



CASALINGO SALAMI

Casa- means “home”, and this is the House Recipe that has been made by the Creminelli for over 100 years. This mild salami keeps it simple with spices of sea salt, cracked pepper and garlic to enhance the remarkable quality and flavor of the pork. One of our favorite pairings is with spreadable cow’s milk cheese on baguette.

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INGREDIENTS

CASALINGO INGREDIENTS: Pork, Sea Salt, Natural Flavors (Celery Powder), Organic Spices, Sugars, Organic Garlic, Starter Cultures (In Collagen Casing)

SOURCING

HUMANELY RAISED US PORK

- ANIMALS RAISED IN OPEN LIVING CONDITIONS
- NO ANTIBIOTICS
- ANIMALS FED A 100% VEGETARIAN DIET
- NO ADDED HORMONES

PRODUCT INFORMATION

ITEM# 1214

CASE: 9 sticks

UPC# 853544005402

WEIGHT: 5.5 oz

GTIN# 10853544005409 TI-HI: 44 x 4

Nutrition Facts

Serving Size: 1 oz (28g)
Serving Per Container: About 6

Amount per Serving	
Calories 100	Calories from Fat 60
% Daily Value*	
Total Fat 7g	11%
Saturated Fat 2.5g	13%
Trans Fat 0g	
Cholesterol 30mg	10%
Sodium 490mg	20%
Total Carb 0g	0%
Dietary Fiber 0g	0%
Sugars 0g	
Protein 8g	
Vitamin A 0%	Vitamin C 0%
Calcium 0%	Iron 2%

*Percent Daily Values are based on a 2000 calorie diet





THE NEXT GENERATION DELI COMPANY

Creminelli is a values-guided company known for creating authentic charcuterie and fresh, clean-label, protein snacks. Creminelli's approach of using ultra-premium ingredients and small-batch production was inherited from generations of Master Artisan Cristiano Creminelli's family. Partnering with farms dedicated to treating animals humanely and combining traditional techniques with a modern aesthetic, we introduce American fans to innovative new salami flavors and highly-enjoyable, fresh protein snacks.

CLEAN-LABEL

Consumers are trading up to trusted items with clean labels

"86% of millennials and 89% of those with dependent children indicate that Clean Label is an important factor in their purchase decision" - Beyond the Label: Increasing Consumer Demand, Kerry 2018

"87% of consumers said they looked at nutrition labels and 67% of them preferred fewer and simpler ingredients" - Wall Street Journal, August 2016

Nutrition Facts	Amount/erving	%DV*	Total Carbohydrate
	Total Fat 12g	18%	Dietary Fiber 0g
	Saturated Fat 5g	25%	Sugars 0g
	Cholesterol 40mg	13%	Protein 13g
	Sodium 640mg	27%	
	Calories 210		
	<small>Calories from Fat 105</small>	<small>Vitamin A 0% • Vitamin C 0%</small>	

2011
\$1.9 billion

As consumers abandon sugar and search for healthier options, protein is leading the growth in snacking

"Sales of meat snacks reached an estimated \$3.3 billion in 2016, up 51 percent from 2011" - SPINS Trend Watch / Summer 2017

2016
\$3.3 billion

"Consumers purchasing premium charcuterie spend 2X the average deli shopper." - Grocery 2016 Customer Spend Analysis

"Meat snacks are growing at 7% CAGR while salty snack sales are flat or declining. Meat snacks command a per-trip price point that is double that of salty snacks" - Meat & Poultry, April 2017

GROWTH OPPORTUNITIES

Creminelli is highly-incremental and builds the basket in the deli

"Specialty foods are growing 12.9% at retail while traditional food sales are only growing 1.4%" - State of the Specialty Food Industry, 2018

"Consumers purchasing premium charcuterie spend 2X the average deli shopper." - Grocery Retailer A, 2016 customer spend analysis

