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**WALMART INTRODUCES PROSCIUTTO DI PARMA TO OVER 2,700 LOCATIONS**

**NEW YORK, NY (March 8, 2017)** – Shoppers across the United States will now have a chance to enjoy a premium Italian classic. Pre-sliced Prosciutto di Parma is now available at over 2,700 Walmart stores, making it more readily available to consumers in new areas of the country.

As pre-sliced Prosciutto di Parma demand rapidly increases in the U.S., the Consorzio del Prosciutto di Parma continues to protect the tradition and rigorous standards instilled in the production process. The U.S. is the number one export market for Prosciutto di Parma and saw enormous growth in pre-sliced sales between 2013 and 2016, generating a 39% increase over that period. Pre-sliced prosciutto now accounts for 19% of total Prosciutto di Parma production.

“We’re excited about the latest expansion of Prosciutto di Parma as one of the most groundbreaking retail partnerships in the United States,” said Consorzio Marketing Director Paolo Tramelli. “Bringing Prosciutto di Parma to such a large nationwide retailer gives people a chance to try the product, who may have not been able to before.”

As required by law, packages will include the gold Ducal crown in a black triangle in the upper left corner to ensure customers are getting the true Parma experience. Prosciutto di Parma must be sliced and packaged in Parma, according to its Protected Designation of Origin requirements. Shoppers should look for the Parma crown, which is a guarantee of authenticity and assurance for a product that is 100% natural, free of preservatives and consists of only four ingredients: the hind legs of specialty-bred Italian pigs, sea salt, air and time.

To learn about the Consorzio’s 2017 marketing and training programs, contact our U.S. Information Office at [info@parmacrown.com](mailto:info@parmacrown.com) or visit [www.parmacrown.com](http://www.parmacrown.com).

**About the Consorzio del Prosciutto di Parma**

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The Consorzio was established in 1963 by 23 producers producing 53,000 branded hams who wanted to protect and promote their product throughout the world. Since then, the Consorzio has grown into a family of 150 Prosciutto di Parma producers supplying nearly 9 million hams annually to markets all over the world.

Today's producers carry on a tradition that has been passed down through generations. The production of every Prosciutto di Parma is regulated by strict laws that define the quality and characteristics, represented by the Parma Crown branded on Prosciutto di Parma. Learn more, discover recipes and find out where to buy Prosciutto di Parma at [www.parmacrown.com](http://www.parmacrown.com).

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