

A timely and multi-faceted sales-building opportunity

- The ultimate in pre-sliced convenience for the ultimate in premium-quality Italian-style Chubs – in innovative, sales-clinching packages and display formats.
- Targets today's expanding demand for better-tasting, protein-rich grab-and-go snacks with upscale flavor profiles plus great eye appeal.
- Capitalizes on emerging consumer preferences for quick-and-easy but more appetizing meal-enhancement and entertaining specialties that also offer nutritional value.
- Presents wide variety of cross-merchandising opportunities from delicase tops and cheese islands to salad bars...from appetizer, snack and beverage sections to areas featuring pizza-making ingredients. Ideal, too, for gift baskets.
- Compact, attention-grabbing display is great for stimulating impulse-purchases at check-out counters, in-store cafes or sandwich bars.
- A good opportunity, also, to capitalize on the growing American appetite for Italian Salumi. The term "Salumi" itself has already achieved the same cachet as artisan cheese and wines – and more and more food-savvy consumers these days are seeking out premium Salumi in food stores and fine restaurants across the country.

HIGH APPEAL SELECTIONS

- Four varieties of Citterio's Italian Specialties are available – with the casing removed, freshly pre-sliced and sealed – in unique Salumi Pronti packages:

Salame Genoa – Our own premium version of this specialty that's popular for its distinctive and rich flavor.

Salame Sopressata – Our signature version of a long-time favorite, typical of the hand-cut types made in old-country kitchens.

Salame Napoli Piccante – Made according to an original Southern Italian recipe, a favorite because of its delicately spicy sweetness.

Salame di Vino Rosso – This mouth-watering Salame is infused with high quality Chianti wine, dry-cured, and aged to perfection.



SALES LEADS FOR DISTRIBUTORS AND WHOLESALERS

These Salumi Pronti specialties are prepared and sealed to remain shelf-stable without refrigeration.

Once opened, and if not immediately consumed, these slices should be tightly wrapped and refrigerated.

This unique new line offers significant sales opportunities in a variety of venues:

- variety, drug, office-supply, housewares and gift stores, retail shops and cafeterias in hospitals, etc., that already carry shelf-stable snack foods.
- sporting event concessions, college campus snack bars, golf course pro shops, hotel/motel snack counters, travel terminal news and snack stands.
- office coffee/tea vendors, vending machine operators, gift basket marketers, vineyard and micro-brewery tasting rooms, bars, clubs and fitness centers.



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

Salame Genoa WITH DISPLAY
Salame Genoa WITHOUT DISPLAY
Salame Napoli WITH DISPLAY
Salame Napoli WITHOUT DISPLAY
Salame Sopressata WITH DISPLAY
Salame Sopressata WITHOUT DISPLAY
Salame di Vino Rosso WITH DISPLAY
Salame di Vino Rosso WITHOUT DISPLAY

ITEM NUMBER:	070	778	071	777	072	776	073	779
UNIT WT:	3 oz (exact)	3 oz (exact)	3 oz (exact)	3 oz (exact)	3 oz (exact)	3 oz (exact)	3 oz (exact)	3 oz (exact)
CASE PACK:	24X	24X	24X	24X	24X	24X	24X	24X
* CASE WT / NET:	4.50	4.50	4.50	4.50	4.50	4.50	4.50	4.50
* CASE WT / GRS:	6.25	5.50	6.25	5.50	6.25	5.50	6.25	5.50
CASE SIZE:	11 1/4 x 8 x 8	12 x 8 1/2 x 4	11 1/4 x 8 x 8	12 x 8 1/2 x 4	11 1/4 x 8 x 8	12 x 8 1/2 x 4	11 1/4 x 8 x 8	12 x 8 1/2 x 4
CASE CUBE:	0.42	0.24	0.42	0.24	0.42	0.24	0.42	0.24
CASES / PALLET:	90	100	90	100	90	100	90	100
HI / TI:	6 x 15	10 x 10	6 x 15	10 x 10	6 x 15	10 x 10	6 x 15	10 x 10
UPC / 35032:	07003-5	77803-0	07103-2	77703-0	07203-9	77603-0	07303-6	77903-7

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* APPROXIMATE

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CITTERIO

Salami Pronti™

SLICED AND READY TO ENJOY!



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