

News Release

For Immediate Release

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Niman Ranch enters a new product category with the launch of an artisanal charcuterie line

New items expand offerings by sustainable agriculture, humane, family farming leader

Northglenn, Colo. (March 16, 2017) — Niman Ranch, leader in sustainable agriculture and humane livestock practices, today unveiled a line of artisan charcuterie. The announcement came as part of Niman Ranch's participation at the 13th annual Good Food Festival & Conference, a sustainable food trade show held in Chicago. The 23-item line of Genoa Salame, Capocollo, Hot Sopresatta, Pepperoni and Pancetta was sampled at the Festival's industry networking reception. The new products are available in multiple retail and food service formats, three snack pack varieties and a lunch kit named "Gourmet Provisions". A Prosciutto will be introduced this summer.

"In response to the urging of chefs and specialty grocers who wanted a real choice in superior tasting charcuterie made humanely and sustainably by U.S. family farmers, we created a new product category from our delicious tasting pork," said Jeff Tripician, Niman Ranch general manager and chief marketing officer. "We are pleased to expand what we offer with a Niman Ranch charcuterie that shares the values of our customers."

Bon Appétit Magazine highlighted the trend of American-made charcuterie and its success in the marketplace among consumers. Niman Ranch's line of Charcuterie comes from the network of skilled family farmers raising pigs in a sustainable and humane environment without antibiotics. The product is artisan crafted using high quality heritage breed pork and old-world techniques for exceptional flavor and slicing. There are no artificial ingredients or preservatives, no added fillers such as dried milk or corn syrup and is never heat treated.

"We knew in developing this line that it would be a superior product," said Drew Calvert, senior director of new products for Niman Ranch. "When you age or cure meat, you remove the water and intensify the flavor. Our fresh pork is known as some of the best tasting in the marketplace. By starting with the finest tasting meat, the production techniques enhance the flavor and you can taste the difference."

Niman Ranch pork is third-party certified under the Certified Humane® program and from hogs raised by a community of small, independent U.S. family hog farmers who adhere to some of the strictest animal welfare protocols in the industry, including:

- No antibiotics - EVER
- No gestation or farrowing crates
- Raised outside or deeply bedded pens
- Never fed animal by-products

Niman Ranch products are available nationally through our distributor network.

Editor Note: High-resolution product photos are available upon request.

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With more than 40 years as an industry leader, Niman Ranch is a community of more than 720 independent family farmers and ranchers who raise livestock traditionally, humanely and sustainably to deliver the finest-tasting meat. All Niman Ranch pork, beef, lamb and prepared products are certified under the Certified Humane® program and available nationwide at both food service and retail locations.