

Mortadella Citterio: Its emerging popularity as a mainstream delicacy helps maximize your opportunities for added-value Salumi sales

Long regarded as a mainly ethnic specialty, *Mortadella* in recent times has become more broadly appreciated in mainstream markets throughout the U.S.

This significant growth in demand is reflected in the increasingly widespread preference for *Mortadella Citterio*. Primary reason: the unparalleled authenticity and quality of both our domestic and imported *Mortadella*.

Fueling this on-going expansion is the ever-intensifying consumer appetite for Italian cuisine in general but, more specifically, the surging fascination in this country over traditionally crafted, premium-quality Italian *Salumi*.

Contributing significantly to the special appeal of *Mortadella Citterio* is its combination of distinctive flavor characteristics and appetite-pleasing versatility.

RECIPES AND PASSION: TOTALLY CLASSIC

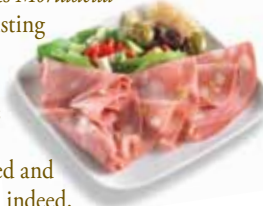
The origins of *Mortadella* are ancient, dating back to the 14th Century and recognized as the most cherished pork specialty of Italy's renowned culinary capital, the city of Bologna. *Mortadella Citterio* is produced in this country following the same authentic recipe perfected over generations by the Citterio family.

Following tradition, Citterio's Salumieri begin with meticulously selected, lean cuts of fresh premium-quality pork that are then finely minced into a buttery purée. Discrete accents of selected spices, whole peppercorns — whole pistachios, in some varieties — are sparingly added along with dices of pure, white fat to enhance the traditional flavor and distinctively composed texture.

This mixture is stuffed into natural or artificial casings, depending on the weight of the *Mortadella*.



Most critical, Citterio's unique preparation method is focused strictly on developing the luxurious flavor and appealing color of its *Mortadella* by gently and slowly roasting it into the meat itself, never by over-whelming it with heavy seasonings or other additives.



It's a delicately balanced and unhurried baking ritual, indeed, at soothing heat levels in brick ovens specially built for bringing out the characteristic aroma and softness of truly classic *Mortadella Citterio*.

ENJOYMENT OPTIONS

The varieties of bulk *Mortadella Citterio* listed below enable you to merchandise the many delicious ways your customers can serve and enjoy this specialty.

Sliced thinly or thickly, cubed, even finely chopped, *Mortadella Citterio* is a flavor enhancing highlight in a wide variety of applications — either for your store's specialty sandwich or party-platter programs or for customers to purchase on a slice-or-cut-to-order basis.

For the most part, *Mortadella Citterio* is enjoyed as thin slices in Panini or other sandwiches. It's especially popular as an Antipasto, too; in the latter,



either as plain slices or wrapped around a stuffing of Mascarpone and avocado or, as enjoyed by most Italians, in one-inch cubes. *Mortadella Citterio* is often used as a featured ingredient — cubed or cut into narrow

ribbons, in salads, omelets, risotto, casseroles, or over pasta or steamed fresh lima beans and small potatoes.

Tips for answering typical customer questions...

Q. Is Mortadella similar to "baloney"?

A. Not at all! *Mortadella* is a very distant ancestor of the American sandwich meat commonly known as "baloney" but sometimes spelled "bologna". Nevertheless, any similarity most decidedly ends there. The "baloney" products are generally made from pork and other meat scraps as well as additives of questionable quality. Traditional *Mortadella* is made only from the finest premium quality pork and natural spices. Flavor, texture and overall quality are well beyond any comparison with "baloney".



THE CONVENIENCE OPTION

In addition to our bulk delicacies, we offer many of our specialties as traditional Chubs (*Citterio Rustico*) as well as in a revolutionary packaging system pioneered by us (*CITTERIO fresco*). Your

customers will appreciate the ready-to-serve convenience of these selections.

741 Mortadella 4 oz Pre-sliced
406 Mortadella Mini 12-13 oz
Chub

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

Mortadella
CYLINDRICAL

Mortadella
CYLINDR/HALF

Mortadella
Pistachio
CYLINDRICAL

Mortadella
Pistachio
CYLINDR/HALF

Mortadella
AB/HALF

Mortadella
Pistachio
ARTIFICIAL
BLADDER

Mortadella
Pistachio
AB/HALF

Mortadella
Pistachio
GIANT

Mortadella
Pistachio
IMPORTED
FROM ITALY

ITEM NUMBER:	415	430	450	465	427	460	462	455	404
AVG WT / LBS:	12.0-13.0	6.0 - 6.5	12.0 - 12.5	6.0 - 6.5	8.0 - 9.0	16.0 - 18.0	8.0 - 9.0	18.0 - 20.0	18.0 - 19.0
CASE PACK:	2X	4X	2X	4X	2X	3X	2X	2X	2X
*CASE WT / NET:	25.0	25.0	25.0	25.0	18.0	55.0	18.0	39.0	36.0
*CASE WT / GRS:	26.19	26.25	26.19	26.25	18.87	57.19	18.87	40.71	39.4
CASE SIZE:	17 x 11.25 x 5.3125	17 x 11.25 x 5.3125	17 x 11.25 x 5.3125	17 x 11.25 x 5.3125	15.125 x 7.625 x 6.875	22 x 13.5 x 7	15.125 x 7.625 x 6.875	15.75 x 13.25 x 7	19 x 16.5 x 9.5
CASE CUBE:	0.61	0.61	0.61	0.61	0.46	1.2	0.46	0.94	1.72
CASES / PALLET:	70	70	70	70	75	30	75	35	30
HI / TI:	7 X 10	7 X 10	7 X 10	7 X 10	5 X 14 + 5	5 X 6	5 x 14 + 5	7 X 5	5 X 6
UPC / 35032:	00415 - 3	00430 - 6	00450 - 4	00465 - 8	00427 - 6	00460 - 3	00462 - 7	00455 - 9	00404 - 7

*APPROXIMATE

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