

Aurora deli meats



Passion for *taste* since 1967





Expertise: the one we have handed down from
generation to generation

Cavalier Dino Dodi founded Salumificio Aurora in 1967 and since then most of the production processes, techniques and secrets have remained unchanged. If you taste the products, you will realise that.



Salumificio Aurora

Passion for *taste*
since 1967

We are proud of the origins of our company because they are evidence of the values that identify our products and way of working.



Salumificio Aurora was set up in 1967, founded by the same family who still owns it today: **this is certainly a guarantee of tradition, continuity and reliability.**

Since then changes have occurred both inside the company and in the deli meat world.

Our way of dealing with the new market challenges is going to the front line and committing directly with customers and consumers.

Authentic tradition

The best for our consumers

Quality. Traceability. Service.

This is the philosophy that has **always inspired** us and that is now indispensable for any company that aims at becoming a reliable partner for modern retail and catering.



Pancetta processing room

Quality: the principle we started from and *that we will never give up.*

The undisputed quality of the Aurora deli meats is the result of the care dedicated to all production steps, starting from the selection of raw materials: excellent pork from selected pig farms where great attention is paid to the feeding and breeding of pigs.

Strict health and veterinary controls are carried out to provide the highest guarantees in terms of meat quality. The use of mature meat and extremely high hygiene and safety levels have led to a reduction of salt in our deli meats. The production of high quality deli meats is characterised by so called “mild” technologies that include lengthy, but low intensity treatments that respect the raw material enhancing its quality characteristics.

Development and innovation
for an idea of taste *that is ever evolving*

Over the years, we have developed synergies with our customers that have led us to remarkable mutual successes. We have developed and adapted products to the specific requirements of new markets, new consumers and new distribution models. In one sentence: we have put customers at the centre.

Culatello

Fiocchetto

Coppa

Coppa Reale



Coppa Reale

Dolce Aurora
with rind
and hip bone



Fiocchetto di
Prosciutto





Aurora deli meats

The wide range of Aurora deli meats includes unique products like Coppa di Parma PGI that, thanks to its unmistakable features, reawakens the ancient flavours of the best local deli meats. Equally extraordinary is the range of Culatello and Fiocchetto, available with and without rind to enjoy all the nuances of these masterpieces of the Italian gastronomic tradition. Last but not least, Coppa Reale, Aurora's exclusive product, completes the range of excellent products for the most demanding connoisseurs.

Dolce Aurora
with rind

Coppa di Parma IGP

Culatello

Fiocchetto di Prosciutto
with rind



Pancetta

It is no coincidence that we are famous for our Pancetta! With our range, we can satisfy the tastes and preferences of many consumers, whilst always ensuring a very high quality standard, further confirmed by recent organoleptic tests and by the growing success of these products.

Defatted Pancetta
Coppata

Lean
Pancetta
Coppata

Pancetta
coppata



Aurora deli meats

Matured Pancetta, Pancetta Coppata, Lean, with slats, flavoured and Pork Cheek; an ever evolving range. The careful selection of the raw materials and flavourings, as well as our butchers' ability to produce something unique render the range of Aurora Pancetta the best choice for the deli counter and for the tables of consumers.

Pancetta with
slats and rind

Guanciale
(Pork cheek)

Flavoured
Rolled Pancetta



OUR VALUES

Gluten and lactose free products

We are careful to health and nutrition and want our products to be accessible also to people with food intolerances. This is why we produce deli meats that **do not contain gluten and lactose** and are therefore included in the Positive List of Foods published by the Italian Coeliac Association (A.I.C.)



Enhancing our origins

Our plants are located in an area characterised by an agricultural vocation and a unique combination of position, altitude and microclimate that favour a process of maturation and refinement of deli meats that cannot be reproduced anywhere else.

Ethics of quality

For us producing quality is a duty and for consumers claiming it is an essential right. We select the meat cuts based on the different production processes. Our expert butchers skilfully carry out manual operations that they learnt from their teachers. Every type of product follows different maturation phases in dedicated rooms and set by natural times.



Values to guarantee quality and reliability



Respect for traditions

We at Salumificio Aurora are aware of the value of the experience of those who preceded us and this is why **since 1967 we have been producing deli meats following the traditions handed down by the best deli meat experts from Parma.**



Research & development

With instruments, ideas and customised products we can deal with and meet all the changing needs of today's consumers. Our commitment is understanding the market to become an increasingly present and reliable partner for supply chain operators.



Environmental protection

We respect nature and support the use of recyclable and low environmental impact materials.

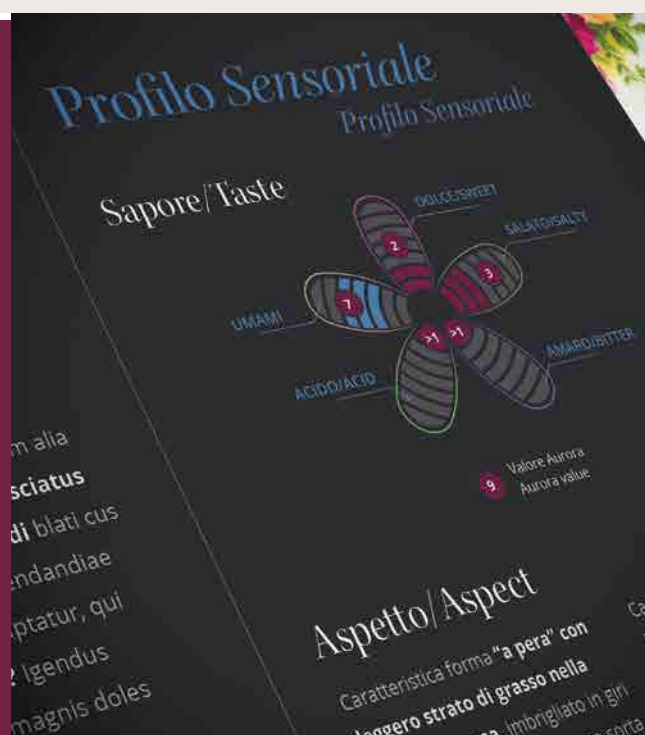


OUR VALUES

AUTHORITATIVENESS

*the guarantee of a name
as a value for trade*

We have been amongst the first ones to carry out scientific studies on the organoleptic values of our products submitting them to the judgement of panels of professional tasters. Then we have turned the results into instruments to be used by our trading partners successfully.



OPPORTUNITIES

*more value for the trade,
more quality for consumers*

We are increasingly close to our customers with services, initiatives and co-marketing activities. We therefore develop synergies aimed at maximising the value of our competence to reach consumers in the right way, at the right time and with the right price.



Every step of our production process follows high quality standards



SKILLS

traditional processing and the art of manual skills

Our first concern is deserving the respect of the most demanding customers and consumers. Traditional deli meats are a heritage of the gastronomic culture of our country that we want to protect.



RESPECT

a modern certified supply chain to cherish old artisan rules

You cannot cheat. Deli meats are good only if prepared following strict rules handed down over time. Every player of the supply chain has to guarantee and preserve every quality aspect. For this reason the entire supply chain undergoes continuous checks by specialised control bodies. Safety is guaranteed by strict protocols that ensure traceability throughout the production process.



www.salumificioaurora.it

THE OASIS OF TASTE



The **company headquarters in Felino** has seen the addition of the **new plant in Collecchio (Parma)**. Besides the logistic department, the new facilities house offices and areas dedicated to activities supporting business partners and their customers. This is the seat of our Oasis of Taste, a journey that, through our company story, will accompany visitors at the discovery of deli meats and all their sensory nuances.

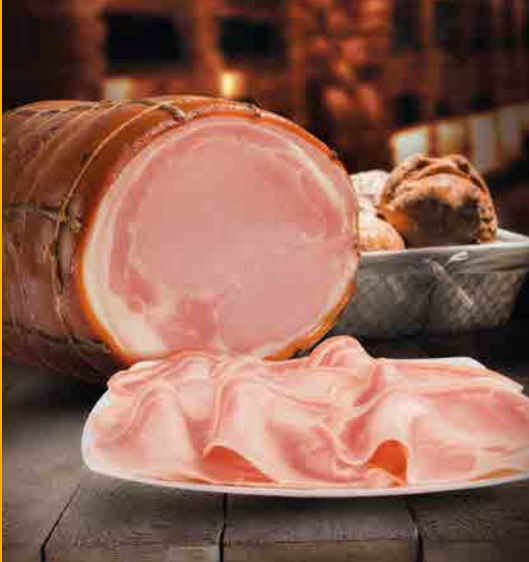


*A new sensory experience: to get to know
Aurora deli meats and appreciate their quality*



The **Oasis of Taste** is a facility we wanted to dedicate to anyone, customers, partners and consumers who want to learn and exchange ideas with experts to discover high quality deli meats. We have created a **sensory tour** for those who want to learn about the aromas, flavours, colours and the infinite distinctive notes of authentic jewels of the Italian gastronomic tradition: **Aurora Deli Meats**.





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