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FRA' MANI HANDCRAFTED FOODS LAUNCHES TWO NEW SALAMI *Salame Piemontese and Salame Calabrese are first new additions in six years*

BERKELEY, CA. (January 20, 2013) -- Fra' Mani Handcrafted Foods, the leading U.S. artisanal producer of salumi and other Italian specialty foods, today added two new varieties to its award-winning line-up of dry salame at the NASFT 2013 Winter Fancy Food Show.

Representing the first expansion of its dry-cured salame line since the Company's founding in 2006, the new varieties are Fra' Mani Salame Piemontese and Fra' Mani Salame Calabrese.

Fra' Mani Salame Piemontese is a small format dry salame whose flavor profile references the Piedmont region in Northern Italy. This dry salame is characterized by the warm, aromatic spices of cardamom, ginger and clove.

Fra' Mani Salame Calabrese is a small size, spicy, dry salame inspired by the region of Calabria in Southern Italy. This unique version combines Italian wild fennel seed with sweet and hot Calabrian pepperoncino.

As with all Fra' Mani salumi products, these salame are made with all natural, antibiotic-free pork from hogs raised on small family farms, and are handcrafted in small batches using natural casings.

"I am proud to introduce the Piemontese and Calabrese varieties to the Fra' Mani family of products," said Paul Bertolli, Fra' Mani Founder & Curemaster. "Through Fra' Mani, I wish to share the unique flavors reminiscent of my travels in these diverse regions of Italy with specialty food lovers in America."

About Fra' Mani

"Fra' Mani" is Italian for "brothers' hands" and conveys the message "from our hands to your hands." Fra' Mani Handcrafted Foods was founded by nationally-recognized chef and author Paul Bertolli, who is also its hands-on Curemaster, and is the culmination of his passion for delicious, handmade food, using the finest raw materials from trusted sources.

Fra' Mani's position as a leader in its field is registered in the numerous awards and accolades it has received, including the 2013 Good Food Award for its Salame Toscano and a Gold Medal for its Salame Gentile by the National Association for the Specialty Food Trade. Marcella Hazan, acclaimed teacher of Italian cuisine and author of Italian cookbooks, offered this testimonial: *"Until Paul Bertolli came along, the food I was most homesick for was a tender Italian salami that tasted above all of the sweet pork flesh from which it was made. Paul has banished my homesickness. He uses hogs as well bred as any in Parma, seasons the meat with a light hand and a judicious palate, and stuffs it in thick casings that keep the salami from drying out as it cures. I also adore his pancetta, the best in the country, and as good as the best I ever had in Italy."*

Please visit www.framani.com for additional information. Find Fra' Mani on [Facebook](#) and follow on [Twitter](#). Source: Fra' Mani Handcrafted Foods