



Veroni brings the simplicity and taste of a true Italian panini to the United States

The historic Italian cured meats company offers three delicious variations of its panini, all prepared with 100% Italian made products.

The new launch confirms Veroni's interest in the pre-sliced segment, which in 2018 boosted the company's US sales to over \$18 million.

Correggio (Italy), April 2019 - Veroni, an Italian cured meats company founded in Emilia-Romagna in 1925 and present in the USA since 2016, is launching a new, exquisite line of Italian panini.

The range of *Panino Italiano* is available in three variants of cold cuts: mild salami, spicy salami and prosciutto. Veroni produces all of its cold cuts in Italy and imports them into the United States: its state-of-the-art plant in Logan, NJ slices the salami and prosciutto and assembles them with 100% Italian Provolone Cheese and Naples' rustic pizza-bread.

Rich in protein and calcium, the *Panino Italiano* by Veroni is a tasty and light alternative for your lunch break. Its preparation is very simple and fast: just 20 seconds in the microwave or 3 minutes in a sandwich press to enjoy an excellent hot sandwich for the perfect quick snack or proposing it during an aperitif at home with friends.

"Simplicity, simplicity, simplicity: this is the philosophy that has guided us in creating the *Panino Italiano* line", comments Antonio Corsano, CEO of Veroni USA. "A no-frills panini that we prepare with just bread, cold cuts and cheese, just how Italian consumers love to enjoy it. We have studied the first three references of the line to satisfy all palates, ensuring the taste and quality of the best cold cuts 100% made in Italy combined with a bread inspired by pizza and the strong taste of provolone cheese".

Presented for the first time last January at Winter Fancy Food Show in San Francisco, the new *Panino Italiano* line further expands Veroni's range of products designed for the American market. The Italian company confirms its strong interest in the pre-sliced segment, which in 2018 led Veroni's US turnover to over \$18 million. The five products that have contributed to these results are Salame di Parma Slim, Prosciutto Italiano, Il Trio Salami, Salame Milano and Salame Calabrese, all in 4 oz packages.

"The US market for savoury snacks continues to grow and, at the same time, American consumers are showing increasing interest in quality, simple and healthy products," explains Marco Veroni, President of Veroni USA. "Our company aims to take advantage of both these trends by studying products that combine the needs of fast purchasing and consumption with uncompromising quality. This choice of ours has been rewarded in terms of results, with us closing January 2019 with a growth of 60% compared to the same period of the previous year".



PANINO AL SALAME

Spicy salami and Provolone cheese

For those that love a bit of a kick the Panino Al Salame – Spicy Salami is filled with full-flavored spicy Veroni salami and paired with smooth Provolone cheese that is combined together in a rustic bread roll from Naples.



PANINO AL SALAME

Mild salami and Provolone cheese

For those who love a more subtle, but just as delicious bust of flavor, Panino Al Salame - Mild Salami will become your new favorite. We have paired classic Veroni salami with Provolone, bringing together a blend of textures in a rustic bread roll that comes from Naples.



PANINO AL PROSCIUTTO

Dry cured ham and Provolone cheese

Everybody loves the rich flavor of prosciutto, and therefore it must be enjoyed simply such as in the Panino Al Prosciutto which pairs Veroni's famous cured ham and the smooth note of Provolone cheese together in an irresistible rustic roll that comes straight from Naples.

From our family to yours

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 their 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 are sliced and packaged at the local facility to preserve their flavors and aromas. Now, with over 40 distinct products available in supermarkets and grocery stores nationwide, Veroni expects to continue growing and providing their traditional family recipes to the USA.