

Bresaola Citterio emerges as a leading favorite among U.S. food lovers and chefs as they discover its unique quality and authentic Old World flavor

Bresaola is a classic Italian delicacy, broadly popular in Italy and Europe for many years.

It originated in the foothills of the Italian Alps centuries ago when it was customary to preserve meat by curing and then hanging it to age in the dry air of the region. It's somewhat similar to Bundnerfleisch from Switzerland.

For years, it was not widely available in this country until somewhat recently — at least, not this deliciously.

It's little wonder that sales of Bresaola Citterio have outpaced those of other brands. Our quality and authentic flavor are unparalleled!

Closely following traditional Italian methods, Citterio produces this premium quality Bresaola at its plant in the Poconos.

This authentic specialty is made by Citterio from meticulously selected, fresh cuts of lean, top rounds of premium quality beef. Delicately seasoned with our own special blend of spices, these cuts are then dry-air aged naturally and slowly for about three months.

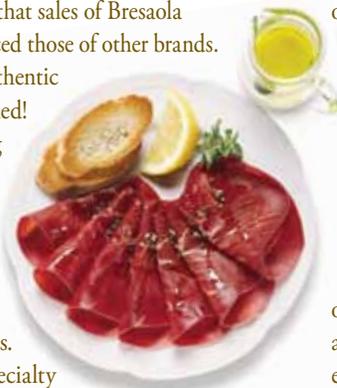
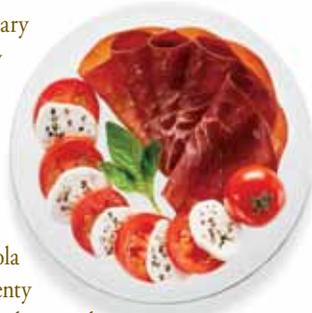
This results in about a 50% loss from the original trim weight. In turn, this intensifies the traditional taste and ensures the melts-in-your-mouth tenderness so characteristic of Bresaola Citterio. It's 98% lean—low in fat and cholesterol and very high in protein and flavor.

Sliced very thinly, it has a satiny, rich-colored texture and a complex taste that's subtly sweet with a tantalizing, slightly fruity "bouquet".

People with dietary concerns can enjoy Bresaola because it is so lean but with such a rich flavor profile. They find that even small amounts of Bresaola Citterio provide plenty of nutritional value along with outstanding appetite appeal and taste.

With Bresaola Citterio, more and more consumers and foodservice professionals are discovering the delicious versatility of this specialty well beyond the most traditional way to enjoy it.

The most popular way to serve Bresaola, especially among Italians, is in its simplest form. The classic Bresaola Antipasto consists of very thin slices lightly drizzled with extra virgin olive oil, sprinkles of black pepper and fresh lemon juice. Optionals are crusty bread, a salad of arugula and baby curly endive and a fine Italian wine.



CROSS-SELLING OPPORTUNITIES

There are many other appetizing ways to suggest to your customers for enjoying the unique quality of Bresaola Citterio. You'll develop a variety of opportunities to gain incremental sales by showing them how to use it to complement meals from brunch to dinner to late-night snacks.

For example:

- Combine Bresaola with Prosciutto, Mortadella and Sopressata for a traditional Antipasto platter that Italians refer to as "affettati di salumi", an arrangement of thinly sliced specialty meats. Optional add-ons: breadsticks, olives, roasted peppers or marinated artichoke hearts.
- Serve slices of Bresaola Citterio with a salad of fresh garden greens, thinly sliced Porcini (or other) mushrooms, top off with shavings of Parmigiano or Grana, toss with olive oil and a squeeze of lemon.
- Layer thin slices of Bresaola with slices of fresh Buffalo-milk Mozzarella, tomatoes and basil, seasoned with a favorite dressing.
- Cut Bresaola slices into narrow ribbons, toss with fresh arugula into a steaming bowl of fettuccine that has already been enriched with cream and melted butter; top off with ground pepper and fresh gratings of an aged Ricotta Salata.
- Luxurious hors d'oeuvres can be made by spreading Mascarpone or

creamy cheese on slices of Bresaola, add sprinkles of freshly ground pepper, then roll them up for serving.

- And right along with any of these suggestions are artisan breads and fine Italian wines also to be recommended.

Tips for answering typical customer questions...

Q. How do you pronounce Bresaola?

A. "breh-ZOW-lah".

Q. Does Bresaola have to be cooked before serving?

A. Not at all. Because of it being dry-air aged (following centuries-old techniques for preserving meats), Bresaola is ready-to-eat as is. However, it can be added – also without pre-cooking – as a rich flavoring accent to a variety of cooked recipes.

Q. What's a typical per-person serving size of this Bresaola as an Antipasto?

A. Because it's thinly sliced, there are 3 to 4 slices to an ounce of Bresaola – enough to cover an average hors d'oeuvre plate and enough, because of its richness, to provide a satisfying appetizer for each person.

Q. How soon after it's sliced should I serve Bresaola?

A. When having Bresaola thinly sliced to order at the service deli (carefully and tightly wrapped, as well!), you should plan on enjoying it within the next day or two before it dries out on you. Store it refrigerated but bring to room temperature (wrapped) before serving. One alternative: the unique Citteriofresco packages that lock in the just-sliced freshness and texture of Bresaola.

Q. How do you pronounce Citterio?

A. Say "chee-teh-ree-o" – so everyone knows you insist on top quality – and on a great Italian tradition!

USDA Plant # 4010
Recommended
Shipping / Storage
Temp: 35-37° F

Bresaola

ITEM NUMBER:	225
AVG WT / LBS:	2.0 - 3.0
CASE PACK:	2X
*CASE WT / NET:	5.5
*CASE WT / GRS:	6.20
CASE SIZE:	12x8.5x4
CASE CUBE:	0.24
CASES / PALLET:	100
HI / TI:	10 X 10
UPC / 35032:	00225 - 8



FREE OF GLUTEN AND TRANS FAT



THE CONVENIENCE OPTION

In addition to our bulk specialties, we offer many of our products in this revolutionary packaging system pioneered by us (Citteriofresco).

These unique packages capture and lock in the just-

sliced and gently layered quality, flavor and texture of our specialty meats. Your customers will appreciate the convenience of having Bresaola Citterio ready to serve, e.g., for on-the-run lunches or as a welcome hors d'oeuvre for guests.

733 Bresaola 4 oz Pre-sliced

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