

Legendary Citterio specialties like these expand the scope of your marketing of Italian Salumi

SPECK. CULATELLO. COPPA. Traditional Italian Salumi with centuries of culinary history — but with unprecedented popularity these days!

These specialties are considered variations of traditional *Prosciutto Crudo*, but with each offering unique flavor experiences and pleasures.

Featuring these items sets your store apart as a great source of intriguing, premium quality varieties of authentic Italian Salumi. They're the specialties highlighted in today's media and on top chefs' menus.



SPECK

Often described as “smoked Prosciutto”, this noble delicacy originated centuries ago in Italy's far north.

Our version is made from de-boned pig thighs that are cut into slabs, trimmed of excess fat, then seasoned with juniper berries and other aromatic spices. These are naturally cold smoked before being slowly dry-air aged for several months to develop *Speck's* characteristic flavor and silky texture.

Speck is ready-to-eat as is, enjoyed as an Antipasto (e.g., wrapped around roasted asparagus spears) or to accent salads (e.g., arugula and chestnuts). It's also a flavorful ingredient in cooked recipes (e.g., soups, pasta sauce or risotto, in a panini, frittata or omelet).



CULATELLO

A New York Times food writer once reported that *Culatello* is considered among Northern Italians as the “superstar of the Antipasto platter”. The origins of *Culatello* most likely date back to those of *Prosciutto Crudo*. They're related: for

example, *Culatello* is also known as the “heart of *Prosciutto*” since it is formed by boning and removing the upper thigh muscle, the rump section, just above the part of the pig's hind leg that becomes the classic *Prosciutto Crudo*.

Each *Culatello* is shaped like a rounded football (its name comes from “culo”, Italian for buttock).

However, it differs from *Prosciutto Crudo* in terms of its own characteristic flavor and aroma — sweeter and more delicate; its texture, creamier and more tender.

Culatello fans insist that their favorite indulgence is to have it sliced ultra-thin, served on crusty bread spread with unsalted butter.

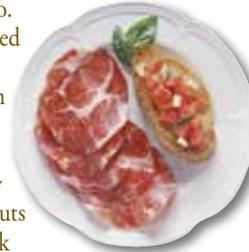
COPPA / DOLCE O PICCANTE

For many fans *Coppa Citterio* offers Salumi pleasures that rival those of *Prosciutto* or *Culatello*. Opinions are passionate, frequently challenged.

Unquestionably, the appeal of either style of *Coppa Citterio* — Sweet or Hot, Dolce o Picante — is in the complexity and depth of the robust aroma and flavor which are popular in the Old World and much talked about and sought-after in this country, too.

Coppa Citterio is crafted here following the artisan-style preparation methods perfected by generations of Italian *salumieri*. Meticulously selected whole-muscle cuts of premium quality pork shoulder butts are delicately seasoned, then slowly and naturally aged for months to fully develop the authentic flavor and tenderness.

Thin slices of *Coppa* are ideal with fresh fruit or sliced tomatoes and avocado. *Coppa* is a hearty alternative to *Prosciutto* in Saltimbocca, an Alfredo pasta sauce, an omelet or a salad.



Tips for answering typical customer questions...

Q. What is “Affettati di Salumi”?

A. Among Italians, this is a very traditional version of an Antipasto and it's one that has become widely popular in this country. The word “affettati” means slices; the phrase refers to a platter appetizingly arranged with a selection of thinly sliced Salumi, such as those shown on this sheet. This is customarily served either before a meal, or as a light meal by itself, with just bread or grissini.

Q. Is Coppa the same as Capocollo?

A. A classic *Coppa* is a dry-cured specialty. It's the whole-muscle of the pork shoulder, also called pork butt, that as a single form has been delicately seasoned, then slowly and naturally dry-air aged over several months. *Capocollo*, on the other hand, is a cooked specialty. It is composed of selected cuts from the pork shoulder that are seasoned, assembled and stuffed into a casing before being slowly roasted. Both specialties are ready to enjoy without further preparation.

Q. Is it O.K. to freeze slices of these specialties?

A. First, it's only advisable to freeze these products soon after they've been sliced at the store or removed from the sealed CITTERIO *fresco* package, e.g., within the same day. Once thawed and brought to room temperature, make a point of enjoying them right away; quality will diminish if you put them back in the refrigerator or re-freeze.



THE CONVENIENCE OPTION

In addition to our bulk specialties, we offer many of our products in this revolutionary packaging system pioneered by us (CITTERIO *fresco*).

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

	Speck	Culatello	Coppa SWEET	Coppa HOT
ITEM NUMBER:	116	180	205	210
AVG WT / LBS:	4.5 - 5.0	6.5	2.0 - 3.0	2.0 - 3.0
CASE PACK:	2X	2X	6X	6X
*CASE WT / NET:	9.0 - 10.0	13.0	15.0	15.0
*CASE WT / GRS:	11.11	14.22	16.16	16.16
CASE SIZE:	15 x 10.5 x 4.0	12.75 x 10.25 x 6.5	12.75 x 10.25 x 6.5	12.75 x 10.25 x 6.5
CASE CUBE:	0.36	0.49	0.49	0.49
CASES / PALLET:	100	70	70	70
HI / TI:	10 X 10	7 X 10	7 X 10	7 X 10
UPC / 35032:	00116 - 9	00180 - 0	00205 - 0	00210 - 4

*APPROXIMATE



FREE OF GLUTEN AND TRANS FAT

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