



## **Rovagnati Brings Italian Excellence to American Foodservice Operators**

**April 2023** – Italian charcuterie company and industry leader **Rovagnati** is announcing that the brand’s gourmet salumi is now available to foodservice operators across the U.S. A proud Italian brand, **Rovagnati** is committed to upholding tried-and-true Italian tradition, resulting in the highest quality product. Now restaurants nationwide can offer an authentic taste of Italy that consumers will adore.

For foodservice operators, Rovagnati offers an exquisite range of Italian salumi, one of the most emblematic symbols of Italian food culture. The cuts are versatile, and perfect for many consumption occasions from lunch to aperitivo and dinner. The cuts available to foodservice operators include cured products—Prosciutto Crudo, Sgrassatella, and Salami—as well as cooked products—Prosciutto Cotto, Mortadella, and Porchetta. These cuts are available in whole or half pieces, which are sold in cases containing one to five pieces depending on the product category.

“As our products have been rolling out to the U.S. market, we have been overjoyed at the positive response,” says Giovanni Quattrone, CEO of

Rovagnati North America. “We are eager to continue teaming up with restaurants across the country to bring our traditional Italian flavor to even more American tables.”

Rovagnati currently partners with a number of restaurants, bakeries, delicatessens, and pizzerias. These include:

- Delicatessens: *Eataly, Di Palo's, Murray's Cheese, Di Bruno's, Amici Market, Prima Classe*
- Restaurants: *Sant Ambreus, Serafina, Ci Siamo, Salumeria 104, Pane e Vino*
- Pizzerias: *Ribalta, Sotto Casa, Rossopodoro, Simo Pizza, Battubellin, Piccola Pizzeria*
- Bakeries: *Rosetta Bakery, Mamma Leone, Paolo Fontanot*

Founded in Milan, Italy in 1943 by Paolo Rovagnati, the premium brand that now bears his name serves to provide a top-quality range of charcuterie that doubles as a celebration of Italian technical know-how. Since the brand's formation, the **Rovagnati** team has prioritized product and process quality. These values are most clearly captured in the company's approach to its supply chain, as the **Rovagnati** team carefully and rigorously select the meats used in their products and monitor the entire supply chain with full regard for the environment, people, and food safety.

At **Rovagnati**, a combination of quality, experience, and attention to detail in raw materials translates into a mix of traditional Italian products and new items enriched by innovative flavors and technologies that make the brand stand apart. This level of care translates to the high-quality products the brand produces, with each cut designed to provide the consumer with a

delectable taste experience. That same level of care is what has allowed **Rovagnati** to serve the Italian public for nearly 80 years.

Visit [rovagnati.us](https://rovagnati.us) to learn more about the brand's history, availability, pricing, and recommended wine pairings.

### **About Paolo Rovagnati**

Produced in Italy and sliced in the US, **Rovagnati's** top-quality range of Italian charcuterie is a celebration of Italian technical know-how. The vision and competence of Founder Paolo Rovagnati led the company to become a leading player and one of the most trustworthy brands in the charcuterie market. This range of "salumi" (Italian for "charcuterie") aims to accompany its consumers on a journey through the authentic experience of Italian tradition. Furthermore, the elegant, distinctive packaging highlights the premium positioning, while telling a story of strong passion and entrepreneurship as a tribute to the brand's founder, Paolo Rovagnati.

Prosciutto Cotto (cooked ham) has its own unique name: "Gran Biscotto", the most famous and beloved cooked ham in Italy. Along with this product, there are 5 more symbols of Italian tradition: Prosciutto Crudo (dry-cured ham), Mortadella, Hot Soppressata, Salame Milano, and Salame Napoli. **Rovagnati:** Italian premium quality salumi since 1943.