

Unique quality and strategic variety of Citterio's premium Chubs ensure you of selling opportunities that are versatile and profitable

The Citterio Rustico line of traditional Italian-style Chubs is extremely popular among retailers for a number of reasons:

- Foremost is the unparalleled quality, a signature feature of all Citterio specialties.
- Each of our Chub-style Salami and Dry Sausages is crafted with the same Citterio commitment to excellence that has been well over a hundred years in the making. It's a commitment that ensures the distinctive quality and flavor that are traditionally Italian. It's a commitment to use only premium ingredients, classic recipes and preparation techniques that rely on unhurried and natural aging to bring out the essence of the meat itself.
- The particular types we feature represent the specialties that have significant appeal to traditional ethnic customers as well as to sophisticated, upscale consumers who enjoy interesting variations in Italian-style Salumi.
- Under the banner of "Salumi Tradizionale", each selection in our Rustico line also represents an authentic specialty of the particular region in Italy where it was originally developed.
- The preparation and packaging of these items ensure the effective preservation of their quality and flavor over an extended period. Refrigeration is not required until after a package is opened.
- Convenience and versatility are popular features of present-day Chubs – for all types of grab-and-go snacking, for lunch boxes, for an easy-to-set up Antipasto for family dinners or as hors d'oeuvres for unexpected guests.
- The most promising merchandising opportunity offered by these Chubs is that they can be displayed along with other product categories with which there are appetite-enticing tie ins: *specialty cheeses, wine and beers, crackers and breads, snacking nuts, picnic and entertainment features.*



Antipasto: thick slices of Sopressata, cubed, with cherry tomatoes and Mozzarella.



Narrow ribbons of Calabrese Hot Dry Sausage for a spicy accent in a simple salad.



Thin slices of Salame Genoa enrich a salad with medallions of fresh Mozzarella.



Robust Chorizo combines deliciously with olives, tomatoes, cucumbers and scallions.

- These Chubs are extremely popular among your customers for impromptu gift-giving as well as for providing you with value-enhancing additions in your gift basket programs.
- These Chubs also enable you to capitalize on the growing appetite for Italian Salumi. The term "Salumi" itself has achieved the same caché as artisanal cheese and wines – and today's food-savvy consumers are seeking them out in restaurants and food stores across the country.



Tips for answering typical customer questions...

Q. Why Refrigerate "After" Opening?

A. Following centuries-old methods of preserving meats through salt-curing and aging, specialties such as these traditionally were stored without refrigeration. In modern times, these Salumi are prepared and sealed to remain shelf-stable for extended periods, also without refrigeration. However, since less salt is used these days and to keep them from drying out, it's advisable to keep these Chubs in the refrigerator tightly wrapped once the package has been opened.

Q. Should the casing be peeled off?

A. Yes. However, it's a matter of personal preference whether you peel off the casing on a slice-by-slice basis or all at once. When you plan on serving an entire Salame or Dry Sausage at one time, cut a thin slice off the sealed end of the Chub and then run a sharp knife tip into the casing along its length. Just peel it back in one piece.

Q. Should Chubs be cooked before serving?

A. Not at all. However, many fans enjoy using these specialties in salads, over steamed vegetables, even in soups or cooked casseroles, but especially as flavorful additions to pasta and pizza sauces.

Q. How should I cut and serve these Chubs?

A. To fully enjoy the delicious aromas and tastes of properly aged Salumi, ideally the wider Salami are best when sliced thinly and the narrower Dry Sausages when cut a bit thicker.

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

	Sopressata	Sopressata HOT	Salame Genoa	Mortadella Mini	Abruzzese DRY SAUSAGE SWEET	Calabrese DRY SAUSAGE HOT	Chorizo SPANISH STYLE	Hard Salame
ITEM NUMBER:	326	321	608	406	372	367	359	638
WT:	9 oz (exact)	9 oz (exact)	9 oz (exact)	12 - 13 oz	7 oz (exact)	7 oz (exact)	7 oz (exact)	9 oz (exact)
CASE PACK:	12X	12X	12X	20X	24X	24X	24X	12X
*CASE WT / NET	6.75	6.75	6.75	15	10.50	10.50	10.50	6.75
*CASE WT / GRS:	7.65	7.65	7.65	15.9	11.85	11.85	11.85	7.65
CASE SIZE:	12x8.5x4	12x8.5x4	12x8.5x4	12.75x10.25x6.5	12.75x11.5x4.25	12.75x11.5x4.25	12.75x11.5x4.25	12x8.5x4
CASE CUBE:	0.24	.024	0.24	0.49	0.36	0.36	0.36	0.24
CASES / PALLET:	140	140	140	70	120	120	100	140
HI / TI:	14 X 10	14 X 10	14 X 10	7 x 10	12 X 10	12 X 10	10 X 10	14 X 10
UPC / 35032:	32609 - 5	32109 - 0	60809 - 2	00406 - 1	27007 - 7	26007 - 8	35909 - 3	63809 - 9



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CITTERIO
RUSTICO
Calabrese
HOT DRY SAUSAGE
REFRIGERATE AFTER OPENING
NET WT: 7 OZ (198g)

CITTERIO
RUSTICO
Salame Milano
SALUMI TRADIZIONALE
REFRIGERATE AFTER OPENING
NET WT: 9 OZ (255g)

CITTERIO
RUSTICO
Sopressa
SALUMI TRADIZIONALE
REFRIGERATE AFTER OPENING
NET WT: 9 OZ (255g)

CITTERIO
RUSTICO
Salame Genoa
SALUMI TRADIZIONALE
REFRIGERATE AFTER OPENING
NET WT: 9 OZ (255g)

CITTERIO
RUSTICO
Abruzzese
SWEET DRY SAUSAGE
REFRIGERATE AFTER OPENING
NET WT: 7 OZ (198g)

CITTERIO
RUSTICO
Chorizo
SPANISH-STYLE SALAMI
REFRIGERATE AFTER OPENING
NET WT: 7 OZ (198g)

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