

Felsineo's Passion for Quality



Felsineo today is run by the third generation of the family that originally founded Salumificio Raimondi in the 1940s, with Emanuela as managing director and Andrea as company president. Initially a small cured meat producer with a range of products, in the 1970s the focus shifted exclusively to mortadella. The company has been the market leader since the early 1990s. With complete respect for the legendary Bolognese recipe, Felsineo unites the traditional aspects of this unique cured meat with the most advanced technology.

The original recipe has evolved over time to meet the requirements of consumers, but Felsineo has always used only the finest cuts of pork and natural flavorings for its mortadella. No polyphosphates, caseinates, glutamates, fat or rind emulsions, artificial flavorings, added sugars or powdered milk are used. Its mortadella

is gluten free. In its quality policy it has decided not to use any genetically modified organisms among its ingredients. This is because Felsineo wants to make a quality product that respects and protects consumers, so they can enjoy wholesome and safe mortadella. All the raw ingredients come from select suppliers who are approved and regularly checked and who must follow the market's highest quality standards.

The whole production process is analyzed, controlled and verified on a day-by-day basis by internal systems and independent control structures. This highly sophisticated work method has allowed Felsineo to obtain top quality certifications at a European and global level: Vision 2000, BRC, IFS, ISO 22000 and ISO 14001. Through ISO 22000, a fundamental standard safety management system in the food-production sector, designed to be compatible and in harmony with other international management system standards (like ISO 9001), Felsineo can evaluate and demonstrate the conformity of its products to food-safety regulations, guaranteeing more effective control of risk factors.

Thanks to this important innovation it is possible to monitor food safety along the whole production process, starting with the raw ingredients, based on parameters recognized at an international level by all operators in the sector. Through the ISO 14001 (environmental certification), Felsineo has chosen to protect the environment too, uniting this important objective with its overall ethical and social commitment.



FELSINEO FACTS AND FIGURES

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• Predicted 2008 turnover	€ 50 million
• Core business	exclusively mortadella production
• Brands	La Blu di Felsineo, Amabile, La Sciccosa, Rustica, La Rossa di Felsineo, Ghiandine, Ghiand'oro, Vogliabella, La Nera di Felsineo
• Percentage of turnover from mortadella	100%

To satisfy the tastes of all consumers, Felsineo has three product lines:
TRADITIONAL, WELLNESS and FANTASY.

TRADITIONAL

★ LA BLU DI FELSINEO®

The original Felsineo mortadella, produced according to the authentic, historic Bolognese recipe, is appetizingly flavorful and fragrant. Available for deli counters (from 5 kg, 7 kg and 13 kg up to 250 kg) and self-service (from 100 g to 1 kg).

★ RUSTICA®

A mortadella enhanced by pistachios and little cubes of prosciutto, in an original flattened rectangular form. Available for deli counters (5 kg) and self-service (400 g).



The result of this union between tradition and technological innovation, brings Felsineo to a continuous research in the production of mortadella. A product that is healthy, genuine and easy-to-digest, which maintains the aroma and the flavour of a traditional mortadella, according to the quality and style of life of consumers.

Due to its specialization, high quality standards, capacity for innovation, productive flexibility, guarantee of safety for consumers and the goodness of its products, Felsineo also produces private labels for some of the most important names in Italian large-scale retail. Today Felsineo is aiming to increase brand awareness among consumers, with the launch of new products and related sampling activities as well as various communication tools such as sponsoring, events in sales points and press campaigns. One of the priorities in the coming years is to establish Felsineo in markets outside Italy as well, spreading the culture of mortadella through the use of communication strategies, marketing and specially adapted products for each country. Felsineo believes that quality "made in Italy" foods can find great success abroad.

For Felsineo, making mortadella is a passion. The company's greatest satisfaction is the pleasure of someone enjoying the fragrance, the natural color and the unique, unmistakable flavor of Felsineo mortadella.

WELLNESS

★ AMABILE®

A mortadella packed with lean meat to reduce fat content. Available for deli counters (from 13 kg up to 250 kg) and self-service, in a new half-moon shape (700 g).

★ GHIAND'ORO®

Organic mortadella exclusively produced with meat coming from organic methods. Available for self-service in 350 g.

FELSINEO'S NEWEST ARRIVALS

★ LA ROSSA®

The first mortadella with pistachios and flavored with small pieces of chili pepper, flattened and in an unusual bean shape. Available for deli counters in 5 kg.



★ LA SCICCOSA®

The one and only black mortadella. Produced exclusively with supreme cuts of pork meat. The aspect is elegant, its taste is refined, an its flavour is delicate, extremely chic. Available for deli counters in 7 e 14 kg.



★ GHIANDINE®

An innovative sensation in the world of mortadella: miniature rindless mortadellas, just 3 cm each, perfect for snacking or pack lunches. Ghiandine are available in four different flavors: classic, pistachio, chili and rosemary. Packaged in practical, brightly colored little packs, Ghiandine have a total weight of 70 g and are suitable for all ages.



★ LA NERA®

An exclusive mortadella for the most demanding gourmets, studded with shavings of black truffle and offering the perfect marriage between innovation and tradition. Available for deli counters in 5 kg.

