

# Citterio's Italian-style Roasted Hams generate incremental merchandising clout for one of your biggest deli categories

CITTERIO'S signature Rosmarino Ham over the past couple of decades has pioneered the on-going expansion of the Italian-style Prosciutto Cotto category in the U.S.

Prosciutto Cotto for years has been one of the largest and most popular cooked ham categories in Italy and other parts of Europe.

Deli departments across the U.S. find that premium-quality specialties such as Rosmarino Citterio are particularly appealing to consumers seeking specialty hams that offer more sophisticated flavor experiences along with worthwhile nutritional benefits.

Quality-savvy consumers prefer the flavor and gourmet attributes of Citterio's premium Roasted Hams because they add rich, authentic tastes to Panini and Antipasto, to salads and pastas, omelets and frittatas, to many cooked recipes. Grilled or baked, thick slices of these Italian-style Hams also provide appetizing center-of-plate entrees.

Featured here are three of Citterio's most popular Prosciutto Cotto specialties traditionally crafted from meticulously selected,

full-muscle premium Hams. Delicately hand-trimmed, these are massaged with flavorful herbs and spices.

They are then slow-roasted in special ovens to develop fully the natural,

clean-tasting flavor and gentle texture of top quality Hams subtly highlighted by unique, aromatic flavors. This tantalizing combination emerges even more fully in cooked recipes.

Another distinguishing characteristic of Citterio's Prosciutto Cotto specialties is the appetizing eye appeal of the roasted outer texture, a luxuriously golden crust.



One of our most widely known Prosciutto Cotto specialties is our NASFT-award-winning Rosemary Ham, Rosmarino. Its delicately aromatic richness is the result of its rubbed-in coating of dried rosemary, garlic and our secret blend of spices along with our signature, deliberately slow, oven roasting.



A companion specialty is our Prosciutto Cotto with "Pomodoro-secco e Basilico" that is deliciously highlighted with a special mixture of sun-dried tomato, garlic and basil.

These two Hams are already faced for slicing while our third variety is an uncut unit. Citterio's Italian-style Oven Roasted Ham is 97% lean but high in protein and flavor.

Other opportunities to build demand for Citterio's Roasted Hams include incorporating their richness in your prepared meal selections such as upscale sandwiches or Panini, in chef salads, vegetable and pasta casseroles, in Antipasto or party platters.



FREE OF GLUTEN AND TRANS FAT

## Tips for answering typical customer questions...

**Q. How soon after it is sliced should I serve my Prosciutto Cotto?**

**A.** When having any of these Roasted Hams thinly sliced to order at the service deli (carefully and tightly wrapped, as well!), you should plan on enjoying your purchase within the next day or two before it dries out on you. Store it refrigerated but bring to room temperature (wrapped) before serving. One alternative: the CITTERIO *fresco* packages that lock in just-sliced freshness and texture and can be stored in your refrigerator to use when it's more to your convenience.

**Q. What do these Roasted Hams taste like?**

**A.** May I offer you a taste? (Great opportunity; your customer just invited *you* to close the sale!)

**Q. What's a typical per-person serving size?**

**A.** Because they are thinly sliced, there are generally 2 to 3 slices for every two ounces of these Roasted Hams – enough to cover an individual Antipasto plate and enough, because of their rich flavors, to provide a satisfying appetizer for each person.

## 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-cut quality, flavor and texture of our specialty meats.

Your customers will appreciate the convenience of having Rosmarino or Roasted Ham, for example, in pre-sliced or pre-cut form ready for a favorite recipe.



745	Rosmarino Fresco	4 oz	Pre-sliced
749	Roasted Ham Fresco	6 oz	Pre-sliced

## NEW SUN-DRIED TOMATO & BASIL

Premium, whole Hams are hand massaged with sun-dried tomato and basil, then slow roasted to bring out the natural tastes and texture, deliciously accented with unique and subtle flavors.



736	Sun-Dried Tomato Basil Fresco	4 oz	Pre-sliced
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USDA Plant # 4010  
Recommended  
Shipping / Storage  
Temp: 35-37° F

**Rosmarino**  
Rosemary Ham

**Oven-Roasted Ham**  
Sun-dried Tomato & Basil

**Oven-Roasted Ham**  
ITALIAN-STYLE

ITEM NUMBER:	809	860	863
AVG WT / LBS:	6.0 - 7.0	6.0 - 7.0	13.0
CASE PACK:	2X	2X	1X
*CASE WT / NET:	12.0	12.0	13.0
*CASE WT / GRS:	12.9	12.9	13.9
CASE SIZE:	12.75x11.5x4.25	12.75x11.5x4.25	12.75x11.5x4.25
CASE CUBE:	0.36	0.36	0.36
CASES / PALLET:	100	100	100
HI / TI:	10 X 10	10 X 10	10 X 10
UPC / 35032:	00809 - 0	00860 - 1	N / A

\* APPROXIMATE

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