
COMPANY
PROFILE



MONTEARCI
SALUMIFICIO

OUR BRANDS



Strength, uniqueness, elegance: a high-end product line addressed to the most refined palates.



A passion for traditions and strong work ethic: the past and present of our big family.



Lively and light-hearted, a product line addressed to young consumers and moments of leisure.



HISTORY

For more than 25 years, Salumificio Monte Arci has been keeping the secrets of the art of meat curing long cherished in this enchanting place thanks to a love for traditions and a strong work ethic.

Salumificio Monte Arci is an Italian Company based in Sardinia. It specialises in the production of **high-quality cured meats**.

Salumificio Monte Arci is operated by the second generation of a family of butchers that has been producing **hand-crafted pork specialties** since **1990**.

The new generation has decided to continue with the artisan tradition while adopting cutting-edge technology.

Monte Arci cured meats are made by master meat curers with several decades of experience following local traditional recipes.

Monte Arci products have been on the market for more than 25 years as the historical brand “Salumificio Monte Arci”, which today comes alongside two new brands: “Salumi Salsard” and “Ossidiana Gourmet”.



COMPANY TODAY

The Company operates in a **1800 sq meters covered manufacturing plant** and has a production capacity of **400.000 kilograms** of cured meats per year.

The plant is divided into specific areas which enable Salumificio Monte Arci to carry out in loco every phase of the production process from meat butchery to packaging.

Salumificio Monte Arci has **3 product lines under 3 distinct brands** on the market (Salumi Monte Arci, Salumi Salsard and Ossidiana Gourmet), plus a new line of sliced cured meats. Furthermore, it offers its commercial partners a personalised line with a private label.

Salumificio Monte Arci processes only **carefully selected fresh and not frozen meat** from Italy. As a guarantee of the authenticity and the taste of its cured meats, it works in accordance with the highest standards of quality and safety. The Company is currently acquiring the international certifications IFS and BRC.

Monte Arci is an isolated mountain range of volcanic origin located in central-western Sardinia. With its Mediterranean native vegetation, it represents an important naturalistic treasure and the only obsidian deposit on the entire Island as well as the largest one in the Mediterranean area.



VALUES

Salumificio Monte Arci products stand out because of the care that goes into their production, the selection of raw materials and the naturalness of the manufacturing process.

The result is a healthy and genuine product with an authentic taste.

Artisan production

- Manual processing
- Production according to traditional recipes
- Manual dressing with a secret mixture of spices

Selected raw materials

- Only 100% Italian pork
- Only fresh and not frozen meat
- Sea salt from Sardinian salt pans
- 38 selected and certified herbs and spices

Natural products

- Respect for the natural ageing process
- Very low concentration of preservatives
- No use of flour or other chemical supports
- Non- GMO
- No milk derivatives
- No presence of gluten

With a very high percentage of centenarians, Sardinia includes one of the five areas with the highest life expectancy in the world. These areas are called blue zones. Recent studies show that this phenomenon is significantly influenced by the Island's healthy lifestyle and the Mediterranean diet.



RANGE OF
PRODUCTS





OSSIDIANA GOURMET

A new brand representing **the most exclusive products**. Obtained through meticulous manufacturing processes and characterised by a very particular taste, this line of cured meats was **conceived to satisfy the most refined palates**. Traditional recipes are enriched with ingredients which give the products their uniqueness and refinement. Perfect for the **high gastronomy sector**.

This line includes **18 products** made with Sardinian and Italian traditional recipes.



- ⑩ **Sausage products** (*Dry sausages*: Gourmet; Smoked; w/ Myrtle; w/ Fennel; w/ Chili Pepper; Cannacca. *Small Salami*: Sweet Salami Cacciatore available in the following flavours - Smoked, w/ Myrtle, w/ Truffle and w/ Chili Pepper).



- ② **Aged products** (Pork Loin; Fillet).



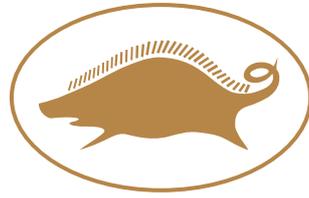
- ④ **Cured hams** (Sgambato; w/ trotter; w/ bone; deboned)



- ② **Ever ready products** (Sweet Salami cacciatore tidbits, Jumbo Sweet salami Sardegna)

Obsidian is a precious volcanic stone with black and glassy appearance present in Monte Arci since the 6th millennium b.C. Thanks to its resistance and sharpness, our ancestors used it for more than 3 millennia to make weapons and utensils. Called "The black gold of Neolithic", obsidian attracted many people from all over the world, becoming one of the most desired commodities in the Mediterranean area and travelling for hundreds of miles.





MONTEARCI
salumi

SALUMI MONTE ARCI

The **historic brand** of the Company is well known and appreciated by customers. This product line, conceived to satisfy many different tastes, has been supplying **Ho.re.ca, Retail** and **Mass Retail** distribution channels at regional and national levels for decades. This line includes **28 products** made with Sardinian and Italian traditional recipes.



- 8 **Sausage products** (*Dry sausages*: Thin; Classical; Garlic Free; w/ Fennel. *Salami*: Sweet Salami Cacciatore; Sweet Salami Sardegna; Coarse-textured Salami; Milano).



- 8 **Aged products** (Pork Loin; Pancetta available in the following flavours - Taut, Rolled and Smoked; Cheek Lard; Coppa; Speck; Lard)



- 1 **Cooked product** (Pork Brawn, entirely handmade)



- 2 **Cured hams** (Deboned; Brick-shaped)



- 5 **Ever ready products** (Pork rinds; Melted lard; Cubed pancetta; Fresh sausage; Pork ribs)



- 4 **Sliced cured meats** (Pancetta; Cured Ham; Coppa; Pork Brawn)

The cutting of cured meats is an extremely important action: a correct cut can bring out the organoleptic and aesthetic properties of the product at the moment of tasting. For this reason, the thickness of the slices should be different for each product.

In Sardinia, cutting the cured meats by hand with a very sharp knife is the most common method and it is usually done using the traditional Sardinian folding knife.





S A L U M I S A L S A R D

This product line is characterised by a new look. This **original proposal** targets young customers looking for quality and a lively and charming image. Conceived to accompany **moments of relax and leisure**, it comprehends the most savoury cured meats to be served in original combinations.

This line includes **11 products** made with Sardinian and Italian traditional recipes.



- 5 **Sausage products** (*Dry sausages*: Sardinian; Thin. *Salami*: Sweet Salami Aperitivo available in the following flavours - Classic, Smoked and w/ Chili Pepper).



- 1 **Aged product** (Pork Loin)



- 1 **Cooked product** (Pork Brawn, entirely handmade)



- 4 **Sliced cured meats:** (Pancetta; Cured Ham; Coppa; Pork Brawn)

The aperitivo in Italy is an ancient tradition representing a fundamental habit for millions of Italians. Born as a rite to prepare the taste buds to the following supper, today it has become an important moment of relax and networking, especially among the people aged between 25 and 40. In Sardinia, the aperitivo usually consists in drinking a glass of wine or beer accompanied by a selection of cured meats and cheeses.



S L I C E D C U R E D M E A T S

Service available with the lines *Salumi Monte Arci* and *Salumi Salsard*, conceived to meet the needs of an increasingly demanding market. It includes **4 types** of cured meats, thinly sliced and packed in 100g plastic trays using a modified atmosphere method. Perfect for those who love **practicality** but don't want to forego **quality**.

It includes:

- Cured ham
- Taut pancetta
- Coppa
- Pork Brawn

P E R S O N A L I S E D P R O D U C T L I N E

A specific line based on customer demand. Its products are characterised by **personalised ingredients, packaging and labelling**. This service represents the Company's great flexibility in meeting costumers' needs and wishes.

All Salumificio Monte Arci products are available whole, portioned and in different sizes.

Packaging is available in **modified atmosphere (MA)** and **vacuum packed (VP)** with codification **EAN13** or personalised with codification **EAN128**.



POSITIONING AND CUSTOMER SERVICE

Salumificio Monte Arci is positioned in the **medium-high segment of the market**.

The Company operates at regional and national levels supplying **Ho.re.ca, specialised Retail and Mass Retail** distribution channels. Salumificio Monte Arci intends to strengthen its presence on international markets and to address international importers and distributors who operate in the food and cured meats sector and supply to specialised retail and Ho.re.ca distribution channels.

Salumificio Monte Arci intends to establish **continued relationships with its customers** by providing the following services:

- Selection of products similar or complementary to cured meats to complete the product range
- Creation of on-demand products and range personalisation
- Creation of a personalised line with a private label

Services in support of promotion:

- Participation in trade fairs and promotional events
- Organisation of business trips addressed to importers and their customers
- Support and technical training to the distributor sales force and joint visits to their Retail customers



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