



BRAND BOOK

2023







TABLE OF CONTENTS

Old World for the Modern Age	06
Truly Authentic Italia	08
Core Products	10
100% Natural	18
Brand Positioning	24
Retail Experiences & Point-of-Sale Support	30
Crowd Pleaser Persona	34
Panino Segment Leader	38
Direct-To-Consumer Trends & E-Commerce Channel	40
Logos	50

OLD WORLD FOR THE MODERN AGE

The Fiorucci brand is the benchmark for Italian deli meats and snacking, one which has grown steadily for over 170 years thanks to the authenticity and superb flavor of its products. Using the same, treasured family recipes today, Fiorucci is a leading producer of specialty meats and snacks, using old-world techniques in innovative, modern ways to delight families across the world.



PIZZICHERIA E NORCINERIA

PIZZICHERIA
FIORUCCI CESARE

LAVORAZION
CARNE SUIN



**TRULY
AUTHENTIC
ITALIA**

passione

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.

Today, Fiorucci specialty meats are also made in the United States using the family's treasured recipes. They are still hand-trimmed, seasoned with the finest spices and carefully aged.

CORE PRODUCTS



SPECIALTY MEAT AND CHEESE CATEGORY

In the early 2000s, Fiorucci introduced the Panino, creating a whole new specialty meat and cheese category. Each one is hand-rolled with hand-trimmed meats and filled with delicious, hormone-free cheese to provide a protein and calcium rich treat you can enjoy with any meal or all on its own.



CORE PRODUCTS



SNACKING

Fiorucci offers a delicious mix of hand-trimmed, dry-cured meats paired with specialty cheeses to satisfy the cravings of any taste palate.



CORE PRODUCTS



WHOLE PIECE

Enjoy signature Fiorucci flavor in its simplest form with this selection of masterfully cured, whole-piece meats, each one aged to perfection and seasoned with a proprietary recipe of spices.



CORE PRODUCTS



PRE-SLICED

Fiorucci is the charcuterie lover's best friend with a delicious selection of hand-trimmed, pre-sliced meats made with love to delight both your guests and your taste buds.





100%
NATURAL

If you see this on a Fiorucci label, it's a promise that we have provided minimally processed pork with no artificial ingredients and no antibiotics ever.



Fiorucci
DAL 1850

100% NATURAL*
*MINIMALLY PROCESSED • NO ARTIFICIAL INGREDIENTS
PORK USED NO ANTIBIOTICS EVER†

ANTIPASTI

100% NATURAL

BREEDS

We utilize breeds of a single genetic origin, raised sustainably in smaller herds; this approach yields better muscle development for a **richer flavor**, uniform color and marbling.

FEED

Pigs are fed a **100%** vegetarian and vitamin-enriched diet from birth to deliver a cleaner flavor.

PURE

No antibiotics, growth hormones, or chemical additives are ever administered to these animals.

FARM TO TABLE

Fiorucci's 100% Natural products are fully traceable from farm to table.

SIMPLE

We cure meats with just sea salt and **Italian-inspired** seasonings...nothing else.

ALL NATURAL

We use only a few natural ingredients, no artificial flavors, preservatives, chemical additives, colors, nitrates or nitrites...no artificial anything; **gluten and MSG-free**.

SLOW CURED

Our traditional methods of slow-curing meat take more time, allowing the meat to develop its **authentic flavor**.



100% NATURAL







BRAND POSITIONING

We **empower** busy people in life's **precious** moments to **delight** their families, friends, and themselves with the **wonders of salumi.**



Fiorucci

DAL 1850

THE PRINCIPLES THAT DRIVE OUR BRAND

OLD WORLD FOR THE MODERN AGE

Fiorucci uses time-tested, simple methods for only the best in **nutrition** and **flavor** while offering products that make sense at the table or on the go.

GIVES ME A LEG UP

Fiorucci **inspires** with the ideas and recipes at your **fingertips**, plus a constant stream of new products that keep you ahead.

SMILES, EVERY TIME

Fiorucci is your ace in the hole - an app, a snack, a centerpiece - **it's just...that...good.**



BRAND VOICE

Translating Strategy into Communication

BRAND PILLARS

NOSTALGIC

We're built in our rich history.

PLAINSPOKEN

We show our values through our actions.

OBSESSED WITH QUALITY

We never compromise on our ingredients and use superior artisanal methods.

RESOURCEFUL

We know the meaning of hard work and dedication.

WE ARE

→ We're built in our rich history. An exquisite, unmatched, Italian heritage experience.

→ Action-first, direct, and honest.

→ A traditional made salumi brand to help consumers maintain a high energy, high protein, Mediterranean-inspired diet.

→ Working as hard as we can to help consumers add that dash of luxury to a busy day.

WE ARE NOT	REASONING	EXAMPLE
Gimmicky, hoaky, dusty, inauthentic.	Our roots are real, unique, and should be celebrated, not cheapened.	<p><i>“Our Fiorucci business is salumi, using original recipes and methods from Italy, dating back to the 1850’s.”</i></p> <p>- Sales Rep</p>
Evasive, misleading, trying to be anything or anyone else.	We show, not tell, communicating through our actions.	<p><i>“What would you like to know about Fiorucci’s process for making these products?”</i></p> <p>- Brand Ambassador at Retail POS</p>
Processed lunch meat, generic cold cuts, someone who skirts the process to make a few bucks.	We can never compromise and still stand out as a quality leader.	<p><i>“How does that taste?”</i></p> <p>- Deli Clerk to Fiorucci Consumer</p>
Standing pat, trying to keep pushing the same old stuff that people don’t want.	We aren’t about serving basic needs, we’re about making special moments - and these moments are evolving with society.	<p><i>“My secret? Ok... It’s these Fiorucci Paninos - I just pop them on a cute plate and here we go.”</i></p> <p>- Consumer to a Friend</p>



cultura dei sapori *dal 1850*

RETAIL EXPERIENCE AND POINT-OF-SALE SUPPORT

gusto *dal 1850*

Fiorucci regularly carries an inventory in push-rack displays and clip displays for smaller, snacking-focused items. These displays are great for smaller footprints that proudly display Fiorucci products in a premium, up-right format.





CROWD PLEASER PERSONA

Sarah and Sebastian love foods with rich flavors that are a bit out of the ordinary. They like the history and sophistication of European foods that elevate the culinary experience. But with their busy lives juggling work, family and social activities, their time is valuable, so they also appreciate convenience and reliability.

Sarah and Sebastian don't compromise on quality. Quality is real food; real food is better for you - nothing else matters because their food choices reflect the personalized level of care they aim for when preparing a meal for family and friends, a snack for their kids or a small treat for themselves and someone special or when entertaining a crowd.



ATTITUDES (AGREE)

- “Traveling to foreign places is a great way for me to learn about other cultures.” (82%)
- “I use food to bring family together.” (76%)
- “I enjoy entertaining people in my home.” (74%)
- “I enjoy eating foods from different cultures.” (73%)
- “I prefer to eat foods without artificial ingredients.” (68%)
- “Life should be as much fun as possible.” (67%)
- “I make sure I take time for myself each day.” (67%)
- “I am loyal to food brands.” (59%)
- “I seek out variety in my everyday life.” (57%)
- “I like to try new recipes when I entertain.” (55%)
- “I snack often.” (55%)

SOCIAL MEDIA HABITS

- Post photos and videos using a social networking, photo or video-sharing service in the past 30 days (ix 108 and 106).

DEMOGRAPHICS



62%
married

Over 1/3
with kids at home



Household Income
\$75K+



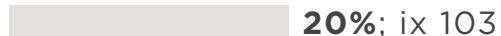
Female/Male
50/50



Professional/Managerial
Occupations

47

Median Age

CROWD PLEASER
MEDIA HABITS (VISITED OR USED IN PAST 30 DAYS)**AMAZON****NETFLIX****FACEBOOK****YOUTUBE****CABLE, SATELLITE, FIBER OPTIC TV****INSTANT MESSAGING****INSTAGRAM****PODCASTS****PINTEREST****SNAPCHAT****TIKTOK**



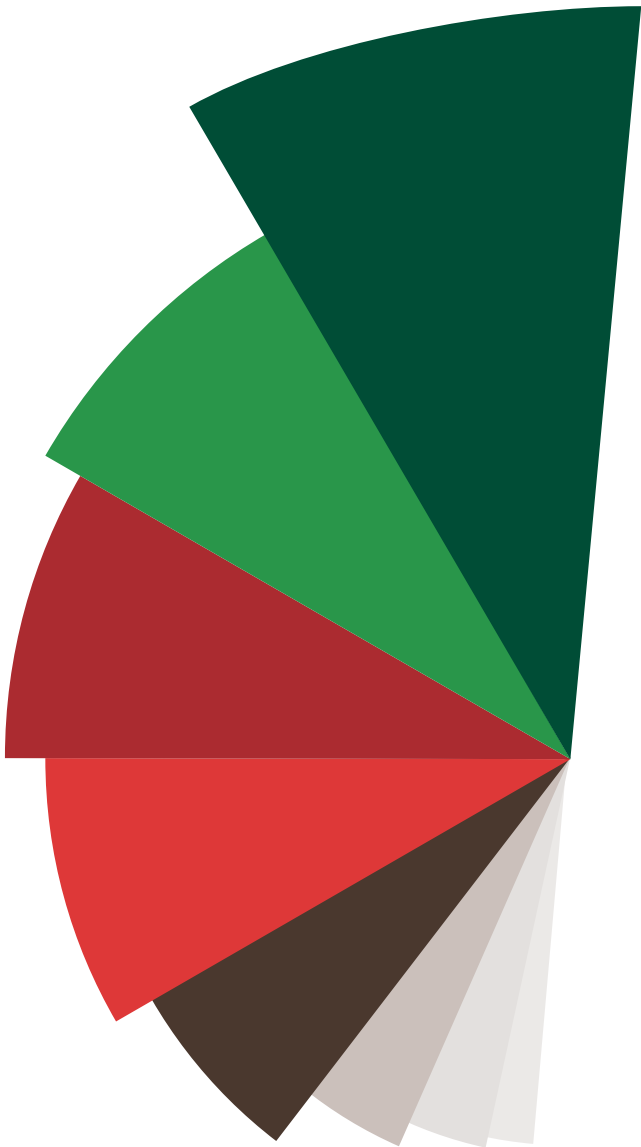
PANINO SEGMENT LEADER

As the market leader in dollar sales for over 12 years within this category, Fiorucci was the first to offer an assortment of Paninos - essentially a stick of cheese wrapped with dry-cured Italian meats.



**PANINO SEGMENT
MARKET SHARE (DOLLARS)**

- Fiorucci is still the **market leader** in the Paninos category after 12 years.
- Fiorucci is the **original Panino brand** creating the category back in 2011.
- The total Panino category is over **\$236M** annually and growing.
- Fiorucci is a **+\$100M** Paninos brand since 2020, offering both traditional and 100% natural,
- **better-for-you** options, with **unique-to-market** flavor profiles.



- **FIORUCCI - 37%**
- PRIVATE LABEL - 20%
- FORMAGGIO - 19 %
- VOLPI - 11%
- COLUMBUS - 5%
- FRATELLI BERETTA - 4%
- ALL OTHER BRANDS - 3%
- BOARS HEAD - 1%

Source: IRI Total US - Mulo + Conv;
52 Weeks, Ending 04-23-23

DIRECT-TO-CONSUMER TRENDS & THE E-COMMERCE CHANNEL

Online grocery shopping continues to grow

Digital grocery is growing faster than in-store grocery, making it a larger percentage of overall grocery sales over time. This year, digital will make up 11.2% of the \$1.32 trillion in US grocery sales—a share that lags behind digitally mature retail categories, but is larger with respect to absolute dollar figures due to the sheer size of the market. And, with its currently low user penetration, there's still significant room for growth.

- **50% of grocery shoppers buy groceries online** at least occasionally.
 - **One in four Americans (25%) buy groceries online at least once a week**, which has increased significantly since 2021 (20%) and 2020 (only 11%).
 - Online shoppers tend to be younger (**35% Gen Z, 37% Millennials shop weekly**), **parents with children under 18 (43%)**, and those with **higher income (31% \$75,000+)**.
 - The average annual spend per digital grocery buyer is expected to increase from **\$856.47 in 2021 to \$1,524.84 in 2025**.
-

FOOD CONTINUES TO BE THE FASTEST GROWING E-COMMERCE CATEGORY

U.S. Retail E-Commerce Compound Annual Sales Growth by Category 2017-2027

FOOD



BEVERAGES



BEAUTY, HEALTH, PERSONAL & HOUSHOLD CARE



TOYS, HOBBY & DIY



FASHION



FURNITURE



ELECTRONICS



MEDIA



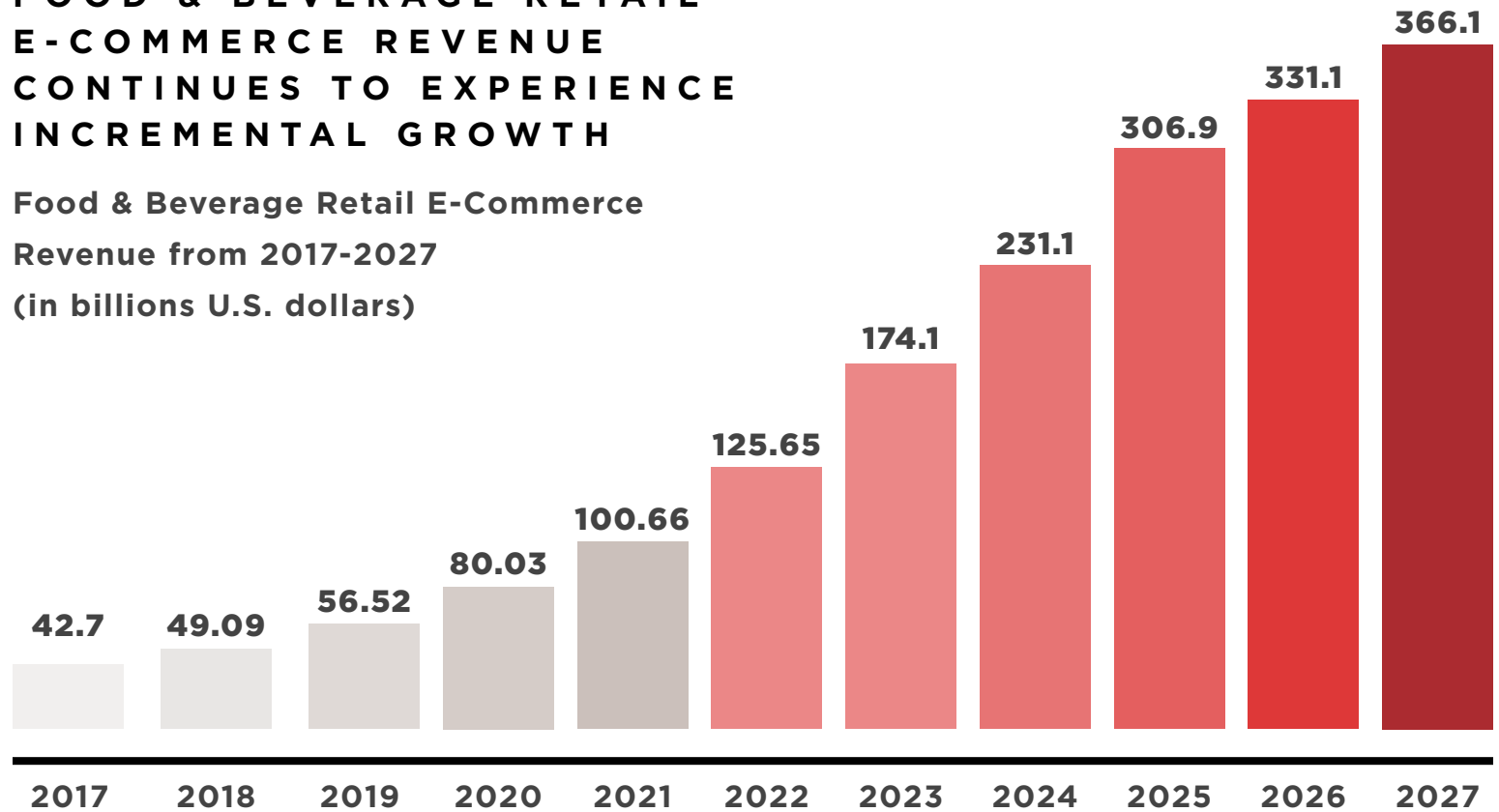
TOTAL



Source: Statista, November 2022

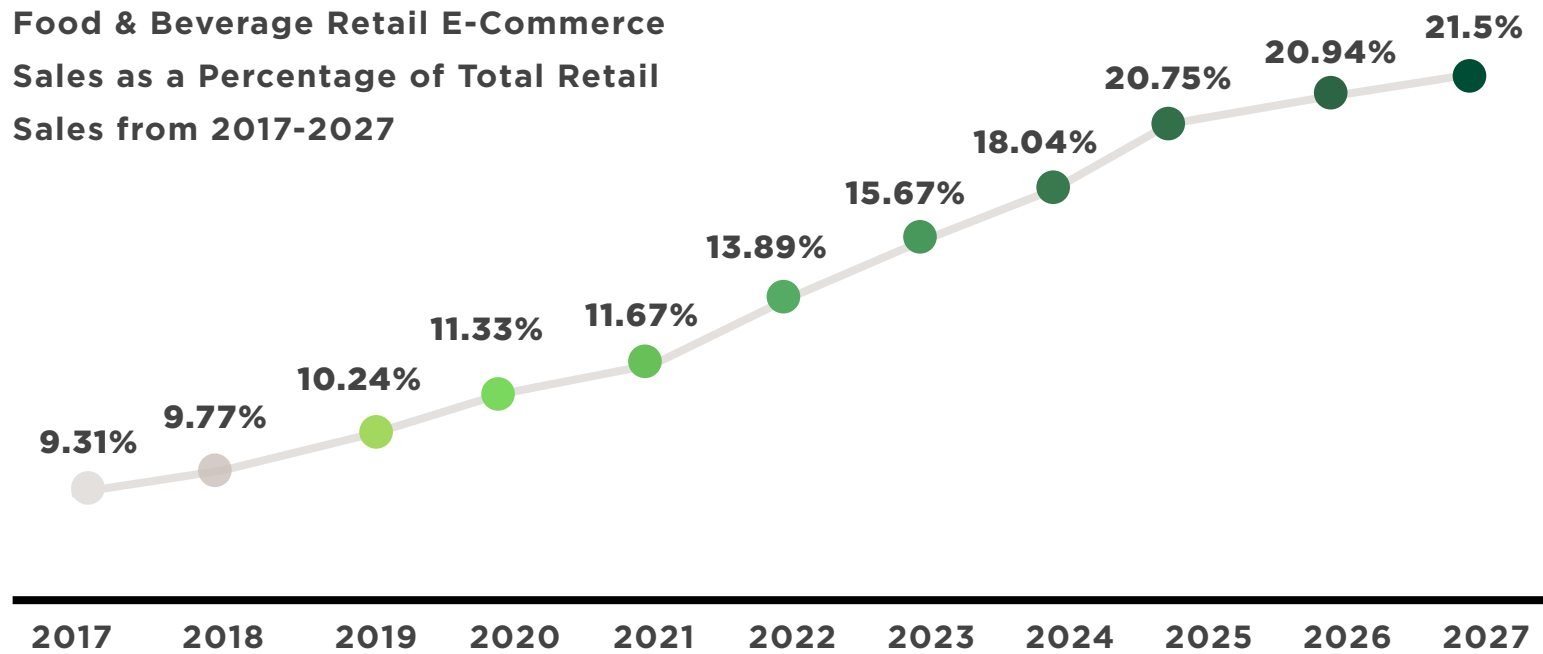
FOOD & BEVERAGE RETAIL E-COMMERCE REVENUE CONTINUES TO EXPERIENCE INCREMENTAL GROWTH

Food & Beverage Retail E-Commerce
Revenue from 2017-2027
(in billions U.S. dollars)



FOOD & BEVERAGE RETAIL E-COMMERCE SALES CONTINUE TO EXPERIENCE DOUBLE DIGIT GROWTH

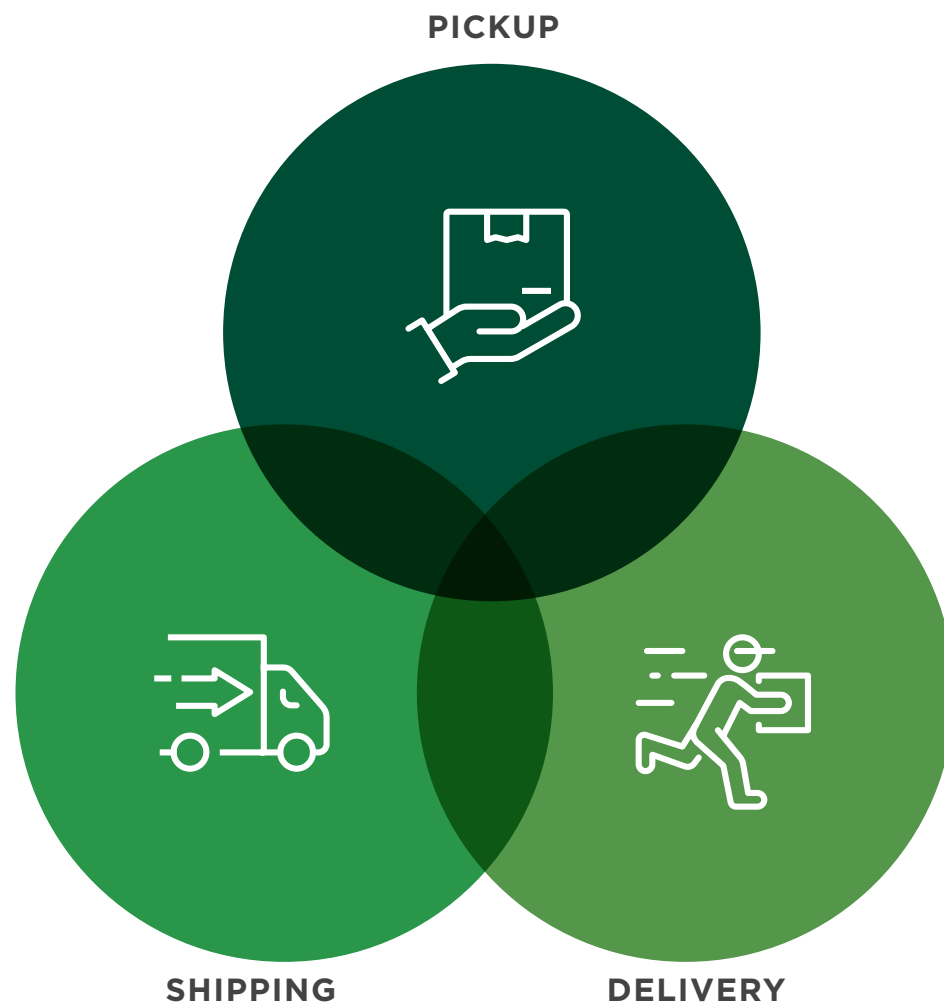
Food & Beverage Retail E-Commerce
Sales as a Percentage of Total Retail
Sales from 2017-2027



Source: Statista, November 2022

THE STATE OF GROCERY SHOPPING

- **51%** of online grocery shoppers stick to one fulfillment type (compared to 10% that use all three types).
 - **44%** of delivery users get same day delivery but 1-in-3 have more flexibility in delivery windows.
 - **Seven in ten** online pickup shoppers go into the store at least occasionally when getting an order.
-



REASONS FOR GOING INTO THE STORE

To Buy Something I Forgot to Order



To Buy Specific Items I Prefer to Pick Out Myself



To Buy Items That Are Only Sold In-Store & Not Online



To Buy Something I Needed Immediately



To Browse



To Use a Service in the Store



- One in three online grocery shoppers use a subscription service.
- Three subscription services rise to the top in terms of popularity with Amazon Prime being the most popular with more than half of all online grocery shoppers using it, followed by four in ten (40%) using Walmart+ and one in three (32%) using Instacart.

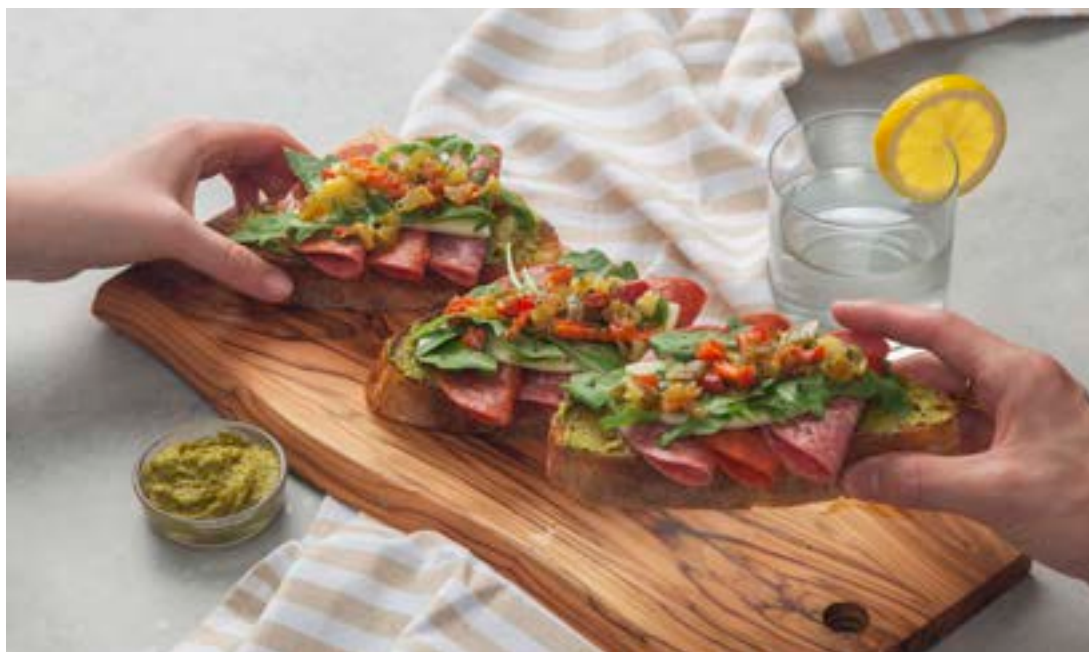
Source: Acosta 2022

SNACKING TRENDS

Snacking has become a lifestyle as consumers are driven by their **need for convenience, their adventurous palate and their move away from three daily square meals.** The wild cards of inflation, cultural shifts, holistic health concerns, sustainability and social media inspiration are adding new innovations - and flavor - to foods that fall under the snacking umbrella.

Snacking frequency has increased sharply, with 3 in 4 snacking at least once a day.

Nearly three in four Americans (**73%**) snack at least once a day, a substantial increase compared with those who said the same in 2021 (58%). And **45%** of people eat 3 or more snacks per day.



5 SNACKING TRENDS IN 2023

SNACKS SEEN MORE AS STAPLES

Persistent habits from prior years, coupled with concerns for costs are leading to pre-planned snack purchases. Consumers are expected to further integrate snacks into their diets with the industry's support of expanded occasions, functions, and access to snacks.

CHANNEL CONSCIOUS SHOPPER SHIFTS

Consumers continue to purchase snacks, but the places and ways they are seeking out snacks is changing with both affordability and cravings considered.

GUARDING CORE CATEGORIES

The industry will evolve and deepen category strategies, in part, to realize growth, expectations, amidst economic headwinds. Brand leverage, strategic partnerships, and mergers and acquisitions are some activities to be seen.

NURTURING NUTRITIONAL DEMANDS

Fortified, free from and fiber-filled are continuing priorities, among others, as healthy snacking develops amidst new regulations and concerns from consumers.

DELIVERING ON NOSTALGIA OR NEEDED DISTRACTIONS

Whether the snack has pastime particularities or novel sensorial appeal, the dimensions of snacking are expected to stretch further to fill snackers' value gaps.

CHARCUTERIE CONTINUES TO MAKE THE CUT

Charcuterie is a **top 3** hot menu trend and **#1 in appetizers in 2023** as it has the versatility to change up with new ingredients keeping the concept fresh.

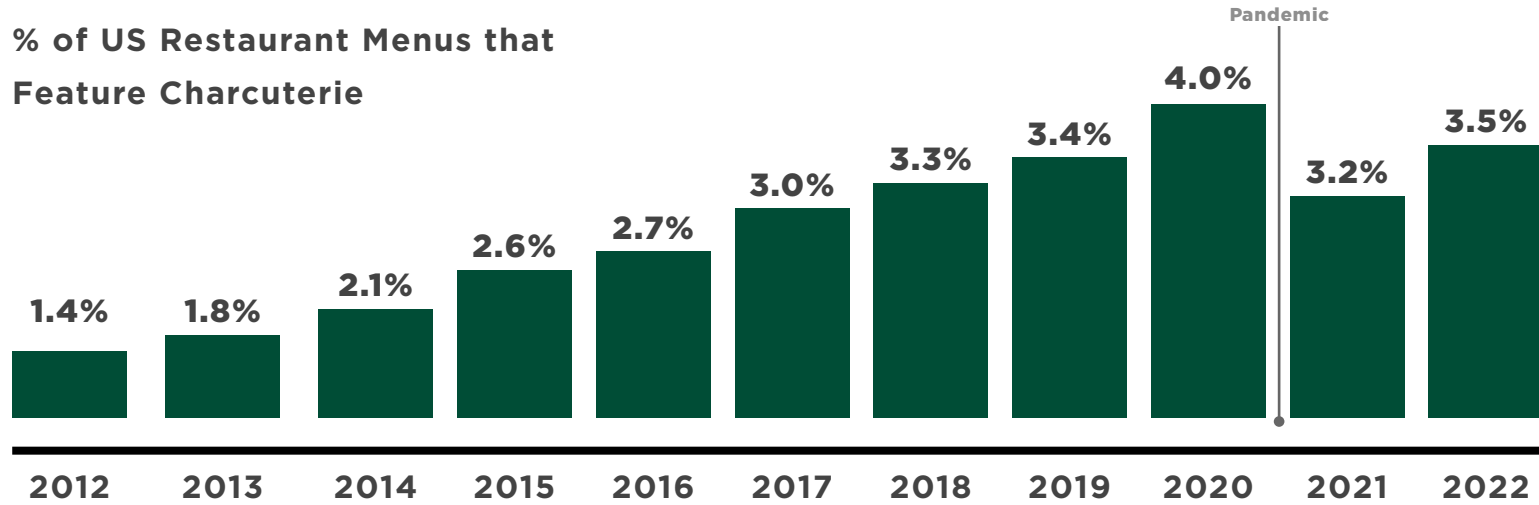
With entertaining again being a favorite pastime, charcuterie is more popular than ever and consumers are discovering the variety of flavors that salami and other charcuterie favorites can deliver. Additionally, overarching consumer trends like customization and do-it-yourself crafting have people continuing to populate social media with meat and cheese board photos.

Charcuterie is also extending its reach across daypart meals – breakfast, lunch and snacking. This opens up new opportunities in merchandising and messaging to inspire shoppers and drive incremental purchases. As more consumers are introduced to the robust flavor of salami, artisanal cheese and other charcuterie favorites, there is even more interest in enjoying snacking on these foods.



CHARCUTERIE FOODSERVICE TRENDS

% of US Restaurant Menus that
Feature Charcuterie



1 Year
↑ 8%

4 Year
↑ 4%

Since 2012
↑ 154%



LOGGOS

passione

gusto

dal 1850

la ricetta Fiorucci

la ricetta Fiorucci

dal 1850

PRIMARY & SECONDARY LOGOS



IMPROPER LOGO USAGE

Without Ribbon



Seperate Wordmark



Skewing Logo



Rotating Logo



Changing Colors



Rearranging Elements

OTHER
FIORUCCI LOGOS









FIORUCCIFOODS.COM

©2023 Fiorucci Foods, Inc.
All Rights Reserved