

# Our signature versions of these long-time favorites help you capitalize on today's growing craving for traditional, premium-quality Italian-style Salami

The culinary heritage of Italy is legendary and it has always been among the most popular in this country. But, these days, growth in consumer and trade enchantment for all types of Italian foods continues to increase even more significantly!

One result: the Salame category. According to industry statistics, it is now the fourth most popular deli meat sold in U.S. supermarkets. And Italian-type specialties represent the majority of those selections.

Historically, and to this day, there's an almost infinite variety of classic Italian Salami. Throughout the years, Citterio's *Salumieri* — the Curing Masters—have created a number of authentic masterpieces enjoyed here and abroad.

In this country, our Italian-trained *Salumieri* produce traditional Salami such as the Citterio specialties featured in the photographs. Distinctive and traditionally Italian in quality and flavor, these Salami are best-loved for their authentic, sensitively spiced sweetness as well as for the pleasantly subtle flavor of slowly and naturally aged meat.

Another distinguishing characteristic of a typical Salame Citterio is its remarkable eye appeal. There is the crisp, clear definition of precision-ground, properly aged premium meat that enriches each Salame's flavor and texture.

## SOPRESSATA CAMPAGNA

Sopressata is a Salame that features coarsely ground fresh pork. Originally, Sopressata was hand-made in old-world family kitchens.

The quality and flavor of Citterio's *Sopressata Campagna* are thoroughly authentic. They are every bit as typical of the classic hand-cut, hand-crafted varieties.



Today, modern techniques enable us to do all of the essential preparatory work—the fussy trimming, the precision grinding and gentle mixing—more quickly and efficiently.

On the other hand, such critical steps as seasoning and aging are still conducted in the same, marvelously old-fashioned way.

The seasoning is subtle: black pepper, a touch of salt and fresh garlic. Especially critical is the aging—it's natural, deliberately slow to bring out the distinctive flavor of the premium meat itself.

## GENOA SALAME

Citterio's signature preparation of America's most popular Italian-style Salame sets it apart significantly from others in this category.

A medium-fine, precision grind of choice cuts of pork is combined with our secret blend of aromatic spices from around the world. No fillers are used. The savory mixture is stuffed into a natural casing—another distinctive feature. These Salami are then put through our all-natural and unhurried aging process.

This combination results in a Genoa Salame with a peppery accent and distinctive richness that, thinly sliced, make it a tantalizing Antipasto just by itself. It's delicious, too, with nothing more than unsalted butter on crusty Italian bread.

Citterio also produces Deli-style versions of Genoa Salame plus Deli-style Hard Salame, Chorizo and Pepperoni. These outstanding Salami are ideal for Panini, snacks or as a flavorful highlight in pizza or pasta sauces or in a hearty country salad.



## Tips for answering typical customer questions...

**Q. Salumi? Salame? What's the difference?**

**A.** Italians use “salumi” to describe the entire category of cured specialty meats (mostly pork), also known as cold cuts. Originally as a way of preserving meats, these specialties are aged, salt-cured, air-dried, smoked, roasted or cooked. Typical “Salumi” include Prosciutto, Bresaola, Coppa, Mortadella—and *Salame*.

**Q. Salame vs Salami?**

**A.** In Italian, “Salame” is the singular... “Salami” is plural. Considered a type of sausage, Salame comes in many varieties. Most are made from pork that's chopped up... mixed with salt, spices and other seasonings... stuffed in casings... then hung to be aged and/or dry-air cured for various periods of time.

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

**A.** Say “chee-teh-ree-o”—so your customers know you insist on top quality. And... on a great Italian tradition!

**Q. “The world's most celebrated Italian specialty meats.” How come?**

**A.** One taste and your customers will know why!

## THE CONVENIENCE OPTIONS

In addition to our bulk specialties, we offer many of them as traditional Chubs (*Citterio Rustico*) as well as in a revolutionary packaging system pioneered by us (*Citterio fresco*). These unique packages capture and lock in the just-sliced/just-cut and gently layered quality, flavor and texture of our specialty meats. Your customers will appreciate the convenience of having these selections ready to serve.

326	Sopressata/Sweet	9 oz	Chub
321	Sopressata/Hot	9 oz	Chub
735	Sopressata	4 oz	Pre-sliced
739	Sopressata/Asiago Cheese	6 oz	Pre-sliced
608	Genoa Salame	9 oz	Chub
748	Genoa Salame	4 oz	Pre-sliced
737	Genoa/Provone Cheese	6 oz	Pre-sliced

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

Sopressata  
Campagna  
TRADIZIONALE

Sopressata  
HOT

Genoa Salame  
NATURAL CASING

Genoa Salame  
DELI-STYLE

Hard Salame  
DELI-STYLE

Chorizo  
SPANISH-STYLE

Pepperoni  
DELI-STYLE

Salame  
Campagnolo

ITEM NUMBER:	330	335	610	615	625	360	520	349
AVG WT / LBS:	6.0 - 7.0	6.0 - 7.0	8.0 - 9.0	6.0 - 7.0	6.0 - 7.0	3.0 - 4.0	3.5 - 4.0	2.0 - 2.5
CASE PACK:	3X	3X	4X	3X	3X	4X	4X	6X
* CASE WT / NET:	20.0	20.0	36.0	19.5	18.5	14.0	15.5	13.5
* CASE WT / GRS:	22.0	22.0	38.00	20.5	20.0	15.5	17.0	14.85
CASE SIZE:	20 x 13.5 x 4.25	20 x 13.5 x 4.25	19.5x16.25x4.75	20 x 11 x 3.5	20 x 11 x 3.5	17 x 12.25 x 3	17 x 12.25 x 3	17x11.25x5.5/16
CASE CUBE:	0.66	0.66	0.86	0.45	0.45	0.36	0.36	0.59
CASES / PALLET:	91	91	60	100	100	128	80	70
HI / TI:	13 x 7	13 x 7	6 X 10	14 x 7 + 2	14 x 7 + 2	16 x 8	8 X 9 + 8	8 X 8 + 5
UPC / 35032:	00330-9	00335-4	00610-2	00615-7	00625-6	00360-6	00520-4	00349-1

\* APPROXIMATE



FREE OF GLUTEN AND TRANS FAT

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**CITTERIO**  
SALUMI TRADIZIONALE  
**Genoa Salame**  
NATURAL CASING  
KEEP REFRIGERATED

**CITTERIO**  
SALUMI TRADIZIONALE  
**Sopressata**  
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