



The Prosciutto di Parma Premium

Investigating prosciutto menuing, pricing and opportunities

Today's diners crave the savory satisfaction that cured meats like prosciutto provide. As Americans develop a more sophisticated palate and gain more experience with prosciutto, it continues to appear on more menus and in more dishes. It also continues to provide more opportunity.

The Consorzio del Prosciutto di Parma recently commissioned a study on more than 7,000 restaurant menus across all 50 U.S. states to learn more about the adoption, versatility and pricing of prosciutto and other cured hams on menus. The results were clear: prosciutto is on the rise, and Prosciutto di Parma is the leader. However, the market is far from tapped. Significant growth potential exists in every restaurant segment – and with Prosciutto di Parma, the potential for higher menu price points as well.

Prosciutto: Rising Prominence

Menu Penetration

Prosciutto is nearly 3x as likely to be found on fine dining menus compared to most other segments, but penetration in fast casual has also doubled since 2005.

35%
Fine Dining

Casual.....20%
Midscale.....12%
QSR.....9%
Fast Casual.....9%

Popular Pairings

Ingredients most commonly paired with prosciutto include:



Fruits/Vegetables:

Tomatoes
Mushrooms
Arugula



Proteins:

Chicken
Salami
Pepperoni



Cheeses:

Mozzarella
Provolone
Parmigiano Reggiano

Trend Watch: Fastest-growing Flavors



Fig Jam



Balsamic



Honey

Prosciutto di Parma: Impact and Benefits

Trademark Features

Around Parma, curing prosciutto is an age-old tradition passed on from generation to generation.



Four Ingredients:

Pork, sea salt,
air, time



Specially Bred Pigs:

Raised in 10
approved regions
of Italy



100% Natural:

No additives,
preservatives,
hormones or
coloring agents



Unique, Sweet Flavor:

Cured by the aromatic
breezes from the
Apennine Mountains

Established Presence

While Prosciutto di Parma is most common in fine dining, it's gaining traction across other segments.

Top Growth Segments 4-Year Growth

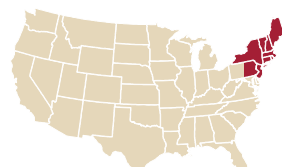
35%
Casual

50%
QSR

82%
Midscale

Regional Prominence

Menued more than
2x as often in the
Northeast than other
regions



Prosciutto di Parma
USED 4X more
frequently
on menus than other prosciutti

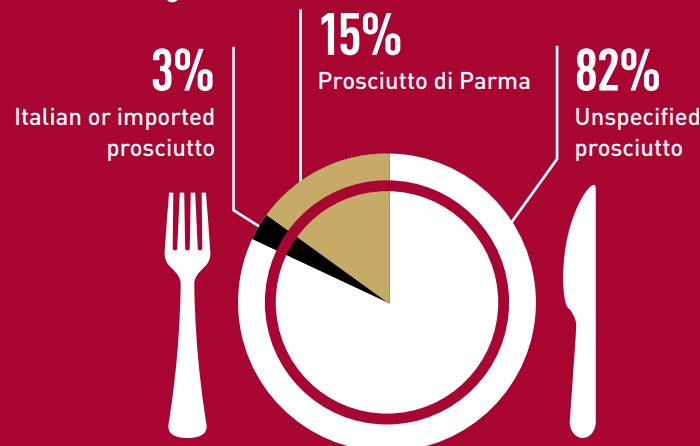
Above the Competition

Prosciutto di Parma is specified on menus more frequently than other prosciutti – across all segments and regions – and has experienced a 31% growth in the last four years.

Value of the Name

Use of the name Prosciutto di Parma on menus has **doubled** since 2005. However, many restaurants don't fully capitalize on the Prosciutto di Parma advantage when menuing the product.

Menu Labeling



Charge \$1-\$3 more
with Prosciutto di Parma

Premium Pricing

Customers are willing to pay \$1-\$3 more when they know they're getting Prosciutto di Parma.



Impact of the Prosciutto di Parma Name

| All Items | Average Pricing | Unspecified Prosciutto | Prosciutto di Parma |
|----------------------|-----------------|------------------------|---------------------|
| Pizza | \$11.87 | \$13.92 | \$16.34 |
| Hot sandwich | \$8.48 | \$10.10 | \$11.12 |
| Cold sandwich | \$7.83 | \$8.85 | \$10.48 |
| Deli salad appetizer | \$8.55 | \$12.56 | \$13.40 |

With rapid growth and pricing opportunities in the market, now is the time for restaurants across all segments to embrace Prosciutto di Parma and expand its presence on their menus.

To learn more about selling Prosciutto di Parma to your foodservice customers or to view training videos, visit ParmaCrown.com or contact the Consorzio at info@parmacrown.com

