

Today's consumers expect more from a sandwich! More options. Superior quality. Nutritional benefits, too. Plus: much more in sophisticated flavor experiences.

ONE significant resource: Citterio. Featured in this sheet are three of Citterio's specialty Ham selections that have always been popular ingredients for all types of sandwich programs.

Now, from restaurants, cafés and sandwich shops to supermarket and gourmet deli departments, Citterio specialties such as these are becoming increasingly more popular for all types of today's upscale sandwiches and Panini.

The reasons: unparalleled quality, traditional varieties – above all, the distinctive and authentic flavors of an internationally celebrated brand.

Retailers and foodservice operators discover that Citterio's Italian-style specialty meats stand out in their appetite appeal. It's especially so in a wide range of innovative combinations with artisan breads, premium cheeses and spreads and other fine ingredients – all in high demand these days by discerning consumers.

While these are particularly popular as ingredients for your own signature sandwiches or for your customers' at-home concoctions, there are many other serving occasions for which you can promote these specialties to your customers.

Bear in mind that industry studies indicate that some 70-80% of deli purchasing decisions are made at the time and point of purchase, right at your counter!

That's why, as with other fine deli items, it's a good idea to begin by offering sample tastes of these Citterio

specialties. It's really effective in demonstrating their superior quality and traditional flavors.

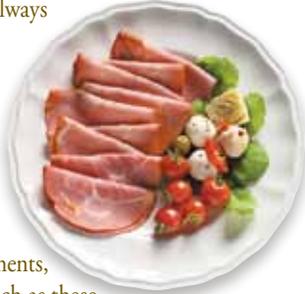
At the same time, it's an ideal opening for you to build added interest in these specialties by suggesting them for Antipasto or party platters or as flavor-adding components in a variety of cooked recipes.

For example, the Cooked Hot Ham as well as the Sweet or Hot Capocollo -- cut into narrow ribbons – add a special richness to chef salads, baked potatoes, pizza and pasta sauces. In the same ways, you'll find these items add appetite-stimulating appeal to your store's prepared meal selections. Helpful reminder: be sure to

emphasize in your signage when you do use Citterio specialties in your prepared sandwiches, Panini or prepared entrees.

Among the many quality characteristics of the three varieties featured here are the time-honored methods we use in their preparation.

We concentrate on using the highest quality pork, selecting large pieces of hand-trimmed muscle for Hot Ham, whole shoulder muscle for Capocollo. These are gently massaged with dry mixtures of our proprietary blends of spices. No water, no artificial colorings are added. Formed into casings, these are then slowly dry-oven roasted to bring out the natural flavor of Cooked Ham that's subtly accented with traditional Italian seasonings.



Tips for answering typical customer questions...

Q. Is Capocollo the same as Coppa?

A. A classic *Coppa* is a dry-cured specialty. It's the whole-muscle of the pork shoulder, also called pork butt, that as a single form has been delicately seasoned, then slowly and naturally dry-air aged over several months. *Capocollo*, on the other hand, is a cooked specialty. It is also made from the whole-muscle of the pork shoulder but after it is seasoned, it is fitted into a casing and then slowly roasted. Both specialties are ready to enjoy without further preparation.

Q. How soon after it's sliced should I serve Capocollo or the Cooked Hot Ham?

A. Once you've had these specialties thinly sliced to order at the service deli (carefully and tightly wrapped, as well!), you should plan on enjoying them within the next day or two before they dry out on you. Store them refrigerated by bringing to room temperature (wrapped) before serving.

Q. Are these specialties Gluten and MSG Free?

A. Yes, all of the Citterio Specialties available are Gluten & MSG Free.

THE CONVENIENCE OPTIONS

In addition to our bulk specialties, we offer many of our delicacies in a revolutionary packaging system pioneered by us (CITTERIO *fresco*). 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 these selections ready to serve, e.g., for on-the-run lunches or as a welcome hors d'oeuvre for unexpected guests

753 Hot Capocollo 6 oz Pre-sliced

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

COOKED
Capocollo
SWEET

COOKED
Capocollo
HOT

Cooked
Hot Ham
97% LEAN

ITEM NUMBER:	497	496	485
AVG WT / LBS:	5.0 - 6.0	4.0 - 6.0	4.0 - 6.0
CASE PACK:	2X	2X	2X
*CASE WT / NET:	10.0	10.0	11.0
*CASE WT / GRS:	10.65	10.65	11.65
CASE SIZE:	16.5 x 8.5 x 4	16.5 x 8.5 x 4	10.25 x 9.125 x 5.25
CASE CUBE:	0.3	0.3	0.28
CASES / PALLET:	130	130	100
HI / TI:	13 X 10	13 X 10	10 X 10
UPC / 35032:	00497 - 9	00496 - 2	00485 - 6

*APPROXIMATE



FREE OF GLUTEN AND TRANS FAT

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