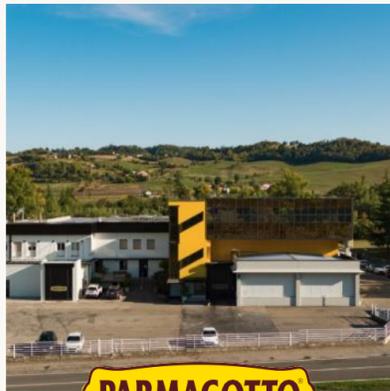




Salt & Twine

About us



PARMACOTTO

2001

Parmacotto entered the pre-sliced cold cuts market.



PARMACOTTO

2016

Parmacotto extended its products range, introducing poultry deli meat.



2023

New England Charcuterie became part of the Parmacotto USA Holding. The company is a manufacturer of Artisanal American Salami under the Salt & Twine Brand, and it is based out of Boston (MA).

1978

Our story began: Parmacotto back then specialized in ham production.



2010

The company opened a new factory in Marano, which comprises its management, production, and logistics offices.



2019

Parmacotto became a Group with the acquisition of Boschi e Fratelli (Production and Aging of Dry Cured Prosciutto) and Parmacotto LLC as the new US Commercial Branch (based in NJ).



2024

New Parmacotto –Salt & Twine Slicing Plant will be established in Boston

About us

 **4** BRAND











6 FACTORIES

- San Vitale Baganza
- Marano
- Felino
- Prato piano
- Boston (USA)
- Boston (USA)



2 COMMERCIAL BRANCHES

- Parmacotto LLC
- Parmacotto Suisse



3 SALES CHANNELS

- Major food retailers
- Normal trade
- Horeca



250
EMPLOYEES

58% women | 42% men



150 mio€

TURNOVER 2024

Our brands



Accurate selection of raw materials, short ingredients list, high quality and slow cooking techniques that enhance flavors, are the staples of the Parmacotto Group identity. Born as specialist in cooked ham production, today the Group produces today's a complete, safe, nutritious, and balanced range of deli-meats. We paying particular attention to nutritional values and the healthiest options to be able to satisfy the needs of today's customers and their growing focus on wellness.



Experience in seasoning techniques, careful selection of ingredients and raw materials: Salumi Boschi Fratelli – part of the Parmacotto Group - embodies the quality tradition since 1861. The historic brand produces a wide assortment of PDO and PGI products, using ancient methods with a contemporary approach, to meet the growing demand of smart and premium offers. A trend oriented towards products able to combine high quality and convenience, the basic features of Salumi Boschi Fratelli proposal.



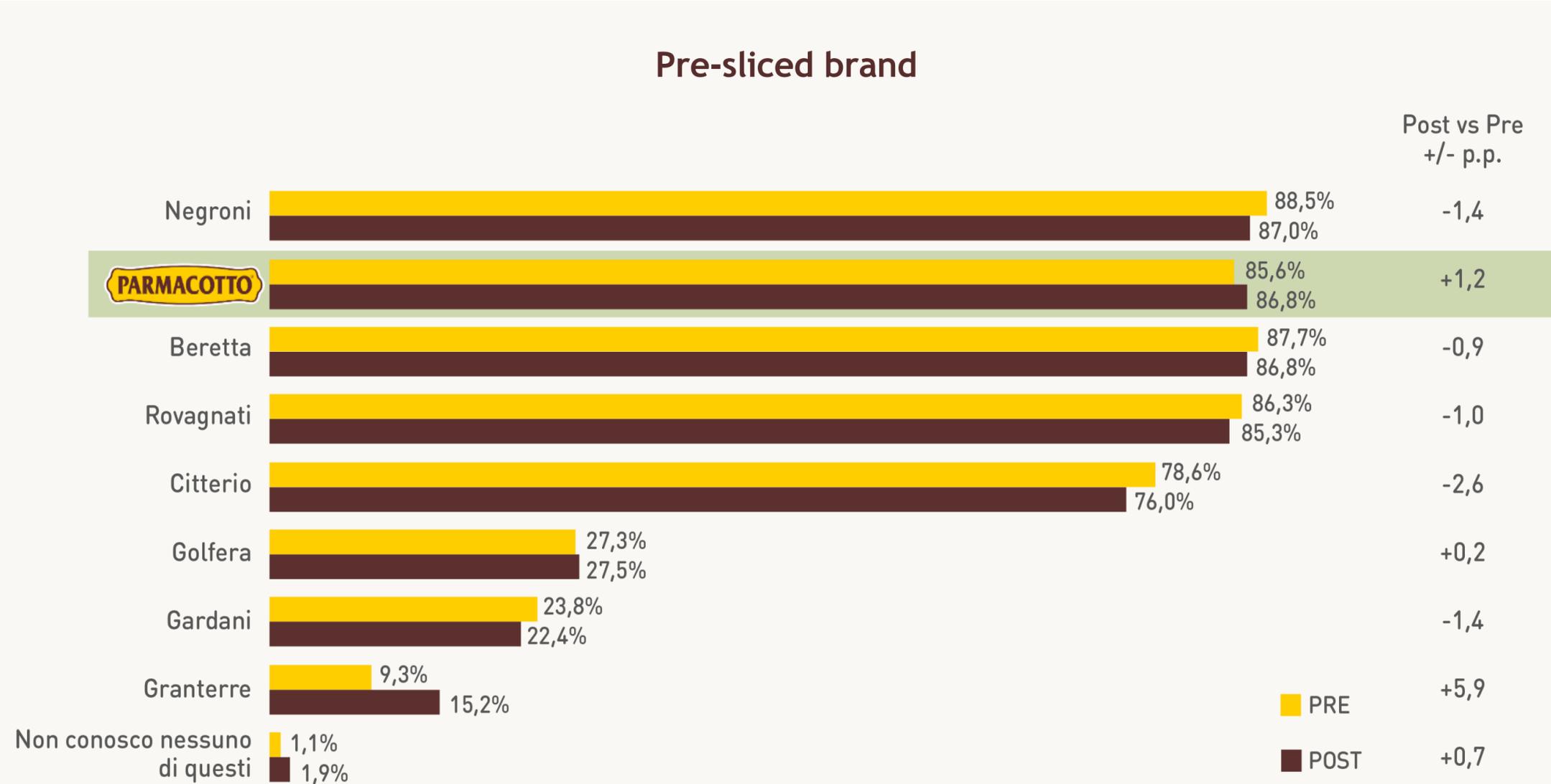
Our experience in deli-meats is the strong point from which we offer a selection of products unique for quality, raw materials and processing. A line of black pig products dedicated to out of home professionals. The Black Pig is unique for the delicacy of its meat, a fine breed raised according to Animal Welfare principles.



The company New England Charcuterie is a manufacturer of Artisanal American Salumi under the Salt & Twine brand. A name that embodies the primary components, used by the founding artisans to craft these delicacies. We realize Old World Charcuterie with a unique, contemporary approach that are responsibly made with wholesome and sustainable ingredients. Showcasing respect for process and history, we strive to pass along these traditions and culture.



Brand Awareness



Brand Overview

PARMACOTTO Cooked Ham

MARKET SHARE
(Tons)

6,4% Volume
+ 0,3 pt vs LY

MARKET SHARE (€)

6,3% Valore
+ 0,1 pt va LY

Median
ROTATION for
SKU: **4836**

Median ROTATION
for pt DP:
11,4 tons

PARMACOTTO Total pre-sliced

+300 SKU
Assortment

Median
ROTATION for
SKU: **3504**

Median ROTATION
for pt DP:
16,8 tons

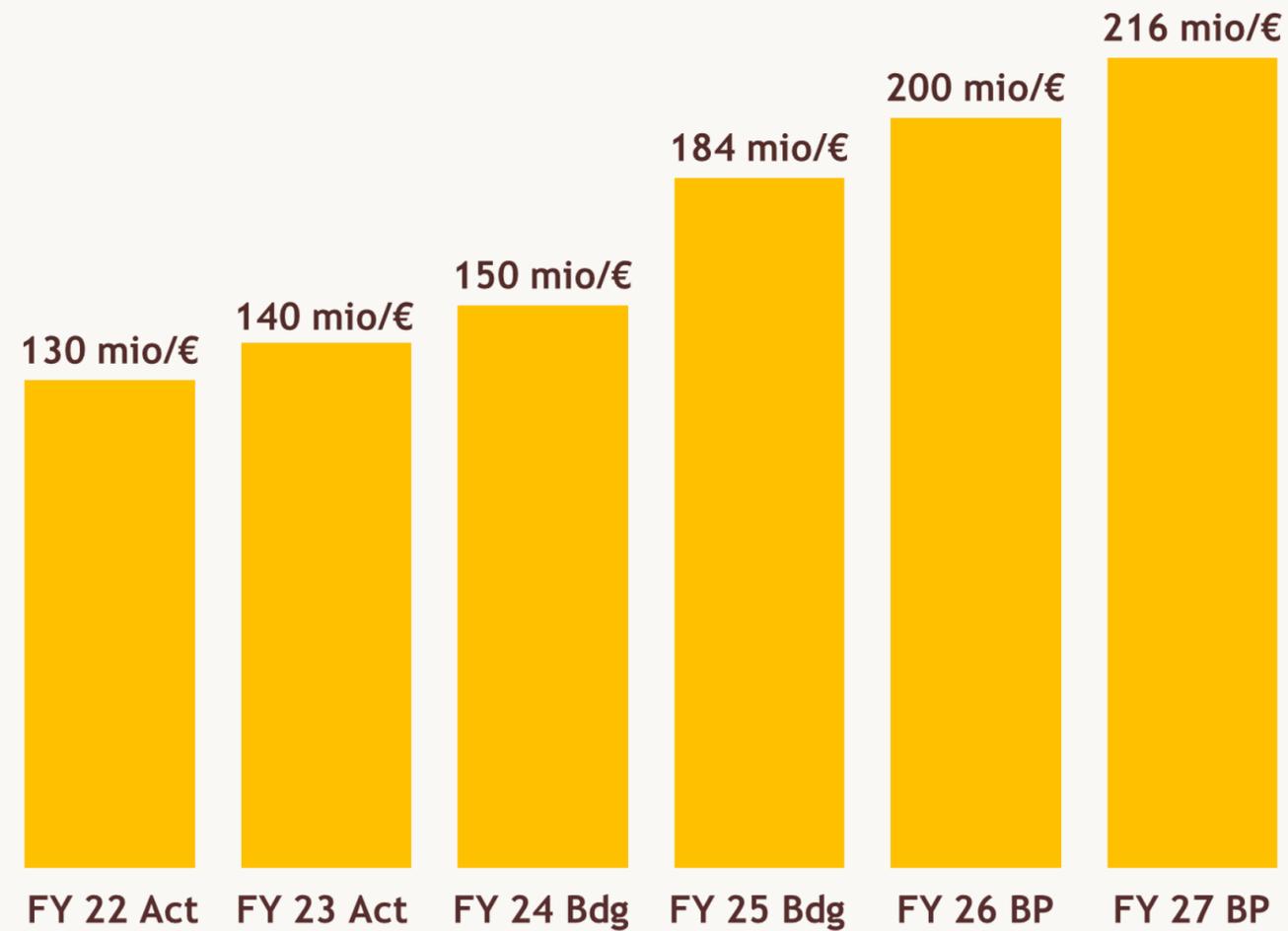


Fonte: Doxa 2021. Mercato: Affettati in vaschetta. Base: Totale campione (n=702) - Valori %

Fonte: Dati sell-out da Circana – YTD Luglio 2023

Business Plan 23-27

- Parmacotto Group

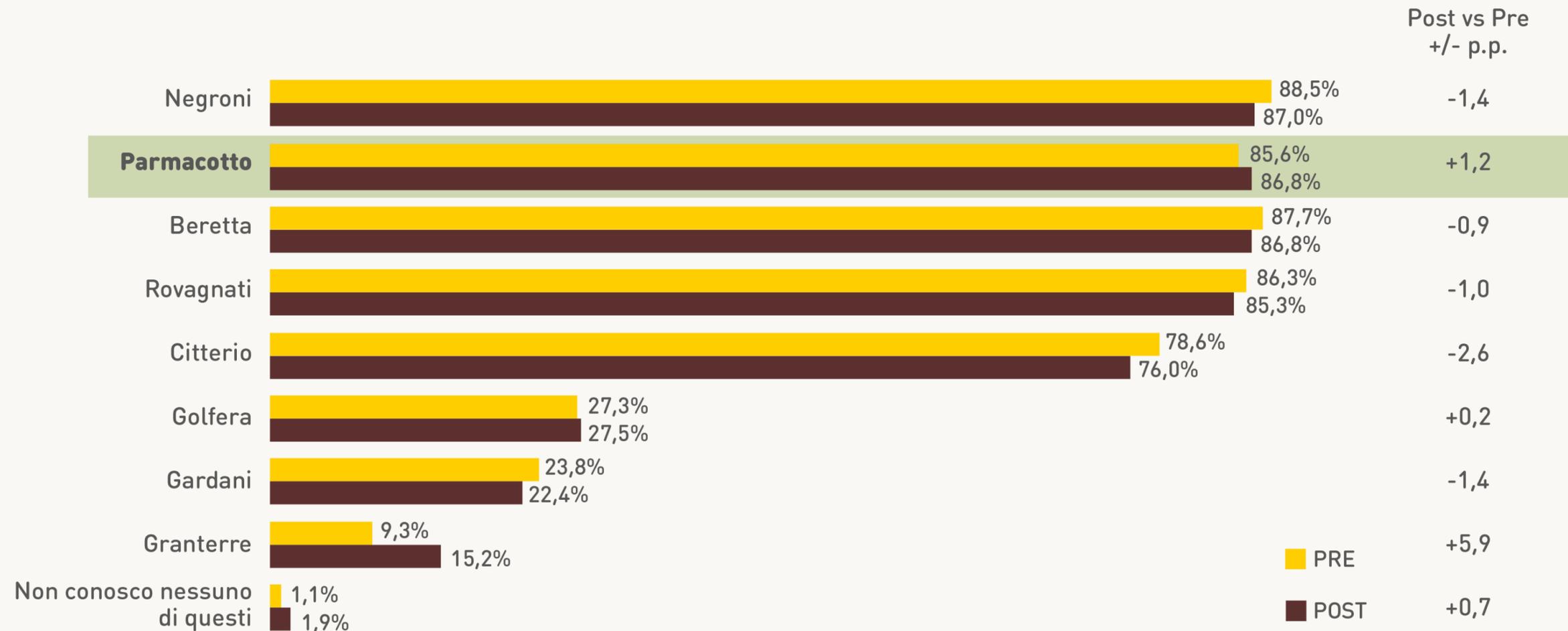


TV Commercial Results - Parmacotto Brand Awareness

Assisted pre-sliced "cold cuts" brand awareness

Market penetration - comparison

«we listed some names of companies that produce pre-sliced cold cuts. please select the names you know»

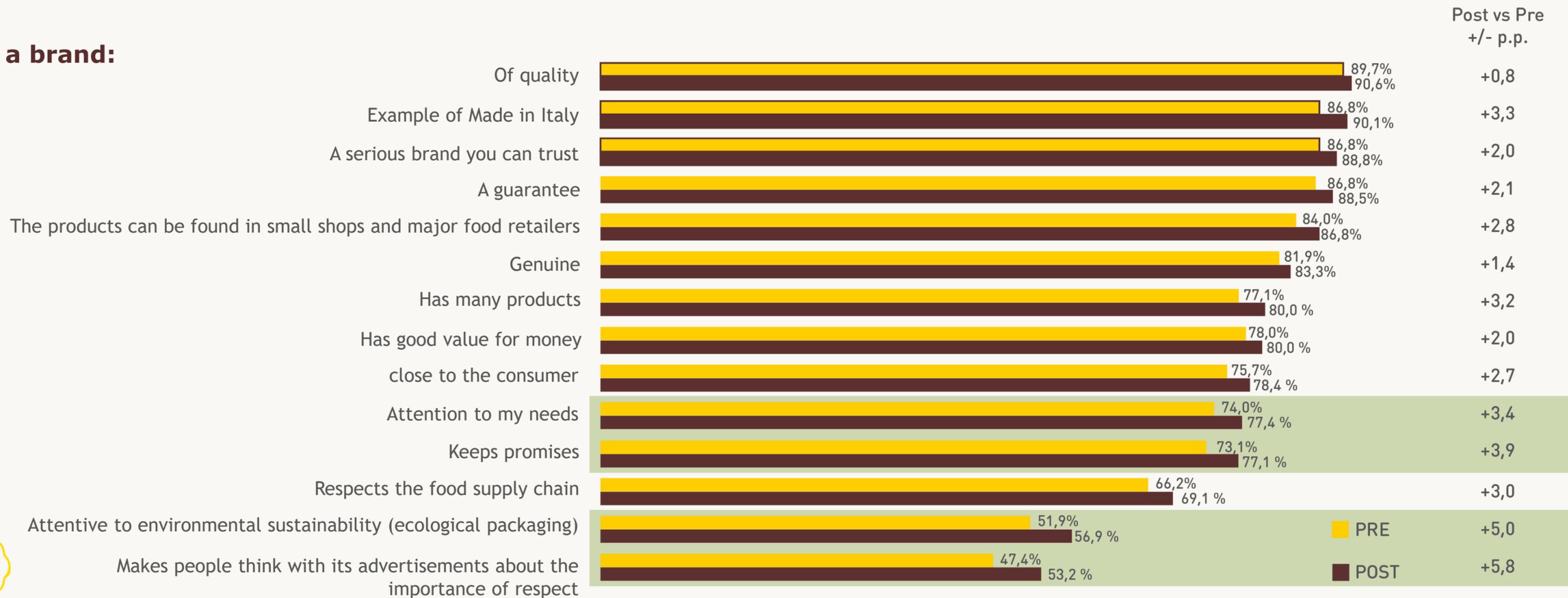


TV Commercial Results - Parmacotto Brand Value

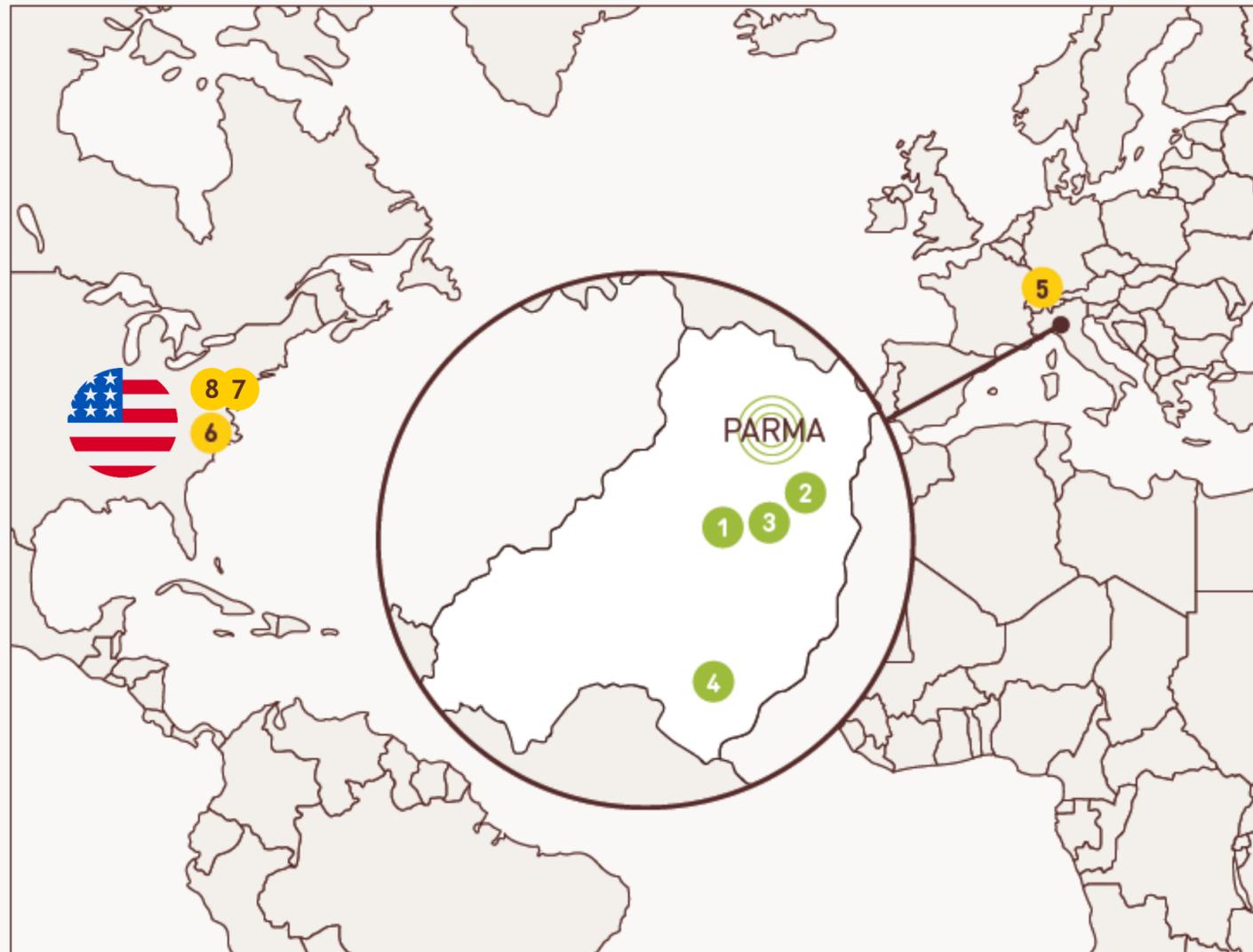
Communication also has a positive effect on brand image; sustainability and respect for the environment the items with the greatest increase

«We tell you the phrases that other people have used to describe Parmacotto. We ask you to express how much you agree»

Parmacotto is a brand:



Factories and branches



Today Parmacotto counts on 6 factories and 2 commercial branches:

- 1. SAN VITALE BAGANZA, IT – HAM, POULTRY DELI MEAT & MORTADELLA PRODUCTION**
- 2. MARANO, IT – SLICING/PACKAGING**
- 3. FELINO, IT – SALAMI AND CURED MEATS PRODUCTION**
- 4. PRATOPIANO, IT – PDO PROSCIUTTO DI PARMA**
- 5. LUGANO, CH – COMMERCIAL BRANCH**
- 6. NYC, US – COMMERCIAL BRANCH**
- 7. BOSTON, US - SALAMI AND SLICING/PACKAGING**
- 8. BOSTON, US – SLICING/PACKAGING**

Mission and Vision

We are devoted to create value and well-being for our community and our customers. Quality and well-being are at the essence of our daily committed to our clients and our community at large. Our talent is deeply intertwined with our history and our cultural heritage: A tradition that leads our way to the future.

We are proud of being the Italian Food Culture Ambassador in the world: **PRODUCT. PEOPLE. ENVIRONMENT.**

Community has a value that extends beyond our business self: People are worthed and people health and well-being are the key concepts on which Parmacotto Group builds its sustainability strategy. **The circular sustainability strategy develops around 3 dimensions: product, people, and environment.**

#FEELINGOOD is the name for the new corporate positioning of the Parmacotto Group, that encloses the three main sources of well-being:

#WELL-BEINGATMEALTIMES

#COMMUNIYWELL BEING

#ENVIRONMENTALWELL-BEING



Our commitment to well-being at mealtimes for 2025



Products with reduced salt content

We developed a range of products with a lower salt content compared to the market standards.



Products with reduced fat content

We developed a range of products with a lower fat content compared to the market standards.



Products with reduced nitrites and nitrates content

Gradual reduction of nitrites and nitrates in our aged and cured products.



Clean Label

Transparent ingredient lists and sustainability. We develop a simple and transparent ingredient list that responds to our consumers increased awareness in seeking healthier and natural products.



Natural Flavors Cooked Hams 100%

Starting on April 2023 all our hams would be produced with 100% natural flavors only.



Processes and technology

We upgraded production processes and techniques to be even more respectful of our selected raw materials.



Sustainable Packaging

Parmacotto has decided to concentrate on embracing the ecological transition:

- Trays (50% recycled plastic)
- Mixed trays (paper bottom)
- Trays 100% transferable in paper recycling



Careful selection of raw materials

Careful and accurate selection of the best raw materials based on our longlisting the highest quality standards.



We embraced the campaign anti-waste Too Good To Go

Starting on April 2023 all our sliced products will adhere to the "Conscious Label" movement, promoted by TGTG

Our commitment to Community Well-Being for 2025



Connections

A corporate social responsibility project to promote good health among the younger generations.



Learning about Cooked Ham

A food-education workshop for young children, raising awareness on the principles of healthy eating.



The Emporio Solidale project

Supporting Emporio Market Solidale to reduce poverty within local communities.



Anti-Violence Center

Support to the Parma Anti-Violence Centre to raise awareness of gender issues in our internal community



La Paranza Cooperative

A project supporting La Paranza Cooperative and its work on social inclusion in Naples' Rione Sanità district.



A School for Camilla

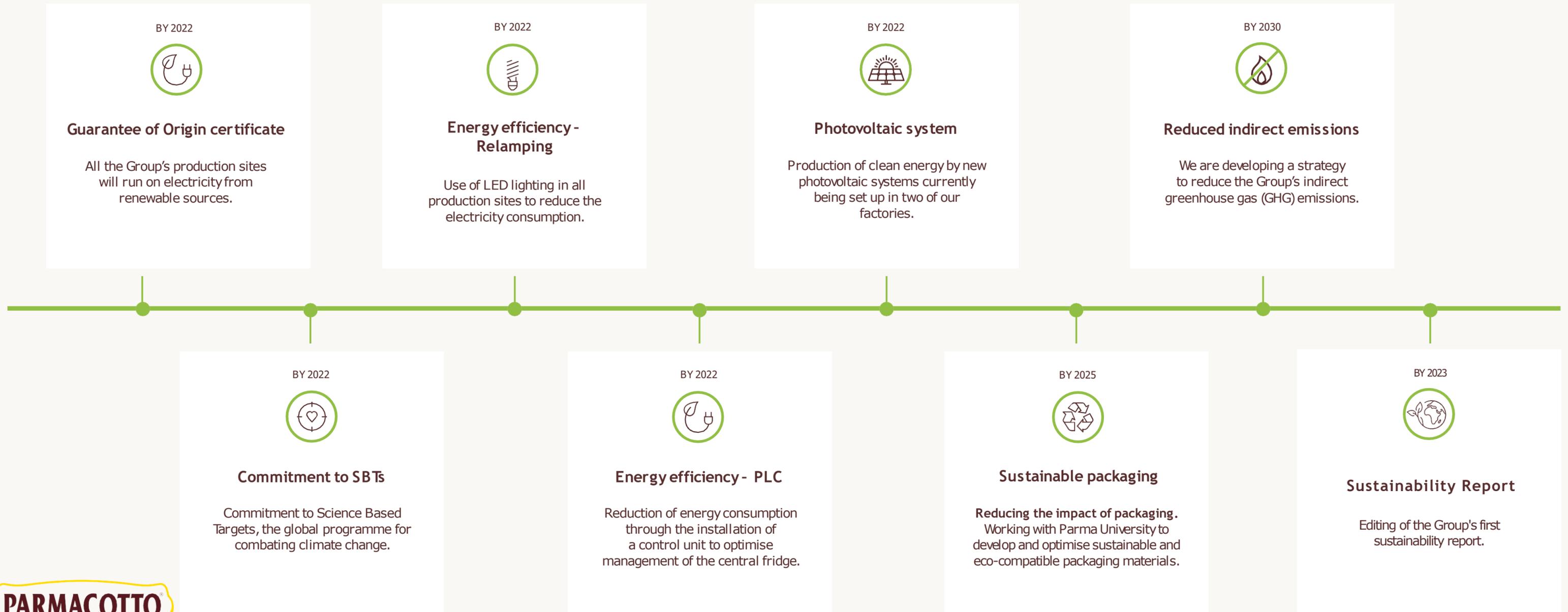
In collaboration with Parma per Gli Altri, this project built a new classroom at Shelalla Infant School, Ethiopia.



Agorà

Meetings and reflections on the business of the future.

Our commitment to the environment for 2030



Our Awards



C'era Una Volta
Cooked Ham



Azzurro Gourmet
Cooked Ham with reduced salt
content



PDO Prosciutto di Parma
Boschi Fratelli



Turkey Breast
New eco-pack

The 3 Assets of Parmacotto Group

1 DIVERSIFICATION

Category product
PDO Parmigiano Reggiano



Moment of Consumption
Ready meals and stuffed pasta dishes



Channel Diversification
Dedicated store formats



2 INTERNATIONAL GROWTH



The Internationalization Project was set up with the aim of serving neighbouring markets by following consumer tastes and culture through:

1. Penetration of the Parmacotto Brand
2. Communication Activities

3 SUSTAINABILITY



Constant optimisation of our products in terms of recipes, clean label and sustainable packaging

- Sustainable packaging (100% recyclable paper)
- Products with reduced salt and fat content
- Reduced nitrites and nitrates
- Transparent ingredient list (clean label)
- We embraced the campaign anti-waste Too Good To Go
- Natural Flavors Cooked Hams 100%

Environmental wellbeing

- Zero direct emissions by 2026
- First Group Sustainability Report
- On track for B-Corp certification
- Joined SBT in 2022
- photovoltaic system in the Marano and San Vitale plants
- Relamping and energy efficiency project: Marano - Felino - Pratopiano

Main markets and customers

IN ITALY

GDO



HORECA



A line of the best Italian cured meats dedicated to catering professionals.

The «Parmacotto Selection» line is a range of products made from the prized meat of Black Pig, an indigenous breed.



NORMAL TRADE

Specialised shops throughout the territory

SPECIAL PROJECTS



Main markets and customers

WORLDWIDE



Parmacotto Selection - retail project



EXCELLENCE IN HIGH-QUALITY PRODUCTS

We both share a commitment for excellence in quality products in order to offer our clients not only the best food but the highest quality starting from the raw material through the care in preparation and craftsmanship

GASTRONOMIC INNOVATION

Through the light lunch concept with our Gourmet Panini, Parmacotto Selection wants to offer a creative, alternative, and yet complementary perspective to Manor's gastronomical offers

AUTHENTICITY & PASSION

We both are the ambassadors of our respective country culinary traditions; we thrive to guarantee authenticity and passion in preparing high-quality food for our consumers.

CLIENT'S EXPERIENCE

The partnership with Parmacotto Selection would allow Manor to expand its offerings and provide its clients with a memorable and mouthwatering culinary journey which will build long-standing loyalty and appreciation to their brand.



Parmacotto Selection - retail project



HOW ARE WE GOING TO DO IT? **CONCEPT**

An **innovative format of premium light lunch**, a breach-through in terms of proposed choices of culinary art & look that reinterprets the salumi and cold cuts culinary tradition.

Simplicity & Freshness: Italian high quality Parmacotto Selection cold cuts, baked goods selections and premium ingredients to be paired with sparkling wines.



Parmacotto Selection - retail project

PARMACOTTO[®]
S E L E C T I O N

Gourmet à porter

DISCOVER THE NEW COLLECTION OF GOURMET PANINIS IN LUGANO,
THE FIRST RETAIL FORMAT PARMACOTTO SELECTION



parmacottoselection.com 

Our sponsorship



THOMAS CECCON



FAUSTO DESALU



SAPORI TICINO



CATA
COM
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NA
POLI



Salt & Twine

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