

*All-Natural*



*Gluten-Free*

## Common Questions at the Deli-Counter

→ **Why Prosciutto di Parma? What's in it?**

Prosciutto di Parma is an all-natural, gluten-free product completely free of preservatives and GMO's. It is made only from the hind legs of specialty-bred pigs and sea salt.

→ **Where is it from?**

Prosciutto di Parma can only come from the province of Parma in North-Central Italy where unique microclimates and Mediterranean breezes combine to provide ideal conditions for curing meat. Prosciutto di Parma is also called Parma Ham.

→ **How old is it? What's the difference between the ages?**

Every leg of Prosciutto di Parma is aged for at least 400 days and up to 36 months. As Prosciutto di Parma ages, the flavor becomes less salty, more complex, and drier in texture. Use younger ages for cooking and enjoy longer aged legs as-is.

→ **Why is it so expensive?**

Prosciutto di Parma is a product of superior quality that can be easily traced through all stages of production by various quality control inspection stamps and markings. It is an artisanal and unique product that has earned a certified PDO (Protected Designation of Origin) status.

→ **What is the difference between Prosciutto di Parma and other cured hams?**

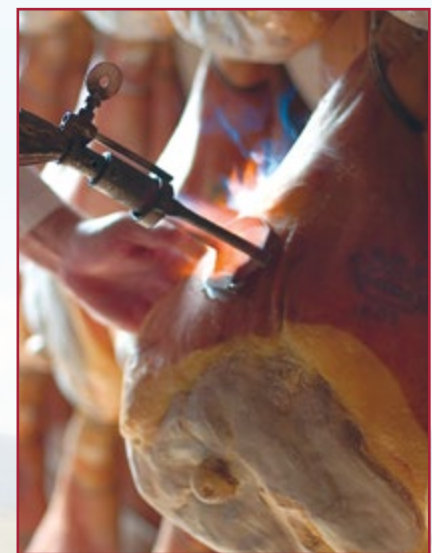
There are many factors that help Prosciutto di Parma stand out. The process begins with the unique terroir of Parma and quality of the raw ingredients. Pampered pigs are raised on a special diet that includes whey from Parmigiano-Reggiano production that takes place in the region. The end product is entirely free of preservatives and has a sweeter taste compared to Serrano ham and other prosciuttos.

→ **Is it salty?**

PDP has significantly less sodium than other hams and deli meats. In fact, steps have been taken over the past 10 years to improve production techniques and lower the salt content of Prosciutto di Parma. The average percentage of every ham is only 5.3% salt content and, for salt-sensitive consumers, recommend a longer aged PDP that will taste less salty.

→ **How do I serve it?**

Prosciutto di Parma is delicious on its own or as part of an antipasto or charcuterie platter with cheese, nuts, and fruit. Topping a hot pizza with Prosciutto di Parma or adding it to pasta and sandwiches are easy ways to add loads of flavor. Prosciutto di Parma pairs well with a fruity white wine but is also classically paired with Lambrusco – a sparkling red wine from the same region.



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## Prosciutto di Parma: A Slice Above the Rest

### *Cleaning and Preparation*

Before slicing, it is important to properly prepare the leg of Prosciutto di Parma.

The first step is to remove it from cryovac packaging. Next, wipe away any grease from the leg. Identify any areas that may have oxidized and check for pockets of rancid fat (this does not mean the whole leg is tainted - only the immediate surrounding area) and trim them away.

Be careful to cut away only the skin of the area you plan to slice, making sure not to trim away too much of the fat so as not to impact the flavor or your bottom line!

Prosciutto di Parma is meant to be served with a ring of fat around each slice, so plan on leaving a layer of about 1-1 ½ inch thickness. If customers prefer less fat, try to leave at least a ½ inch ring of fat - this lends essential flavor and helps to keep slices fresh.

### *Slicing and Wrapping*

Always slice Prosciutto di Parma to order, never in advance.

Unless directly specified, PDP should be sliced paper thin - no more than 1/16th of an inch. Ideally, it should be translucent when held up to light.

Thicker slices of ¼ inch are used when a recipe calls for diced or julienned pieces and the small end of the ham is ideal for this purpose. In fact, this small end of the leg is great for use in prepared foods or can be wrapped and sold for soups and risottos.

Train employees to manage inventory in your deli case to reduce loss and customer disappointment. Remove only one leg at a time and return it to the same location to avoid confusion with different ages of Prosciutto di Parma or with other prosciuttos.

### *Storing*

A boneless Prosciutto di Parma can be stored in its vacuum pack up to 6 months, refrigerated at 40° F to 45° F.

Once the vacuum seal is broken and slicing begins, the ham can be held under refrigeration up to 40 days. Freezing is not recommended.

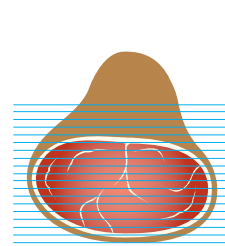
After slicing, immediately cover the cut surface of the ham with plastic wrap and refrigerate.

When returning the Prosciutto di Parma to the deli case, always make sure to put it back in the right place. If you are serving Prosciutto of multiple ages, it is important to be aware of what you are slicing.

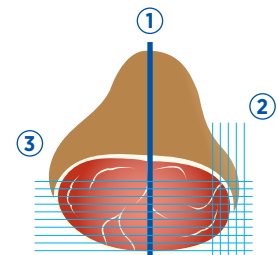
### *Pre-Sliced Product*

If you carry packaged pre-sliced product you can direct customers to Prosciutto di Parma by telling them to look for the gold Parma crown located on a black triangle in the upper left corner of the package.

#### *Slicing Prosciutto di Parma*



Slicing should start from the bottom, or widest part of the ham, after the leg has been cleaned and prepared.



If your leg of Parma Ham is too wide for your slicer, you may either cut the entire boneless leg in half vertically (1) and slice from the bottom, or begin slicing from the side opposite where the leg is tied (2) until it is narrow enough to slice from the bottom (3).

View our training videos and learn more at  
[www.prosciuttodiparma.com/usa](http://www.prosciuttodiparma.com/usa).