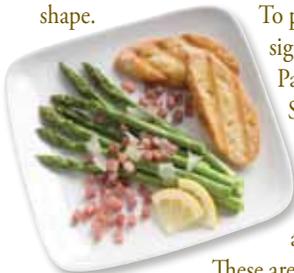


# Citterio offers the distinctive and traditionally Italian quality and flavor in its Pancetta so widely preferred by top chefs and home cooks

**P**ANCETTA is usually referred to as Italian-style bacon – but there are *significant differences!*

Pancetta is traditionally made entirely from the belly – “pancia” in Italian – of the pig while conventional bacon is usually taken from both the sides and the belly.

The important differences are that no water is added to Pancetta, that it is not smoked and that, generally, Pancetta comes rolled in a Salame-like shape.



To produce our signature version of Pancetta, Citterio’s Salumieri carefully select only the highest quality imported cuts that are exceptionally and consistently lean.

These are dry-rubbed with salt and our own recipes of spices, then tightly rolled into a Salame shape.

The yield and flavor of Pancetta Citterio are much greater than that of ordinary bacon both because of the premium quality cuts that we select and because our Pancetta Citterio is naturally prepared according to traditional methods.

In fact, this combination of its unique flavor profile and its appetite-tempting versatility is why Pancetta Citterio continues to expand in popularity in this country.

## REMARKABLY VERSATILE

In Italy, because it too is dry-cured and aged, Pancetta is often eaten without cooking pretty much as Prosciutto is enjoyed. However, it’s also widely used there as a flavorful cooking ingredient just as it has become popular in this country. These days, most issues of U.S. food magazines, newspapers and

TV food shows regularly feature recipes calling for Pancetta.

And, they’re as creative as they are varied, ranging from using Pancetta in soft-shell crab Panini to spiking an apple tart or accenting a pizza.

As one of its most popular uses, Pancetta is the essential ingredient for a classic Pasta Carbonara.



Gourmet cooks frequently substitute Pancetta for “guanciale” – cured, unsmoked pork jowl – in another Italian favorite, Pasta all’amatriciana.

Also point out to your customers that Pancetta adds delicious dimensions to soups and chowders, salads, omelets, quiche and cooked vegetables. It’s ideal, too, layered over meat loaf, roasts or poultry.

## CROSS-SELLING OPPORTUNITIES

Since Pancetta can be enjoyed in so many ways, you’ll discover many opportunities to gain **incremental sales** by suggesting to your customers how to use it in a wide variety of appetizing ways.

One inevitable trend already popping up in restaurant menus around the country is the “BLT Italian-style”.

Pancetta replaces the “B” but beyond that other ingredients include **Arugula, Sun-dried Tomatoes or Marinated Roasted Red Peppers, Italian Artichoke Spread or Avocado blended with Garlic/Olive Oil Sauce** – all of



which get layered in a **Focaccia or Ciabatta**.

Accompaniments? **Italian Wines as well as Italian Sparkling Water or Juices.**

Other cross-selling opportunities include **Pastas, Salad Ingredients, Fresh Vegetables, Eggs, Pancake or Waffle Mixes** – just about everything else your store carries that’s part of any recipe or serving suggestion that calls for Pancetta (or bacon).

## Tips for answering typical customer questions...

**Q. How do you pronounce Pancetta?**

**A.** “pan-CHEH-tuh”.

**Q. Can Pancetta be eaten raw?**

**A.** Traditionally, Italians eat Pancetta the same way they enjoy Prosciutto, i.e., without cooking it. Like most Salumi, Pancetta has already been either cured and aged or heat-treated according to custom.

**Q. How is Pancetta cooked?**

**A.** Most of its fans – even in Italy – use Pancetta in cooked form or as an ingredient in salads or prepared recipes. The unique flavor of Pancetta is a rich balance of the savory and sweet characteristics of gently cured and seasoned pork. That’s why it’s especially popular with leading chefs who find it ideal for accenting sauces, soups or salads. Many people prefer it to bacon because Pancetta tends to be less salty and more tender. It’s easily prepared in a stove-top pan, fried, drained and blotted (like bacon). Or, it can be oven-roasted on a rack over a baking sheet (375°F; 6 to 8 minutes each side to your taste).

**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

Pancetta  
DEL-STYLE

ITEM NUMBER:	219
AVG WT / LBS:	4.0 - 6.75
CASE PACK:	3X
*CASE WT / NET:	14.0
*CASE WT / GRS:	15.62
CASE SIZE:	20x13.5x4.25
CASE CUBE:	0.66
CASES / PALLET:	91
HI / TI:	13 X 7
UPC / 35032:	00219 - 7

\* APPROXIMATE



235 Pancetta Cubetti 4 oz

## THE CONVENIENCE OPTIONS

In addition to our bulk specialties, we offer many of our delicacies in a revolutionary packaging system pioneered by us. These unique packages capture and lock in the just-sliced or just-diced quality, flavor and texture of our specialty meats. Your customers will appreciate the convenience of having Pancetta Citterio recipe-ready to prepare either in pre-sliced form (Citterio fresco) or already diced (Citterio Cubetti).

729  
sliced  
Pre-diced

Pancetta Fresco



FREE OF GLUTEN AND TRANS FAT

Citterio is a registered trademark owned and licensed by Giuseppe Citterio S.p.A., Milano, Italy

PRODUCED AND PACKAGED IN THE USA BY EURO FOODS INCORPORATED dba CITTERIO USA CORPORATION

TEL: (800) 435-8888 • FAX: (570) 636-5340 • e-mail: sales@citteriousa.com • FREELAND, PA 18224

