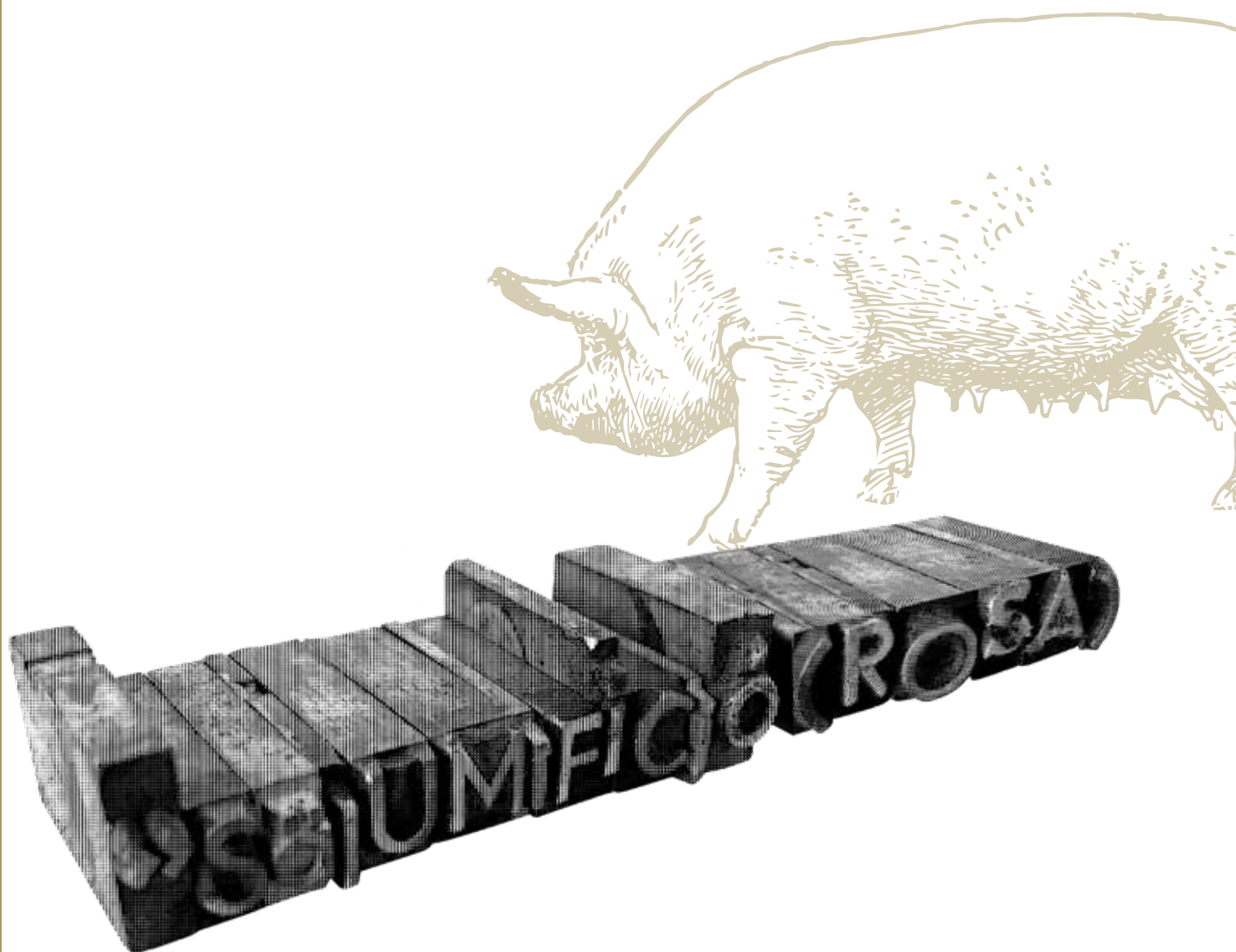




QUANDO LA TRADIZIONE DIVENTA GUSTO



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01 OUR HISTORY

1920. Michele Borelli, an expert farmer starts a new family business opening a small butcher's store in a little village called Sersale located between "Sila Piccola" mountains and "Ionio" sea.

1940. Giuseppe Borelli, Michele's son, with his wife **Rosa**, decides to continue the business started by his father, increasing production and the sort of meat offered, focusing on high quality salami.

1980. Michele, Tommaso, Andrea e Felice, figli di Giuseppe, sons of Giuseppe, following the two previous generations, reach a significant develop of the family business founding the two brands **Salumificio Rosa** for traditional salami production and **Orocarni** for the butcher stores.

2020. The fourth generation, is growing up in the family business carrying on **the century activity** of great grand-father Michele keeping at the same time the ancient knowing, enriching with **innovation and internationalization**.



OUR PRODUCTS

Between the mountains and the nature of the “Sila” mountain in Sersale there is **the Salumificio Rosa founded by Borelli Family.**

Knowing ancient secrets and traditional recipes, Borelli’s Family is carrying on the production of **typical salami of Calabria** with high quality ingredients keeping **the authentic old taste.**



OUR CATALOG

SAUSAGE OF CALABRIA SWEET/SPICY



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The sausage of Calabria, with traditional horseshoe shape has a strong and spicy taste. Perfect for appetizers and great for pizza or savory pie.

TRADITIONAL SAUSAGE SWEET/SPICY



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Traditional sausage, spicy or not, made with home-made process reminds traditional taste thanks to their spices and the intense aging.

TRADITIONAL SOPPRESSATA SWEET/SPICY



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Soppressata, made with the selected pork meat, has a unique taste thanks to the pork thigh and fillet with the best natural spices.

SCHIACCIATA SWEET/SPICY



Schiacciata, traditional salami from Calabria, has a particular shape due to the seasoning process. Its rose colour and the strong aroma is perfect of gourmet sandwich.

CAPOCOLLO



Capocollo is made with the best pork meat, has a unique taste due to the good portion of pork fat traditionally made in Italy.

LONZINO



Lonzino made only with pork loin has a tasty, compact and lean slice.

FILETTO GRAN RISERVA



Il **Filetto gran riserva**, made with selected pork loin, thanks to the long seasoning and pork high quality fat has an exceptional taste.

ROLLED-UP PANCETTA



Rolled-up pancetta with its shape is perfect for appetizers.

ROLLED-UP PANCETTA WITH PISTACCHIO



Rolled-up pancetta with pistachio, enriched with pistachio than the traditional one, is perfect for gourmet sandwich.

SALAMINO SERSALE



Il **Salamino Sersale** takes its name from Borelli Family's country. Made with meat without red peppers has a great taste thanks to the unique spices.

SALAMINO SERSALE WHIT TARTUFO



Il **Salamino Sersale with tartufo** is enriched with precious tartufo with the delicate pork meat without any red pepper.

LARDO GOURMET



Il **Lardo gourmet**, with an high percentage of pork fat and precious spices is very taste and appreciated by the best most refined palates.

SOPPRESSATA GENTILE



La **Soppressata gentile** takes this name from The pork intestine used for the aging process That makes it soft and perfect for a delicate appetizer.

PANCETTA



La **Pancetta** (Bacon), thanks to its layer of fat pork has a particular taste. For this reason, is used in many traditional Italian main courses like "amatriciana, carbonara and boscaiola".

GUANCIALE



Il **Guanciale**, traditional Italian product, is made from pork cheek. With an higher presence of pork fat than the Pancetta is perfect also for main courses like "amatriciana, carbonara and boscaiola".

GUANCIALE ARROTOLATO



Il **Guanciale arrotolato**, is seasoned with a particular technique that gives a round shape, perfect for precious appetizers.

'NDUJA



'**Nduja**, is a traditional salami made in Calabria with soft and fat pork meat and chili pepper. Highly used on toasted bread and as a traditional main course made in Calabria.



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