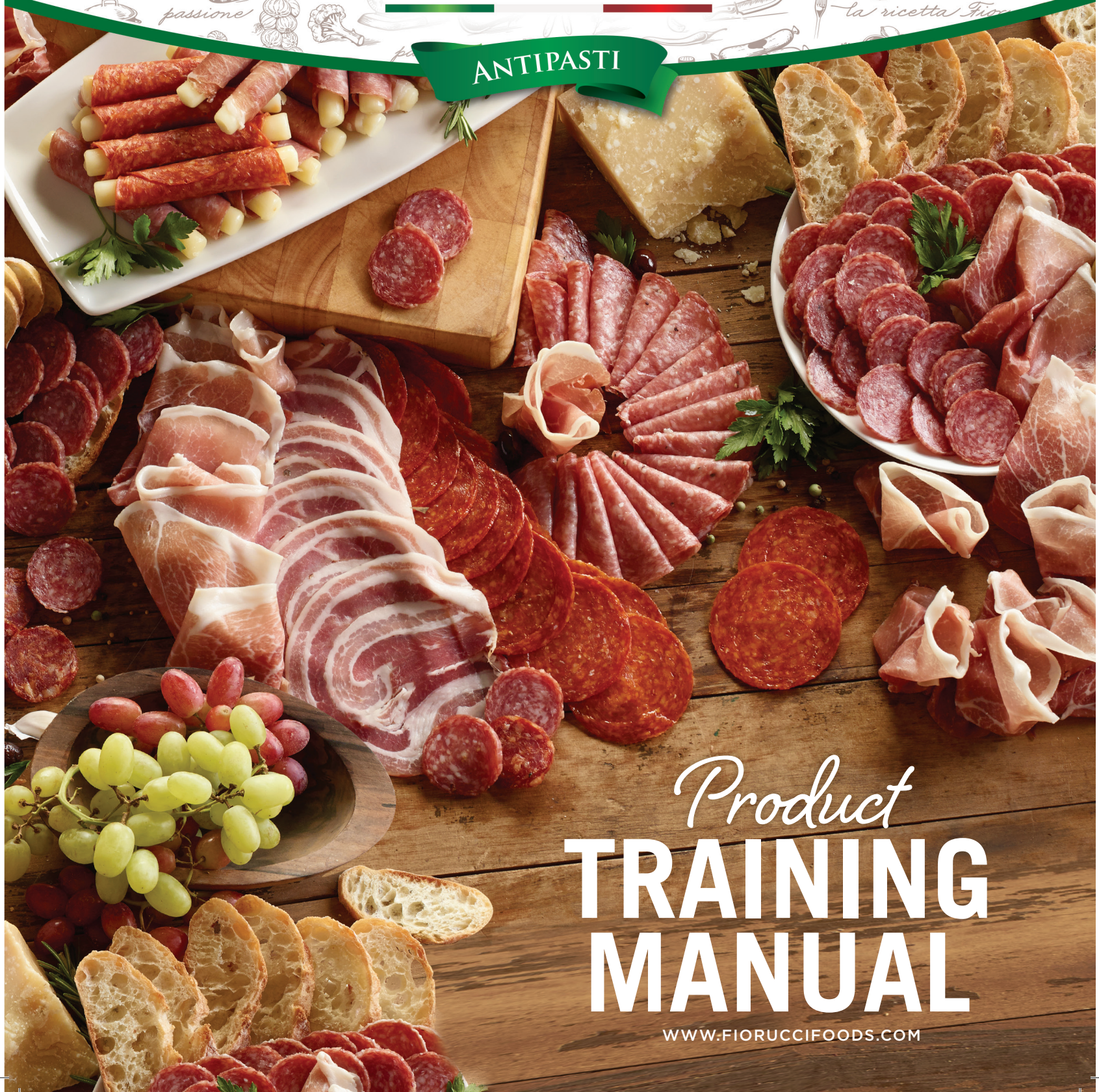




IL GUSTO D'ITALIA

ANTIPASTI



# Product TRAINING MANUAL

WWW.FIORUCCIFOODS.COM









# *Product* **TRAINING MANUAL**

*Fiorucci Italian specialty meats are made using the family's treasured recipes, hand trimmed, seasoned with the finest spices, and carefully aged to deliver pure, authentic Italian flavors.*

This training manual is designed to help you understand the unique qualities of our products and to provide tips for handling, serving and enjoying them.

We hope you'll be inspired by our passion for high-quality Italian specialty meats—and come to share it, too.

# A PASSION FOR *Flavor* FROM THE HEART OF ITALY

**I**talian food and culture go hand in hand, and some may say there is no difference. For Italians, food is not merely a means for survival. Food defines us. It belongs to our history and culture as much as great art by Raffaello and Leonardo da Vinci. Whether enjoyed at home with family or out at a restaurant with friends, food in Italy is a rich feast for the senses—an unparalleled pleasure that's best when shared.



The main ingredients of Italian food culture are conviviality and joy. You see this best in Italian Sunday lunches, a time when 95% of Italians enjoy a meal at a relative's home. They serve all the traditional courses—from antipasto to dessert and coffee—and quite often stay all day.

At family gatherings in Italy, it's all about traditional, locally sourced food. The main course is usually split into two: the primo and secondo courses. Primo always consists of pasta freshly made on the same day, hearty risotto, or a soup like minestrone. Secondo courses vary from region to region, but usually feature meat or fish with countless side dishes.

Since 1850, the Fiorucci family has been creating authentic Italian Deli meats which honor the tradition of the Italian dinner table.





## Our Story

*The Fiorucci brand is the benchmark for Italian Deli meats, one which has grown steadily over 170 years, thanks to the authenticity and superb flavor of its products.*

**TRULY AUTHENTIC ITALIA.** The story of Fiorucci can be traced back to the 1850s when Innocenzo Fiorucci, the owner of a small meat shop in Norcia, would visit Rome each winter to sell Norcinetto—a flavorful dry sausage from his hometown. After many successful years of traveling sales, Innocenzo settled in Rome and opened his own shop that specialized in the traditional preparation of cured meats.

Building on their father's legacy, the next generation of the Fiorucci family expanded the business even further. One of Innocenzo's visionary sons, Cesare, created a chain of Norcinerie (Norcia-style meat shops) which quickly won popularity in Rome.

Since then, the Fiorucci family's dream of providing delicious products to people across the globe has become a reality. Their Italian specialty meats, now also made in the United States and using the family's treasured recipes, are still hand trimmed, seasoned with the finest spices, and carefully aged. As leading producers of specialty meats, they partnered with Campofrio Food Group, an international meat processing group, to spread the story of these authentic Italian specialties around the world.

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# FIORUCCI PROSCIUTTO

*The Finest*

PROSCIUTTO AVAILABLE



- Imported from Parma, Italy
- Aged over 13 months for a fragrant and delicately sweet taste
- No nitrates or nitrites used

## PROSCIUTTO DI PARMA

1/15-18 lb.

#13003

## HAM PROSCIUTTO DI PARMA

This delicious dry cured Prosciutto is stamped in Parma Italy with the Crown from the Parma Consorzio verifying authenticity. Fiorucci exports more brand Prosciutto di Parma than anyone.

Used as an appetizer when wrapped around fresh fruit or served with imported cheese. Used as an ingredient in sandwiches, Panini, pasta sauces, chicken or seafood dishes, and even on pizza. Delicious when fried or broiled and crumbled then added to a salad. Prosciutto di Parma is best when served as the main ingredient or even alone. The sweet, buttery flavor of Fiorucci Prosciutto di Parma satisfies the most demanding of Chefs.



- Our domestic Prosciutto is aged using the same traditional Italian process
- Aged for 8-12 months
- Sweet and delicate flavor

## PROSCIUTTO

1/8-11.5 lb.

#10003

## HAM PROSCIUTTO PARMA STYLE

Used as appetizer when thinly sliced and wrapped around melon. Also an ingredient in pasta dishes, baked stuffed eggplant, chicken, and veal dishes. Fully aged, dry-cured ham is produced in the U.S. with strict adherence to the Italian Parma processing techniques. A full flavored prosciutto without the heavy saltiness of some competitors. Trim skin and fat from area to be sliced. Slice razor thin on a deli slicer from the base of the prosciutto (ham) towards the shank (across the ham, not on the open face of the ham). Fiorucci cuts well against all domestic and Canadian brands. Some customers have switched from a higher cost Prosciutto di Parma if the application calls for an ingredient. Fiorucci Prosciutto Parma Style, or Traditional is aged 8-12 months and is boneless. Ingredients are pork and salt with no additives or preservatives.

Also available in foodservice resealable packaging with deli paper between each slice for ease of use and labor and waste savings. Each slice is roughly 2/3 of an ounce.



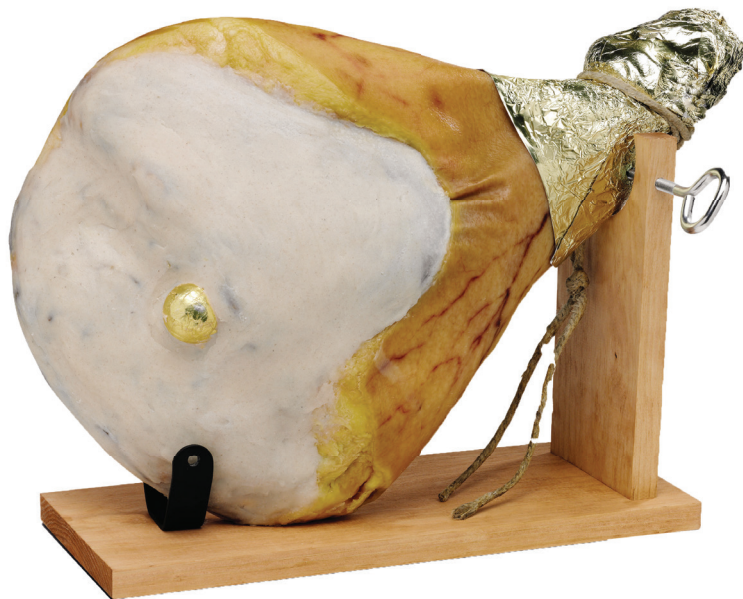
- Our domestic Prosciutto is aged using the same traditional Italian process
- Aged for 8-12 months
- Sweet and delicate flavor

## PROSCIUTTO, 1 LB.

12/1 lb.

#70916





## HAM PROSCIUTTO COLOSSEUM

Colosseo Prosciutto has a flavor profile closer to traditional prosciutto because it is not overly seasoned. Excellent slicing yields due to extra trimming that leaves very little fat. The flavor notes complement other ingredients in any recipe. Slice paper thin on a deli slicer starting with the open face of the product. Compares favorably with national brands including Hormel, Carando, and other private labels. Colosseo Prosciutto is processed faster than traditional prosciutto. Colosseo Prosciutto is sometimes referred to as American style. It is critical that the seller understand the type of prosciutto he/she is cutting against (Parma, Traditional, or American-style). The product is fully trimmed, boneless, and should slice at 95+% yield.

Also available in foodservice resealable packaging. The Colosseo Prosciutto is sliced thicker and has no paper between slices. Each slice of Colosseo Prosciutto is roughly 3/4 ounce.



- Sweet and delicate flavor
- Cured 60-90 days
- Slicer ready

### COLOSSEUM PROSCIUTTO

2/5-6 lb.

#10012



- Sweet and delicate flavor
- Round shape is great for sandwiches and wraps
- Thinly sliced like traditional prosciutto

### SANDWICH PROSCIUTTO

12/1 lb.

#70223



# SALAMI

*Everyone's favorite*



- Made with select cuts of pork
- Blended with imported Italian spices and red wine to achieve a delicate flavor

## GENOA SALAMI SUPREMA

4/4 lb.

#30523



- Made with select cuts of pork
- Blended with imported Italian spices and red wine to achieve a delicate flavor

## GENOA SALAMI, 2.5 LB.

4/2.5 lb.

#71703



- Made with select cuts of pork
- Blended with imported Italian spices and red wine to achieve a delicate flavor

## GENOA SUPREMA SALAMI

3/7 lb.

#30203

## GENOA SALAMI SUPREMA

Used in high end sandwiches (Panini) and as an antipasto ingredient. Fiorucci Genoa Salami is a picnic based product and our most authentic Genoa recipe. The spicier taste profile of artificial casing salami results from imported spices and a slow aging process. Open the bag and remove casing from the area to be sliced. Slice thin on deli slicer at 2-3 slices per ounce. Tightly wrap unused portion and refrigerate. Once opened, the product will continue to dry but is safe to slice and serve for several weeks. The even bloom and consistent color of Fiorucci Genoa Salami is always pleasing.

## GENOA SALAMI NATURAL CASING

Used in high end sandwiches (Panini) and as an antipasto ingredient. Fiorucci Genoa Salami, Natural Casing is our highest quality, most authentic Italian Genoa recipe and is 80 to 85 % lean. The natural casing gives the product a wider diameter and irregular shape. The smooth, mild flavor results from imported spices, Italian red wine and a slow aging process. Open the bag and remove casing from the area to be sliced. Slice thin on deli slicer at 2-3 slices per ounce. Tightly wrap unused portion and refrigerate. Once opened, the product will continue to dry but is safe to slice and serve for several weeks. Compares favorably to all national brands of natural casing salami including Dilusso and Citterio. The recipe is leaner in appearance than most competitors. The flavor is smooth and reflects a slow drying process versus some competitors who dry quickly by overheating to lower their costs.



## HARD SALAMI SUPREMA

Used in sub sandwiches (Italian Cold Cut) and as an antipasto ingredient. Fiorucci Hard Salami is a high quality, picnic based, artificial casing salami with natural smoke and a rich red bloom. Excellent consistency due to a high quality recipe that is not changed. Many competitors change their formulas frequently when raw material prices change. This will alter the color and texture of competitive products. Open bag and remove natural casing from the area to be sliced. Thin slice on deli slicer at 2-3 slices per ounce. Tightly wrap unused portion and refrigerate. Once opened, the product will continue to dry but is safe to slice and serve for several weeks. Compares favorably to all national brands of all-trim, artificial casing salami including Citterio, Carando, Alpine, and Hormel. If competition is aggressively priced, check ingredients statement for Beef or Pork Hearts.

## COLOSSEUM GENOA & HARD SALAMI

Colosseum Salami is Italian salami from a recipe created for distinct flavor at an attractive price. Colosseum Genoa and Hard Salami is made with choice picnics, shoulders, trim and may contain hearts.



- Made with select cuts of pork
- Robust smoky flavored salami
- Seasoned with pepper and smoke

### HARD SALAMI SUPREMA

4/4 lb.

#30524



- Made with select cuts of pork
- Robust smoky flavored salami
- Seasoned with pepper and smoke

### HARD SALAMI, 2.5 LB.

4/2.5 lb.

#72704



- Made with select cuts of pork
- Robust smoky flavored salami
- Seasoned with pepper and smoke

### HARD SALAMI

3/7 lb.

#30204



### COLOSSEUM GENOA SALAMI

3/6 lb.

#30235



### COLOSSEUM HARD SALAMI

3/6 lb.

#30236





## FIORUCCI SPECIALTY



### SOPRESSATA

3/6-6.5 lb.

#30206

- Made with select cuts of pork
- Coarsely ground, delicate salami blended with whole peppercorns

### SOPRESSATA SALAMI

Used in sub sandwiches, Panini and as an antipasto ingredient. Sopressata is a natural casing Salami made from high quality Boston Butt (shoulder). This salami is coarse ground, seasoned with imported spices including whole peppercorn and wine and then aged for 4 months. Open bag and remove natural casing from the area to be sliced. Slice thin on deli slicer at 2-3 slices per ounce. Tightly wrap unused portion and refrigerate. Once opened, the product will continue to dry but is safe to slice and serve for several weeks. Compares favorably to all national brands of Salami Sopressata including Citterio.



### HOT CAPICOLLO

2/5 lb.

#20104

- Cooked, lean cut of select pork marinated in a brine and seasoned with paprika

### CAPICOLLO, HOT & SWEET

Used in sandwiches, subs, and hors d'oeuvres. Fiorucci is authentic Capicollo made from lean pork shoulders. A natural juices item with superb slicing yields. Open bag and remove casing from the area to be sliced. Thin slice on deli slicer at 2-3 slices per ounce. Tightly wrap unused portion and refrigerate. Use within five days after opening. Fiorucci cuts well against Carando and Hormel butt Capicollo. A cooked item with red pepper, black pepper, anise, fennel, and paprika. Although labeled Hot, our Capicollo appeals to many consumers. Appearance of abundant marbling is normal and desirable for a richer flavor. It's round shape is perfect for slicing. Ham Capicollo has a different texture/appearance.



### SWEET CAPICOLLO

2/4-6 lb.

#20108

- Cooked, lean cut of select pork marinated in a brine and seasoned with sweet spices





## PANCETTA

Used as an ingredient in pasta sauces when sliced and diced into small pieces (1/4 inch), and sautéed in olive oil and garlic. Makes any pasta sauce taste fantastic! Also, can be thin sliced and wrapped around shrimp, scallops, and chicken breast. Pancetta is sometimes called Italian Bacon. Fiorucci Pancetta has the perfect lean/fat ratio to provide flavor without too much grease. Seasoned with black pepper and garlic to compliment any recipe calling for pancetta, bacon bits, or diced prosciutto. Open bag and remove casing from the area to be sliced. Either slice thin on a deli slicer or cut by knife in 1/4 inch slices for cubing. Tightly wrap unused portion and refrigerate. Safe handling instructions are on the label. Fiorucci Pancetta cuts well against all major brands of competition due to the leanness and flavor. Our specifications call for an extremely lean pork belly. Pancetta is a dry cured product, not smoked like American bacon and is ready to eat, however, it is usually cooked in sauces and recipes.



- Savory, Italian-style bacon
- Each belly is rubbed with spices, then rolled and carefully aged

### PANCETTA

3/3 lb.

#20303



- Savory, Italian-style bacon
- Each belly is rubbed with spices, then rolled and carefully aged
- Pre-diced for ease-of-use

### DICED PANCETTA, 2 LB.

5/2 lb.  
#20123

UPC 017869201233  
GTIN 90017869201236





# LUNCH MEATS



- "Italian Bologna"
- A slowly dry-roasted blend of select cuts of lean meat blended with cubes of fat
- Soft, buttery flavor
- With pistachios

## MORTADELLA RISERVA WITH PISTACHIOS - 5"

2/7-8 lb.

#50403

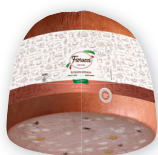


- "Italian Bologna"
- A slowly dry-roasted blend of select cuts of lean meat blended with cubes of fat
- Soft, buttery flavor

## MORTADELLA RISERVA - 5"

2/7-8 lb.

#50404



- "Italian Bologna"
- A slowly dry-roasted blend of select cuts of lean meat blended with cubes of fat
- Soft, buttery flavor
- With pistachios

## MORTADELLA RISERVA WITH PISTACHIOS - 7"

2/7-8 lb.

#50411

## MORTADELLA

Used in sandwiches, in salads, in recipes and on Antipasto plates. Fiorucci Mortadella is a traditional, slow roasted, fine grind Italian lunch meat that is made from only high quality trim and does not contain any variety meats. Two sizes and flavors or types of Mortadella are available, 5" round cylindrical or deli style and 7" round traditional, each with or without Pistachios. Open the bag and remove casing from the area to be sliced. Slice thin on deli slicer at 2-3 slices per ounce. Tightly wrap unused portion and refrigerate. Use within 7 days after opening. Fiorucci Mortadella compares favorably with other common brands. The recipe and spices for this cooked product are from Italy calling for slow roasting to ensure great flavor. The aroma of Fiorucci Mortadella fills the room. Although sometimes called Italian Bologna, the rich flavor is geared more to the adult palate. Pistachio nuts in Mortadella are generally favored in authentic Italian delis and markets close to New York City.



## SANDWICH PEPPERONI

Used in sub sandwiches, Italian cold cuts, panini, anti-pasta, appetizers, pasta recipes, salads and more. Fiorucci Sandwich Pepperoni is a high quality, all trim, artificial casing salami adapted from an authentic Italian recipe. Stress the consistency of the product due to a high quality recipe that does not change. Many competitors change their formulas frequently when raw material prices change. This will alter the color and texture of competitive products. Fiorucci Stick Sandwich Pepperoni slice diameter is 2 1/4 inches. When opening Fiorucci Pre-Sliced Sandwich Pepperoni, open one half of the package at a time to preserve the freshness. Each slice weighs 1/3 ounce. Tightly wrap unused portion in clear wrap and refrigerate. Once opened, the product will continue to dry but is safe to slice and to serve for several weeks. Compares favorably to all national brands including Hormel and Carando. The recipe is leaner in appearance than competitors. The flavor is slightly spicy and will compliment other ingredients in an Italian Cold Cut sandwich/sub. Due to the higher levels of spices and sugar, Sandwich Pepperoni is not recommended as a pizza topping because it will burn in an extremely hot oven. The 1/3 ounce slice is perfect for sandwiches.



- American-Italian salami
- Blended with smoked paprika to achieve a spicy, robust flavor

### X-LARGE PEPPERONI

4/3-4 lb.

#90511



- American-Italian salami
- Blended with smoked paprika to achieve a spicy, robust flavor

### SANDWICH PEPPERONI

4/3 lb.  
#90901

UPC N/A  
GTIN 90017869909019



- American-Italian salami
- Blended with smoked paprika to achieve a spicy, robust flavor

### SANDWICH PEPPERONI, 2.5 LB.

4/2.5 lb.

#90912







# FREQUENTLY ASKED Questions



**Q** What makes Fiorucci meats authentic?

**A** Many of our recipes have been passed down through three generations. We have combined old world artisanship with modern practices to ensure delicious, wholesome products for your family's enjoyment. The expertise, recipes, and even some of the spices are all imported from Italy. Everyone involved takes great pride in evaluating the quality and taste of our Italian specialty meats.

**Q** What is the nutritional value of Fiorucci products?

**A** Our meat products are a valuable source of high-quality protein. They also contain minerals like iron, zinc, calcium, and magnesium and are an excellent source of B vitamins. Nutritional values vary by product. Since these specialty meats are so flavorful, they are generally eaten in smaller quantities. For more details, please see the nutritional information on our packaging or contact us with your question.

**Q** What gives Fiorucci meats their distinctive flavors?

**A** At Fiorucci, we are passionate about the quality of our meats, the recipes, the ingredients, and processes we follow. Our "Maestri Salumeri" or master chefs carefully blend ingredients and age Fiorucci meats in traditionally designed vaults, and use family recipes followed for three generations. Ingredients like Italian red wine and imported herbs and spices are often added to the meats. We do all this to bring the authentic flavor and quality of the Italian specialty meats to you. Our passion for quality has made Fiorucci the #1 choice in Italy. We want to be your #1 choice as well!

**Q** How should these meats be stored?

**A** Most of our products except pancetta, mortadella and paninos can be kept out of refrigeration until they are opened. Once opened, they should be refrigerated in their resealable packaging, or tightly wrapped in your favorite plastic wrap. It is especially important to keep the meats sealed after the packages have been opened in order to retain the delicious flavor and maintain freshness. We recommend using the products within 3-5 days of opening.

Additionally, pre-sliced prosciutto should be removed from the refrigerator 10-15 minutes before opening to improve the ease of use and the flavor (like a fine red wine).

**Q** How can I find out about recipes on how to enjoy these products?

**A** We would love for you to try our recipes, so please visit the "Recipes" section of our website to see recipes.



*How can I find out more information about Fiorucci products?*

Please visit the "**Products**" section of our site to learn more about each product we offer.





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