

— PROSCIUTTO DI PARMA —

# MAKE EVERY MENU CROWN WORTHY

(AND BOOST CHECK AVERAGES!)

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Consumers are increasingly interested in premium, high-quality ingredients when dining out. For operators, it can be a challenge to meet that need—but *Prosciutto di Parma makes it easy.*

## WHAT TO KNOW ABOUT PROSCIUTTO DI PARMA

- Prosciutto di Parma is a traditional product, that can only be produced in Parma, Italy.
- Today there are 140 authorized producers, which are associated to Consorzio del Prosciutto di Parma.
- Its unique, savory-sweet flavor is a result of minimal natural ingredients and a slow, long aging process of at least 400 days.
- Prosciutto di Parma is guaranteed with no additives, such as nitrites and nitrates.



## WHY ADD IT TO THE MENU?

- Prosciutto di Parma has grown 50% on menus over the past 10 years. Though this trendy ingredient is far from ubiquitous, now's the time to get ahead of consumers' latest cravings.
- Its versatility in flavor pairings allows for incorporation across the menu, from appetizers to entrees, and from breakfast through dinner and beyond. In fact, Prosciutto di Parma has grown as an ingredient in side dishes by 26% over the past four years.
- Consumer interest in global flavors and cuisine is trending, with mention of specific locations—such as Parma—on menus growing by 86% over the last four years.

## THE PARMA PRICING POWER

- Consumers see value in, have preference toward, and will pay higher prices for certain menu items featuring the Prosciutto di Parma brand over generic prosciutto.
- By calling out “di Parma” by provenance and aging period on menus, operators can sell at a higher price point and ultimately capture more share of wallet.
- This pricing power is not restricted by day parts. In fact, breakfast and lunch menus show a premium price for Prosciutto di Parma versus generic prosciutto—**about a \$1 boost, or a 7–8% increase in pricing.**

## ADDING PROSCIUTTO DI PARMA TO SOME DISHES OFFERS AN EVEN BIGGER BOOST:

COMBO PROTEINS	<div><div></div></div>	+\$5.50
PASTA	<div><div></div></div>	+\$5
COLD SANDWICHES	<div><div></div></div>	+\$2.55
SALAD	<div><div></div></div>	+\$2
OTHER APPETIZERS	<div><div></div></div>	+\$2

## MENU INSPIRATION



### BREAKFAST:

Prosciutto di Parma  
& Eggs Benedict



### LUNCH:

Grilled Vegetable  
Sandwich with Sliced  
Prosciutto di Parma



### APPETIZER:

Deviled Eggs with  
Prosciutto di Parma



### SIDE DISH:

Prosciutto di Parma  
Wrapped Asparagus



### ENTREE:

Arugula &  
Prosciutto di Parma  
Pizza



### ENTREE:

Spinach, Ricotta &  
Prosciutto di Parma  
Pasta