



**OLLI**<sup>™</sup>  
SALUMERIA

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### **Olli Salumeria Releases The First Organic Line of Artisanal Salame**

Mechanicsville, VA (August 12, 2013) -- Olli Salumeria is proud to be the first in the market with a line of USDA certified organic salame sticks.

The new organic line is hitting the shelves now in the first three flavors - Norcino (mild), Molisana (garlic) and Hot Chorizo (spicy). "We are proudly committed to supporting the practices of good animal welfare and sustainable farming," says Jennifer Johnson, Director of Marketing at Olli. All of the organic pork in the new Olli organic line comes from pigs that are humanely pasture-raised and free of growth agents and antibiotics.

"Good salame is directly affected by the quality of the pork, and we go to great lengths to obtain the best pigs in the USA," says Johnson. "We let the superior flavor of the pork shine through."

#### **About Olli Salumeria:**

At Olli Salumeria, we make artisanal slow-cured meats based on original 160-year-old family recipes that were handed down over 4 generations to our founder Oliviero Colmignoli. The products are made with pork from pigs raised on family-owned sustainable farms.

#### **Contact:**

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