

PARMACOTTO®





✦ HISTORY ✦



✦ P A R M A C O T T O ✦

Our story begins in Parma, Italy - the hometown of the Rosi family, and major gastronomic capital. Parma is known throughout the world for its culinary wonders, which include Prosciutto di Parma and Parmigiano Reggiano. In 1978, Parmacotto was created by the Rosi brothers, Marco and Antonio, as a way to maintain the family tradition of Italian salumi-making, improving the process with the use of modern production methods. At the time, the market was divided into extremes: high-quality, artisanal products and poor-quality, mass-produced salumi. The Rosi brothers responded by creating new techniques for curing and cooking large quantities of meat which maintain the meat's inherent flavor and texture. The specialty steam oven they produced for cooking ham was the initial key to their success. In fact, their cooked ham, or prosciutto cotto, was so well received, that in Italy the word Parmacotto is now synonymous with cooked ham.

PARMACOTTO

◀ M O R T A D E L L A ▶ P A R M A C O T T O



Imported Mortadella – The Original Mortadella from Bologna
Instantly recognizable thanks to its rosy hue and specks of glistening white fat, Mortadella is an Italian classic. Mortadella has been produced throughout northern and central Italy since the 14th century – though its size, taste and aroma can vary dramatically from place to place. Parmacotto Mortadella is a typical Mortadella di Bologna, the only variety to have received the European Union IGP (Indicazione di Geografia Protetta) designation. It is made using select lean cuts of pork meat, ground into a fine paste, seasoned with natural ingredients like salt and pepper, and stuffed in a casing to be cooked in special humidity-controlled ovens. Small cubes of fat taken from the pig's neck are added to bring an element of sweetness to mortadella's characteristically full-flavor, and firmness to its otherwise soft, velvety texture.

Our Parmella is made using the same method, but is much smaller in size. Mortadella is most often served thinly sliced or cut into cubes, but can also be used to give an added flavor to pasta fillings, or ground into meat dishes.



Item Weight	15 lbs
Piece Per Case	1 pc
Item Weight	7 lbs
Piece Per Case	2pc

◀ M O R T A D E L L A ▶ P I S T A C C H I O



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Piece Per Case	1 pc
Item Weight	7 lbs
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◀ B A B Y M O R T A D E L L A ▶ P A R M A C O T T O

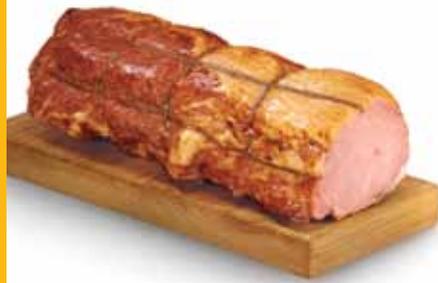


Baby Original Mortadella from Bologna,
No MSG, No Phosphates.
Perfect antipasto or on an Italian Panino!



Item Weight	6 lbs
Piece Per Case	2 pc

◀ ROASTED PORK LOIN ▶



According to Pellegrino Artusi, Italy's best-selling cookbook author of the 19th century, "arista", the Tuscan term for roasted pork loin, derives from the Greek word aristos, meaning "the best", which was how Greek ecclesiastics described the dish during a religious gathering in Florence in 1430. Today, the word is used throughout Italy to describe pork loin seasoned with rosemary or fennel seed & garlic, and slow-roasted in the oven or on a spit. Following tradition, our Tuscan Arista is made using high quality pork loin, seasoned to perfection, and slowly roasted in the oven. Arista is excellent served cold, sliced fairly thickly.

- Delivers genuine country flavor.
- Each piece is tied by hand and then roasted using a traditional recipe.
- Can be used as a main course, center of the plate, or as an ingredient in a recipe.
- Whole loin. Not ground. No MSG. No Phosphates.



Item Weight	6 lbs
Piece Per Case	2 pc

◀ BABY ROASTED PORK LOIN ▶



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- Whole loin. Not ground. No MSG. No Phosphates.



Item Weight	2 lbs
Piece Per Case	6 pc

◀ PARMACOTTO-PROSCIUTTO COTTO ▶ #1 BRAND IN ITALY!



Our signature prosciutto cotto, or steam-cooked ham, is delicately flavored and pleasantly pink. After several days of brining, our boneless ham is steamed cooked until juicy and tender. Loved by Italians, prosciutto cotto is Italy's top-selling salume. Its gentle, yet mildly spicy aroma and soft-pink color are instantly alluring. Thanks to decades of experience, Parmacotto has mastered the delicate art of cooking ham. Fresh, boneless, pork legs are injected with brine and tumbled, or massaged, to evenly distribute the brining liquid. The legs are then pressed into molds, to give them their signature oval-shape, then steamed for anywhere from 18 to 22 hours, depending on the weight of the leg. After cooking, the ham is cooled and vacuum packed to preserve the flavor and texture. Low in both fat and salt, Prosciutto cotto is an essential part of the Italian diet.



Item Weight	15 lbs
Piece Per Case	1 pc



◀ P R O S C I U T T O ▶ A R R O S T O

Fresh pork legs, seasoned with rosemary, sage, thyme and garlic, are steamed slowly in gradually increasing heat to keep the meat as tender as possible. At the end of the cooking process, the steam is released from the oven, and the ham is gently roasted until it becomes golden brown on the outside. This two-step cooking method makes for a ham unrivaled in tenderness and mildness of flavor. Imported from Parma, Italy, this roasted ham is an excellent starting point for exploring the fine world of Italian pork products. Serve together with other affettati—Italian for “sliced meats”—or paired with seasonal vegetables, potatoes or slow-cooked beans.



Item Weight	15 lbs
Piece Per Case	1 pc



◀ A L L N A T U R A L ▶ P R O S C I U T T O C O T T O

This superior prosciutto cotto, or cooked ham, is imported directly from Italy and made using only the highest-quality pork. In fact, the ham is carefully monitored to maintain its pristine natural texture and flavor. Like “Il Parmacotto,” our Prosciutto Cotto Naturale is slow-cooked in steam ovens to create juicy, tender meat. No added water or preservatives are used during production process, allowing the natural flavor of the meat to shine through. The result? Perfectly pink, incredibly tender, all natural ham. Serve sliced, alongside a plate of fresh, seasonal fruit and vegetables.

- Delivers a rich, robust taste.
- To keep natural flavor and texture, it is cooked whole, not ground, and reconstituted like many other hams.
- Cooked to perfection without use of chemicals or flavor enhancers.
- No Preservatives, No Nitrate and Nitrite Added
- No MSG. No Phosphates.



Item Weight	14 lbs
Piece Per Case	1 pc



◀ T R U F F L E H A M ▶ W I T H H E R B S

Cooked Ham with Truffle

Our signature Prosciutto cotto, or steam-cooked ham, is delicately flavored with truffle, herbs and spices.

After several days of brining, our boneless ham is steamed cooked until juicy and tender. Its gentle, mild aroma and soft-pink color are instantly alluring. Thanks to decades of experience, Parmacotto has mastered the delicate art of cooking ham. Fresh, boneless, pork legs are injected with brine and tumbled, or massaged, to evenly distribute the brining liquid, then steamed. Over two days of preparation go into each ham. After cooking, the ham is cooled and vacuum packed to preserve the flavor and texture.



Item Weight	14 lbs
Piece Per Case	1 pc



◀ P R O S C I U T T O ▶ D I P A R M A

Our Parma Prosciutto is made according to age-old tradition of salting and aging the hind legs of pigs, transforming them into a true Italian delicacy. The DOP label guarantees both the origin and precise production process of the ham. The pig's must be born and bred in 11 specific regions in Italy, and slaughtered only upon reaching a minimum weight of 150 kilos, or about 330 lbs, and a minimum age of 9 months. The meat is then moved to production facilities in or near Parma, where the salting and aging of the pig's hind thigh is carefully monitored. The meat is covered with salt and kept under constant supervision for 3 weeks. Then, the residual salt is removed and the Prosciutto is transferred to a humid environment, furthering the absorption and distribution of the salt. After 6 weeks, the ham is washed and hung to dry. Whenever possible, the windows of our storerooms are opened, allowing natural ventilation to coax the meat through the drying process. Our Prosciutto di Parma is aged from 18 up to 36 months, creating a range of flavors and textures. In order to enjoy Prosciutto's delicate, complex aromas and sweet, seductive flavor, it should be thinly sliced, either by hand or machine, and consumed immediately.



Red Label	14 month (16 lbs)
Black Label	18 month (16 lbs)
Gold Label	24 month (17 lbs)
Piece Per Case	1 pc



◀ P R O S C I U T T O ▶ S A N D A N I E L E

San Daniele DOP Prosciutto salt cured in a humid cellar
Rosy, sweet aged ham of San Daniele
Select lean meat prepared with salt
NO MSG, No Phosphates



Item Weight	16.5 lbs
Piece Per Case	1 pc



◀ S P E C K ▶

Cured, Smoked Ham aroma and mountain flavor are unmistakable. Italian speck, or dry-cured, smoked ham, can be traced back to the 13th century; however, the name itself didn't enter the common use until the five centuries later. Originally produced by farmers isolated in the mountains of Alto Adige, speck's popularity and production has spread to other regions of Italy. Speck is made from a pig's rear thigh, which is deboned, and smothered in a dry-cure of salt and various spices, which often include pepper, garlic, juniper, pimento, and sugar. After about two weeks of curing, the meat is gently smoked over wood for another two to three weeks. Finally, it is left to dry for 20 to 24 days, further developing its smoky flavor. In Alto Adige, speck is cut into thick slices and served with dark, hearty bread. Due to its inimitable smoky flavor, speck has found its way into many Austrian-influenced, northeastern Italian dishes such as knodel, small potato dumplings.



Item Weight	3.5 lbs
Piece Per Case	2 pc



◀ TUSCAN ARTISAN ▶ G R I L L E D H A M

From the hills of San Gimignano, this flavorful, grilled ham is made in the true Tuscan tradition: hand-rubbed with rosemary, black pepper and garlic. Prosciutto Toscano Grigliato – Tuscan Grilled Ham A true Tuscan delight. Our grilled ham is made using an old Tuscan recipe, passed down through the generations. We begin with the selection of fresh, Tuscan pork legs, weighing in around 20 lbs. The leg is deboned, injected with brine and left to cure for 2 days. The ham is then handrubbed with a traditional mixture of herbs, including rosemary, black pepper and garlic, and placed between metal grills. The ham is then slow-roasted on the grills for up to 18 hours. The result is exceptionally tender meat, with a mild flavor and an inviting herbaceous aroma.



Item Weight	7 lbs
Piece Per Case	2 pc



◀ TUSCAN ARTISAN ▶ P O R C H E T T A

Slow-roasted pork loin, bound in belly meat, and flavored in Tuscan herbs. Succulent and tender. Porchetta Toscana – Tuscan Roasted Pork Loin. Traditionally, porchetta refers to a whole roasted pig, flavored heavily with herbs and spices. In central Italy, adult pigs destined for the spit, were first boned and gutted, then their meat was seasoned and stuffed back into the body cavity. The porchetta was then tied securely with twine and spit-roasted to perfection. Due to their size and requisite cooking time, porchetta was often considered a special occasion food, served at local fairs and festivals. In place of a whole pig, Parmacotto porchetta is made using tender pork loin, seasoned with garlic and classic Tuscan herbs: rosemary, pepper, laurel, sage and juniper. Rolled and bound in a layer of pork belly, our Tuscan porchetta is steamed for an hour to maintain moisture, and then slow-roasted in dry heat for an additional nine hours. This unique two-step cooking process produces irresistibly succulent.



Item Weight	8 lbs
Piece Per Case	1 pc



◀ TUSCAN ARTISAN ▶ P A N C H E T T A

Lean pork belly prepared exclusively with artisan methods, it is totally deboned, salted, spiced with fresh herbs and tied by hand around the rind.

PRODUCTION PROCESS

- the raw product is injected with brine containing natural flavours
- the product is cooked for about 12/14 hours for a traditional roasting of the meat
- the product is flavoured with natural spices during cooking.



Item Weight	8 lbs
Piece Per Case	1 pc



◀ C O T E C H I N O ▶

Cotechino – Cooked Pork Sausage DOP Modena

A sweet, yet spicy, cooked pork sausage. Traditionally served on New Year's Eve, crowning a bed of lentils. Originally from Modena, cotechino holds a special place in the hearts, and stomachs, of most Italians due to the persisting belief that if eaten together with lentils as the clock strikes midnight on New Year's Eve, you will be the recipient of good luck for the year to come. Its name comes from the cotica, or pork rind, which is a major component of this fresh pork sausage. To make cotechino, rind taken from the jowl and throat area of the pig is ground together with fat and striated muscle meat. The ground pork is then seasoned with salt, pepper, cloves and nutmeg, and stuffed into a casing. Our skillfully made Cotechino di Modena IGP is precooked so that the meat is guaranteed to be tender and sweet. The sausage should be heated before serving, and cut into thick slices.



Item Weight	17.6 oz
Piece Per Case	8 pc



◀ B R E S A O L A ▶

Air-dried, salted beef. Deep ruby in color, rich in taste, served sliced paper thin.

Bresaola is air-dried salted beef made according to the tradition of Valtellina, an Alpine valley in Lombardy. Made using lean meat, often the eye of round cut, bresaola has a deep ruby, almost purple, color that darkens during aging. To make bresaola, carefully trimmed meat is lightly salted and marinated in red wine and a mixture of spices. The beef is left to cure for over a week, then it is air-dried for one to three months. During this time, the meat develops a velvety texture and a gratifying gaminess. In Italy, bresaola is often served sliced paper thin, drizzled with olive oil, a squeeze of lemon, and freshly ground black pepper.



Item Weight	2.5 oz lbs
Piece Per Case	4 pc

◀ HISTORY ▶



◀ P A R M A C O T T O ▶

1977 A flash of genius: this is how the Parmacotto idea appears in the mind of its founder, Marco Rosi, who recognized in this brand the sought-after synthesis between territorial identity and product characteristics: the ham, a product hitherto relegated as last in sales and palatability.

1980 He decides to address two major challenges: firstly, to produce a high quality ham without polyphosphates, which lead to a marked growth in the sale of Parmacotto and the consumer's continuous curiosity towards a "new" cooked ham, and secondly, the launching of freshness trays, another great innovation that has made it possible to abandon the classic delicatessen wrapping, thereby bringing the Parmacotto brand onto the table, with increased consumer awareness and recognition.

1990 The arrival of fame due to a jumbo in communication: Sophia Loren and Christian De Sica, two actors who are symbols of Italian cinema, become the "testimonials" for Parmacotto and thus guarantee a prestigious position for the company in the world of commercial communication, and the most famous brand in the cold cuts sector.

1995 When Alessandro Rosi, son of the founder, joined the company after an experience in the United States, he was bent on configuring Parmacotto America in Connecticut, the company implemented a new strategy: to expand the market to European countries (first of all France, Britain and Switzerland). Hence the company's new challenge: to expand Parmacotto across foreign markets.

2001 Parmacotto acquires Parmamec, a company specializing in the production of pre-sliced meats, and this is the year that the company experienced a moment of growth. In recent years the company has concentrated its efforts on product, technology and organization, actions that led to enriched and diversified product lines. The company now boasts more than 160 references, including a wide range of products from Tuscany.

2007 Parmacotto acquired the Salumificio Piacenti Srl, the first national producer of Tuscan cured D.O.P. ham, an acquisition that brought into the group some jewels from the Tuscan art of cured meats, which combine the taste of tradition with high quality. A strong turnover, which in 2007 reached 148 million Euro, shows the company's ability to propose itself as interpreter and protagonist in the new food market, while still maintaining food traditions. 2007 also saw the birth of two foreign subsidiaries: Parmacotto France, based in Lyon, and Parmacotto America, based in Connecticut (USA), both aimed at extending the distribution of Parmacotto products. The countries involved through a dedicated sales network. These two commercial branches are the first step of the internationalization process currently underway.

In 2009 Parmacotto inaugurated the renovated Restaurant Delicatessen Sorelle Picchi, located in the center of Parma, which becomes the second Parmacotto single brand store. Located in the heart of our home town, Salumeria Rosi Parmacotto offers a rich choice of most genuine Emilian tradition and reveals a back room filled with flavors of the "past" where you can enjoy an irresistible selection of meats and famous Parmigian recipes.

2010 Is the year of a new manufacturing and management location: an area of 72,000 sqm, an office complex of 2,700 sqm, a production and logistics complex of 22,000 sqm. The highest quality standards are guaranteed by over 150,000 annual controls performed on a raw materials and finished products.

