



Passion

FOR QUALITY

www.salumificioaurora.it

OUR *Origins*



Salumificio Aurora was founded in 1967 by the same family that still owns it today: a guarantee of **tradition, continuity** and **seriousness**. Since then important changes have taken place both within the company and in the world of cold cuts: **we have kept pace with the times without ever forgetting our traditions**. We face the new challenges of the market by exposing ourselves and engaging directly with customers and consumers. Our company origins prove the values that today distinguish our products and the way we work.

An experience handed down from generation to generation

Cavalier Dino Dodi founded Salumificio Aurora in 1967 and since then much of the work, techniques and tricks have remained unchanged. We know **the value of the experience** of those who preceded us: that is why we produce cold cuts following the traditions handed down to us, continuing to pursue the goals and values of the first years.



OUR

...SINCE 1967

Our
founder

1967

01

Dino Dodi and his wife Luisa move to Felino where they buy a salumificio in liquidation.



1975

02

Dino builds the first part of the plant expanding the processing unit and raising two ageing floors (after much effort, with the elevator).



The
plant

The
enlargement

1987

03

The first building connected to the old plan through a tunnel is built.



OUR

History

UNTIL TODAY

The cellar for the ageing
of Culatello

1995

04

An underground
cellar is created
for the ageing of
Culatello.



05

Construction of the
current office area
and ageing rooms.

2009

New office area
and ageing rooms

The new
plant

2016

06

Launch of the new plant in Collecchio.
Together with the logistics sector, this
structure houses offices and spaces
dedicated to the activity of support to
business partners and their customers.



OUR Values

Tradition and Quality



We produce in a serious and responsible way to bring on the consumers' tables cured meats that recount **a history of quality**. We transmit the values that have been handed down to us to produce **good and genuine cured meats**. This is for us the concept of tradition. Our first concern is to deserve the approval of the most demanding customers and consumers. That of traditional cured meat is a heritage of the food culture of our country that we want to preserve. You cannot cheat: **cured meats are good only if prepared following the precise rules handed down over time and using new technologies at their best.**



A COMPANY MADE OF

People

Respect and Sustainability

People are the true value of Salumificio Aurora and the company philosophy is based on them. Employees, collaborators, customers and consumers are an integral part of the company and are protagonists of a system of values and of a project born to be sustainable with **respect for individuality**.



Quality

The principle from which we started and which we never leave

The undisputed quality of Aurora cured meats comes from the **care of all the production phases** starting from the selection of **excellent quality raw materials**, which come from selected farms that pay particular attention to the feeding and care of pigs. We select meat cuts suitable for the different productions and entrust them to our **skilled experts** who perform with **ability and competence** the manual operations learned from their masters.





Only the best for our consumers

Each type of product follows different ageing stages in dedicated rooms and **respecting the ageing timings**. Strict controls, both from a health and veterinary point of view, together with **very high hygienic and sanitary standards** guarantee the highest quality of meat, thus allowing to reduce the amount of salt used in the production of cold cuts. **Producing quality is for us a duty and for the consumer it is an indispensable right to demand it.**



OUR services

More services for the trade,
more quality for the consumer

Over the years we have developed important **synergies** with our customers that have allowed us to collect significant, mutual successes. Developing and adapting products to the **specific needs** of new markets, we are able to meet the changing needs of today's customers setting ourselves in the right way, at the right time and at the right price.





Continuous learning

Our headquarters in Collecchio boasts **an area dedicated to the training and tasting of our products**. This allows us to train and inform our agents and customers about the organoleptic characteristics of our products and about product news. Our Research & Development department is constantly committed to **improving production processes** in order to allow a lower salt intake and, where possible, a reduction or even elimination of the use of preservatives.



Territory

A natural vocation for excellence

For centuries the Parma area has been renowned for its gastronomic excellence. Its agricultural vocation and the unique **combination of location, altitude and microclimate** favour a process of maturation and seasoning of cold cuts, not replicable in other places. Our plants are located in northern Italy in a strip between the Po Valley and the Tuscan-Emilian Apennines, production area of some of the most important products of the Italian food culture.

Ethics

The most concrete among abstract terms

It may be perceived as an abstract term, but we make it concrete through the undisputed quality of our cured meats: from the care we put in all the stages of production, passing through our **respect** for the environment and for people, to get to a certified product to fully guarantee the consumer.

Certifications

Our certifications

We have chosen to adhere to one of the schemes recognised by the GFSI (Global Food Safety Initiative): we are certified according to the **FSSC 22000** standard.

gluten free



Gluten-free products

We are attentive to health and nutritional aspects and we want our products to be accessible also to people with particular **food intolerances**: this is the reason why we produce cold cuts that do not contain gluten.

Environment



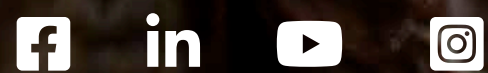
Environmental protection

We respect nature and encourage the use of recyclable materials with low environmental impact.



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