

PRODUCT CATALOG

PIZZICHERIA FIORUCCI CESARE

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IL GUSTO D'ITALIA

ANTIPASTI

DAL 1850

iorucci

PRODUCTS

Fiorucci is the brand of specialty meats that delivers the true taste of Italy. For over 175 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



;

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



12/3 oz.

#70711





- 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





· 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





GTIN 90017869201236

- · 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





is aged using the same traditional Italian process Aged for 8-12 months

• Our domestic Prosciutto

· Sweet and delicate flavor

UPC 017869709166

GTIN 90017869709169

Savory, Italian-style

• Each belly is rubbed

and carefully aged

Pre-sliced for

with spices, then rolled

PROSCIUTTO, 1 LB.

12/1 lb

#70916

PANCETT

TALIAN DRY SALAM

SALAMI



SLICED PANCETTA

12/4 oz. #70713



Made with select cuts of pork • Traditional, robust

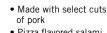
Italian style salami Made with wine, garlic, and an aromatic blend of pepper

ITALIAN DRY SALAMI

#70707

12/4 oz.

UPC 017869707070 GTIN 90017869707073





- 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

PIZZA FLAVORED 12/3 oz. #70733

UPC 017869707339 GTIN 90017869707332



- 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

UPC 017869717000

GTIN 90017869717003

· Savory, Italian-style

Each belly is rubbed

and carefully aged

· Pre-diced for

ease-of-use

with spices, then rolled

bacon

PROSCIUTTO DI PARMA

12/3 oz. #71700



DICED PANCETTA

12/4 oz. #72115

> Made with select cuts of pork

UPC 017869721151

GTIN 90017869721154

- Robust smoky flavored salami
- · Seasoned with pepper and smoke



- HARD SALAM HARD SALAMI 18/4 oz. #70748

3

UPC 017869707131 GTIN 90017869707134

ease-of-use



bacon



GENOA SALAMI



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

UPC 017869707476

GTIN 90017869707479

UPC 017869707360

GTIN 90017869707363

GENOA SALAMI

18/4 oz. #70747



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

PEPPERONI

12/4 oz. #70736



 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

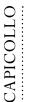


GTIN 90017869909668

of pork Coarsely ground, delicate salami blended with whole peppercorns

SOPRESSATA

12/4 oz. #70720



SOPRESSATA



 A lean cut of pork, carefully aged and seasoned with paprika and imported Italian spices

UPC 017869707209

GTIN 90017869707202

- Subtle, spicy flavor and soft texture 32 slices per package
- HOT CAPICOLLO, 1 LB.

UPC 017869707384 GTIN 90017869707387



 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



• 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



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

DICED GENOA SALAMI, 2 LB.

6/2 lb. #70966

UPC 017869709661 GTIN 90017869709664



 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





SOPRESSATA, 2.5 LB.

4/2.5 lb.

#70730

MORTADEL

- · 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

> UPC 017869707308 GTIN 90017869707301



- "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



- 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

4 **REV Q2 25**

12/1 lb.

#70738

UPC 017869909665

SPECIALT



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

HOT COPPA

12/4 oz. #70714





· 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 07 #70732

UPC 017869707322 GTIN 90017869707325



VARIETY PACKS

:

CHARCUTERIE

- 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. #72441



 A dry-cured, aged salami made with the same premium cuts of pork as our old-world, classic prosciuttos

UPC 017869724411

GTIN 90017869724414

- 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. #70729

UPC 017869707292 GTIN 90017869707295



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. #80738

UPC 017869807381 GTIN 90017869807384



· Seasoned with sweet, smoked pimentón (paprika)

CHORIZO CANTIMPALO

12/4 oz. #70314



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 lbs. #70749

12/6 oz.

#72442

UPC 017869707490 GTIN 90017869707493



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

Drv Salami Contains 4 slices of Prosciutto

CHARCUTERIE VARIETY PACK



• A dry-cured, aged salami made with the same premium cuts of pork as our old-world, classic prosciuttos

UPC 017869724428

GTIN 90017869724421

- 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 #70731

UPC 017869707315 GTIN 90017869707318



- · 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.

#80741

UPC 017869807411 GTIN 90017869807414



- · 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. #70321

UPC 017869703218 GTIN 90017869703211









- · 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

PROSCIUTTO

1/8-11.5 lb.

#10003

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

GTIN 90017869100034

UPC N/A

• Our domestic Prosciutto



- · 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



bacon



Savory, Italian-style • Each belly is rubbed

with spices, then rolled and carefully aged





#20303



Made with select cuts of



• 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
- IAN DRY SALAMI [TA]
- · Made with select cuts of pork
- Traditional, robust Italian style salami
- Made with wine, garlic, and an aromatic blend of pepper

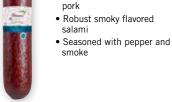
ITALIAN DRY SALAMI

2/2-3 lb. #30200

UPC N/A GTIN 90017869302001

HARD SALAMI





HARD SALAMI

3/7 lb.

#30204

UPC N/A

GTIN 90017869302049

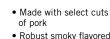


- Made with select cuts of pork
- Robust smoky flavored
- salami · Seasoned with pepper
- and smoke

HARD SALAMI

4/4 lb. #30524

UPC N/A GTIN 90017869305248



- Robust smoky flavored
- salami · Seasoned with pepper and smoke
- Cured, fermented, air-dried pork salami

COLOSSEUM HARD SALAMI

3/6 lb. UPC N/A #30236 GTIN 90017869302360









16/1.5 oz.

#80713

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

UPC 017869807039

GTIN 90017869707131

Two pack of Fiorucci Pepperoni & Pepper Jack Cheese Panino PANINO

16/1.5 oz.

#80458

 Single-serving, high protein snack Perfect for snacking at home or onthe-go

PEPPERONI & PEPPER JACK PANINO

UPC 017869804588 GTIN 90017869804581



16/1.5 oz.

#80704

· Made with pork never

growth hormones

nitrates, or nitrites

administered antibiotics or

No artificial flavors, colors,

ingredients, preservatives,

5 slices each of meat and

- Two pack of Fiorucci Pizza Flavored Salami & Mozzarella Cheese Panino Single-serving, high
- protein snack
- Perfect for snacking at home or on-the-go
- Unique pizza flavor;
- great fir kids

PIZZA FLAVORED & MOZZARELLA PANINO

UPC 017869807046 GTIN 9001786980749



PANINO VARIETY TRAY

8/15 oz.

#80465

UPC 017869804656 GTIN 90017869804659



• 21 pack of Fiorucci Hard Salami, Prosciutto & Pepperoni Paninos Perfect for snacking at home or on-the-go

PANINO PARTY PACK

5/15 oz. #80485

UPC 017869804854 GTIN 90017869804857



- 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

UPC 017869883309

GTIN 90017869883302

MILD SALAMI & AGED CHEDDAR

12/2 oz.	UPC 017869883316
#88331	GTIN 90017869883319

cheese



- 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.	
#88332	GT

UPC 017869883323 TIN 90017869883326





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

ur 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.





FONTINA CHEESE WITH UNCURED Sopressata crafted paninos

8/3 oz. #80470 UPC 017869804700 GTIN 90017869804703

7869804700 8/3 oz. 7869804703 #80468



GARLIC & BASIL INFUSED CHEESE WITH UNCURED GENOA SALAMI CRAFTED PANINOS

> UPC 017869804687 GTIN 90017869804680



TOMATO & OLIVE INFUSED CHEESE WITH UNCURED PEPPERONI CRAFTED PANINOS

8/3 oz.

#80469

UPC 017869804694 GTIN 90017869804697



BLACK TRUFFLE INFUSED CHEESE WITH PROSCIUTTO CRAFTED PANINOS

8/3 oz.

#80467

UPC 01786980467 GTIN 90017869804673

Our Italian-inspired flavors have made life taste beautiful for 175 years!

PORK USED NO ANTIBIOTICS EVER NO ARTIFICIAL FLAVORS, COLORS, INGREDIENTS, OR PRESERVATIVES *MINIMALLY PROCESSED



PRE-SLICED | WHOLE PIECE



PEPPERON

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

PROSCIUTTO

12/3 oz. #70710



· A robust, smoky flavor

sandwiches and snacking

· Great for pizzas,



SALAMI

TALIAN DRY

• 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



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

UNCURED HARD SALAMI

12/4 oz. #70841

UPC 017869708411 GTIN 90017869708414



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

UNCURED PEPPERONI

12/4 oz. #70836

UPC 017869708367
GTIN 90017869708360

UPC N/A GTIN 90017869909026



......

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

UNCURED GENOA SALAMI

UNCURED PEPPERONI

3/3-4 lb.

#90902

4/3-4 lb. #30281



· Medium slices, great for topping and snacking

GTIN 90017869302810

UPC N/A

- Marinated in wine, this salami has a soft and smoky, vet sweet flavor
- · Ideal for charcuterie boards • All natural, no antibiotics
- ever

UNCURED HARD SALAMI

6/1 lb. #80732

UPC 017869807329 GTIN 90017869807322



· A robust, smoky flavor Great for pizzas,

sandwiches and snacking

UNCURED PEPPERONI

4/2.5 lb. #75843

UPC 017869758430 GTIN 90017869758433



· 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



· 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. #80733

UPC 017869807336 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. #80734

UPC 017869807343 GTIN 90017869807346

12



PANINOS | SNACKING



21 pack of Fiorucci Uncured Hard Salami, Prosciutto & Uncured Pepperoni Paninos Perfect for snacking at home or on-the-go

UPC 017869874857

GTIN 90017869874850



PROSCIUTTO & MOZZARELLA PANINO, 7-COUNT 12/5 oz.

#80557

UPC 017869805578 GTIN 90017869805571



UNCURED HARD SALAMI & MOZZARELLA PANINO. 8-COUNT

> UPC 017869805585 GTIN 90017869805588



UNCURED PEPPERONI & MOZZARELLA PANINO, 8-COUNT

UPC 017869805592 12/6 oz. #80559 GTIN 90017869805595

• Cured with wine and a

and ingredients of the

Milano region of Italy

hint of garlic

· Inspired by flavors



5/15 oz. #87485

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

UNCURED ABRUZZESE

ALL-NATURAL PANINO PARTY PACK

12/6 oz. #78225



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

Robust, smoky

UPC 017869782251

GTIN 90017869782254

UNCURED PEPPERONI

12/6 oz. #78229



UPC 017869782299 GTIN 90017869782292



• Tastes like Pizza with Robust, firm, and slightly chewy with rich tomato, garlic, and paprika notes. Perfect for charcuterie. sandwiches, or snacking.

UNCURED PIZZA FLAVORED SALAMI

12/6 oz. #78231

UPC 017869782312 GTIN 90017869782315



UNCURED HARD SALAMI

12/6 oz. #78226



UNCURED SOPRESSATA

12/6 oz. #78230

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

12/6 oz.

#80558

· Marinated in wine,

this salami has a

sweet flavor

soft and smoky, yet

UPC 017869782305 GTIN 90017869782308



UNCURED SALAMI MILANO

12/6 oz. #78227

UPC 017869782275 GTIN 90017869782278

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

anise

garlic, white pepper, and



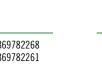
12/6 oz. #78224

UPC 017869782244 GTIN 90017869782247



UPC 017869782268 GTIN 90017869782261







IL GUSTO D'ITALIA

Ø

PROSCIUTTO

DRY SALAMI

tal 1850

ITALIAN DRY SALAMI

PROSCIUTTO

ANTIPASTI

SPECIALTY 3-PACKS





PEPPERONI









- 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



ITALIAN SANDWICH 3-PACK

4/12 oz.	UPC 017869909382
#90938	GTIN 90017869909385



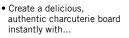
100% NATURAL ANTIPASTI 3-PACK

4/11 oz.	UPC 017869909399
#90939	GTIN 90017869909392

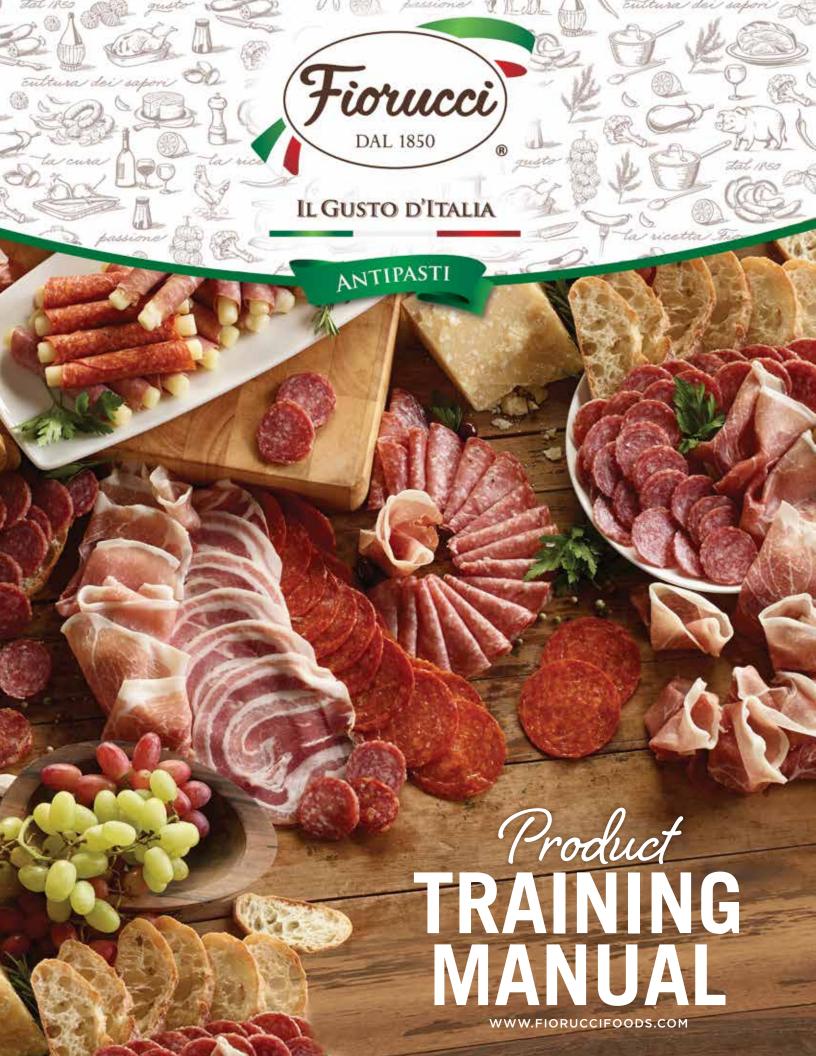




- Create a delicious, authentic Italian sandwich instantly with...
- Specially seasoned hard salami
- Robust, spicy pepperoni Delicate, rich Genoa salami



- 100% Natural products with no antibiotics ever
- Robust, spicy pepperoni
- Sweet, rosy prosciutto
 Delicate, balanced Italia
- Delicate, balanced Italian dry salami
- No antibiotics ever





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 avor FROM THE HEART OF ITALY

talian 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.



THE PROPERTY PROPERTY IN

The Eigeneric brand is the handbrack for Italian Dali matter and wh

The Fiorucci brand is the benchmark for Italian Deli means, one which has grown steadily over 175 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.

PIZZICHERIA

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.





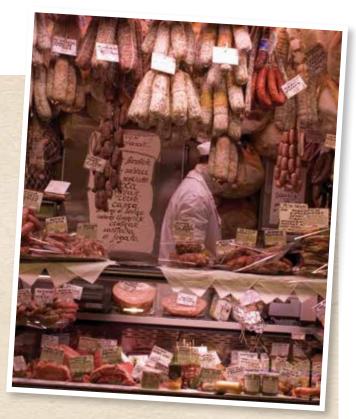
What is Salumi?

"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 fold Standard

of Italian prosciutto

rosciutto 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 Instituto 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.





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

HOW PROSCIUTTO DI PARMA

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.



- **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

PROSCIUTTO AVAILABLE

The Finest

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 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

PANCETTA CAPOCOLLO

ome 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 drycured 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



Italian Bologna MORTADELLA

ortadella 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 is 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 slowroasted—giving it a soft, buttery mouth feel and flavor. Fiorucci Mortadella is available with or without pistachios.



SANDWICH MORTADELLA #50456

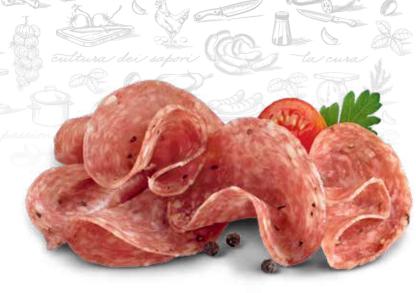
AT A GLANCE

- 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





ust 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 wellpaid 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.



GENOA SALAMI #30203

AT A GLANCE

- \cdot 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

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 paperthin 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.

iorucci DAL 1850

PANINO DELICIOUS ROLLS OF SAVORY

MEAT & CHEESE

e 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-fromhome 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 prewrapped 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

100% NATURAL

THE UNRUSHED WAYS OF THE Italian Morcineria

hen 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 antibioticfree, vegetarian diet fed pork
- Blended with imported Italian spices and red wine
- $\cdot \;$ A milder, softer flavor
- · Available in a pre-sliced format



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.

HOW TO SLICE Proscuto





Remove the bone from the ham.



Place the hoof end of the ham facing upward on the holder. Make a deep cut about 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



What makes Fiorucci meats authentic?

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.

What is the nutritional value of Fiorucci products?

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.

What gives Fiorucci meats their distinctive flavors?

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!

How should these meats be stored?

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).

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

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? Please visit the **"Products"** section of our site to learn more about each product we offer.



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Contraction of