



verum

true cinnamon.

The original cinnamon, naturally grown,
handpicked and hand made at source in Sri Lanka.

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There is no spice as alluring, mysterious and sensual as True Cinnamon, also called *Cinnamomum Verum*. Original and unique spice only from Sri Lanka, where *Cinnamomum Verum* is grown, and can only be peeled and processed by hand using centuries old techniques. We select and pack the best quality manufactured under GMP practices.





Spices existed before the world began. So says an ancient Assyrian myth, according to which the Gods drank sesame wine the night before they created the Earth. More reliable sources, dating from about 2,600 B.C., inform us that the labourers who built the Great Pyramid of Cheops were fed spices to give them strength. Later, Egyptian embalmers also made frequent use of cinnamon, a Sri Lankan plant.

This does not mean that Egyptian merchants ever visited Sri Lanka, or vice versa. Then, as now, the spice trade supported complex chains of carriers and middlemen.

The embalmers probably got their cinnamon from Chinese merchants, who in turn acquired it by direct trade with Lanka or through intermediaries. It is no coincidence that the travelling merchants to whom the Hebrew prophet Joseph was sold by his brothers were spice merchants en route to Egypt. Spices like cinnamon were precious, a source of potentially immense wealth. The Bible relates that when the Queen of Sheba came to court King Solomon, her gifts to him included gold, precious stones - and spices.

Cinnamon is the quintessential Sri Lankan spice. It was heavily traded in ancient times, in demand everywhere from Egypt to Rome to China, but the secret of its origin was jealously guarded. Arab spice-merchants fobbed curious Europeans off with tall tales; when the truth finally became known, it sparked a competition among the maritime powers of Europe for ownership of the island of Ceylon. First the Portuguese had it; then the Dutch and finally, until 1948, the British.

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Though cinnamon grows in other places now, the Sri Lankan variety is still acknowledged to be superior. Its versatility and rich ambiguity of flavour - savoury or sweet? heavy or light? - is unmatched by other varieties. It is used by North American gourmet cooks in cinnamon rolls, doughnuts and apple pie, but south of the border it becomes a common ingredient in savoury dishes as well as in coffee and chocolate. Old World cooks use it in everything from festive mince pies to fiery curries.

Cinnamon is high in cancer-preventing antioxidants, helps cure upset stomachs, colds and morning sickness and has antimicrobial properties that make it useful as a food preservative. Never confuse cinnamon with cassia, an altogether coarser and less versatile though similar-flavoured spice, which is often sold as cinnamon in the United States. Though it, too, is said to have health benefits, excessive consumption of cassia (not cinnamon) is discouraged by European health authorities due to high content of coumarin. We encourage you to research this and to help us promote the safer and great tasting True Cinnamon from Sri Lanka.

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Products

Verum - true cinnamon 350g net 12.35oz

Verum - true cinnamon 250g net 8.82oz



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