foreign demand, it became necessary



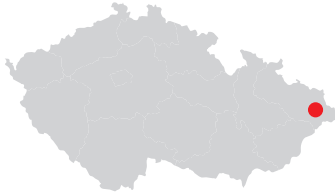
to distinguish this crop from other chamomile produced and the name 'Chamomilla bohemica' was adopted. The Latin name has come to be a symbol of the production of this chamomile, with its typical properties guaranteed by the specific natural conditions.

A glass jar filled with sauerkraut, topped with a metal clasp. The sauerkraut is finely shredded and appears to contain small seeds. In the foreground, a wooden spoon holds a small amount of dried seeds. The background is slightly blurred, showing a wooden surface and a glass bottle.

Nošovické
kysané zeli
(Sauerkraut)

NOŠOVICE

Czech republic



GEOGRAPHICAL AREA

The area around the villages of Nošovice and Nižní Lhoty, in the Moravskoslezský region. The centre of the area is the village of Nošovice.

NOŠOVICKÉ KYSANÉ ZELÍ

The famous ‘Nošovické kysané zelí’ is made of raw grated cabbage. During the process, salt, caraway and mustard seeds are used to enhance the flavours. The grated cabbage is placed in fermentation vats, where it is treaded down and left to ferment for about 6 weeks at a temperature of 18°C. Natural lactic acid fermentation takes place in the vats in the fermentation hall. The finished product is golden yellow in colour and has an acidic to slightly bitter flavour. All the production operations must be carried out as rapidly as possible, so that there is no loss of precious vitamin C. The Sauerkraut has always been made according to this original recipe. Pair it with sausages, meatballs or asparagus for a hearty, healthy dish.

HISTORY

White cabbage is grown beneath the huge Beskid mountain range, with a moderately cold and damp climate, plenty of rain and clay soils with a low pH, all of which favourably influence the cabbage growing and give it its distinctive flavour, colour and firm texture. Sauerkraut has been made in the region for a long time, and the Nošovice coat of arms even has a cabbage-cutter symbol on it. Fermented cabbage, as a traditional foodstuff and commodity, is of unique signifi-



cance in the region. Local people’s knowledge of cabbage cultivation and the production of fermented cabbage has been passed down from generation to generation and plays a significant part in the resulting characteristics of the product.



Pohořelický
kapr
(Carp)

SOUTH MORAVIA

Czech republic



GEOGRAPHICAL AREA

The Břeclav and Znojmo districts in the South Moravian region. The town of Pohořelice is part of this microregion called “Čistá Jihlava”.

POHOŘELICKÝ KAPR

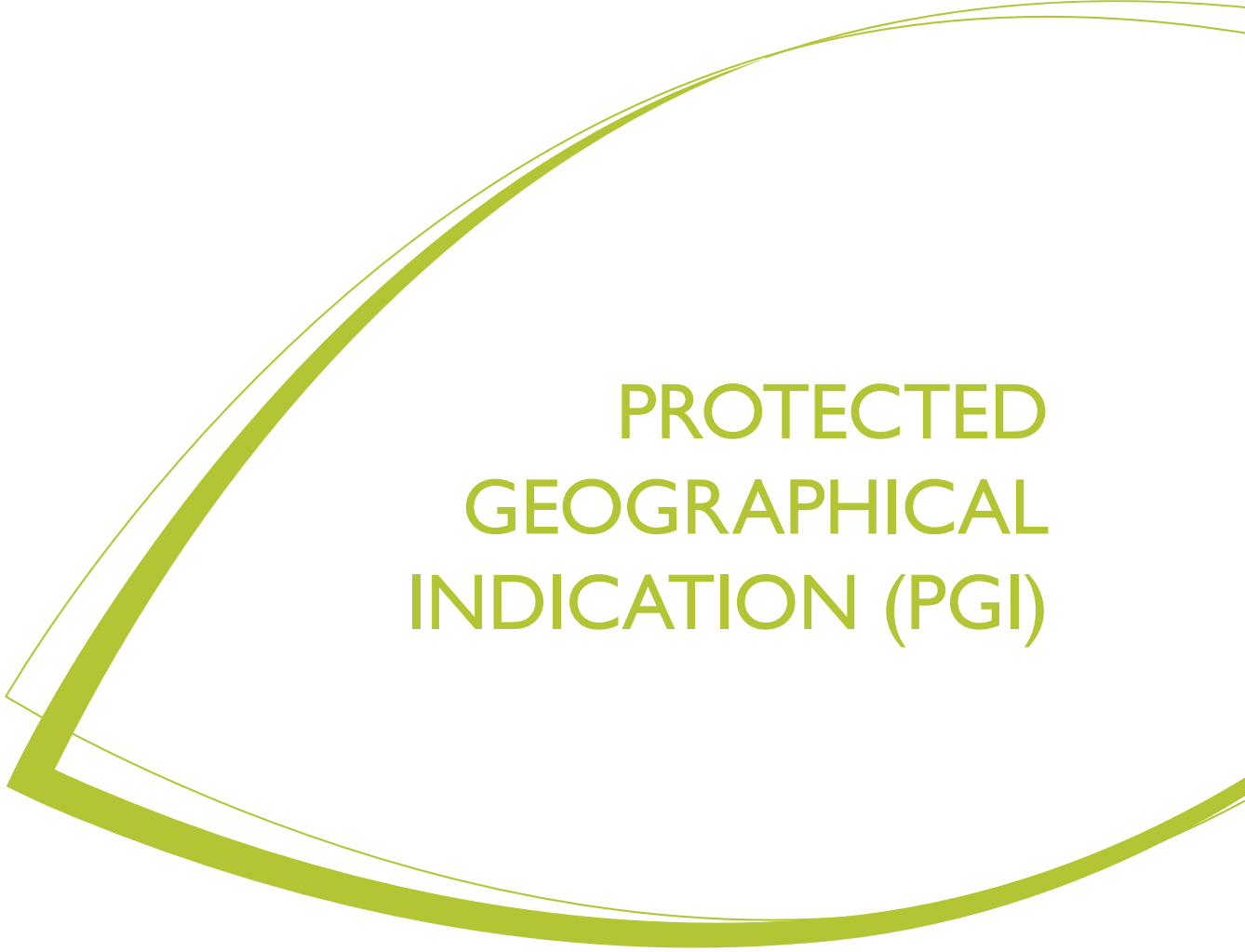
‘Pohořelický kapr’ is a fish with an excellent growth capacity, high back and a small head. The carp is characterised by its outstanding resistance and health and has a firm, consistent muscle meat. Its colours range from pink to red and it has a fresh fish smell and delicate taste. All processes of ‘Pohořelický kapr’ production, not only breeding, but also fish processing, must be in progress in the mentioned geographical area. When they are processed, the fish can be sold fresh and chilled, marinated, smoked or frozen. For a genuine local dish, try Pohořelický Carp with potato salad and beetroot.

HISTORY

Fish farming in the Pohořelice district and the Lednice-Valtice area has its roots in the 12th and 13th centuries. Fish farming in the Pohořelice district underwent great expansion at the end of the 15th century and in the first half of the 16th century, after the construction of a flume which fed existing and newly emerging ponds with water from the Jihlava River.



The largest ponds are Starý (around 1520), Lenovický (or Novoveský, 1536) and Vrkoč (1552). The subsequent period saw the stagnation and gradual decline of fish farming. A marked turning point only occurred after the Second World War, in 1945. The ponds were reconstructed and replenished.



PROTECTED
GEOGRAPHICAL
INDICATION (PGI)



České pivo
(Czech Beer)

CZECH REPUBLIC



GEOGRAPHICAL AREA

The Czech Republic.

ČESKÉ PIVO

‘České pivo’ (Czech beer) is a unique and specific product with a good reputation, due to a number of factors, particularly the raw materials used, the know-how built up by the brewing industry over many years and the special brewing processes. This gives it a distinctive taste, with a dominating bitterness, sometimes with a moderate to light tartness, which takes longer to fade. The higher degree of bitterness also aids the digestive process.

Pale beer (pale lager, pale draught beer and light beer) with a weak to medium aroma of pale malt and hops has a medium to high golden colour. The beer is sparkling and forms a compact white head when poured into a glass.

Dark beer (dark lager and dark draught) has a distinctive aroma of dark and coloured malts. It has a medium sharpness, with a characteristic full body, which influences the character of the bitterness. Secondary caramel and sweetish tastes and odours are permissible and acceptable.

The Czech Republic is one of the small European States. Because of its size and topography, production conditions can be complied with throughout the defined area. The technology and raw materials used, as well as the producers’ skills, are the pillars that have been carrying ‘České pivo’ for ages!


One of the most important raw materials for beer brewing is hops, and the Czech Republic is one of the most important hop producers. The largest hop-growing area in the Czech Republic is Žatecko. Other important hop-growing areas are Ústěk and Tršicko. The minimum quantity of Czech hops or products processed from them is 30% for pale lagers and at least 15% for other types of beer.

Another important ingredient is malt – its pale variety is also known as “Pilsener Malt”. It is produced from Spring two-row barley. Other raw materials of no less importance to beer brewing are water and brewer’s yeast. To produce ‘České pivo’, water from local sources is used, which is assessed as soft to medium-hard. Brewer’s yeasts, especially bottom-fermenting yeast strains, are called *Saccharomyces cerevisiae* subs. *uvarum*. Fermentation takes place at a maximum temperature of 14 °C.

HISTORY

It is clear from archaeological finds that beer was already being produced by the inhabitants of the defined area prior to the Slavs, and by the Slavs themselves. The first records of beer brewing in the area are linked to Břevnovský klášter (Břevnov Monastery), where Benedictine monks were producing beer and wine in 993 AD.

The secrets of the brewing process were passed down from generation to generation. Initially, beer production was a privilege enjoyed by some individuals – burghers with a licence to brew, and nobles. In the 14th century, Guilds of Maltsters and Brewers were founded and beer production swiftly increased. An important landmark was the foundation of the Burghers’ Brewery in Plzeň in 1842, after which other industrial breweries were founded, which have carried on the tradition of ‘České pivo’ to the present day.

A close-up photograph of a bartender's hands pouring beer from a white Budweiser tap into a glass. The tap has a golden lion logo on top and the word 'BUDWEISER' written vertically in red. The glass is filled with golden beer and a thick head of foam. The background is a warm, blurred bar setting. White curved lines are overlaid on the image, framing the text.

Českokobudějovické pivo/
Budějovické pivo/
Budějovický
měšťanský var
(Beer)

ČESKÉ BUDĚJOVICE

Czech republic



GEOGRAPHICAL AREA

České Budějovice and surrounding area.

ČESKOBUDĚJOVICKÉ PIVO/BUDĚJOVICKÉ PIVO/BUDĚJOVICKÝ MĚŠŤANSKÝ VAR

The main raw materials for the production of 'Českobudějovické pivo' are water, malt and hops, using bottom-fermenting brewer's yeast. All the main raw materials used come from the specified geographical areas and have the specified characteristics. Only water from artesian wells that are over 300 m deep is used. The water held within the upper Cretaceous layers is about 7,000–8,000 years old. Light malt is obtained from two-row Spring barley grown in Moravia. Fine aromatic Žatecký poloraný červeňák hops, purchased and supplied solely in the form of pressed hops (no pellets or extracts), are grown in the area around Žatec.

The beer is either of the pale or the dark type, with a characteristic aroma, imparted by the variety of malt used and by the aromatic Žatec hops, with a taste of low intensity that is mild or slightly bitter. When poured into a glass, the pale beer typically has a pale golden colour and the dark beer has a colour imparted by dark malt, with a smooth, creamy head.

'Českobudějovické pivo' can be divided into six different types which have a clear common origin:

- Pale lager
- Kräusened pale lager
- Pale draught beer
- Dark lager
- Special beer
- Non-alcoholic beer

HISTORY

The tradition of beer brewing in České Budějovice dates back to 1265, when České Budějovice, previously Budiwoyz or Budweis, was founded by King Přemysl Otakar II, who granted the town the right to brew beer. The burghers' breweries evolved in the 15th century from burghers' town brewing houses. There is evidence that the city council had already founded their own brewery in 1495, the idea being to pay for city expenditures from brewery profits.

After the Thirty Years War (1618–1648), the burghers' beer brewing production was drastically reduced. During the 17th century, the number of private brewers declined. Until the beginning of the 18th century, there were only a few brewmasters brewing beer. In 1795, the city council made a settlement agreement with the local townsmen and handed over the Big and Small City Brewery into their management, and so the Měšťanský pivovar (The Burghers' Brewery) was founded.

The Industrial Revolution in the first half of the 19th century saw a transition to a new method of lower fermentation, new machinery was introduced and new industrial breweries with large-scale production were founded. This era in České Budějovice reached its peak in 1895, when the Czech joint-stock brewery built in Pražské předměstí started to brew beer.

The breweries today are the dignified successors of the beer brewing tradition in České Budějovice. According to the Accession Treaty of the Czech Republic to the EU, Budějovické pivo, Českobudějovické pivo and Budějovický měšťanský var are protected by Geographical Indication from 1 May 2004, the date the Czech Republic entered the EU.



Znojenské pivo (Beer)

ZNOJMO
Czech republic



GEOGRAPHICAL AREA

The area of the town of Znojmo.

ZNOJEMSKÉ PIVO

‘Znojenské pivo’ is produced in the defined area by a specific method, from raw materials possessing the prescribed properties and quality. It can be produced as a light or dark draught beer and a lager. Light draught beers are balanced and hoppy, with medium to strong bitterness, while dark draughts are less bitter and have a malty, caramel-like flavour and aroma. The lagers are full-flavoured, clean, sharp, and well-balanced. Only three basic ingredients are used to produce ‘Znojenské pivo’: good quality malt made from Spring two-row barley, drinking water drawn from the town’s supply system and hops of the Žatecký poloraný červeňák and Magnum Hallertau varieties. The unique character of the production derives from the town’s centuries-old brewing tradition in the defined area.

HISTORY

The earliest documentary evidence of brewing in Znojmo dates from 1278. The “Losunková kniha” (1363), which has survived from the era of Charles IV, identifies a number of houses and townspeople having the right to brew beer, including the brewer Hostan (whose name has become the symbol of ‘Znojenské pivo’ and of the Znojmo Brewery). In 1629, there were two independent breweries in the town. In

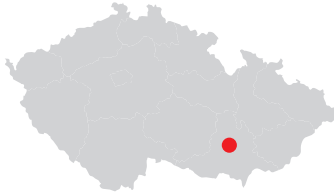


1924, the two town breweries merged and Znojmo became the centre of beer production in the lower Podyjí region. Following privatisation in 1993, the town’s brewing tradition was carried on by HOSTAN, s.r.o. In 2002, this company merged with STAROBRNO, a.s., which, as the successor company, has continued to brew traditional Znojmo beer, the production of which dates back to the 13th century.

A close-up photograph of a glass mug filled with golden beer and a thick head of white foam. The mug has a handle on the right and is embossed with the word "Starobrno" in a stylized font. The background is blurred, showing what appears to be a bar setting. White decorative lines are overlaid on the image, including a large arc on the left and a smaller one on the right.

Brněnské pivo/
Starobrněnské pivo
(Beer)

BRNO
Czech republic



GEOGRAPHICAL AREA

The city of Brno.

BRNĚNSKÉ PIVO/STAROBRNĚNSKÉ PIVO

‘Brněnské pivo’, also known as ‘Starobrněnské pivo’, is produced as a light tap beer (světlé výčepní), dark beer (tmavé výčepní), lager (ležák) and non-alcoholic beer. The golden light tap beer has medium hop bitterness, while the dark version has distinctive aromas and flavours reminiscent of caramel. Lagers are typically hoppy and moderately bitter. The non-alcoholic type has a delicate hop aroma, and can have up to 0.6 % ABV. The unique character of these beers is based on a centuries-old local brewing tradition. These beers are made with Žatecký polorany červeňák and Magnum hop varieties, good quality malt made from Spring two-row barley, while the water is sourced from the town’s water supply system.

HISTORY

In 1323, Queen Eliška Rejčka founded a Cistercian convent in Staré Brno, which subsequently had a brewery built in 1325 with the assistance of the Velehrad monastery. Brno Brewery has undergone a series of changes and modernisations, and today the beer is produced in the historical tradition, according to the recipes of old, at the modern brewery situated roughly on the site of the former convent brewery of the Cistercian Order.



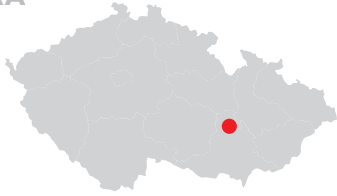
‘Brněnské pivo’ or ‘Starobrněnské pivo’ has been produced in the defined area by the method described above for a very long time. The unique character of the production derives from the centuries-old brewing tradition in the defined area.

Černá hora – pivo (Beer)



ČERNÁ HORA

Czech republic



GEOGRAPHICAL AREA

The municipality of 'Černá Hora' in Southern Moravia.

ČERNÁ HORA

'Černá Hora' is produced in the eponymous municipality and in the oldest brewery in Moravia that dates back to 1530. The beer comes in several varieties, which are all produced by traditional techniques and methods that have been present in the area from the 13th century. The two basic varieties include clean and hoppy light beers and moderately bitter dark beers. Specific styles include light lagers, light draught beer, unfiltered draught beer, dark lagers, and semi-dark draught beer. Caramel and colouring malt are used in the process to give the dark beers their typical caramel flavour and delicate bitterness. All beers are low-fermentation and are recognised for their unique aromas and flavours with a strong bite.

HISTORY

Beer has been produced continuously in the municipality of Černá Hora since the 13th century. The first written mention of beer brewing from municipality Černá Hora dates back to 1298 and the first written record of the brewery in Černá Hora dates back to 1530. Since then, there has been a rich history of breweries and beer making in Černá Hora. Many owners have come and gone, but the production and quality of 'Černá Hora' beer has steadily increased. In 1949, the



brewery was nationalised and gradually incorporated into various national firms. The production of 'Černá Hora' nevertheless went on uninterrupted, following traditional production methods and processes. In 1996, the brewery became independent as part of a privatisation drive.

Chodské pivo (Beer)



PLZEŇ REGION

Czech republic



GEOGRAPHICAL AREA

The Chodsko region occupies the entire length of the border with Bavaria, from Všerubský Pass to Dyleň in the mountains and highlands of the Bohemian Forest. The holder of the Chodské pivo label is the Chodovar family brewery in Chodová Planá.

CHODSKÉ PIVO

Only natural raw materials are used to produce 'Chodské pivo': malt, hops, water and yeast. Only Czech aroma hop varieties (Žatecký poloraný červeňák and Sládek) and bittering hop varieties (Premiant) are used in 'Chodské pivo'. The distinctive features of Chodské pivo are the pronounced golden colour of the light beers and their rich maltiness, slightly bitter taste and strong flavour. These properties are conferred by a traditional brewing process involving two-stage fermentation of the wort, lengthy maturation, selection of the raw materials used, harnessing local natural resources in the form of exceptionally soft water, and bottling and casking with no artificial carbonation.

HISTORY

The brewing tradition dates back to the 12th century. Its history and significance are borne out both by a 1341 document from John of Luxembourg, King of Bohemia, concerning



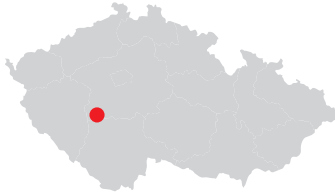
brewing in the Chodsko region and by the fact that 'Chodské pivo' used to be supplied to Prague and to Bavaria for consumption by the Royal court. This region on the border with Bavaria is historically renowned for brewing. In 1945, there were still over 60 working breweries there.

A photograph of a beer production line. In the foreground, several dark brown glass beer bottles are lined up on a conveyor belt. The bottles have green labels with gold and white text. The label on the bottle in the center-right clearly shows the word "HEROLD" in a stylized font. Above it, smaller text reads "PREMIUM". Below "HEROLD", it says "PILSENER BEER" and "LAGER". The background is blurred, showing more bottles and industrial machinery. A white, curved graphic element frames the text on the left and bottom.

Březnický ležák – pivo (Beer)

BŘEZNICE

Czech republic



GEOGRAPHICAL AREA

The beer is brewed in the town of Březnice, which is in the Central Bohemian Region.

BŘEZNICKÝ LEŽÁK

'Březnický ležák' is a moderately to medium fermented beer, characterised by a delicate but distinctively bitter taste, a full body, a rich golden colour, a high level of crispness with a clean hoppy aroma and no extraneous flavours. Top-quality spring water, pumped from protected artesian and bored wells within the municipality of Březnice, is used for producing 'Březnický ležák' and Březnice beer in general. The wells are currently 14–16 metres deep and the boreholes 37.5 and 61 metres deep. It is practically impossible to find another area where, using the same technology but without water from the defined area, beer of the same quality and taste could be produced.

HISTORY

The earliest written reference to the brewery in Březnice dates from 1506. A new Baroque brewery was built in the 18th century, and was subsequently reconstructed and extended. In 1945, it became the property of the Czechoslovak State. In 1989, the Výzkumný ústav pivovarský a sladařský (Research Institute of Brewing and Malting) took over the running of the brewery, rebuilding it and reviving production of the traditional Březnice beer, which has been carried on since 1999 by the only current producer – the Pivovar Herold Březnice, a.s. company.

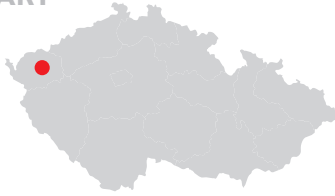


Karlovarský suchar (Rusks)



KARLOVY VARY

Czech republic



GEOGRAPHICAL AREA

The area of the Karlovy Vary region, comprising the cities of Karlovy Vary, Šemnice, Kyselka, Velichov, Ostrov, Hroznětín, Mezirolí and Stará Role. The centre of the region is the town of Karlovy Vary.

KARLOVARSKÝ SUCHAR

'Karlovarský suchar' is a rusk cut in thin slices, produced in the Karlovy Vary region. The bread is well baked and dried, clean, crisp and uniformly porous. It is golden brown in colour, with the delicate scent of bakery goods. The taste is that of baked bread. There are two varieties of the bread – special and diet versions. Both versions of the bread must contain thermal mineral water from Karlovy Vary. The diet version does not contain sugar, egg yolk or salt. When the bread is toasted, it is left to cool and sold in packs of 200 grams, ready to be enjoyed with fruit jams, butter, and tea.

HISTORY

'Karlovarský suchar' has been made in this spa region for decades and, together with the famous round spa wafers, is one of the most famous local products. These baked specialities, which are usually included in a diet menu, have a distinctive taste, because one of the ingredients used in the dough is the thermal mineral water from Karlovy Vary.

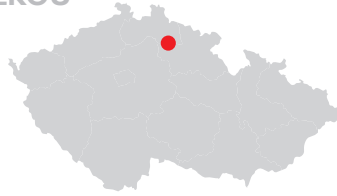




Lomnické suchary (Rusks)

LOMNICE NAD POPELKOU

Czech republic



GEOGRAPHICAL AREA

District of Semily, which includes the towns of Lomnice nad Popelkou, Vysoké nad Jizerou and Jablonec nad Nisou. The town of Lomnice nad Popelkou is the centre for making 'Lomnické suchary' rusks.

LOMNICKÉ SUCHARY

'Lomnické suchary' is a special sweet rusk which is twice-baked. Baked biscuit loaves are cut into even slices (not thicker than 18 mm) and are then covered with icing sugar. The sugared slices of rusks are then dried in an oven at a temperature of 190–200 °C. 'Lomnické suchary' are specific by virtue of their design and taste. Their texture is quite hard, crisp and crunchy, with the taste and aroma dependant on the chosen variety. There are three types of flavours – hazelnut rusks, almond rusks and peanut rusks. Cinnamon, vanilla or mace may be added, depending on the variety. Pair this unique twice-baked bread with creamy butter, a cup of tea or hot cocoa.

HISTORY

The appearance and taste of 'Lomnické suchary' are determined by the traditional recipe that has been used for almost 200 years and the know-how of people living in the defined area. 'Lomnické suchary' are specific by virtue



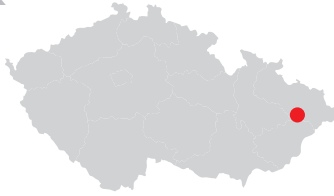
of their design and taste, which is to say that they have a distinctive shape, appearance and taste. Their sugared surface is unique to 'Lomnické suchary', not being found elsewhere.

A top-down view of a white plate containing two Štramberké uši (biscuits) filled with white cream, surrounded by several sliced strawberries and fresh mint leaves. A white decorative line curves across the top left of the plate.

Štramberké uši (Biscuits)

ŠTRAMBERK

Czech republic



GEOGRAPHICAL AREA

The cadastral town of Štramberk and its immediate surroundings.

ŠTRAMBERSKÉ UŠI

‘Štramberské uši’ is a baked, sweet product made from flour, sugar, eggs, water, baking powder, honey or caramel, and spices such as cloves, aniseed, cinnamon, and star anise. After baking, the dough is twisted into a cone shape, making it look like a human ear (“uši” means ears in Czech). It is eaten either unfilled or filled with various mixtures, either long-life or intended to be consumed immediately (e.g. with whipped cream and strawberries).

HISTORY

The origin of the name is accompanied by a legend. In the 13th century, a detachment of Tatar troops invaded Moravia, attacking local settlements, murdering, and plundering the villages. According to legend, they cut off their victims’ ears and sent them to their ruler, preserved in salt as proof of how many Christians they had conquered and killed. It was in May, it was raining hard and the Tatars settled around the pond’s dam. The courageous local citizens of Štramberk dug through the dam wall and a huge wave of pond water, together with heavy rain, flooded the Tatars’ camp. The terrified Tatars ran away. When the water receded, the brave citizens of Štramberk found bags of salted and preserved human ears. In honour of their victory over the Tatar tribes, people in Štramberk bake

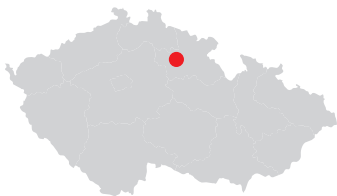


‘Štramberské uši’. The celebration of a traditional Štramberk commemorative event is also connected with this event. The commemoration always takes place six weeks after Easter, when housewives in every household bake ‘Štramberské uši’.

The image shows three rolled wafers, known as trubičky, resting on a rustic wooden surface. The wafers are cylindrical and have a light-colored, porous interior. They are bound together in the middle by a bundle of thin, light-colored natural fibers, possibly straw or cotton. The wafers are arranged in a slightly overlapping manner. The background is a close-up of the wood grain, showing various shades of brown and tan. A white, stylized graphic element, consisting of two curved lines that form a partial circle, is overlaid on the image, framing the wafers and the text.

Hořické trubičky
(Rolled Wafers)

HOŘICE
Czech republic



GEOGRAPHICAL AREA

The town of Hořice and adjacent municipalities in the Hradec Králové region.

HOŘICKÉ TRUBIČKY

‘Hořické trubičky’ are rolled wafers produced in the town of Hořice and neighbouring municipalities in the Czech Republic. The rolls are from 5 to 19 centimetres long and light beige in colour. They have the scent and taste of a wafer, with a crunchy, smooth and porous texture.

The wafers come in different varieties – filled with whipped butter cream with cocoa powder and vanilla or sprinkled with mixtures of sugar or nuts, cinnamon, raisins, cocoa powder and vanilla. The rolled wafers may be partially, or fully dipped in chocolate. Apart from the traditional recipe, the distinctive character of ‘Hořické trubičky’ also depends on the specific properties of the flour (low in gluten) and the local water (low mineral content, soft, and tapped at a depth of 100 metres) that are used. To eat them as the locals do, dip them in a cup of warm, melted chocolate.

HISTORY

According to legend, the recipe for rolled wafers was passed down by a wounded General and the cook for the Emperor Napoleon to a local lady, Mrs. Líčková. It was a reward for the care that she had provided when Napoleon returned from Russia after his defeat in 1812. The family recipe was passed from one generation to the next and was perfected

TASTE THE CZECH REPUBLIC



by the confectioner Karel Kofránek after he married into the family. He started to export the wafers and received many awards and distinctions. In 1898, a patent was filed for his invention – an electric wafer-maker.

By this time, ‘Hořické trubičky’ were already being commercially manufactured by other producers in the town. After 1949, all the manufacturers were nationalised and production was moved into the ‘Pardubický perník’ national factory, and then to the enterprise of Průmysl trvanlivého pečiva in Prague. However, the local people continued to bake the wafers. In 1967, production was re-established in a local municipal enterprise and, in the 1990s, about 25 local manufacturers from Hořice and surrounding villages started to produce the rolled wafers again.



Mariánskolázeňské oplatky (Wafers)

MARIÁNSKÉ LÁZNĚ

Czech republic



GEOGRAPHICAL AREA

The area of the municipality of Mariánské Lázně and of the municipality of Velká Hleďsebe, which form part of the administrative district of Mariánské Lázně.

MARIÁNSKOLÁZEŇSKÉ OPLATKY

'Mariánskolázeňské oplatky' are wafers with an unusually large and round shape, produced in the municipalities of Mariánské Lázně and Velka Hleďsebe in the Czech Republic since 1856. The wafers consist of two thin sheets, held together by a layer of filling. A distinction is made between the hazelnut and cocoa varieties, according to the type of filling. The edge is crumbled, and the wafers break with a characteristic crackle once they are bitten into. They have a typical relief in the form of a stylised garland of leaves around the circumference. They are very crisp and well-baked; the filling has a granular texture and the taste, which reflects the raw materials used, is sweet.

HISTORY

The first references to spa wafers in Mariánské Lázně date from the 18th century. With the development of water cures, the original production of wafers by the inhabitants for their own consumption gradually grew into a large-scale production for commercial purposes. Karel Reitenberger may be regarded as the founder of the industrial production,

which he began in 1856. Almost a century later, the range of spa wafers was extended by Josef Homolka, who arrived from Vienna bringing his enhanced machinery and his own recipes for wafers made from chocolate-flavoured batter. Details of the ingredients and production have been passed down from one generation to another in local bakeries.

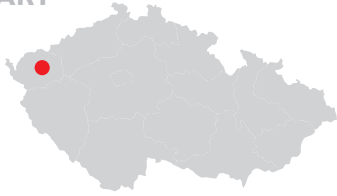




Karlovarské oplatky (Wafers)

KARLOVY VARY

Czech republic



GEOGRAPHICAL AREA

The area covered by the spa town of Karlovy Vary.

KARLOVARSKÉ OPLATKY

'Karlovarské oplatky' are produced according to a traditional recipe in the form of flat rounds of about 19 cm in diameter. They are composed of two thin wafer sheets, bearing the characteristic relief depicting, in the middle of the wafer, either a mineral water fountain or a chamois, symbols of the spa town of Karlovy Vary. The wafer sheets are assembled into a single wafer by baking, after being sprinkled with a sugar-and-hazelnut mixture or, depending on the variety, a mixture of a different flavour, most often almond, cocoa, vanilla or cinnamon. The specific characteristics of 'Karlovarské oplatky' are imparted by the use of Karlovy Vary thermal spring water obtained from springs in the defined geographical area. It is the properties of Karlovy Vary medicinal thermal spring water that give the wafer its distinctive characteristics, in particular its crispness and specific aroma and taste.

HISTORY

The first historical references to the production of 'Karlovarské oplatky' date from the mid-18th century. These take the form of the oldest preserved wafer-making irons, which are now in the Karlovy Vary Museum. Bakeries specialising in the production of 'Karlovarské oplatky' did not begin to appear until the second half of the 19th century. Bayer, which is probably the most famous of such bakeries, whose products



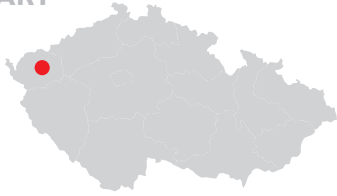
were supplied to Kaiser Wilhelm I of Germany and won a number of awards at international exhibitions, was established in 1867. In 1904, there were already 22 bakeries producing 'Karlovarské oplatky' in the defined geographical area. At that time, they were producing some four million wafers per year. The production of 'Karlovarské oplatky' in Karlovy Vary has been handed down for more than two centuries. Thanks to the single-minded and patient work of local producers, this popular confection has become a speciality of the town of Karlovy Vary.



Karlovarské trojhránky (Wafers)

KARLOVY VARY

Czech republic



GEOGRAPHICAL AREA

The area covered by the spa town of Karlovy Vary.

KARLOVARSKÉ TROJHRÁNKY

'Karlovarské trojhránky' are produced according to a traditional recipe as triangular divisions from flat round 'Karlovarské oplatky'. Eight pieces of the 'Karlovarské oplatky' are layered together with cocoa or chocolate fillings, and then divided with a cutter into their final shape (8 pieces). Karlovy Vary water plays a significant role in determining their taste and in moistening the wafer sheets. The wafers are crisp, light, thin and have a distinctive flavour and aroma. The prepared trojhránky are packaged either individually or in groups of several pieces.

HISTORY

The first historical references to the production of 'Karlovarské oplatky', from which 'Karlovarské trojhránky' are made, date from the mid-18th century in the defined geographical area. The production of 'Karlovarské trojhránky' belongs within this tradition of more than two centuries. Whether whole or cut into triangles, the wafers are extremely popular in the area, eaten as a snack or bought as a souvenir of Karlovy Vary.

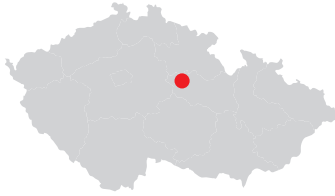




Pardubický perník
(Gingerbread)

PARDUBICE

Czech republic



GEOGRAPHICAL AREA

The city of Pardubice and the municipality of Spojlil.

PARDUBICKÝ PERNÍK

'Pardubický perník' is a baked pastry product, with the production method unchanged over three centuries. It is produced in two stages, separated by a few days. The first stage consists of making the basic dough, which is then left to rest for a few days before being processed. The second stage begins by mixing the ingredients of eggs, jam, gingerbread spice mixture (cinnamon, coriander, cloves, aniseed and allspice) and raising agent into the dough, until an elastic mass is produced, which is then rolled out into a sheet. The dough is then cut or pressed out into different shapes and baked in an oven. There are two types of 'Pardubický perník'. One is a filled product, with the filling placed between two pieces of gingerbread and coated with sugar or chocolate. The second variety comprises gingerbread figures cut into various two- or three-dimensional shapes, such as hearts, stars, animals, cars, boxes, sledges or Christmas trees, and coated with sugar or fat glaze. The gingerbread products make a great sweet gift and are commonly bought for special occasions such as Easter, St. Valentine's Day, St. Nicholas Day, Christmas and New Year's Eve.

HISTORY

The history of gingerbread making in Pardubice can be traced back to the 16th century, and the right to produce this product there was upheld by the Empress Maria Theresa in



1759. Production took off in the 20th century, when industrial production was introduced, alongside traditional artisan methods. The secret of manufacturing 'Pardubický perník' has been passed from one generation to the next, along with the skills of decorating gingerbread in the traditional manner. Thanks to its delicious taste and attractive appearance, 'Pardubický perník' is in great demand not only in the Czech Republic, but also abroad. The tradition and the quality of its local products have brought the city a new label – "The City of Gingerbread".

A photograph of Valašský frgál (Wallachian Flan) on a wooden board. The flan is a large, round, golden-brown pastry with a thick, creamy filling. It is cut into several triangular slices. The top of the flan is covered in a dark, crumbly topping, likely chocolate or a similar dark ingredient, which is also visible on the slices. The wooden board is placed on a wooden surface. A blue cloth with a white floral pattern is visible on the left side. A knife is visible on the right side. The text "Valašský frgál (Wallachian Flan)" is overlaid in the center of the image.

Valašský frgál (Wallachian Flan)

ZLÍN REGION

Czech republic



GEOGRAPHICAL AREA

Valašsko, which is a geographical region in the south-east of the Czech Republic.

VALAŠSKÝ FRGÁL

‘Valašský frgál’ is a traditionally made, round-shaped sweet flan, produced in the Moravian Wallachia region in the south-eastern part of the Czech Republic. It is made from a fine yeast-based dough and has a topping. The topping consists of nearly half of the finished product (42–48%), which can be made from dried pears (the most popular variety), jam, fruits, curd cheese, poppy seeds, walnuts, cabbage, kohlrabi, or carrots. ‘Valašský frgál’ only ever has one kind of topping on it (toppings are never combined). The surface of the topping is sprinkled generously with crumble (with gingerbread crumbs or ground cinnamon). After baking, it may be sprinkled with sugar and drizzled with butter. The flan has a diameter of about 30 centimetres and is golden in colour when fully baked.

HISTORY

‘Valašský frgál’ is made according to traditional recipes from the defined area, found in written records dating from 1826. The folk tradition of baking this specific flan is linked in particular to festive occasions such as weddings, christenings, Christmas and Easter and the end of the harvest in Valašsko. The size of the flan (30–32 cm in diameter) came about because the whole surface of the peel, which was used to put bread into the oven, was used. In the 19th century, the



reputation of these flans spread as far away as Prague, the capital city. When the National Exhibition was held in Prague at the end of the 19th century, the flans were brought from Valašsko, along with many other products and were greatly admired.



Jihočeská Niva
(Blue Cheese)

SOUTH BOHEMIA

Czech republic



GEOGRAPHICAL AREA

The geographical area is the South Bohemia region. The southern Bohemia region is one of the Czech Republic's least polluted areas. It has always been considered as being a predominantly agricultural area. This is still the case today.

JIHOČESKÁ NIVA

'Jihočeská Niva' blue cheese is delicious cheese with noble blue-green mould inside, ripening in modern above-ground cellars. The cheese ages in the cellars for at least four weeks. Its texture is crumbly and semi-soft, while the taste and aroma are salty, pungent, aromatic, with a sharp finish, characteristic of cultured *Penicillium roqueforti* mould. The fat content in dry matter is 50%. The basic raw material, i.e. milk, comes from southern Bohemia. Of course, local people's experience in producing this cheese, handed down from generation to generation, has also had a major influence on the quality and properties of 'Jihočeská Niva'.

HISTORY

'Jihočeská Niva' blue cheese has been produced at the Český Krumlov plant, using the same production method since 1951. Numerous references in the press attest to the history of Niva cheese production. The cheese was named after the Šumava meadows and pastures that are the source of the main ingredient, i.e. cow's milk. The unique local flora has a positive effect on the taste of the milk and hence also on the final product.



SOUTH BOHEMIA

Czech republic



GEOGRAPHICAL AREA

South Bohemia Region.

JIHOČESKÁ ZLATÁ NIVA

'Jihočeská Zlatá Niva' cheese is characterised by very high-quality processing and by its taste, with balanced dry matter, fat and salt content. On the interior, the cheese is creamy white to pale yellow in colour, with blue to green mould dispersed throughout the body, along with visible needle prickings due to the *Penicillium roqueforti* treatment. Its texture is pasty and lighter than that of its cousin, 'Jihočeská Niva'. Thanks to the high fat content in the dry matter (60%), it has a softer and creamier taste than the classic 'Jihočeská Niva' (50% fat content in dry matter). The cheese ages in cellars for at least six weeks. The weight of the final product is approx. 2.8 kg and is always sold in its original wheel shape.

HISTORY

The production of blue cheeses with 60% fat content in dry matter started in Český Krumlov a few years later than the production of blue cheeses with 50% fat content.



A close-up photograph of Olomoucké tvarůžky, a traditional Czech cheese. The cheese is presented as several round, slightly irregular slices stacked on a rustic wooden cutting board. The top slice of the stack shows a distinct, concentric ring pattern. To the left of the stack, there are three bright red cherry tomatoes. In the background, several slices of white bread are visible. Small green sprigs of thyme are scattered around the cheese on the wooden surface. A white, curved graphic element, resembling a stylized 'C' or a partial circle, frames the top and left sides of the image.

Olomoucké tvarůžky (Cheese)

OLOMOUC REGION

Czech republic



GEOGRAPHICAL AREA

The Haná region, with Olomouc as its historical, geographical and economic centre. The existence of the term “Haná” has recently been widely recognised as an area geographically defined by boundary lines according to mediaeval maps. Part of the specification was the demarcation of this area by a list of border villages.

OLOMOUCKÉ TVARŮŽKY

‘Olomoucké tvarůžky’ is a skimmed cheese which ripens under a smear layer and has a typical aroma. It is made from skimmed sour curd. This makes it one of the most dietary cheeses. Its unique savoury, piquant flavour is the result of deep proteolysis during ripening, under the influence of the surface microflora. The taste and flavour depend on the degree of ripening, with the odour varying from slight to rather penetrating. The surface of the cheese is covered with a golden to orange smear and the body is of cohesive consistency, semi-soft to soft, with a noticeably lighter heart.

HISTORY

Production of ‘Olomoucké tvarůžky’ in the Haná region has been documented since the late 15th to early 16th centuries. The high repute of ‘Olomoucké tvarůžky’ is demonstrated, for instance, by a prize awarded at the first Austrian Dairy Exhibition in Vienna in 1872. ‘Olomoucké tvarůžky’ is



ranked among the best known original Czech cheeses. In the town of Loštice, where the cheese is produced, there is also a Museum of Olomoucké tvarůžky, where one can find probably the world’s only tvarůžky-selling vending machine.



Třeboňský kapr (Carp)

SOUTH BOHEMIA

Czech republic



GEOGRAPHICAL AREA

The area defined for rearing 'Třeboňský kapr' consists of fishponds in the Třeboň basin in the Třeboňsko Protected Landscape Area. The ponds form a system interconnected by the Zlatá stoka and associated watercourses. The centre of this area is the town of Třeboň.

TŘEBOŇSKÝ KAPR

'Třeboňský kapr' is a fish of the common carp species, reared in fishponds in the Třeboň Area. 'Třeboňský kapr' is distinguished by high-quality meat of firm consistency with a balanced dry matter, protein and fat content, as a result of which the meat is especially suitable for culinary uses. The distinctive and delicate, light, buttery taste of the meat is typical of carp, due to the excellent, clean water where they are reared and the supplements consisting of cereals. The fish have a dark green, grey or grey-blue back and yellowish-white bellies. Their bodies are characterised by a high back, and they grow to a length of up to 1 metre, with a weight of 20 kg. However, they are slaughtered when they are 3 or 4 years old, when their weight ranges from 1.20 to 3.20 kg.

HISTORY

Carp rearing in Třeboňsko developed in the 16th century, when the first references to carp rearing according to age and brood-carp selection appeared in the archives. The ingenious network of man-made canals and artificial fishponds, built in a number of stages between the Middle Ages



and the present day, represents a perfect system of gradual, coordinated landscape changes, which use and exploit the local natural conditions in a sensitive manner. Carp have been reared in the defined geographical area for more than 300 years, and the designation 'Třeboňský kapr' has been used continuously for over 100 years, exclusively to designate a product with specific properties.



Chelčicko-
-Lhenické ovoce
(Fruit)

SOUTH BOHEMIA

Czech republic



GEOGRAPHICAL AREA

Fruit orchards are located in the foothills of the Šumava mountains and Blanský les in the area which is part of the districts of Strakonice and Prachatice. The fruit is grown exclusively in this fruit-growing area.

CHELČICKO-LHENICKÉ OVOCE

The taste of the local fruit is full, vigorous, with a rich range of fruit elements, which have a residual aspect. The specific characteristics of this fruit (such as its lushness, vitality and compactness), from the point of view of both aroma and taste, derive mainly from the local natural conditions (e.g., the difference between day-time and night-time temperatures during the ripening period, morning mists in the growing area). Fruit from the Chelčicko-Lhenicko area surpasses other areas in specification, by a natural balanced proportion between sugars and acids. This ideal ratio generates the so-called clean tones of the fruit. The overall impression is one of lushness, a mild taste, a delicate echo, which produces a long-lasting rich sensation. This quality applies to all types of fruit presented under the name 'Chelčicko-Lhenické ovoce' and is specific to this area. Above all, it concerns these products: apples, sweet cherries, sour cherries, plums, currants (Ribes). Fruit is intended for direct consumption and for preserving.

HISTORY

Fruit growing in the Chelčicko-Lhenicko area boasts a 700-year tradition. The long tradition and the quality of



the local fruit have earned the area the epithet "The Garden of Southern Bohemia". Fruit appears in the coat of arms of the municipalities of both Chelčice and Lhenice.



Český
modrý mák
(Poppy Seed)

CZECH
REPUBLIC



GEOGRAPHICAL AREA

Defined areas across the Czech Republic. The Protected Geographical Indication includes all areas with the defined soil types up to an altitude of 700 m above sea level.

ČESKÝ MODRÝ MÁK

The Protected Geographical Indication of 'Český modrý mák' is intended for seeds of the annual Blue Poppy (*Papaver somniferum* L.) that accordingly meet the requirements for food usage. The uniqueness of the 'Český modrý mák' rests upon its qualitative properties. The most important requirement is the low alkaloid content on the surface of seeds, with emphasis also placed on the sensory properties of the product, i.e. the flavour, aroma and colour of seeds. 'Český modrý mák' has beneficial nutritional properties and contains a significant amount of dietetic ingredients. It has an especially high calcium content (600 times higher than wheat flour and 9 times higher than walnut kernels), a high content of vitamin E, pantothenic acid, niacin and thiamine and a high mineral content (copper, zinc, magnesium, iron). 'Český modrý mák' as a foodstuff is intended exclusively for human consumption, namely both for 15 direct uses in meal preparation and for the production of top-quality vegetable oil. The Czech Blue Poppy, thanks to its quality, has become popular among consumers particularly in the Slavic and Central European countries, where the culinary use of poppy seed is fairly common and is often used as a filling in bakery products, strudels, pies, etc. In other European countries and in North America, on the other hand, poppy seed is used in the bakery industry primarily to be sprinkled on bakery

TASTE THE CZECH REPUBLIC



goods, basically for decoration. More than 85% of 'Český modrý mák' seeds are exported.

HISTORY

The oldest poppy found in the Czech Republic dates back to the Bronze Age. Since the 9th century, it has been grown in the Czech Republic as a garden and ornamental crop. Poppy is an ancient and consistently important Czech crop, as evidenced by the name of at least 10 Czech municipalities. The unique characteristics of the product covered by the Protected Geographical Indication – 'Český modrý mák' – are linked to a combination of specific soil types and climatic regions in the geographical area in question, following the tradition of cultivating poppies under these conditions for more than 150 years.



MINISTRY OF AGRICULTURE
OF THE CZECH REPUBLIC

Ministry of Agriculture of the Czech Republic

Těšnov 17, 110 00 Prague 1

info@mze.cz, tel. 221 811 111

www.eagri.cz

ISBN 978-80-7434-666-8