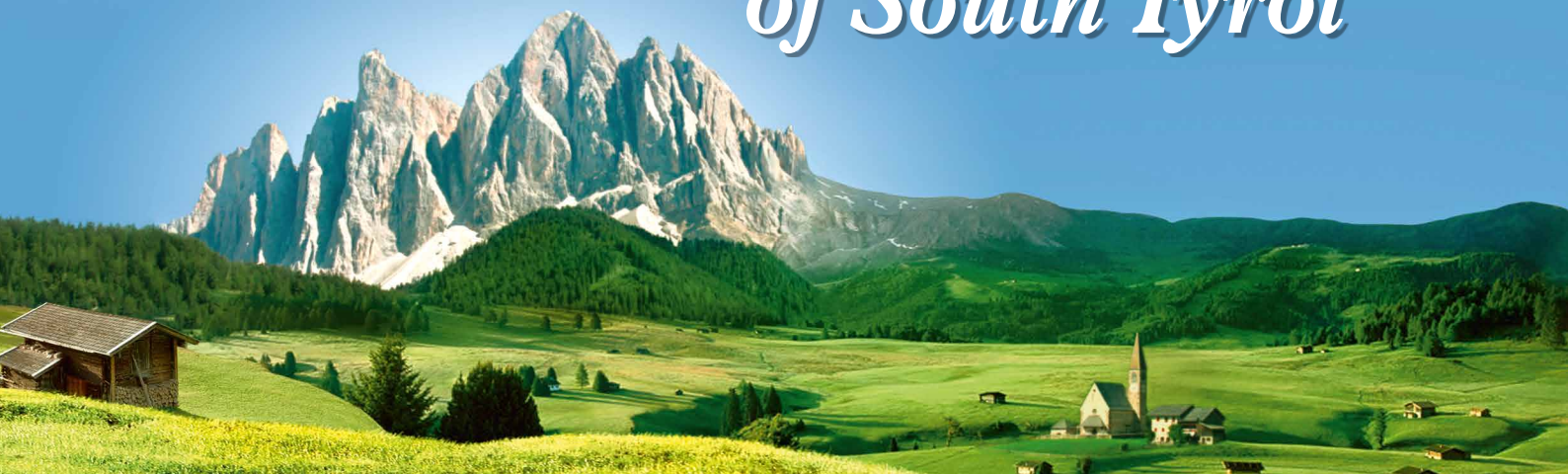




*The original taste
of South Tyrol*





Typical South Tyrol

Unspoilt landscapes, the fresh, clear air and living tradition. South Tyrol has always been a state in which man and nature live in perfect harmony that combines the alpine with the Mediterranean lifestyle. This gives rise to a speck as genuine and unique as South Tyrol itself.

Only genuine with the embroidered belt buckle: Speck Alto Adige PGI

The well-balanced proportions of lean and fatty meat and just the right amount of salt are typical for Speck Alto Adige PGI. Equally typical: the fine consistency, the mild fragrance and, of course, the taste – Mediterranean flavour due to a mild blend of pepper, rosemary and garlic.



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Eye-catching design

The eye-catching Christanell design imparts the South Tyrolean values in an attractive manner – and invites shoppers to take a culinary trip to South Tyrol’s authentic world of delights at the POS. A true added value for the speciality shelf.

- ✓ Increases the level of attractiveness for retailers and consumers
- ✓ Higher impression of quality
- ✓ Clear association with the origin of South Tyrol/Italy



Pre-sliced and packaged, the genuine South Tyroleans are immediately recognised as such at the POS: by the typical **“embroidered belt buckle”**. This is a reproduction of the South Tyrolean belt known as a “Ranzen” worn with traditional costumes and bears the South Tyrolean quality logo.



The abbreviation PGI stands for “protected geographical indication”. This is a label awarded by the European Union only to selected products produced in a certain region according to traditional methods. Such as our brand-name bacon which is not only produced but also packaged in South Tyrol.



What speaks in favour of Speck Alto Adige PGI?

- ✓ Its origin and production according to traditional methods make it unique
- ✓ Gently smoked and slowly cured in the South Tyrolean mountain air (22-24 weeks)
- ✓ Typical characteristic aroma
- ✓ South Tyrolean seasoning: mild, Mediterranean flavour
- ✓ Free of lactose and gluten – the right choice, even for allergy sufferers
- ✓ No added flavour enhancers or artificial aromas
- ✓ Persuasive price-performance ratio for retailers and consumers





More speck specialities from the region

For the traditional snack and for the genuine South Tyrolean cuisine alike: to be truly original, you need speck specialities by Christanell. Gently smoked over beech wood and slowly cured, they develop their typical South Tyrolean character.



Sizes
1/1, 1/2, 1/4 or 1/6

Dry-cured ham · Speck delicato

- ✓ Cured for 16 weeks
- ✓ Persuasive price-performance ratio
- ✓ In a traditional shape or in a shape optimised for the counter



Sizes
1/2 or 1/4

Dry-cured pork belly · Pancetta delicata

- ✓ Cured for 8 weeks
- ✓ Persuasive price-performance ratio
- ✓ Ideal for a classic snack-platter and for cooking

Air-dried ham speciality

The Prosciutto Crudo Dolce is a special highlight – a mild ham with a mediterranean flavour profile, that matures for about half a year in fresh mountain air and brings holiday feeling to any dining table.



Prosciutto Crudo Dolce · Air-dried ham

- ✓ New curing process to prevent a dry edge
- ✓ Air-dried and cured for 26 weeks
- ✓ Mild, Mediterranean flavor
- ✓ Perfect salt content of 3,5 g