

# SALUMIAMO®

SHARE THE TASTE THE ITALIAN WAY



THE AUTHENTIC ITALIAN SALUMI

## Italian Salumi Promotion

15 November - 6 December 2013



The Istituto Valorizzazione Salumi Italiani [Institute for the Promotion of Italian Salumi] is a voluntary, non-profit consortium. It was established in 1985 to meet the growing need of customers for information on and promotion of Salumi. It has organized many promotional events for Italian Salumi in France, Germany, United Kingdom, Sweden, Finland, Brazil, Japan, Russia, South Korea, Canada and the United States.

**[www.salumi-italiani.it](http://www.salumi-italiani.it)**



ASSICA, Associazione Industriali delle Carni e dei Salumi [Association of Meat and Salumi Producers] is the national organization that represents pig slaughterhouses and processing companies within Confindustria. Since it was established in 1946, ASSICA has supported the growth of its enterprises, helping one of the oldest segments of the Italian food industry face challenging changes in Italy and in the world as a true protagonist.

**[www.assica.it](http://www.assica.it)**

## ITALIAN SALUMI: CREATION AND SPREAD OF CULTURE

If it's true that *man is what he eats*, as the German philosopher Ludwig Feuerbach said, it's just as true **that food choices reflect man's culture** and are never accidental. There are many contributing factors to the creation of our taste and consequently of our choices: family habits, cultural and culinary traditions of one's native land, curiosity and a desire for novelty. Therefore, **eating is a form of communication**; when we choose what food to eat, we tell ourselves and others who we are. **But what do Italian Salumi have to do with this?** Their main characteristic is a very close connection with the geographical region of production, as regards both the ingredients and production methods handed down through generations, which are strictly followed. In fact, Italian Salumi are not only good in terms of taste and nutrition, but they also **embody and constantly renew local customs and traditions, while creating and spreading culture**.



## FROM TRADITIONAL APPETIZERS TO TRENDY APERITIFS

If the choice of food is very important and by no means accidental, it's just as important where, how and with whom we eat.

This is especially true in Italy, where a meal together means to share not only food and flavors, but also words, feelings, opinions and thoughts: it's true that one can eat by oneself, but if one wants to fully enjoy food, then good company becomes absolutely essential.

In Italy, appetizers are a well-established tradition. Families welcome guests into their homes with a dish of appetizers, where Salumi are prominent.



However, today in Italy the time for lunch at home has decreased, in favor of eating out; especially among young people, it's common to get together for a drink or happy hour. The Istituto Valorizzazione Salumi Italiani [Institute for the Promotion of Italian Salumi] was perceptive in noticing the onset of this trend; since 2005, it has organized **SalumiAmo** in Italy and Europe. It's a series of events based on **great Italian Salumi and aperitifs**, where brochures are made available to the public to explain the characteristics and qualities of Italy's food heritage. **Thus, ancient products such as Salumi have become modern and current, creating an opportunity to socialize while eating together.**

## THE ANCIENTS ATE SALUMI

**Salumi are a part of Italy's ancient food heritage and the cultural expression of local traditions where one looks more and more for authentic foods.**

Ancient Romans had a weakness for ham, as witnessed by Via Panisperna [Bread and Ham Street], the old market area (still existing to this day), where one could buy bread and ham in some of the stores that lined the street. **Through the centuries, production and consumption of Salumi became more and more important:** from Renaissance splendor, where cuisine rose to an art form with its sumptuous banquets to the nineteenth century, when the first artisanal food workshops and gourmet stores were established. In the twentieth century, artisanal products gave way to industrial production that respected and followed the old traditions of its origin. Intelligent use of modern technology ensured high-quality Salumi characterized by continuous improvements; at the same time, it preserved the cultural heritage and traditions behind these products.

## LOCAL PRODUCTS WORTHY OF RECOGNITION

**Europe recognizes the quality and traditions of Italian salumi.** As of June 2013, there are 37 Italian salumi with PDO (Protected Designation of Origin) or PGI (Protected Geographical Indication) certification; these official marks are granted exclusively to products that follow centuries-old traditions, comply with strict production rules and whose production companies are in specific geographic areas.

In particular, PDO identifies products whose origin, transformations and processing take place in certain geographical areas with specific characteristics recognized by law. PGI indicates products that preserve its ties with a specific geographical area in at least one phase of production, processing or transformation. These 37 salumi represent almost one third of all European meat products and therefore they prove the value of the Italian food heritage in this food sector.

*The Denominazione di Origine Controllata [Protected Designation of Origin, PDO] identifies products whose transformations and processing take place in certain geographical areas with specific characteristics recognized by law. The Indicazione Geografica Protetta [Protected Geographical Indication, PGI] indicates a product that preserves the ties with a specific geographical area in at least one phase of production, processing or transformation.*





## SAME GREAT TASTE, HEALTHIER PRODUCTS



The most recent nutritional research, conducted in 2011 by the National Research Institute on Food and Nutrition (Centro Ricerca per gli Alimenti e la Nutrizione, CRA-NUT), has shown that the new value of Italian Salumi, which has been made possible thanks to the continuous progress in breeding and production techniques. The previous data was 20 years old and didn't take into account the quality of current products, which more and more reflect health and nutritional concerns by Italian producers. In fact, the Salumi industry has been able to improve its production while also both respecting traditions and complying with stringent rules governing protected products.

## LESS FATS AND SALT

The path of innovation starts with breeding and the way animals are fed; a wellbalanced diet has a positive impact on the quality of meats, which allows for leaner Salumi.

The change in fat content has resulted in higher production and better quality. In fact, in many cases there is a **decrease in saturated fats** and an increase in unsaturated fats. Oleic acid (monounsaturated and the main lipidic component of olive oil) is the predominant acid fat in Italian Salumi.

Together with **the reduction of saturated fats**, there is a **remarkable reduction in cholesterol**.

The evolution of production techniques, the constant monitoring of the curing process and better care in the quality and quantity of seasoning have resulted in a **much lower salt content**.

*Italian Salumi are recommended for growing children. These foods are an easy and natural way for athletes to recharge their bodies with nutrients that were lost during exercise, such as proteins, lipids and mineral salts. The elderly, too, benefit from Italian Salumi, because they meet their needs for more calcium, phosphorus, zinc and antioxidant vitamins.*



## MORE PROTEINS, VITAMINS AND MINERAL SALTS

**Salumi are one of the most important sources of protein** in the Italian diet. In particular, they contain **complete proteins**, namely essential nutrients that are needed for the human body, since it doesn't produce them. Moreover, Italian Salumi are rich in **B vitamins**, especially **B1, B2, B3 and B12**.

Among minerals, **iron, phosphorus, potassium** and zinc are particularly abundant as trace elements that are necessary for good health.

The latest analyses of Italian Salumi confirm their improved nutritional value. They are a symbol of Italy's culinary tradition, which is both tasty and in line with the demands of health-conscious consumers all over the world.

## Prosciutto crudo

Prosciutto crudo is the result of a centuriesold tradition handed down from ancient Rome and one of the most popular and imitated Salumi worldwide. **Its ingredients are rather simple, but the final product is excellent.** Climate condition in the production area is a critical factor for the final result.

This product is made from select legs of large pigs raised on a special diet rich in corn and vegetables. The legs are rubbed at length with salt, then left to sit. Subsequently, they are washed, brushed, dried, checked for potential flaws and left to dry. **A long period of aging begins, which ranges from 8 to 16 months, but can also be over 24 months.** This process allows the hams to acquire their unmistakable organoleptic characteristics, such as low salt content, delicate, tasty and aromatic flavor.



*Numerous brands of prosciutto have been granted the European PDO or PGI seal: Prosciutto di Parma (PDO), Prosciutto di San Daniele (PDO), Prosciutto di Modena (PDO), Prosciutto Toscano (PDO), Prosciutto di Carpegna (PDO), Prosciutto Veneto Berico-Euganeo (PDO), Prosciutto di Norcia (PGI), Jambon de Bosses (PDO), Crudo di Cuneo (PDO), Prosciutto di Sauris (PGI) and Prosciutto Amatriciano (PGI).*



### **Prosciutto crudo and pineapple**

Pineapples, with their antioxidant and antiinflammatory qualities, are a smart choice to accompany prosciutto crudo, creating a lean and appetizing dish with a delicate flavor.

## Salame

Salame (salami) is considered the tastiest among Italian Salumi and boasts that it's made using one of the oldest forms of curing meat.

**Through the centuries, it has evolved into several varieties that today form a veritable family** that includes regional and local specialties all over Italy.

Salamis differ in the way the meat is minced (fine, medium or thick) and through the spices and ingredients (garlic, cayenne pepper, fennel seeds, wine), which give each type their individual characteristics. The meat, fat and other ground ingredients are put into a casing and left to age. It's only toward the end of the aging process that each salami acquires its typical aroma. The shape is generally long, the size varies and the meat inside is red with white/pink fat; the aroma is strong and appetizing, the taste well-defined.

*Twelve varieties have received the PDO or PGI recognition; among them: Salamini italiani alla Cacciatora (or Salame Cacciatore PDO), Salame Brianza (PDO), Salame Piacentino (PDO), Salame di Varzi (PDO), Soppressata di Calabria (PDO), Salsiccia di Calabria (PDO). Other popular salamis are the Milano salami, Napoli salami and the Spianata romana.*



### **Canapés with Salame Cacciatore and grapes**

Salame Cacciatore becomes milder with sweet, appetizing and succulent grapes, which contain antioxidants such as tannin and polyphenols. This tasty combination is a concentration of properties that are very beneficial to the body.



## Culatello

Culatello originates in the area along the Po river that is often enwrapped in fog, which is an essential climate factor for the aging process of this excellent salume. **Culatello is based on a recipe handed down from generation to generation, which connects to the history of this area**, its inhabitants and climatic characteristics. Culatello di Zibello has received the prestigious PDO. Culatello is made from the rear part of a pig leg. The finest and most tender part of a pig is trimmed, covered and rubbed with salt - until it penetrates the meat - and is left to sit. Then, it's put in a natural casing and tied in such a way that it becomes pear-shaped. The aging process in cellars - on average 16 months - allows the PDO Culatello di Zibello to acquire its distinctive aroma and flavor.



## Speck

A typical product of the Alto Adige region, Speck - which was granted the PGI seal - is made following the **traditional rule of "little salt, little smoke and a lot of air"**. Speck is made from boneless pig legs which are cut into large pieces, the so-called baffe. The meat is then generously flavored with salt, garlic, white and black pepper, bay leaves, juniper berries, nutmeg and other spices and herbs. The ten-day smoking process is a delicate and crucial phase that takes place in special rooms. Speck is then aged for at least 5 months, to ensure well-balanced aromas. When it's sliced, it releases its characteristic aromas, which are sweet, slightly smoky and subtle to the palate.



**Whole-wheat canapés with Speck, "songino" salad and red apples**

Red apples, just like speck, are typical of the South Tyrol region. This pairing puts together the nutritional properties of this salume and the beneficial properties of apples, which are especially helpful in fighting water retention.

## Pancetta

A versatile product with a long history - it's believed to have been part of the ancient Lombards' diet - pancetta is made from pig bellies, which have a pleasant striped appearance due to the alternation of fat and lean sections. Processing includes salting and flavoring with pepper and other spices, if any, (for instance, cloves, nutmeg, etc.). Once it has been salted, pancetta sits for 10-15 days (depending on the type of pancetta) and is then aged for at least 3 months. Pancetta is a product that comes in different shapes: the most traditional one is cylindrical or in a roll, but there is also the stretched or flattened type, and a smoked version. **Pancetta can be used in a vast array of dishes**, when grilled, fried, mixed with salad or as an accompaniment to bread and fruit canapés. Pancetta Piacentina (in the Piacenza area) and Pancetta di Calabria have received the European PDO status.



## Coppa and Capocollo



**Coppa with pears, thyme and a few drops of balsamic vinegar**

This pairing has a fresh and sophisticated flavor; it puts together the ever-popular flavor of coppa and all the benefits of pears, which contain a lot of fiber and several antioxidant properties.

**Coppa (or Capocollo) is a traditional Italian product with a wide range of flavors and names.** The name derives from the part of the pig it's made from. Coppa Piacentina and Capocollo di Calabria have received PDO status, whereas Coppa di Parma has received PGI recognition. The production technique is specific to this product and is similar to that of prosciutto and long-aged salamis. The first phase is salting with a mix of salt, pepper and several spices, which are rubbed into the meat. Subsequently, the product is put into natural casing, tied up tight and aged for at least 6 months (Coppa) or 100 days (Capocollo). Shaped like a cylinder, pointy at both ends, it is characterized by firm and compact texture, rich flavor and a distinctive aroma.

## Bresaola

Bresaola is obtained from cuts of beef leg, cured with dry salt, pepper, garlic, cinnamon, laurel leaves and cloves for about two weeks. It's a typical production of Valtellina (a northern Italy mountain region) and only the one produced in the province of Sondrio (Northern Lombardy) has the right to be awarded with the European PGI. Raw meat is dry salted and then seasoned with salt, pepper, garlic, bay leaves, cinnamon and cloves; left to rest in brine for about 10-15 days, it is then stuffed into casings, dried and cured (4-8 weeks). Bresaola has a high nutritional value due to the almost total absence of fat (2%) and high protein content; it is rich in minerals, vitamins and omega-3. Featuring a bright red color and a well defined savory flavor, bresaola has a delicate fragrance and a slightly aromatic taste. It is usually eaten thin sliced with a light dressing: olive oil, lemon juice and a dash of pepper.



## Prosciutto cotto

Tender, delicate and versatile deli meat, 'prosciutto cotto' (cooked ham) has relatively recent origins but has known how to win over Italians quickly, thanks to its many uses also in the kitchen, becoming one of the most sold and appreciated "salumeria" products. Top quality pig legs are used, they are massaged to favour the absorption of the flavourings (salt, pepper, bay leaves, juniper) and introduced into special moulds that determine the various shapes of the product. They are successively slowly and delicately steam cooked at a temperature of about 70° C, which gives the 'prosciutto cotto' (cooked ham) that unique harmony between the compactness of the slice, the right level of moisture and tenderness and also the delicate flavour.



### **Cooked ham with kiwi and whole-wheat canapés**

Kiwis help to strengthen the immune system, prevent colds and flu, relieve stress and help to regain energy; together with cooked ham, they create the ideal pairing for any time of the day.

## Mortadella

**Mortadella is a traditional Italian product that often calls to mind childhood flavors.** Its aroma is distinctive, unmistakable and slightly spicy. The flavor is full-bodied and the savory taste of the ingredients is well-balanced by lardons, which give a mild flavor to the salume.

Mortadella Bologna, a centuries-old salume, received PGI recognition. A cooked product with fine texture, often in an impressive shape, mortadella consists of a **mix of selected, finely-minced pig meat with fat lardons from the throat area, the most valued.** Subsequently, the meat is mixed with salt and natural flavoring and then put in a natural casing. The most important and difficult part is the cooking phase in special ovens, where the air is heated to the proper temperature by indirect contact with steam. Mortadella has a cylindrical or ovoidal shape and comes in small, medium and super-size; when supersized, it weighs more than 100 kilos.



**From a nutritional standpoint, mortadella boasts quite a profile. Besides having a relatively low sodium content, it's a good source of complete proteins, mineral salts and B group vitamins.** It can be eaten sliced, preferably very thinly cut, or diced, and served with an aperitif; it's also a good ingredient for pastas, savory pies or salads.



### **Mortadella and pomegranate (on a whole-wheat roll)**

The inimitable and enveloping aroma of mortadella goes well with the pleasantly bittersweet flavor of the pomegranate, creating a tasty and wellbalanced pairing. The low salt content and the B group vitamins contained in the mortadella, together with the strong antioxidant power of the pomegranate, make this dish a true source of wellbeing!



## Zampone and Cotechino

The historic origin of Cotechino and Zampone dates back to the beginning of the fifteenth century and its fame is confirmed by numerous literary sources. According to several historians, in 1511 the inhabitants of Mirandola, in the province of Modena, began casing meat first in pig skin and then in pig legs, while being besieged by the troops of Pope Julius II. This long tradition allowed Zampone Modena and Cotechino Modena to receive the European PGI status in 1999. Cotechino is a mix of pig meat from the striped muscles, fat and pork rind, with the addition of salt and pepper. Zampone is made the same way, but it's cased in a pig trotter. On the market, one can buy raw or precooked zamponi and cotechini all year long, even though they are eaten especially on New Year's Day for good luck. Both zampone and cotechino are often served together with bollito misto (mixed boiled meats), a typical Italian dish that embodies the "good, genuine flavors of days of old".



### ***Cotechino with couscous and spinach***

A light, well-balanced combination. Couscous ensures the right intake of carbohydrates, while spinach provides fiber and important vitamins and antioxidants that promote health for the eyes.



## The Italian Trade Commission

ICE, the Italian Trade Commission, is the Italian government agency entrusted with the development facilitation and promotion of trade between Italy and other countries in the world. Its mission is to support the internationalization of Italian firms and their consolidation in foreign markets.

Through a network of 92 offices in 73 countries, of which 5 are located in the United States, ICE is the most authoritative ambassador of Made in Italy excellence in the world. The Institute's information service is aimed at guiding and assisting companies in the selection of appropriate areas and forms of action, the acquisition of information on markets of interest, supply and demand characteristics, and, in short, trade opportunities.

All ICE's activities concerning the business world are set out annually in the Promotional Program.

The program involves the implementation of different initiatives every year, aimed at supporting the extremely diverse nature of Italy's industry. Among the program's initiatives is the participation at international fairs, the organization of workshops and seminars, independent exhibitions, bilateral meetings with foreign entrepreneurs, media advertising and promotional activities.

*For more information, contact:*

Italian Trade Commission  
Hong Kong Office  
Suite 4001, Central Plaza  
18 Harbour Road, Wanchai  
Hong Kong  
Tel: ( 852) 2846 6500  
Fax: ( 852) 2868 4779  
E-mail: hongkong@ice.it





ITALIAN TRADE AGENCY

ICE - AGENZIA

意大利商務專員公署

Italian Trade Commission

Hong Kong Office

Suite 4001, Central Plaza

18 Harbour Road, Wanchai

Hong Kong

Tel: ( 852) 2846 6500

Fax: ( 852) 2868 4779

E-mail: hongkong@ice.it



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