



Product Catalog



PIZZICHERIA E

PIZZICHERIA FIORUCCI CESARE



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dal 1850 *gusto* *passione!* *cultura dei sapori*

Fiorucci

DAL 1850

la cura *la ricetta* *gusto* *cultura dei sapori* *dal 1850*

IL GUSTO D'ITALIA

ANTIPASTI

PRODUCTS

Fiorucci is the brand of specialty meats that delivers the true taste of Italy. For over 170 years, we have used old-world recipes to produce a full line of authentic Italian deli meats, using only hand trimmed cuts of premium pork and the finest ingredients, then slowly aging them to perfection.





PRE-SLICED



PROSCIUTTO



- Our domestic Prosciutto is aged using the same traditional Italian process
- Aged for 8-12 months
- Sweet and delicate flavor

PROSCIUTTO

12/3 oz.
#70711

UPC 017869707117
GTIN 90017869707110



- Our domestic Prosciutto is aged using the same traditional Italian process
- Aged for 8-12 months
- Sweet and delicate flavor

PROSCIUTTO, 1 LB.

12/1 lb.
#70916

UPC 017869709166
GTIN 90017869709169



- Deep rose color with sweet, white flecks of fat
- Sweet, salty and mildly nutty and carries the aroma of soft melon notes
- Imported from Parma, Italy region

PROSCIUTTO DI PARMA

12/3 oz.
#71700

UPC 017869717000
GTIN 90017869717003



- Deep rose color with sweet, white flecks of fat
- Sweet, salty and mildly nutty and carries the aroma of soft melon notes
- Imported from Parma, Italy region

PROSCIUTTO DI PARMA

12/12 oz.
#71701

UPC 017869717017
GTIN 90017869717010

PANCETTA



- Savory, Italian-style bacon
- Each belly is rubbed with spices, then rolled and carefully aged
- Pre-sliced for ease-of-use

SLICED PANCETTA

12/4 oz.
#70713

UPC 017869707131
GTIN 90017869707134



- Savory, Italian-style bacon
- Each belly is rubbed with spices, then rolled and carefully aged
- Pre-diced for ease-of-use

DICED PANCETTA

12/4 oz.
#72115

UPC 017869721151
GTIN 90017869721154



- Savory, Italian-style bacon
- Each belly is rubbed with spices, then rolled and carefully aged
- Pre-diced for ease-of-use

DICED PANCETTA, 2 LB.

5/2 lb.
#20123

UPC 017869201233
GTIN 90017869201236

ITALIAN DRY SALAMI



- Made with select cuts of pork
- Traditional, robust Italian style salami
- Made with wine, garlic, and an aromatic blend of pepper

ITALIAN DRY SALAMI

12/4 oz.
#70707

UPC 017869707070
GTIN 90017869707073

HARD SALAMI



- Made with select cuts of pork
- Robust smoky flavored salami
- Seasoned with pepper and smoke

HARD SALAMI

18/4 oz.
#70748

UPC 017869707483
GTIN 90017869707486



- Made with select cuts of pork
- Robust smoky flavored salami
- Seasoned with pepper and smoke

HARD SALAMI, 2.5 LB.

4/2.5 lb.
#72704

UPC 017869727047
GTIN 90017869727040



- Made with select cuts of pork
- Robust smoky flavored salami
- Seasoned with pepper and smoke

DELI GRAB & GO! HARD SALAMI

16/8 oz.
#70741

UPC 017869707414
GTIN 90017869707417

PIZZA FLAVORED SALAMI



- Made with select cuts of pork
- Pizza flavored salami with notes of tomato, garlic, paprika, and wine
- Seasoned with natural mesquite smoke flavor
- 16 thin slices per package

PIZZA FLAVORED SALAMI

12/3 oz.
#70733

UPC 017869707339
GTIN 90017869707332

GENOA SALAMI



- Made with select cuts of pork
- Blended with imported Italian spices and red wine to achieve a delicate flavor

GENOA SALAMI

18/4 oz.
#70747

UPC 017869707476
GTIN 90017869707479



- Made with select cuts of pork
- Blended with imported Italian spices and red wine to achieve a delicate flavor

GENOA SALAMI, 2.5 LB.

4/2.5 lb.
#71703

UPC 017869717031
GTIN 90017869717034



- Made with select cuts of pork
- Blended with imported Italian spices and red wine to achieve a delicate flavor

DELI GRAB & GO! GENOA SALAMI

16/8 oz.
#70742

UPC 017869707421
GTIN 90017869707424



- Made with select cuts of pork
- Blended with imported Italian spices and red wine to achieve a delicate flavor
- Pre-diced, Foodservice format

DICED GENOA SALAMI, 2 LB.

6/2 lb.
#70966

UPC 017869709661
GTIN 90017869709664

PEPPERONI



- American-Italian pepperoni
- Blended with smoked paprika to achieve a spicy, robust flavor

PEPPERONI

12/4 oz.
#70736

UPC 017869707360
GTIN 90017869707363



- American-Italian pepperoni
- Blended with smoked paprika to achieve a spicy, robust flavor
- Smaller size is great for topping and snacking
- 240 slices per package

PEPPERONI, 2.5 LB.

4/2.5 lb.
#70843

UPC 017869708435
GTIN 90017869708438



- American-Italian pepperoni
- Blended with smoked paprika to achieve a spicy, robust flavor

PEPPERONI, 2.5 LB.

4/2.5 lb.
#90912

UPC 017869909122
GTIN 90017869909125



- American-Italian pepperoni
- Blended with smoked paprika to achieve a spicy, robust flavor

DELI GRAB & GO! PEPPERONI

16/8 oz.
#90743

UPC 017869907432
GTIN 90017869907435



- American-Italian pepperoni
- Blended with smoked paprika to achieve a spicy, robust flavor
- Pre-diced, Foodservice format

DICED PEPPERONI, 2 LB.

6/2 lb.
#90966

UPC 017869909665
GTIN 90017869909668

SOPRESSATA



- Made with select cuts of pork
- Coarsely ground, delicate salami blended with whole peppercorns

SOPRESSATA

12/4 oz.
#70720

UPC 017869707209
GTIN 90017869707202



- Made with select cuts of pork
- Coarsely ground, delicate salami blended with whole peppercorns
- Smaller size is great for pizzas, sandwiches and charcuterie
- About 240 slices per package

SOPRESSATA, 2.5 LB.

4/2.5 lb.
#70730

UPC 017869707308
GTIN 90017869707301



- Hot Sopressata boasts zesty and tangy flavors, including paprika, garlic, and natural white and black pepper
- Inspired by the flavors and ingredients from the Calabria region of Italy
- About 240 slices per package

HOT SOPRESSATA, 2.5 LB.

4/2.5 lb.
#70320

UPC 017869703201
GTIN 90017869703204

CAPICOLLO



- A lean cut of pork, carefully aged and seasoned with paprika and imported Italian spices
- Subtle, spicy flavor and soft texture
- 32 slices per package

HOT CAPICOLLO, 1 LB.

12/1 lb.
#70738

UPC 017869707384
GTIN 90017869707387

MORTADELLA



- "Italian Bologna"
- A slowly dry-roasted blend of select cuts of lean meat blended with cubes of fat
- Soft, buttery flavor
- 32 slices per package

MORTADELLA, 1 LB.

12/1 lb.
#70734

UPC 017869707346
GTIN 90017869707349

SPECIALTY



- Made with cured, air dried pork
- Spicy flavor seasoned with Italian spices

HOT COPPA

12/4 oz.
#70714

UPC 017869707148
GTIN 90017869707141



- Seasoned with sweet, smoked pimentón (paprika)

CHORIZO CANTIMPALO

12/4 oz. UPC 017869703140
#70314 GTIN 90017869703143



- Inspired by flavors and ingredients from the Calabria region of Italy
- An air-dried, assertive salami with robust, spicy flavors and secondary, smoky, peppery notes
- 16 thin slices per package

CALABRESE

12/3 oz. UPC 017869703218
#70321 GTIN 90017869703211



- Inspired by flavors and ingredients from the Tuscany region of Italy
- An air-dried, fragrant mild salami seasoned with fennel, anise, and garlic
- 16 thin slices per package

FINOCCHIONA SALAMI

12/3 oz. UPC 017869707322
#70732 GTIN 90017869707325



- Inspired by flavors and ingredients from the Tuscany region of Italy
- An air-dried, fragrant mild salami seasoned with fennel, anise, and garlic
- About 240 slices per package

FINOCCHIONA SALAMI 2.5 LB.

4/2.5 lb. UPC 017869707490
#70749 GTIN 90017869707493

VARIETY PACKS



- Italian sandwich variety pack with pre-sliced meat, perfect for convenience
- Contains 6 slices of Hard Salami, Pepperoni, and Genoa Salami

SANDWICH VARIETY PACK

12/6 oz. UPC 017869724411
#72441 GTIN 90017869724414



- Italian charcuterie variety pack with pre-sliced meat in a convenient package
- Contains 10 slices each of Sopressata & Italian Dry Salami
- Contains 4 slices of Prosciutto

CHARCUTERIE VARIETY PACK

12/6 oz. UPC 017869724428
#72442 GTIN 90017869724421

CHARCUTERIE



- A dry-cured, aged salami made with the same premium cuts of pork as our old-world, classic prosciuttos
- Unique to the market, this "prosciutto inspired" salami has the perfect flavor profile, size, and appearance for charcuterie boards
- 18 thin slices per package

CHARCUTERIE SALAMI

12/3 oz. UPC 017869707292
#70729 GTIN 90017869707295



- A dry-cured, aged salami made with the same premium cuts of pork as our old-world, classic prosciuttos
- Unique to the market, this "prosciutto inspired" salami has the perfect flavor profile, size, and appearance for charcuterie boards
- About 240 slices per package

CHARCUTERIE SALAMI, 2.5 LB.

4/2.5 lb. UPC 017869707315
#70731 GTIN 90017869707318



- Medium slices, great for topping and snacking
- Marinated in wine, this salami has a soft and smoky, yet sweet flavor
- Ideal for charcuterie boards
- All natural, no antibiotics ever

UNCURED HARD SALAMI

6/1 lb. UPC 017869807329
#80732 GTIN 90017869807322



- Medium slices, great for topping and snacking
- Hot and spicy regional salami
- Ideal for charcuterie boards
- All natural, no antibiotics ever

UNCURED ABRUZZESE

6/1 lb. UPC 017869807305
#80730 GTIN 90017869807308



- Medium slices, great for topping and snacking
- A spicy, smoky flavor
- Great for pizzas and salads
- All natural, no antibiotics ever

UNCURED PEPPERONI

6/1 lb. UPC 017869807336
#80733 GTIN 90017869807339



- Medium slices, great for topping and snacking
- Made with select cuts of pork
- Coarsely ground, delicate salami blended with whole peppercorns
- Ideal for charcuterie boards
- All natural, no antibiotics ever

UNCURED SOPRESSATA

6/1 lb. UPC 017869807343
#80734 GTIN 90017869807346



- Medium slices, great for topping and snacking
- Cured with wine and a hint of garlic
- Ideal for charcuterie boards
- All natural, no antibiotics ever

UNCURED GENOA SALAMI

6/1 lb. UPC 017869807312
#80731 GTIN 90017869807315

FESTALINO



- Great for sandwiches and snacking
- Contains 12 slices of Genoa Salami, Pepperoni, and Mild Provolone Cheese
- No artificial flavors, colors, or ingredients
- Gluten free, high in protein and calcium
- Makes 12 sandwiches per pack

FESTALINO SANDWICH KIT

8/18 oz. UPC 017869807381
#80738 GTIN 90017869807384



- Great for charcuterie and grazing
- Contains 30 slices of Mild and Spicy Salami, and Aged Cheddar
- Pork raised without antibiotics or growth hormones
- No artificial flavors, colors, ingredients, preservatives, nitrates, or nitrites
- Gluten free, high in protein and calcium

FESTALINO CHARCUTERIE KIT

7/18 oz. UPC 017869807411
#80741 GTIN 90017869807414



WHOLE PIECE



PROSCIUTTO



- Imported from Parma, Italy
- Aged over 13 months for a fragrant and delicately sweet taste
- No nitrates or nitrites used

PROSCIUTTO DI PARMA

1/15-18 lb.
#13003

UPC N/A
GTIN 90017869130031



- Our domestic Prosciutto is aged using the same traditional Italian process
- Aged for 8-12 months
- Sweet and delicate flavor

PROSCIUTTO

1/8-11.5 lb.
#10003

UPC N/A
GTIN 90017869100034



- Sweet and delicate flavor
- Oval shape great for sandwiches and wraps
- Boneless, ready-to-eat, domestic prosciutto

COLOSSEUM PROSCIUTTO

2/5-6 lb.
#10012

UPC N/A
GTIN 90017869100126

PANCETTA



- Savory, Italian-style bacon
- Each belly is rubbed with spices, then rolled and carefully aged

PANCETTA

3/3 lb.
#20303

UPC N/A
GTIN 90017869203032



- Savory, Italian-style bacon
- Responsibly and sustainably raised pork
- Each belly is rubbed with spices, then rolled and carefully aged

PANCETTA RISERVA

3/3 lb.
#20203

UPC N/A
GTIN 90017869202035

ITALIAN DRY SALAMI



- Made with select cuts of pork
- Traditional, robust Italian style salami
- Made with wine, garlic, and an aromatic blend of pepper

ITALIAN DRY SALAMI

2/2-3 lb.
#30200

UPC N/A
GTIN 90017869302001

HARD SALAMI



- Made with select cuts of pork
- Robust smoky flavored salami
- Seasoned with pepper and smoke

HARD SALAMI

3/7 lb.
#30204

UPC N/A
GTIN 90017869302049



- Made with select cuts of pork
- Robust smoky flavored salami
- Seasoned with pepper and smoke

HARD SALAMI

4/4 lb.
#30524

UPC N/A
GTIN 90017869305248



- Made with select cuts of pork
- Robust smoky flavored salami
- Seasoned with pepper and smoke
- Cured, fermented, air-dried pork salami

COLOSSEUM HARD SALAMI

3/6 lb.
#30236

UPC N/A
GTIN 90017869302360

GENOA SALAMI



- Made with select cuts of pork
- Blended with imported Italian spices and red wine to achieve a delicate flavor

GENOA SALAMI

3/7 lb.
#30203

UPC N/A
GTIN 90017869302032



- Made with select cuts of pork
- Blended with imported Italian spices and red wine to achieve a delicate flavor

GENOA SALAMI

4/4 lb.
#30523

UPC N/A
GTIN 90017869305231



- Made with select cuts of pork
- Blended with imported Italian spices and red wine to achieve a delicate flavor
- Cured, fermented, air-dried pork salami

COLOSSEUM GENOA SALAMI

3/6 lb.
#30235

UPC N/A
GTIN 90017869302353

PEPPERONI



- American-Italian salami
- Blended with smoked paprika to achieve a spicy, robust flavor

SANDWICH PEPPERONI

4/3 lb.
#90901

UPC N/A
GTIN 90017869909019



- American-Italian salami
- Blended with smoked paprika to achieve a spicy, robust flavor

X-LARGE SANDWICH PEPPERONI

4/3-4 lb.
#90511

UPC N/A
GTIN 90017869905110

MORTADELLA



- Perfect diameter for sandwiches
- A slowly dry-roasted blend of select cuts of lean meat blended with cubes of fat
- Soft, buttery flavor

SANDWICH MORTADELLA

2/5 lb.
#50456

UPC N/A
GTIN 90017869504566

CAPICOLLO



- Cooked, lean cut of select pork marinated in a brine and seasoned with paprika

HOT CAPICOLLO

2/5 lb.
#20104

UPC N/A
GTIN 90017869201045

SPECIALTY



- Made with select cuts of pork
- Coarsely ground, delicate salami blended with whole peppercorns

SOPRESSATA

3/6-6.5 lb.
#30206

UPC N/A
GTIN 90017869302063



- Seasoned with sweet, smoked pimentón (paprika)

CHORIZO CANTIMPALO

4/3 lb.
#30314

UPC N/A
GTIN 90017869303145



cultura dei sapori

la cura

PANINO™ & SNACKING



- Two pack of Fiorucci Prosciutto Panino
- Single-serving, high protein snack
- Perfect for snacking at home or on-the-go



- Two pack of Fiorucci Hard Salami Panino
- Single-serving, high protein snack
- Perfect for snacking at home or on-the-go



- Two pack of Fiorucci Genoa Salami Panino
- Single-serving, high protein snack
- Perfect for snacking at home or on-the-go



- Two pack of Fiorucci Pepperoni Panino
- Single-serving, high protein snack
- Perfect for snacking at home or on-the-go

PROSCIUTTO & MOZZARELLA PANINO

16/1.5 oz. UPC 017869807008
#80710 GTIN 90017869807100

HARD SALAMI & MOZZARELLA PANINO

16/1.5 oz. UPC 017869807015
#80711 GTIN 90017869807117

GENOA SALAMI & MOZZARELLA PANINO

16/1.5 oz. UPC 017869807145
#80714 GTIN 90017869807148

PEPPERONI & MOZZARELLA PANINO

16/1.5 oz. UPC 017869807022
#80712 GTIN 90017869807124



PROSCIUTTO & MOZZARELLA PANINO 7-COUNT

12/5 oz. UPC 017869804397
#80439 GTIN 90017869804390



HARD SALAMI & MOZZARELLA PANINO 8-COUNT

12/6 oz. UPC 017869804465
#80446 GTIN 90017869804468



GENOA SALAMI & MOZZARELLA PANINO 8-COUNT

12/6 oz. UPC 017869804434
#80443 GTIN 90017869804437



PEPPERONI & MOZZARELLA PANINO 8-COUNT

12/6 oz. UPC 017869804472
#80447 GTIN 90017869804475



PROSCIUTTO & MOZZARELLA PANINO 6-COUNT

12/4.3 oz. UPC 017869804618
#80461 GTIN 90017869804611



HARD SALAMI & MOZZARELLA PANINO 6-COUNT

12/4.5 oz. UPC 017869804625
#80462 GTIN 90017869804628



GENOA SALAMI & MOZZARELLA PANINO 6-COUNT

12/4.5 oz. UPC 017869804649
#80464 GTIN 90017869804642



PEPPERONI & MOZZARELLA PANINO 6-COUNT

12/4.5 oz. UPC 017869804632
#80463 GTIN 90017869804635



JAMÓN SERRANO & MANCHEGO PANINO 7-COUNT

12/5 oz. UPC 017869805516
#80551 GTIN 90017869805519



HARD SALAMI & PEPPER JACK PANINO 7-COUNT

12/5 oz. UPC 017869804502
#80450 GTIN 90017869804505



PEPPERONI & PEPPER JACK PANINO 6-COUNT

12/4.5 oz. UPC 017869804595
#80459 GTIN 90017869804598



PIZZA FLAVORED & MOZZARELLA PANINO 6-COUNT

12/4.5 oz. UPC 017869807053
#80705 GTIN 90017869807056



- Two pack of Fiorucci Hard Salami & Pepper Jack Cheese Panino
- Single-serving, high protein snack
- Perfect for snacking at home or on-the-go

HARD SALAMI & PEPPER JACK PANINO

16/1.5 oz. UPC 017869807039
#80713 GTIN 90017869807131



- Two pack of Fiorucci Pepperoni & Pepper Jack Cheese Panino
- Single-serving, high protein snack
- Perfect for snacking at home or on-the-go

PEPPERONI & PEPPER JACK PANINO

16/1.5 oz. UPC 017869804588
#80458 GTIN 90017869804581



- Two pack of Fiorucci Pizza Flavored Salami & Mozzarella Cheese Panino
- Single-serving, high protein snack
- Perfect for work or school snacking
- Unique pizza flavor; great for kids

PIZZA FLAVORED & MOZZARELLA PANINO

16/1.5 oz. UPC 017869807046
#80704 GTIN 90017869807049



PANINO VARIETY TRAY

8/15 oz. UPC 017869804656
#80465 GTIN 90017869804659

APPETAGGIO



HARD SALAMI, PEACH & MOZZARELLA APPETAGGIO, 7-COUNT

12/5 oz. UPC 017869807213
#80721 GTIN 90017869807216



HARD SALAMI, CRANBERRY & MOZZARELLA APPETAGGIO, 7-COUNT

12/5 oz. UPC 017869807190
#80719 GTIN 90017869807193



HARD SALAMI, PEACH & MOZZARELLA APPETAGGIO

16/1.5 oz. UPC 017869807299
#80729 GTIN 90017869807292

- Two pack of Hard Salami, Peach & Mozzarella Appetaggio
- All natural, with no artificial flavors, colors or ingredients; gluten free
- Perfect for snacking at home or on-the-go



HARD SALAMI, CRANBERRY & MOZZARELLA APPETAGGIO

16/1.5 oz. UPC 017869807275
#80727 GTIN 90017869807278

- Two pack of Hard Salami, Cranberry & Mozzarella Appetaggio
- All natural, with no artificial flavors, colors or ingredients; gluten free
- Perfect for snacking at home or on-the-go

MEAT & CHEESE PACKS



- Made with pork never administered antibiotics or growth hormones
- No artificial flavors, colors, ingredients, preservatives, nitrates, or nitrites
- 5 slices each of meat and cheese

SPICY SALAMI & AGED CHEDDAR

12/2 oz. UPC 017869883309
#88330 GTIN 90017869883302



- Made with pork never administered antibiotics or growth hormones
- No artificial flavors, colors, ingredients, preservatives, nitrates, or nitrites
- 5 slices each of meat and cheese

MILD SALAMI & AGED CHEDDAR

12/2 oz. UPC 017869883316
#88331 GTIN 90017869883319



- Made with pork never administered antibiotics or growth hormones
- No artificial flavors, colors, ingredients, preservatives, nitrates, or nitrites
- 5 slices each of meat and cheese

UNCURED PEPPERONI & AGED CHEDDAR

12/2 oz. UPC 017869883323
#88332 GTIN 90017869883326

STICKADOS



- Single-serving, high protein snack
- Perfect for snacking at home or on-the-go
- Made with traditional dry-aged salami and prosciutto
- Shelf stable and gluten free

UNCURED SALAMI WITH PROSCIUTTO STICKADO - SINGLE STICK

36/0.8 oz. UPC 017869313004
#31300 GTIN 90017869313007



- Single-serving, high protein snack
- Perfect for snacking at home or on-the-go
- Made with traditional dry-aged pepperoni
- Shelf stable and gluten free

UNCURED PEPPERONI STICKADO - SINGLE STICK

36/0.8 oz. UPC 017869313028
#31302 GTIN 90017869313021



- Single-serving, high protein snack
- Perfect for snacking at home or on-the-go
- Made with traditional dry-aged salami
- Shelf stable and gluten free

UNCURED SALAMI STICKADO - SINGLE STICK

36/0.8 oz. UPC 017869313011
#31301 GTIN 90017869313014



Natura dei sapori
la cura
passione
dal 1850
la ricetta Fiorucci

Fiorucci

DAL 1850

100% NATURAL*

*MINIMALLY PROCESSED • NO ARTIFICIAL INGREDIENTS

NO ANTIBIOTICS EVER

ANTIPASTI

A FULL PORTFOLIO OF 100% NATURAL MEATS TO DRIVE CATEGORY GROWTH.

Our Fiorucci 100% Natural product line is minimally processed, contains no artificial ingredients and is gluten free. Products include pre-sliced, whole piece and nugget varieties.

These items deliver on the key consumer need for 100% Natural products that contain vegetarian-fed pork and are free from antibiotics, nitrates and nitrites.

What's not missing is the high quality and genuine Italian taste experience that is uniquely Fiorucci.

Capitalize on the big opportunity of the growing natural category with Fiorucci 100% Natural products.





Fiorucci

DAL 1850

PRE-SLICED | WHOLE PIECE



PROSCIUTTO



- A delicate, lightly salty yet floral taste that's completely 100% natural

PROSCIUTTO

12/3 oz.
#70710

UPC 017869707100
GTIN 90017869707103

ITALIAN DRY SALAMI



- Made with wine, a hint of garlic, and a blend of pepper and other spices

UNCURED ITALIAN DRY SALAMI

12/4 oz.
#70840

UPC 017869708404
GTIN 90017869708407

HARD SALAMI



- Marinated in wine, this salami has a soft and smoky, yet sweet flavor

UNCURED HARD SALAMI

12/4 oz.
#70841

UPC 017869708411
GTIN 90017869708414

PEPPERONI



- A robust, smoky flavor
- Great for pizzas, sandwiches and snacking

UNCURED PEPPERONI

3/3-4 lb.
#90902

UPC N/A
GTIN 90017869909026



- A robust, smoky flavor
- Great for pizzas, sandwiches and snacking

UNCURED PEPPERONI

4/2.5 lb.
#75843

UPC 017869758430
GTIN 90017869758433



- A robust, smoky flavor
- Great for pizzas, sandwiches and snacking

UNCURED PEPPERONI

12/4 oz.
#70836

UPC 017869708367
GTIN 90017869708360

GENOA SALAMI



- Made with select pork, blended with mild spices and marinated in red wine
- A milder, softer flavor

UNCURED GENOA SALAMI

4/3-4 lb.
#30281

UPC N/A
GTIN 90017869302810



- Made with select pork, blended with mild spices and marinated in red wine
- It has a milder, softer flavor

UNCURED GENOA SALAMI

12/4 oz.
#70842

UPC 017869708428
GTIN 90017869708421

PANCETTA



- Savory Italian-style bacon, carefully aged
- Made with select pork, then cured with all-natural ingredients and spices
- Minimally processed; no artificial flavors, colors, ingredients, preservatives, nitrates, or nitrites
- Pre-diced for ease-of-use

ALL NATURAL PANCETTA

5/2 lb.
#20127

UPC 017869201271
GTIN 90017869201274

Fiorucci

DAL 1850

PANINOS | SNACKING



ITALIAN STYLE PANINO ASSORTMENT, 21-COUNT

8/15 oz. UPC 017869804663
#80466 GTIN 90017869804666



PROSCIUTTO & MOZZARELLA PANINO, 7-COUNT

12/5 oz. UPC 017869805578
#80557 GTIN 90017869805571



UNCURED HARD SALAMI & MOZZARELLA PANINO, 8-COUNT

12/6 oz. UPC 017869805585
#80558 GTIN 90017869805588



UNCURED PEPPERONI & MOZZARELLA PANINO, 8-COUNT

12/6 oz. UPC 017869805592
#80559 GTIN 90017869805595



- Two pack of Fiorucci Prosciutto Panino
- Single-serving, high protein snack
- Perfect for snacking at home or on-the-go
- 100% natural; no artificial flavors, colors, ingredients, preservatives, nitrates or nitrites

PROSCIUTTO & MOZZARELLA PANINO

16/1.5 oz. UPC 017869808401
#80840 GTIN 90017869808408



- Two pack of Fiorucci Hard Salami Panino
- Single-serving, high protein snack
- Perfect for snacking at home or on-the-go
- 100% natural; no artificial flavors, colors, ingredients, preservatives, nitrates or nitrites

UNCURED HARD SALAMI & MOZZARELLA PANINO

16/1.5 oz. UPC 017869808418
#80841 GTIN 90017869808411



- Two pack of Fiorucci Pepperoni Panino
- Single-serving, high protein snack
- Perfect for snacking at home or on-the-go
- 100% natural; no artificial flavors, colors, ingredients, preservatives, nitrates or nitrites

UNCURED PEPPERONI & MOZZARELLA PANINO

16/1.5 oz. UPC 017869808425
#80842 GTIN 90017869808428

CHARCUTERIE



- Robust, spicy salami inspired by flavors and ingredients from the Abruzzo region of southern Italy

UNCURED ABRUZZESE

12/6 oz. UPC 017869782251
#78225 GTIN 90017869782254



- Marinated in wine, this salami has a soft and smoky, yet sweet flavor

UNCURED HARD SALAMI

12/6 oz. UPC 017869782268
#78226 GTIN 90017869782261



- Cured with wine and a hint of garlic
- Inspired by flavors and ingredients of the Milano region of Italy

UNCURED SALAMI MILANO

12/6 oz. UPC 017869782275
#78227 GTIN 90017869782278



- Robust, smoky Italian-American flavor with notes of red pepper, paprika, fennel, and anise

UNCURED PEPPERONI

12/6 oz. UPC 017869782299
#78229 GTIN 90017869782292



- Mild, peppery flavor with notes of white pepper, black peppercorns, garlic, and Italian-style seasonings

UNCURED SOPRESSATA

12/6 oz. UPC 017869782305
#78230 GTIN 90017869782308



- Inspired by flavors and ingredients from the Genoa region of Italy
- Mild flavor, with a firm texture, dry-cured with red wine and notes of garlic, white pepper, and anise

UNCURED GENOA SALAMI

12/6 oz. UPC 017869782244
#78224 GTIN 90017869782247

Fiorucci

DAL 1850

IL GUSTO D'ITALIA

ANTIPASTI

NEW SPECIALTY 3-PACKS





3-PACKS



- Create a delicious, authentic charcuterie board instantly with...
- Robust, spicy pepperoni
- Sweet, rosy prosciutto
- Delicate, balanced Italian dry salami

ITALIAN ANTIPASTI 3-PACK

4/11 oz. UPC 017869909368
#90936 GTIN 90017869909361



- Offers a wide variety of 100% Natural charcuterie meats...
- Robust, spicy Abruzzese
- Specially seasoned hard salami
- Delicate, balanced salami Milano
- No antibiotics ever

100% NATURAL SNACKING 3-PACK

4/18 oz. UPC 017869909375
#90937 GTIN 90017869909378



- Create a delicious, authentic Italian sandwich instantly with...
- Specially seasoned hard salami
- Robust, spicy pepperoni
- Delicate, rich Genoa salami

ITALIAN SANDWICH 3-PACK

4/12 oz. UPC 017869909382
#90938 GTIN 90017869909385



- Create a delicious, authentic charcuterie board instantly with...
- 100% Natural products with no antibiotics ever
- Robust, spicy pepperoni
- Sweet, rosy prosciutto
- Delicate, balanced Italian dry salami
- No antibiotics ever

100% NATURAL ANTIPASTI 3-PACK

4/11 oz. UPC 017869909399
#90939 GTIN 90017869909392

dal 1850 gusto *cultura dei sapori*
Fiorucci
la cura *la ricetta Fiorucci*
passione *dal 1850*

DAL 1850

IL GUSTO D'ITALIA

ANTIPASTI



Product
**TRAINING
MANUAL**

WWW.FIORUCCIFOODS.COM



Product
**TRAINING
MANUAL**

Fiorucci Italian specialty meats are made using the family's treasured recipes, hand trimmed, seasoned with the finest spices, and carefully aged to deliver pure, authentic Italian flavors.

This training manual is designed to help you understand the unique qualities of our products and to provide tips for handling, serving and enjoying them.

We hope you'll be inspired by our passion for high-quality Italian specialty meats—and come to share it, too.

A PASSION

FOR

Flavor

FROM THE HEART OF ITALY

Italian food and culture go hand in hand, and some may say there is no difference. For Italians, food is not merely a means for survival. Food defines us. It belongs to our history and culture as much as great art by Raffaello and Leonardo da Vinci. Whether enjoyed at home with family or out at a restaurant with friends, food in Italy is a rich feast for the senses—an unparalleled pleasure that's best when shared.



The main ingredients of Italian food culture are conviviality and joy. You see this best in Italian Sunday lunches, a time when 95% of Italians enjoy a meal at a relative's home. They serve all the traditional courses—from antipasto to dessert and coffee—and quite often stay all day.

At family gatherings in Italy, it's all about traditional, locally sourced food. The main course is usually split into two: the primo and secondo courses. Primo always consists of pasta freshly made on the same day, hearty risotto, or a soup like minestrone. Secondo courses vary from region to region, but usually feature meat or fish with countless side dishes.

Since 1850, the Fiorucci family has been creating authentic Italian Deli meats which honor the tradition of the Italian dinner table.



Our Story

The Fiorucci brand is the benchmark for Italian Deli meats, one which has grown steadily over 170 years, thanks to the authenticity and superb flavor of its products.

TRULY AUTHENTIC ITALIA. The story of Fiorucci can be traced back to the 1850s when Innocenzo Fiorucci, the owner of a small meat shop in Norcia, would visit Rome each winter to sell Norcinetto—a flavorful dry sausage from his hometown. After many successful years of traveling sales, Innocenzo settled in Rome and opened his own shop that specialized in the traditional preparation of cured meats.

Building on their father's legacy, the next generation of the Fiorucci family expanded the business even further. One of Innocenzo's visionary sons, Cesare, created a chain of Norcinerie (Norcia-style meat shops) which quickly won popularity in Rome.

Since then, the Fiorucci family's dream of providing delicious products to people across the globe has become a reality. Their Italian specialty meats, now also made in the United States and using the family's treasured recipes, are still hand trimmed, seasoned with the finest spices, and carefully aged. As leading producers of specialty meats, they partnered with Campofrio Food Group, an international meat processing group, to spread the story of these authentic Italian specialties around the world.

WWW.FIORUCCIFOODS.COM

Primer

ITALIAN SALUMI

What is Salumi?

“Salumi” is the general Italian term which refers to cured meats and some cooked meats. The word salumi originates from the Latin sale, salare, or “salt.”

The salumi category includes both aged whole cuts such as prosciutto and pancetta, as well as cured seasoned chopped meats in casings, such as mortadella, and salami. Each salumi has its own unique personality and lends to the variety of this ancient category of food—a category that warrants exploration by 21st Century consumers.

Salumi is an ancient form of food. In fact, as early as the 5th century BC, Italians perfected the art of preserving meat—especially pork. Anyone familiar with Italian cuisine appreciates the variety of flavors in products like hearty capocollo, mortadella, savory salami, and prosciutto.

Between the 12th and 17th centuries, Italy saw a strong development of the jobs linked to the processing of pork. This is the period when the Norcino (or pork butcher for Norcia) appeared. Thanks to his skills, he created new charcuterie products. Norcini specialized in the salting and maturing of muscle cuts from the ham, shoulder, neck and loin, and making a variety of tasty sausages from the chopped meat—including various types of salami and Mortadella. Today the heritage of the Norcini has been handed down to the artisan butchers and to sausage makers throughout the food industry—a group which includes passionate experts who work diligently to create innovative products, often based on ancient recipes.



The acceptance and expanded use of Italian specialty meats owes much to the Ancient Romans, who were so enthusiastic about ham that they used it as a form of currency. During the Renaissance, salumi, the Romans' signature cured meats, became culinary staples for city dwellers and a symbol of wealth and opulence for royal tables. Production and consumption of these flavorful pork products expanded throughout Italy and beyond its borders. Advancements in the 19th century led to easier, broader production and distribution of salumi and other pork favorites such as the popular Parma ham. Soon, Italians began to share these unique and delicious foods around the world.

Today, master culinarians, salumiere, and norcini carry on the tradition of time-honored techniques to craft the highest quality products that reflect the best of Italian food history—one extraordinary meal at a time!



PROSCIUTTO DI PARMA

The
Gold Standard
of Italian prosciutto

Prosciutto di Parma is the gold standard of Italian prosciutto and it has been for centuries: Parma ham has been crafted with the same painstaking care since Roman times. And it's produced only in the province of Parma, Italy, whose unique regional characteristics combine to create the perfect environment for producing the highest quality hams using only four ingredients: specially-bred and fed Italian pigs, sea salt, air, and—the most important ingredient—time.

Every leg of Prosciutto di Parma is 100 percent natural, with no additives or preservatives. It's easily traceable through all stages of production and distinguished by the coveted Protected Denomination of Origin (PDO) status. Every leg is identified by its famous logo, the Ducal Crown, the final branding and last step in the identification process that not only guarantees the highest quality and authenticity, but leaves the “signature” of each operator. The crown is not sentimental authenticity: the marks on the pork legs indicate origin, processor's identification, and the date curing began—visual evidence of a totally transparent quality-control system.

Parma hams are made from the rear legs of barrow (male) Landrace and Duroc pigs bred specifically for Prosciutto di Parma production in north-central Italy. To qualify for Parma ham production, the pigs must be born and raised according to strict guidelines on approved farms in 10 regions of northern and central Italy. Their feed is specially formulated as well. The pigs are fed a blend of cereal grains and whey from Parmigiano-Reggiano cheese production which contributes to their full-bodied, complex flavor. There are currently 5,400 breeding farms in Parma, all of which are acknowledged and classified by the Istituto Parma Qualita (I.P.Q.). Pigs have to live within the geographical boundaries of the Parma production area to qualify for slaughter, and they must be nine months old and weigh a minimum of 340 pounds.



HOW PROSCIUTTO DI PARMA IS MADE

Making a Parma Ham is a long and painstaking process; all producers of Prosciutto di Parma share one goal: to cure a leg of pork with pure sea salt in order to keep the meat as sweet-tasting and as supple as possible.

The hams are made from the rear haunches of the pig; the curing is controlled carefully so that the ham absorbs only enough salt to preserve it. By the end, a trimmed ham will have lost more than a quarter of its weight through moisture loss, helping to concentrate the flavor. The meat becomes tender and the distinctive aroma and flavor of Parma Ham emerge.



PROSCIUTTO DI PARMA
#13003

AT A GLANCE

- Imported from Parma, Italy
- No Nitrates or Nitrates used
- Aged over 13 months for a fragrant and delicately sweet taste
- Also available in a pre-sliced format

For recipes and serving suggestions visit
www.fioruccifoods.com

1. **Arrival:** Producers of Parma Ham receive fresh legs from authorized slaughter houses on a weekly basis; the average weight is around 33 pounds.
2. **Salting:** The legs are first salted by a highly trained maestro salatore, or salt master; the pigskin is covered with humid sea salt, while the muscular parts are covered with dry salt. The leg is then refrigerated at a temperature ranging from 1°C to 4°C, with a humidity level of approximately 80% for about a week and gets a second thin coating of salt which is left on another 15 to 18 days, depending on weight. Salt is the only preservative used in the processing method; no chemical elements are allowed, which is a big difference from other generic prosciutti, normally containing nitrites and nitrates.
3. **Resting:** Next, the hams hang for 70 days in refrigerated, humidity-controlled rooms, at 75% humidity. The meat darkens, but will return to its original rosy color in the final days of curing.
4. **Washing and Drying:** The hams are washed with warm water and brushed to remove excess salt and impurities, then hung in drying rooms for a few days.
5. **Initial Curing:** Now the hams are hung on frames in well ventilated rooms with large windows that are opened when the outside temperature and humidity are favorable; this allows for a constant and gradual drying of the hams. Connoisseurs believe that this period is critical to the development of Parma Ham's distinctive flavor. By the end of this phase, which lasts about three months, the exposed surface of the meat has dried and hardened.
6. **Greasing:** The exposed surfaces of the hams are softened with a paste of minced lard and salt in order to prevent the external layers from drying too rapidly.
7. **Final Curing:** In the seventh month, the ham is transferred to the "cellars," rooms with less air and light, and hang on racks until the curing is completed. By law, Parma Ham is cured at least one year (starting from date of first salting), and some may be cured as long as three years.



FIORUCCI PROSCIUTTO

The Finest

PROSCIUTTO AVAILABLE

Prosciutto is Italy's elegant expression of ham. Our Prosciutto is made using hand-selected, hand-trimmed and carefully aged hams—using just the right amount of salt and time to give it a lightly salty, floral flavor. It's as beautiful on the plate as it is on your palate.

Our Fiorucci prosciutto is made using the same time-honored methods and ingredients, produced on the same equipment, and handled with the same care as the legendary Prosciutto di Parma. Before we begin to age the hams, we trim into a traditional Parma shape. The hams are checked daily—and are moved from room to room as needed (to ensure proper airflow) until perfectly cured.

We use the traditional method of dry-curing, which results in a loss of nearly 25% of the product's initial weight during the journey from raw ham to delicious Prosciutto.

This prosciutto is the finest prosciutto available. Because we use slightly smaller hams than those used in Parma (our de-boned prosciutto weighs between 10 to 13 pounds versus 17 to 19 pound for Prosciutto di Parma), we have a shorter cure time (7 to 10 months for ours, 12 to 14 months for Prosciutto di Parma). Our authentic salting, drying and aging process results in a finished prosciutto that is virtually indistinguishable from one produced in Italy. From start-to-finish, these hams are treated with utmost care to ensure authentic appearance, texture and flavor development.



**PROSCIUTTO
#10003**

AT A GLANCE

- Our Prosciutto is aged using the same traditional Italian process
- Aged for 8-12 months
- Also available in pre-sliced and diced formats

For recipes and serving suggestions visit
www.fioruccifoods.com



PANCETTA & CAPOCOLLO

Some call pancetta “Italian bacon”—but the flavor is so richly different, it’s a comparison you’ll forget at first taste. Bacon and pancetta are both made from pork bellies; the difference between them lies in how they are prepared and cured. Our pancetta is produced from our authentic Italian recipe that imparts a savory flavor that’s delightful in a number of dishes, or on its own.

The secret to our pancetta is the preparation. First, our specially selected pork bellies are trimmed to exacting specifications. Our expert butchers make sure that we start with plenty of lean—and just the right amount of fat needed to achieve peak flavor in each bite. They are salted and rubbed with a mixture of imported Italian spices, then they are gently rolled to create the traditional pancetta shape. We dry-cure each and every roll for months, using the same methods that have been employed in Italy for hundreds of years. We season our Pancetta using a traditional family recipe, and never use heat to shortcut the process.

Capocollo is a traditional Italian dish. The name Capocollo is not just any name. In Italy, capo refers to the head of a pig whereas collo refers to the neck. An authentic Capocollo, or Capicollo must be made from the neck or shoulder of a pig. Capocollo and Capicollo are very well-known for their tender and delicate flavor. Due to the higher fat content of the shoulder muscle, Capocollo/ Capicollo has a tender texture and exquisite mouth feel.

What is the difference between Capocollo and Capicollo? Simply put: the way they are prepared. At Fiorucci, we produce both Capocollo and Capicollo. Our traditional Capocollo is made from carefully trimmed, selected cuts of pork shoulder, seasoned with Italian herbs and spices (like Anise and Fennel), and then slowly dry-cured for months until it reaches peak flavor and texture. Our Capicollo is produced from the same selected cuts of carefully trimmed and seasoned pork shoulder, and is then roasted to deliver a juicy and flavorful taste. Enjoy either or both of these savory favorites cut paper-thin on a sandwich or panini, on an antipasto tray, or atop a pizza.



PANCETTA
#20303

AT A GLANCE

- Italian-style bacon
- Each belly is rubbed with spices, rolled, and then aged
- Savory flavor
- Available in pre-sliced and diced formats



HOT CAPICOLLO
#20104

AT A GLANCE

- Cooked and marinated in a special brine
- Hot spices are added to give this delicacy a bold flavor
- Available in a pre-sliced format

For recipes and serving suggestions visit
www.fioruccifoods.com



Italian Bologna **MORTADELLA**

Mortadella is a snack or panini favorite enjoyed by adults and especially children throughout Italy. The first Mortadella was made by Norcini in Bologna, Italy. The fine quality and craftsmanship in our authentic, imported, Italian Mortadella transports you to the origins of this fine deli meat..

Mortadella is a cooked salumi, in the form of a large-diameter sausage. Mortadella, which is named for the method by which it was originally produced (meat ground using a mortar and pestle, to which cubes of fat and spices were added) is made of finely ground, heat-cured pork. When the meat is thoroughly blended and seasoned, we add a limited amount of cubed fat (up to 15% of total meat blend weight). This fat is specially selected for its velvety smooth texture and taste. It is principally the hard fat from the neck of the pig. We then stuff the meat, fat and seasonings into a casing and slowly dry-roast for several hours to achieve a consistent, firm finish.

Crafted in the fine Italian style, this mortadella uses select cuts of meats that are blended with imported spices and slow-roasted—giving it a soft, buttery mouth feel and flavor. Fiorucci Mortadella is available with or without pistachios.



SANDWICH MORTADELLA
#50456

AT A GLANCE

- Styled from our recipe out of Bologna, Italy
- Blend of select cuts of lean cuts of pork mixed cubes of fat
- Slowly dry-roasted to create the soft, buttery flavor
- Available in a pre-sliced format sliced in the USA.

For recipes and serving suggestions visit

www.fioruccifoods.com

SALAMI

Everyone's favorite



Just like Salumi, the word Salami comes from the Italian “sale” or “salare” meaning “to salt.” The Roman Legionnaires were often paid with salt, hence the word salary which also comes from “salare.” These well-paid military troops may have been among the first people to use salt to make salami.

Originally salami was just made from pork but more recently other meats including beef have been used. Salami (the plural form of Salame) are salted, fermented and dried sausages which have been stuffed into casings of varying diameters. Salami is produced from a combination of lean and fat meat, which may be ground coarse, medium or fine depending on the type. Salami may be seasoned with garlic, fennel, peppercorns, or a number of other imported spices. Wine is also a traditional ingredient in authentic Italian salami.

Because salami is fermented it has many natural health benefits, for example, it contains lactic acid bacteria which aids the fermentation process and can help maintain a healthy digestive system.

SLICING AND SERVING

Salami and other large-diameter cured meats are usually always best when cut into paper-thin slices using an electric slicer—so that they almost melt in the mouth rather than being overly chewy—delivering a better balance of flavor. Smaller-diameter items, such as chubs, may be sliced slightly thicker for full enjoyment. The full flavor of salami open up after several minutes at room temperature.

HOW TO USE SALAMI

Salami items are versatile and flavorful and can be used in so many different ways. Here are just a few suggestions:

A selection platter of cured meats, say four to five different types (mix of salami, prosciutto and other) makes a great starter. Slice and arrange the meats on a large platter to make an attractive display.

Serve salami with vegetables or rice for a main course.

Chop or grate and add to salads, omelets, or your favorite pasta dishes.



GENOA SALAMI #30203

AT A GLANCE

- Made with select cuts of pork
- Blended with imported Italian spices and red wine
- Available in pre-sliced formats

For recipes and serving suggestions visit

www.fioruccifoods.com



PANINO™

DELICIOUS ROLLS OF SAVORY
MEAT & CHEESE

We are the industry leader on this unique group of delicious items: Paninos. As you might suspect, the name has an Italian origin...literally meaning “roll.” Paninos are just that—delicious rolls of savory meat and cheese—available right from the package, and ready for meals, snacks, or any occasion.

- Created using our best-selling Italian meats wrapped around Mozzarella or other cheeses.
- Paninos are great for snacking, and grab-and-go consumption.
- High protein (18 grams per 2 oz.) makes them a great away-from-home or post-workout recovery snack.
- Easy entertaining option.

For centuries, Italians have known that prosciutto and mozzarella make the perfect snack. Now, we’ve made it easier than ever to enjoy this classic combination on the go! Each pack includes pre-wrapped paninos using our authentic Italian meats that are perfect for lunch boxes, appetizer trays or anytime snacking.



**PROSCIUTTO AND
MOZZARELLA PANINO
#80439**

AT A GLANCE

- Our treasured prosciutto wrapped around delicious mozzarella cheese
- Perfect grab-and-go snack or meal substitute
- Available in natural, antibiotic free Prosciutto and as part of a variety pack

For recipes and serving suggestions visit
www.fioruccifoods.com



100% NATURAL

THE UNRUSHED WAYS OF THE
Italian Norcineria

When introducing our 100% Natural line of products, we often refer to our approach to crafting these items as observing “The unrushed ways of the Italian Norcineria.” After more than 165 years, we’ve learned a lot about the importance of taking the time to do things the right way. Our entire product portfolio is an example of how patience and experience pay huge dividends in quality and flavor. So it is with our 100% Natural line of Italian Specialties. Here are some things you’ll want to know about how we produce this extraordinary lineup of meats:

Fiorucci 100% Natural:

SMALLER IS BETTER

- **BREED:** We utilize breeds of a single genetic origin. These animals are raised sustainably in smaller herds. This approach yields better muscle development for richer flavor and uniform color and marbling.
- **FEED:** Pigs are fed a 100% vegetarian and vitamin-enriched diet from birth, which delivers a cleaner flavor.
- **PURE:** No antibiotics are **ever** administered to these animals.
- **FARM to TABLE:** Fiorucci 100% Natural products are fully traceable from farm to table.

Fiorucci 100% Natural:

SIMPLER IS BETTER

- **SIMPLE:** We cure meats with just sea salt and seasonings—and nothing else.
- **ALL NATURAL:** We use only a few natural ingredients, and NO artificial anything.

Fiorucci 100% Natural:

SLOWER IS BETTER

- **SLOW CURED:** Our traditional methods of slow-curing meat takes more time, but allows the meat to develop the true flavors of Italian salumi.
- **TRADITIONAL. NATURALLY:** When we begin with responsibly-raised pork, and combine it with slow-curing methods, the result is delicious, authentic Italian flavor.



**UNCURED
GENOA SALAMI
#30281**

AT A GLANCE

- Made with select cuts of antibiotic-free, vegetarian diet fed pork
- Blended with imported Italian spices and red wine
- A milder, softer flavor
- Available in a pre-sliced format

For recipes and serving suggestions visit

www.fioruccifoods.com

Fiorucci

DAL 1850

100% NATURAL*

*MINIMALLY PROCESSED • NO ARTIFICIAL INGREDIENTS

NO ANTIBIOTICS EVER

ANTIPASTI

Best Sellers

Here are a few item descriptions of some of our best-selling 100% Natural meats:



UNCURED ITALIAN DRY SALAME:

Crafting salame is an art—and our age-old recipes have been perfected over a century. Made with wine, garlic, and an aromatic blend of pepper, this robust dry salame is an easy, delicious way to add Italian flavors to snacks and meals.

UNCURED HARD SALAME:

What tastes more amazing than an all-natural salame? One that's packed with soft, smoky flavor. Ours achieves its earthy tones thanks to slow aging and a classic recipe from the Fiorucci family.



UNCURED GENOA SALAME:

Subtlety is always in season with our Genoa salame. It's made with select cuts of pork blended with Italian spices and red wine—giving it a milder, softer flavor than our traditional dry and hard salami.

UNCURED PEPPERONI:

Italians are known for their spices—and it's never more apparent than in our classic pepperoni. It's marked by spiciness and enriched by a smoky paprika that makes every bite satisfying.



With the items above, and with all of our great-tasting 100% Natural specialties, we utilize low-temperature fermentation of the meat—for a minimum of 48 hours. We also extend the aging process, using longer, slower drying times. Our 100% Natural line is produced using absolutely no nitrates, nitrites or chemical additives. All items are Gluten-free.

For recipes and serving suggestions visit
www.fioruccifoods.com

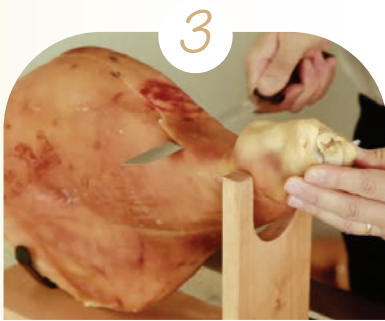
HOW TO SLICE *Prosciutto*



Remove the bone from the ham.



Place the hoof end of the ham facing upward on the holder. Make a deep cut about $\frac{3}{4}$ of an inch down, around the upper portion of the ham.



Begin peeling away the pork rind. Be sure the pork fat below the rind is very clean to avoid a bitter taste.



Peel away only the area of the ham rind above the portion you plan to slice. Save the white fat that you peel away so you can use it to cover the exposed ham later.



Now slice the Prosciutto lengthwise from the upper portion of the ham downward. Hold your knife firmly, making straight, thin, parallel cuts about 4-6 inches long.



When you encounter the bone, remove the meat around the bone with a smaller knife. After you're done slicing, cover the exposed meat with 2-3 slices of the white fat you saved in step 4, then cover with a cotton cloth.



When you are done with one side, turn the leg over and repeat the slicing process.



Once all possible slices have been removed, cut away the leftover meat from the bone. Cube this meat for use in other recipes.

FREQUENTLY ASKED Questions



Q What makes Fiorucci meats authentic?

A Many of our recipes have been passed down through three generations. We have combined old world artisanship with modern practices to ensure delicious, wholesome products for your family's enjoyment. The expertise, recipes, and even some of the spices are all imported from Italy. Everyone involved takes great pride in evaluating the quality and taste of our Italian specialty meats.

Q What is the nutritional value of Fiorucci products?

A Our meat products are a valuable source of high-quality protein. They also contain minerals like iron, zinc, calcium, and magnesium and are an excellent source of B vitamins. Nutritional values vary by product. Since these specialty meats are so flavorful, they are generally eaten in smaller quantities. For more details, please see the nutritional information on our packaging or contact us with your question.



Q What gives Fiorucci meats their distinctive flavors?

A At Fiorucci, we are passionate about the quality of our meats, the recipes, the ingredients, and processes we follow. Our "Maestri Salumeri" or master chefs carefully blend ingredients and age Fiorucci meats in traditionally designed vaults, and use family recipes followed for three generations. Ingredients like Italian red wine and imported herbs and spices are often added to the meats. We do all this to bring the authentic flavor and quality of the Italian specialty meats to you. Our passion for quality has made Fiorucci the #1 choice in Italy. We want to be your #1 choice as well!

Q How should these meats be stored?

A Most of our products except pancetta, mortadella and paninos can be kept out of refrigeration until they are opened. Once opened, they should be refrigerated in their re-sealable packaging, or tightly wrapped in your favorite plastic wrap. It is especially important to keep the meats sealed after the packages have been opened in order to retain the delicious flavor and maintain freshness. We recommend using the products within 3-5 days of opening.

Additionally, pre-sliced prosciutto should be removed from the refrigerator 10-15 minutes before opening to improve the ease of use and the flavor (like a fine red wine).

Q How can I find out about recipes on how to enjoy these products?

A We would love for you to try our recipes, so please visit the "Recipes" section of our website to see recipes.

How can I find out more information about Fiorucci products?

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