

FOOD BUSINESS *Review*



Rovagnati North America: Savoring Italy in the Heart of America

Giovanni Quattrone, CEO

Like Italy's finest culinary delights, from pasta to pizza, there's another delectable dish that meat lovers cannot seem to get enough of – Italian charcuterie. Best served with red wine, it's a hot favorite for an impromptu barbecue or a spontaneous sundowner hangout.

Building on its rich heritage of over 80 years, Rovagnati North America, a leading charcuterie company, is bringing the authentic taste of Italy to American consumers. From mortadella, prosciutto, gran biscotto, porchetta, and salumi to specialty products like coppa, there's a wide selection of premium cold cuts. Thanks to the USDA-certified Italian plant, Rovagnati is now able to offer these succulent specialties in the U.S.

Preserving the Italian tradition with family recipes since 1943 and replicating them in the U.S., the company has been producing these inventive meat products with the same passion from its new facility in **Vineland, New Jersey**.

“Customers can be assured of the same quality and taste in the U.S. that they would have in Italy. Nothing's changed except for a bigger factory here in Vineland. The passion, recipe, and even the machinery remain the same,” says Giovanni Quattrone, CEO of Rovagnati North America. “Only the best raw materials are selected and processed following traditional methods by highly experienced staff in the most modern production facilities.”

Rovagnati caters to a diverse clientele, serving both retailers and foodservice companies. Its distribution network covers the entire U.S. supermarket and hypermarket spectrum. For foodservice clients such as restaurants and deli shops, it offers a broader range of products designed to meet their specific needs, including ready-to-slice options. Superior organoleptic quality is a key reason consumers keep returning to Rovagnati's delectable charcuterie products.

Rovagnati also performs Italian curing and fermentation to enhance the natural development of good mold, essential for the aromatic profile of salami, while guaranteeing a high-quality product. However, high pressure processing treatment is not performed in the U.S. as that would stress the fibers of the meat and alter its original organoleptic properties.

Apart from the great taste, another aspect that makes these products highly differentiated is the way they are preserved. Usually, nitrites are used to preserve processed meats, but Rovagnati has developed an innovative and exclusive technology that guarantees the quality of salamis without using nitrates of any kind. Strict quality controls are also implemented throughout the whole supply chain, ensuring maximum food safety from farm to table. This sets the company apart in the market with a innovative approach in prioritizing the health and well-being of consumers. Rich in flavor, versatile products, and no synthetic preservatives – it can't get any better.

Rovagnati's impact on the market extends beyond providing exceptional products. The company focuses on transforming the entire industry and actively contributes to the growing demand for premium quality cold cuts. The savory flavor encourages consumers to explore other items from the same brand, which is a big win for retailers as they can boost profitability while fostering consumer satisfaction.

Before forging partnerships, the team conducts a thorough assessment of each client's unique needs, market conditions, and demographics. Adopting a data-driven approach enables it to craft tailor-made proposals that align precisely with the client's goals. This meticulous process of engaging with clients goes a long way in solidifying their market presence, boosting brand visibility, and driving growth.

Rovagnati marries Italian mastery with local expertise. It brings in experts from Italy, each extremely skillful in their craft, who work harmoniously with local manufacturers and logistics professionals. Local and Italian sales professionals are also on staff. This synergy ensures that the team delivers the quintessential Italian experience with an American touch.

Rovagnati North America is more than just a distributor of Italian delicacies. It is a bridge between Italy's rich culinary heritage and the U.S. market. An established leader in the Italian charcuterie business, the company is becoming a popular choice among American consumers. Driven by the dream of making its products an icon of Italian food for the rest of the world to taste, this family-owned business serves a memorable experience in every bite.