

All Natural!

# Prosciutto

MINIMALLY PROCESSED, NO ARTIFICIAL INGREDIENTS.

*Enjoy with fresh pears, figs or melon.*



# CITTERIO

*fresco*®

U.S.  
INSPECTED  
AND PASSED BY  
DEPARTMENT OF  
AGRICULTURE  
EST. 4010

This package says  
"convenience"... but  
the taste says  
"freshly sliced!"

When ready to enjoy,  
**OPEN HERE**

# *The world's most celebrated Italian specialty meats.*



**Prosciutto:** All natural, no preservatives, nothing artificial. Here in the States – just as they do in Italy – Citterio's Curing Masters concentrate on bringing out its pure, traditionally Italian taste and flavor. They do so through their intentionally unhurried aging program, up to a year or more. Ideal for tie-in sales with Italian wines, bread, fresh melon, figs or pears.



**Speck:** Natural wood-smoked version of Prosciutto. Popular for centuries, for Antipasto or in cooking. This noble delicacy originated in Italy's far North but, today, it's appreciated the world over. Our version is sensitively and slowly smoked to fully develop its tender texture. Adds intriguing tastes to salads (arugula and roasted chestnuts!!) in risotto or pasta.



**Bresaola:** Delicately seasoned, air-dried beef – 98% lean, high in protein and flavor. Pronounced *breh-ZOW-lah*, it's ideal for traditional Antipasto. Italians enjoy it in its simplest form: thin slices, lightly drizzled with Extra Virgin Olive Oil, fresh lemon juice, and sprinkles of black pepper. Cross-promote it with fresh salads, crusty breads and fine Italian wines.



**Sopressata:** Citterio's signature version of a long-time favorite. The rich, traditional flavor is brought out by natural, deliberately slow aging. Subtly seasoned, authentic with the taste and texture of coarsely ground cuts of fresh pork. Typical of hand-cut specialties made in old-country kitchens. Popular as an Antipasto with Italian bread, wine and cheese.



**Rosmarino:** This popular Citterio Ham is massaged with dried Rosemary, then slow-oven roasted to develop its delicately aromatic taste and bring out its tenderness. It's especially popular as a flavor highlight in salads or in a Panino (e.g., with Fontina, tomato). Also, you can merchandise this delicacy as an hors d'oeuvre with marinated artichokes or raw vegetables.



**Pancetta:** Premium Italian-style bacon, but with a delicious difference! Made from the same cut of pork as conventional bacon, ours is leaner, with its own distinctive flavor. Not smoked, no water is added. Tightly rolled into a Salame-like shape, it's delicately seasoned and slowly aged to develop the special, traditionally Italian flavor so popular with chefs.



**Premium Roasted Ham:** Our own delicious version of a New York favorite. It's 97% lean, high in protein and great flavor. Premium-quality pork plus slow-oven roasting ensure melt-in-your-mouth tenderness. Its honest, clean ham taste – mainly by itself in a toasted Ciabatta with a favorite spread – will make it especially popular with your customers.



**Mortadella:** Ideally merchandised for enriching sandwiches, salads, Antipasti or as a flavorful cooking ingredient, e.g. with beans or potatoes. This delicacy is made by Citterio in the original, authentic manner. In classic brick ovens, delicate accents from selected spices are gently and slowly roasted into the pure, finely ground meat.



# *Distinctive and traditional in flavor and quality.*



## **Sopressata & Asiago Cheese:**

In this demand-generating “combo” pack, the richness of this old-country style Salame is paired deliciously with the zesty, nut-like taste of Asiago. Suggest it with marinated, roasted red peppers for Panini (grilled sandwich, Italian-style!) ... an Antipasto... or for adding rich accents to salads, omelets, to pasta or pizza sauces.



**Genoa Salame:** Premium Italian-style Salame. Our own special version of this widely popular specialty. Aromatic spices are combined with medium grinds of choice pork cuts, then slowly aged to give this Salame its distinctive flavor and richness. Great in sandwiches; cut-up, it adds flavorful accents in a pizza or pasta sauce or tossed in a hearty country salad.



## **Genoa Salame & Provolone:**

Another delicious, best-selling duo! Ideal for promoting Panini, a.k.a. grilled-cheese sandwiches “Italiani”! Feature in your take-out section or suggest to customers: the combination of these popular ingredients in a Focaccia or Ciabatta with fresh tomato slices, and Italian artichoke spread. Enjoyable as is or grilled.



## **Salame Milano & Fontina:**

Here’s a delicious combination for traditional Italian Antipasto. Julienned, they’ll add tasty Italian accents to a chef’s salad. They’re conveniently paired, too, for a Panino with fresh tomato slices and your favorite spread on Focaccia or a Ciabatta roll, as is or grilled.



## **Sun-Dried Tomato Basil Ham:**

Premium, whole Hams are hand massaged with sun-dried tomato and basil, then slow roasted to bring out the natural tastes and texture of a top-quality Ham – one that’s deliciously accented with unique and subtle flavors. Ideal as an Antipasto or in a Panino with sliced fresh tomatoes and Mozzarella.



## **Hot Cooked Capocollo:**

This is a slow-roasted pork shoulder cut, flavorfully coated with paprika and other spices. It’s ideal as a piccante option in a traditional Antipasto platter. Ribbons of Capocollo add zesty accents to steamed vegetables, in pasta or pizza sauces or in a chef’s salad with olives, fresh tomatoes, sweet peppers and Romano cheese.



The official, five-point Ducal Crown on this Citterio package guarantees its authenticity and consistency. As the brand of the Consorzio del Prosciutto di Parma, the Crown certifies that this product was prepared, pre-sliced and packaged, in Parma, Italy, under the supervision of the “Istituto Parma Qualita” (IPQ), the agency in Italy for Parma Quality Certification.

- Thin slices of Prosciutto di Parma, also known as Parma Ham, are sealed in Citterio’s Italian version of the unique controlled atmosphere packages used for **CITTERIOfresco** in the US.
- Parma Ham is 100% all natural... made only from specially bred and fed pigs raised in approved designated areas of North-Central Italy.
- These Prosciutti must be dry-air cured a minimum of 460 days.
- Many US retailers have generated increasing consumer demand by offering the option of both the domestic Prosciutto as well as this acclaimed import.
- Prosciutto di Parma, with its unique flavor profile, represents opportunities for incremental purchases by consumers who prefer to serve it as a traditionally Italian Antipasto: simply with fresh fruit, excellent bread and wine.



**CITTERIO**  
*fresco*<sup>®</sup>

## PRODUCT SPECIFICATIONS

CITTERIO SPECIALTY	NET WT.	ITEM NO.	CASE PACK	CASE WEIGHT NET	CASE WEIGHT GROSS	CASE CUBE	CASES PER PALLET	Hi/Ti	UPC CODES 35032
<b>Prosciutto</b>	4 oz (113g)	730	12 x 4 oz	3.00	4.25	0.42	100	10 x 10	11730-3
<b>Prosciutto di Parma</b>	3 oz (85g)	709	12 x 3 oz	2.25	3.25	0.23	100	10 x 10	70903-4
<b>Speck</b>	4 oz (113g)	717	12 x 4 oz	3.00	4.25	0.42	100	10 x 10	71700-8
<b>Bresaola</b>	4 oz (113g)	733	12 x 4 oz	3.00	4.25	0.42	100	10 x 10	22504-6
<b>Sopressata</b>	4 oz (113g)	735	12 x 4 oz	3.00	4.25	0.42	100	10 x 10	24735-2
<b>Sopressata/Asiago Cheese</b>	6 oz (170g)	739	12 x 6 oz	4.50	5.75	0.42	100	10 x 10	73906-2
<b>Genoa Salame</b>	4 oz (113g)	748	12 x 4 oz	3.00	4.25	0.42	100	10 x 10	74804-0
<b>Genoa/Provolone Cheese</b>	6 oz (170g)	737	12 x 6 oz	4.50	5.75	0.42	100	10 x 10	73700-6
<b>Salame Milano/Fontina</b>	6 oz (170g)	718	12 x 6 oz	4.50	5.75	0.42	100	10 x 10	71806-7
<b>Rosmarino<sup>®</sup></b>	4 oz (113g)	745	12 x 4 oz	3.00	4.25	0.42	100	10 x 10	80745-7
<b>Pancetta</b>	4 oz (113g)	729	12 x 4 oz	3.00	4.25	0.42	100	10 x 10	74904-7
<b>Premium Roasted Ham</b>	6 oz (170g)	749	12 x 6 oz	4.50	5.75	0.42	100	10 x 10	74906-1
<b>Mortadella</b>	4 oz (113g)	741	12 x 4 oz	3.00	4.25	0.42	100	10 x 10	74104-1
<b>Sun-Dried Tomato Basil</b>	4 oz (113g)	736	12 x 4 oz	3.00	4.25	0.42	100	10 x 10	73604-7
<b>Hot Capocollo</b>	6 oz (170g)	753	12 x 6 oz	4.50	5.75	0.42	100	10 x 10	75306-8

NOTES: USDA PLANT #4010 • STORAGE/SHIPPING TEMPERATURES: 35° - 39°F  
DIMENSIONS: 16.75" X 8.75" X 5.0" (FOR PROSCIUTTO DI PARMA: 9.75" X 8.25" X 5.0")

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PRODUCED AND PACKAGED IN THE USA BY EURO FOODS INC.

TEL: (800) 435-8888 • (570) 636-3171 • FAX: (570) 636-5340 • E-MAIL: sales@citteriousa.com • 2008 State Route 940, Freeland, PA 18224

# *Your customers will keep coming back for more once they discover the exceptional quality and convenience ensured by this packaging.*

- ◆ In Italian “fresco” means “fresh”. Displayed inside this folder are the many Citterio specialties now available in this revolutionary packaging system that ensures just-sliced taste.
- ◆ In each of these unique packages, we capture and lock in the unparalleled quality, flavor and color of our specialty meats. It's just like each one is being sliced and gently layered right before each customer's eyes.
- ◆ Your customers will especially appreciate the convenience of being able to keep their selections (refrigerated) for several days before serving them — fully confident that they will thoroughly enjoy the deli-like freshness and flavor of Italian specialty meats recognized as the finest anywhere. Appetite-stimulating serving ideas are featured on the label on the back of each package.
- ◆ To help you fully capitalize on the popularity and demand for Citterio specialties, we've rounded out our unique **CITTERIO fresco** line to include the authentic Prosciutto di Parma. Also, your customers will welcome the ready-serve-and-enjoy convenience of Citterio's innovative “combo” packs featured in this folder. These include a combination of Sopressata with Asiago Cheese as well as one with Genoa Salame and Provolone Cheese.

◆ On a daily basis, we prepare and save the freshly sliced quality of our specialties in these distinctive **CITTERIO fresco** packages. We deliver them every day. To ensure the just-sliced freshness, we've set the shelf-life, i.e., the “sell-by dating”, on a much shorter basis than competitors' products in the pre-sliced, pre-packaged deli meat category.

◆ The unique technology behind this packaging system enables us to select and slice each of our specialties right at the peak of their aging or roasting. The portion-controlled slices are layered into each package ... oxygen is immediately removed. At the same time, a layer of film locks in the container's “controlled atmosphere” that preserves the quality, flavor and just-sliced freshness of the slices.

◆ Citterio's world-renowned specialties are very much in demand among lovers of fine food throughout this country. Our name represents a commitment to quality in the making ever since 1878 with the founding of our parent firm in Italy.

Today, high in the clean, dry air of Pennsylvania's mountains, Citterio also creates its classic specialties for the US market — all of them authentic and traditionally Italian.



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This see-through  
package ensures  
deli-like freshness  
plus conveniences for  
your customers...

## CITTERIO *fresco* Prosciutto

**CITTERIO *fresco***® represents a revolutionary packaging concept that locks in the quality, authentic flavor and rich color of our specialties. It's just like they're being sliced and gently layered before you – but, now in a form that's convenient for you to keep and enjoy at home. We create these Italian-style specialties with the same commitment to tradition and unparalleled quality for which Citterio is world-renowned.

Ours is prized the world over as the finest, most exceptional of its kind. Pure, traditional taste and flavor result from slow, natural aging; no preservatives, nothing artificial. Enjoy it simply with crusty Italian bread or bread-sticks; or, with fresh, ripe pears, figs or melon; always, with your favorite wine.



For more information, e-mail us at:  
[sales@citteriousa.com](mailto:sales@citteriousa.com)  
Or visit our website: [citteriousa.com](http://citteriousa.com)

To enjoy peak freshness, use within 3 to 4 days once opened!

### Nutrition Facts

Serving Size  
1oz (28g)  
Servings 4  
**Calories** 60  
Fat Cal. 30

Amount/Serving	%DV	Amount/Serving	%DV
<b>Total Fat</b> 3.5g	<b>5%</b>	<b>Total Carb.</b> 0g	<b>0%</b>
Sat. Fat 1.5g	6%	Dietary Fiber 0g	0%
<b>Cholesterol</b> 20mg	7%	Sugars 0g	
<b>Sodium</b> 520mg	22%	<b>Protein</b> 7g	
Vitamin A 0%		*Percent Daily Values (DV) are based on a 2000 calorie diet.	
Vitamin C 0%			
Calcium 0%			
Iron 2%			

INGREDIENTS: Ham, Sea Salt.

**GLUTEN FREE**

CITTERIO IS A REGISTERED TRADEMARK OWNED AND LICENSED BY GIUSEPPE CITTERIO S.p.A., MILANO, ITALY

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PROSCIUTTO



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