



Pixian Bean Paste

郫县豆瓣

Pixian Bean Paste which is produced in Pidun District (Pixian County) of Sichuan Province is a famous local product with a history of more than 300 years. It is a common seasoning used in Sichuan dishes. Pixian Bean Paste is made from high-quality fresh red pepper, green broad bean, high-quality flour and refined edible salt by natural fermentation through long-term turning, sun-drying, dew and other traditional processes.

Pixian Bean Paste is unique in the material selection and processing technique, which make it flavorful without and added spice and glossy without and grease. Its superb color, flavor and taste are simply attained by refined craftsmanship and quality ingredients. Featuring spicy and mellow aftertaste, it is lauded as the "Soul of Sichuan Cuisine".

Since the implementation of the protection of geographical indication products, Pixian Bean Paste has promoted the bean paste industry in Pixian County, which brings about positive economic and social benefits to the local development.

(Courtesy of the IP Protection Department of CNIPA and IP Bureau of Sichuan Province)

郫县豆瓣产于四川省成都市郫都区（郫县），是有着 300 余年历史的地方特产，是川味食谱中常用的调味佳品。郫县豆瓣精选上等鲜红辣椒、青皮蚕豆、优质面粉、精制食用盐为原料，通过长期翻、晒、露等传统工艺天然精酿发酵而成。

郫县豆瓣在选材和工艺上独树一帜，与众不同，香味醇厚却未加任何香料，色泽油润却未加任何油脂，完全依靠精细的加工技术和优良的原料而达到色、香、味俱佳的标准，具有辣味重、鲜红油润、辣椒块大、回味香甜的特点，有“川菜灵魂”之称。

郫县豆瓣获得国家地理标志产品保护后，全面促进了郫县豆瓣产业的发展壮大，给郫县经济社会发展带来的明显的经济效益和社会效益。

（中国国家知识产权局知识产权保护司、四川省知识产权局供稿）

