

ROVAGNATI

ROVAGNATI *Meets* URBANI





ROVAGNATI *Meets* URBANI



A shared passion for quality ingredients

Together, we have created a *luxurious co-branded line* featuring four exquisite products that marry the rich, savory flavors of premium Italian salumi with the earthy, aromatic essence of fresh black truffles.

The Luxury Pairing is crafted with the utmost care and attention to detail, using only *the finest ingredients and traditional Italian methods*. Each product is a testament to our shared commitment to excellence and passion for culinary innovation.

It is not just about sharing a passion for quality ingredients, we also share the same values and traditions.

Product offering: our co-branded line

ROVAGNATI



**COOKED HAM,
GRAN BISCOTTO WITH
TRUFFLE**

Product Item Code: UV8US



**MORTADELLA WITH
TRUFFLE**

Product Item Code: UV9US



**PROSCIUTTO CRUDO,
GRAN MILANO WITH
TRUFFLE**

Product Item Code: UV7US



**SALAME
WITH TRUFFLE**

Product Item Code: UZ0US

Product offering: our co-branded line



All our production plants are **located in Italy (*)** so the **whole production happens in Italy**



All the **production steps are done in house** (*some competitors utilize third parties for some of those steps and could not control the quality as much as we do*)



Only using **fresh meat** (never frozen) and hand picked Urbani truffles



Dedicated production technologies to preserve as much as possible the **natural shape of truffles (cubes or slices)** and make them **visible in every salumi slice**

(*)Rovagnati has a slicing facility in Vineland (NJ) for the production value added products



Our Co-Branded Line: differentiation points

FULL TRUFFLE-BASED LINE

CONSISTENCY AND QUALITY:

Co-branding between two leaders in their industries.

Rovagnati has chosen one and only partner for this line: Urbani.

Urbani is the Truffle world-wide leader

UNIQUE LONG AND THOROUGH PROCESS TO PRESERVE AS MUCH AS POSSIBLE THE INTEGRITY OF TRUFFLES:

Cotto + Crudo: use of truffles in their original shape

Salame + Mortadella: exclusive use of smaller truffle pieces to avoid using only aromas and truffle paste like the other competitors



ROVAGNATI





Market Trends



The Luxury Pairing: reasons why 1/2

Introducing a **truffle salumi line** of products for the **foodservice channel** would be valuable for several reasons:

PREMIUM APPEAL

Truffles and salumi are both associated with **luxury and high-quality dining experiences**. Combining these two elements can create a highly desirable product line that appeals to sophisticated consumers looking for an **Exclusive and premium offering**

MARKET TRENDS

There is a **growing interest** in truffles and salumi within the foodservice industry. **Truffles** have gained popularity due to their unique flavor and aroma, and their inclusion in menus is seen **as a way to elevate dishes and attract customers**. Similarly, **salumi** remains a staple in many dining establishments, valued for its **versatility and the artisanal quality it brings to the table**.



ROVAGNATI



The Luxury Pairing: reasons why 2/2

Introducing a **truffle salumi line** of products for the **foodservice channel** would be valuable for several reasons:

DIFFERENTIATION

A truffle salumi line can provide a **competitive edge for food service operators**. It allows them to offer something distinct that differentiates their menu from others, attracting diners seeking novel and luxurious dining experiences, but cannot afford fresh truffles.

ENHANCED MENU OFFERINGS

Introducing a truffle salumi line can enhance a restaurant's menu, providing more options for customers and **encouraging higher spend per visit**. This can be particularly appealing for medium tier dining and casual dining establishments looking to **expand their premium offerings**.



ROVAGNATI



URBANI
TRUFFLES

The Luxury Pairing Positioning and Opportunity



**The Truffle
Luxury Pairing**

**FINE DINING MICHELIN STAR
RESTAURANTS**

**FAMILY DINING FULL-SERVICE
CASUAL DINING FULL-SERVICE**

**QUICK-SERVICE (FAST FOODS)
+ QUICK-CASUAL**





Product training



Gran Biscotto with truffles

- Out of 100 legs that we receive from the slaughterhouse around **8% are rejected because they do not meet the Rovagnati's standards** (i.e. PH, Fat spessore, meat color, weight...)
- Work **leg by leg** (whole leg)
- In a whole leg the pork **rind** (pig skin) **protects the fat from becoming rancid**
 - You will not find pork rind on a product that is not made from whole legs
- GB is **slowly cooked** for at least 12 hours
- **PFF as a sign of high quality** (Minimum Meat Protein Fat Free)
 - 20.5 is the minimum to be able to call it cooked ham (otherwise you fall into the lower quality categories (i.e. «cooked ham with natural juices) Rovagnati PFF's is always higher than 20.5



Gran Biscotto with truffles

- **2% truffles, hand selected and measured**
- The pork leg goes under the hand process of having cuts and incisions in the flesh in order to insert the whole truffles
- Then it goes into the steaming process to be slowly cooked
- due to the unique technology allows us to use truffle in their original shape in every slice



Crudo Gran Milano with truffles

- **2% truffles, hand selected and sliced by Urbani**
- **Minimum aging is 400 days**, our Gran Milano is aged for at least 14
- Produced in the Parma Region D.O.P.
- Our technology guarantees a sweet product that is **not too salty**. We only use a small amount of salt and not any kind of spices



Crudo Gran Milano with truffles



- It is not possible to insert whole truffles into the flesh because the leg is already cured and the perfect texture would not allow it
- The prosciutto goes under the hand process of having incisions in order to insert the truffles slices
- due to the unique technology allows us to use truffles leaves that are recognizable as truffle leaves
- Every single slices of prosciutto have truffle slices throuought the all lenght of the piece from beginning to end to guarantee maxium quality

Mortadella with truffles

- **1.2% of truffles, hand selected and cubed by Urbani**
- Cuts used: pork shoulders and throat fat that is a higher quality fat than other parts
- Pork throat is a cut itself, most competitors use fat coming from waste
- The caliber of 195 in order ensure better rotations (dimension of the slice) and a premium look
- Truffles cubes are added after and only after the mortadella is emulsified. After that there is the casing phase and then the slow cooking
- Mortadella has to be sliced as thin as possible to enjoy it at best



Salami with truffles

- **1.7% of truffles, hand selected and cubed by Urbani**
- Cuts used: pork shoulders and throat fat that is a higher quality fat than other parts
- Truffles cubes are added just before the salame mixture is put in its casing and before it starts the curing phase
- Rovagnati's expertise in the salami making allowed us to find the most suitable size (5.2 cm) for this salame in order to express its full taste
- Our salame is best suited to be cut «all'italiana» (di sbieco) so that slices look better (bigger and less industrial)



Assets

POS Material: leaflet



Dedicated landing page



Dedicated recipes by Urbani chefs



<https://landing.rovagnati.it/rovagnati-meets-urbani/>





Thank You !

