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VERONI CELEBRATES THE ITALIAN APERITIVO WITH ITS HIGH-QUALITY CHARCUTERIE AT IBBDA AND SUMMER FANCY FOOD SHOW

The leading Italian charcuterie brand in the US showcases the authentic Italian Aperitivo in Houston at IBBDA and in New York at the Summer Fancy Food Show, featuring an exclusive event hosted by Campari amidst the iconic skyscrapers of the Big Apple. Among the latest new products, the focus is on wellness with the Humanely Raised Meat and Reduce Sodium claims

June 07, 2024 (Correggio, Emilia-Romagna, Italy) – The Italian Aperitivo like never before. From June 9th to 11th Veroni is ready to win over Houston audiences by bringing the best of its Italian excellence to the International Dairy Deli Bakery Association's premier trade show (Booth #2029). Veroni's focus on the Aperitivo segment underscores its commitment to offering meticulously crafted Made in Italy products, specifically tailored for the American customers.

The Italian Aperitivo concept will also be the star at Veroni's booth (#2719) during the **Summer Fancy Food Show** in **New York** from June 23rd to 25th. For the occasion, Veroni is also organizing an exclusive event hosted by Campari America, one of the world's most iconic Italian spirits brands. A gathering where Italian flair shines, it's an opportunity to savor a gourmet experience curated by chef Luca Capasso with the renowned CECCONI's Nomad New York and Campari's expert bartenders. Guests will have the chance to indulge in Veroni's authentic Italian charcuterie paired with Campari's cocktails amidst the incredible New York skyline from Campari's Skyscraper.

The first brand of Italian charcuterie in the US* is also betting on the wellness trends of Charcuterie during **IDDBA** and **Summer Fancy Food Show**. Here Veroni introduces the **Reduced Sodium** claim starting with the **Dry Salame** takeaway tray: the first uncured product with low sodium intake and no nitrates or nitrites added (except for naturally occurring in celery juice powder and salt). This brand-new claim pays attention to the increased sensitivity of American consumers to health and wellness, and it adds to the **Humanely Raised Meat** claim which concerns all US Veroni products, that since 2016 have been imported from Italy by the deli meat producer.

“With the launch of our certified humanely raised charcuterie, we want to offer the best Italian experience to American deli meat enthusiasts”, says **Emanuela Bigi**, Veroni Marketing Manager. “We also want to meet the choices of American shoppers who are searching for healthier foods without giving up the taste and flavor of their meals. That's why this year we have added the “reduced sodium” claim starting from one of the most beloved cured meats all over the world, the Salame Milano. In



order to extend the claim to other charcuterie products, the real challenge is to maintain the organoleptic

characteristics focusing on lighter and heart-healthier products. This translates into an even greater focus on raw materials, supply chain, and production, as well as investment in research and development. The increasing attention to these elements has allowed us to be recognized as the first Italian charcuterie brand in the USA”.

What does the program consist of? The historical Italian cold cuts producer sources its pork meat from sustainable farms that adhere to an **Animal Welfare program**. The pork used is processed and stored in a separated space from other swine meat and is identified with a unique label throughout the production.

Humanely raised meat claim: a well-being program for animals

According to the “humanely raised” concept, pork used are raised following the **Five Freedoms of Animal Welfare**, which outline the aspects of animal wellbeing under human control. Farmers have to respect strict requirements throughout pigs’ life – from their living space on the farm to the animal feed, health, and transport. This means that farmers do not use hormones and the porks follow a vegetarian diet. In details, the Five Freedoms of Animal Welfare are:

- Freedom from hunger, malnutrition, and thirst
- Freedom from fear and distress
- Freedom from physical and thermal discomfort
- Freedom from pain, injury and disease
- Freedom to express normal patterns of behavior

New low in sodium Salame Milano tray, all the Italian taste with the lowest sodium intake



The beloved company, which in 2025 will blow out 100 candles, continues to elevate the Italian aperitivo ritual by offering a new **reduced sodium claim**. Veroni launches the line with its uncured **Dry Salame** which features no added nitrates or nitrites except for those naturally occurring in celery juice powder and salt. The line comes in a ready-to-eat and easy-to-open packaging.



The entire product assortment is manufactured and HPP processed in Italy. It is then sliced and packed in Veroni's USA facility in Logan (New Jersey) in a consistent climate-controlled environment, to

guarantee optimal freshness. The slices are cut very thinly, as if they were prepared in Italy, for the best taste and aroma. Sizes available: 3 oz or the big one, 4 oz.

The best Italian aperitivo experience: the Veroni trademark



At Veroni's booths of the IDDBA and SFFS trade fairs, all the buyers and visitors can find the must-have products for the authentic aperitivo experience. These include the **Maxi Antipasto** line which comes in the new eco-friendly tray and the **Enjoy Aperitime Line**, the all-in-one charcuterie board which features three pairing variations that combine deli meats with cheese and dried fruits. Along with product innovation and high-standards quality, the research and development department

has also designed new eco-friendly trays for the pre-sliced line made of FSC-certified paper and with **85% less plastic**. During this year's Las Vegas trade show Veroni will present its **Maxy platter line** of Antipasto Italiano (12 oz) within the new eco-friendly tray made of **85% less plastic**. The Maxy Platter includes a selection of Veroni charcuterie paired with cheese and a new combination that features only cold cuts, such as Speck, Coppa, Salame Toscano, and Salame Calabrese. A very successful solution for large gatherings and celebrations that has registered the best-selling performance among Veroni's products.



About Veroni

Veroni is an Italian company that offers genuine Italian-made products to the USA, including prosciutto, salami, mortadella, and other fresh, cured meats. The company was founded in 1925 by the five Veroni brothers, in the small town of Correggio in Emilia-Romagna, Italy. With the establishment of its headquarters in Logan, New Jersey in 2016, Veroni branched out to the USA market. Veroni guarantees product authenticity and high quality by importing 100% Italian-made salumi into the USA, which is sliced and packaged at the local facility to preserve its flavors and aromas. Now, with over 40 distinct products available in supermarkets and grocery stores nationwide, Veroni expects to continue growing and providing its traditional family recipes to the USA.