



FINOCCHIO SALAMI

Our Tuscan-style salami won a Gold Food Award in 2012. Finocchio is a salami that Cristiano learned to make with his friends in Carrara, a city in Tuscany. This smooth-textured, mild salami is made with organic fennel seeds and pairs beautifully with a 2+ year aged raw milk Cheddar.

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INGREDIENTS

FINOCCHIO INGREDIENTS: Pork, Sea Salt, Natural Flavors (Celery Powder), Organic Spices, Sugars, Organic Garlic, Lactic Acid 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# 1225 **CASE:** 9 sticks
UPC# 853544005525 **WEIGHT:** 5.5 oz
GTIN# 10853544005522 **TI-HI:** 44 x 4

Nutrition Facts	
Serving Size: 1 oz (28g)	
Serving Per Container: About 6	
Amount per Serving	
Calories 110 Calories from Fat 70	
	% Daily Value*
Total Fat 8g	12%
Saturated Fat 2.5g	14%
Trans Fat 0g	
Cholesterol 30mg	10%
Sodium 400mg	17%
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/serving		%DV*	Total Carbohydrate	
	Total Fat 12g	18%		Dietary Fiber 0g	0%
Serving Size 2 oz. (57g)	Saturated Fat 5g	25%	Cholesterol 40mg	13%	Sugars 0g
Servings per Container 1	Sodium 840mg	27%			Protein 13g
Calories 210	Calories from Fat 105				
	Vitamin A 0% • Vitamin C 0%				

HIGH PROTEIN / LOW SUGAR

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

