



## News Release

For Immediate Release

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### **Niman Ranch Unveils First Ever U.S. “Certified Humane” Prosciutto**

*Consumers overwhelmingly prefer Niman Ranch prosciutto versus top selling domestic brands*

**New York, NY** (August 22, 2017) — Niman Ranch unveiled Certified Humane® prosciutto at the Rainbow Room in New York City with more than 100 top chefs, media and thought leaders. The prosciutto, produced from Niman Ranch’s network of independent family farmers raising sustainable heritage breed natural pork, was sliced for tasting and plated for menu inspiration.

“When consumers were given a choice between Niman Ranch and the top two selling national domestic brands, nearly 2 out of 3 consumers preferred NR (62%),” stated Jeff Tripician, Niman Ranch general manager. “When tasted head to head with each national brand, consumers preferred Niman Ranch almost 3 to 1, this is a testament to working with family farmers and raising animals with care which produces better tasting pork.”

The national launch includes a social media campaign to #FollowTheNimanLeg and #NimanOnTheRun for the first 25 legs. James Beard award winning and nominated chefs have quietly received a preview of the first three legs from the initial batch of production for advanced sampling and feedback. Leg #4 was carved for guests at the Rainbow Room and announced to the public.

“We developed this line to honor the time and care our farmers put into raising the animals,” said Jeff Tripician, Niman Ranch general manager. “The age-old process of dry curing high quality product intensifies the flavor of our heritage breed pork and results in exceptional flavor.”

Niman Ranch pork is raised humanely and sustainably, resulting in highly marbled legs that are coated in Sicilian Sea Salt to cure in the traditional old world Italian style. The legs are aged for over a year to remove the water and intensify the flavor and color. Pork, salt and time are the simple ingredients in all prosciutto. “With so few ingredients, the pork you start with matters – a lot!” said Tripician.

Niman Ranch prosciutto, joins a 23-item line of Genoa Salame, Capocollo, Hot Sopressata, Pepperoni and Pancetta. The new products are available in multiple retail and food service packages, three snack pack varieties and a lunch kit named “Gourmet Provisions”. Prosciutto is available to chefs immediately and will be in stores and online nationwide by November 1 through family run distributors.

Niman Ranch pork is sustainable and third-party certified under the Certified Humane® program and 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

Paul Willis, Niman Ranch's founding hog farmer, was the first farmer selling product to top chefs, including Alice Waters at Chez Panisse. He said, "I had no idea there would someday be 728 more farmers, hundreds of great chefs and something called Prosciutto. To this day our hogs are raised by small, independent U.S. family farmers committed to sustainable and humane practices. I'm truly proud to see where we have come as a company – revitalizing rural America, supporting our farmers and consistently offering the best quality product."

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.*

\*Independently tested August 2017 by a third-party research firm; study compared new Niman Ranch prosciutto with top two domestic natural brands as identified by SPINS. Consumers preferred Niman Ranch 62% of the time during the test.