



FORTUNATO

SALUMI

Business Plan



Four Generations of Italian Craftsmanship



FORTUNATO FAMILY

We use only **Australian pork**, natural spices, and curing methods refined over more than **60 years of experience**. This combination of tradition, technical expertise, and consistent quality forms the foundation of our reputation and supports our growth in the Australian market.

Fortunato Salumi is both a family legacy and a **reliable, highly specialised production capability**, strengthened by over **15 years of entrepreneurial presence in Australia**.

★ **Fortunato** is a fourth-generation family business originally from Sicily, where the Fortunato family has produced traditional salumi since 1967. Relunched and expanded in Australia by **Ignazio and Erica Fortunato**, the company preserves its heritage thanks to **Salvatore Fortunato**, fourth-generation norcino trained within the family tradition.



Mission & Core Values

To bring authentic Italian salumi craftsmanship to Australia through a fourth-generation family tradition, combining local Australian pork with time-honoured Italian curing techniques.

Tradition & Heritage



We preserve a 60-year family legacy of artisanal salumi production, passed down from father to son since 1967.

Quality Without Compromise



We use only Australian pork, natural spices, and controlled curing methods refined over four generations.

Transparency & Integrity



Clear processes, honest sourcing, and respect for both the product and the consumer.

Innovation Rooted in Tradition



While preserving traditional methods, we invest in modern equipment and processes to guarantee safety, scalability, and efficiency.

Craftsmanship & Expertise



Every step is guided by Salvatore Fortunato, a trained fourth-generation norcino, ensuring consistency and technical excellence.

Local Community Commitment



We support local farmers, suppliers, and distributors by using Australian pork and building long-term partnerships that strengthen the local economy.



OUR SALUMI ARE MADE EXACTLY AS THEY WERE IN THE PAST:

- ✓ 100% natural casings
- ✓ no chemical preservatives
- ✓ no artificial additives
- ✓ only Australian pork, natural spices, and time

Why Fortunato Salumi

Australia is experiencing a growing demand for premium, authentic food, yet the market still lacks a true Italian-style artisanal salumi tradition.

What we offer is not just another product: **it is something that does not exist in Australia.**

This approach is extremely rare in the Australian market, where most salumi rely on industrial shortcuts, additives, or accelerated processes.

Having lived in Australia for many years, we understand the territory and its consumers. Australians love premium food, authenticity, and products with a real human story behind them.

Our four-generation heritage gives us the ability to bring something truly unique: real Italian craftsmanship, unchanged for 60 years, produced in Australia with full transparency and modern standards. We are not just launching a business. We are filling a gap in the market and offering Australia a genuine product that reflects purity, tradition, and uncompromised quality.

This is *why* we bring FORTUNATO SALUMI to Australia

because authentic craftsmanship, done properly, simply does not exist here today.

What We Will Produce

Core Salumi Line



Fortunato Salumi's produce a premium range of Italian-style artisanal salumi, made using Australian pork, natural spices, and traditional curing methods maintained for four generations.

Salami Product

Premium Artisanal Salumi Line

SALAMI NORCINO

Mild & Balanced · Classic Umbrian-Style Salami

• Sliced Pack (120 g)RW • Chub Pack (200g)RW • Whole Pack (300g)RW.

A mild, well-balanced salami inspired by the ancient Umbrian art of norcini. Subtle, smooth, and easy to enjoy, a true everyday classic crafted with tradition.

SALAME LUCANICA

Spicy & Aromatic · From the Mountains of Basilicata

• Sliced Pack (120 g)RW • Chub Pack (200g)RW • Whole Pack (300g)RW.

Inspired by rustic Southern Italian recipes, this salami is bold, spicy, and deeply flavorful, a true tribute to the rugged hills and strong culinary identity of Basilicata.

SALAME FINOCCHIONA

Fennel & Garlic · Traditional Tuscan Recipe

• Sliced Pack (120 g)RW • Chub Pack (200g)RW • Whole Pack (300g)RW.

A Tuscan classic crafted with fragrant fennel seeds and a bold touch of garlic. Soft, aromatic, and full of character, perfect for lovers of authentic, traditional Italian flavors.



- 100% NATURAL CASINGS
- NO PRESERVATIVES, NO ADDITIVES
- PREMIUM AUSTRALIAN PORK
- FAMILY RECIPE (60+ YEARS)
- NATURALLY AGED, SLOW PROCESS



CAMPAGNOLO

Rustic Dry Sausage · Traditional Countryside Recipe

Whole Pack (300g)RW.

A rustic, country-style dry sausage crafted using traditional Italian farmhouse methods. Rich, fragrant, and naturally hearty, Campagnolo captures the authentic flavors of rural Italy & genuine craftsmanship.



CREMA 'NDUJA

Spicy Spreadable Salami · Calabrian Fire

• Chub Pack (250g)RW • Whole Pack (350g)RW.

A smooth, fiery spreadable salami cream inspired by traditional Calabrian 'Nduja. Rich, intense, and ready to serve, Calabria's heat in every spoonful.

Cured Meats

Naturally Aged and Expertly Crafted

CULATELLO PROSCIUTTO

Delicate & Refined · The King of Italian Cured Meats

• Sliced Pack (130g)RW • Chub Pack (500g)RW • Whole Pack (1500g)RW.

Crafted from the finest pork leg, Culatello is elegantly sweet, tender, and naturally delicate. Slow-aged to perfection, it delivers a refined, melt-in-your-mouth flavour, the true aristocrat of Italian charcuterie.

CAPOCOLLO COPPA

Aromatic & Balanced · Northern Italian Tradition

• Sliced Pack (130g)RW • Chub Pack (500g)RW • Whole Pack (1500g)RW

A beautifully marbled cut, seasoned with natural spices and dry-aged for weeks. Soft, aromatic, and perfectly balanced, coppa offers a rich, smooth flavour that represents one of most regional specialties.

PANCETTA

Rich & Savory · Classic Italian Curing

Sliced Pack (120g)RW • Chub Pack (350g)RW • Whole Pack (700g)RW.

Crafted from premium pork belly and slowly aged, Pancetta is rich, silky, and full of natural flavour. Ideal sliced thin or used in cooking, it brings authentic Italian depth to every dish.

SMOKED SPECK

Smoky & Elegant · Alpine-Style Cold-Smoked Ham

Sliced Pack (130g)RW • Chub Pack (500g)RW • Whole Pack (1500g)RW

Traditional Alpine craftsmanship meets delicate cold smoking. Lean, aromatic, & subtly smoky, Speck offers a refined flavour with a clean, savoury finish, a true taste of Northern Italy's mountain heritage.

GUANCIALE

Bold & Traditional · The Heart of Roman Cuisine

Diced Pack (80g)RW • Chub Pack (200g)RW • Whole Pack (400g)RW.

Crafted from selected pork jowl and aged with salt, herbs, and spices, Guanciale develops a rich, bold, and deeply savory flavour. Essential in iconic Italian dishes like Carbonara and Amatriciana, it offers unmatched intensity and melt-in-the-pan texture.

COLONNATA LARD

Silky & Aromatic · Marble-Aged Tuscan Specialty

• Sliced Pack (50g)RW • Chub Pack (150g)RW

Aged in marble basins with herbs and spices, Lardo di Colonnata becomes incredibly silky, fragrant, and delicate. A luxurious specialty that melts on the palate with unmatched smoothness.

Cooked Specialties

Cooked & Ready to Serve



- **100% NATURAL**
- **NO PRESERVATIVES, NO ADDITIVES**
- **PREMIUM AUSTRALIAN PORK**
- **FAMILY RECIPE (60+ YEARS)**
- **NATURALLY AGED, SLOW COOKE**

PROSCIUTTO COTTO - COOKED HAM

Traditional Italian Cooked Ham

- Sliced Pack (120g)RW
- Whole Pack (2kg)RW.

A traditionally crafted Italian cooked ham made from selected Australian pork, slowly cooked to preserve its natural tenderness and clean flavour.

Free from preservatives and artificial additives, this prosciutto cotto is mild, delicate, and perfectly balanced, allowing the quality of the meat to speak for itself.

Prepared following classic Italian methods, it delivers a soft texture, gentle aroma, and a naturally savoury taste, making it ideal for slicing, gourmet sandwiches, antipasti, and everyday premium use.

A true expression of simplicity, craftsmanship, and purity cooked slowly, seasoned lightly, and made exactly as it should be.



Ready to enjoy

Cooked & Ready to Serve



PORK ASPIC

Delicate & Traditional · Ready to Serve

• Chub Pack (200g)RW • Whole Pack (1000g)RW.

Pork Aspic is a refined Italian specialty made from selected cuts of pork, slowly cooked with natural herbs, spices, and aromatics. After long, gentle cooking, the meat is left to rest in its **naturally gelled broth**, creating a silky, delicate texture and a clean, well-balanced flavour.

Rooted in Italy's rural tradition, this dish was once a centrepiece of festive family tables. Today, we recreate it with full respect for authentic craftsmanship: **no preservatives, no additives**, just natural ingredients and time.

Fully cooked and **ready to serve**, it is perfect for antipasti, gourmet platters, and refined tastings. Savoury, aromatic, and harmonious — a true expression of traditional Italian cuisine.



COTECHINO

Slow-Cooked Italian Classic · Ready in 10 Minutes

• Retail Pack (500g)RW

Cotechino is one of Italy's most iconic heritage dishes — a slow-cooked pork specialty prepared with selected cuts, natural spices, and its own natural casing. What makes it unique is its incredibly tender texture and the rich, comforting flavour achieved through long, gentle cooking.

In Italy, Cotechino has always been tied to moments of celebration. Traditionally enjoyed with lentils as a wish for prosperity and good fortune, it represents far more than a festive recipe: it carries the warmth of family kitchens, the patience of slow cooking, and the flavour of traditions passed down for generations.

Our Cotechino is **fully cooked and ready in just 10 minutes**. Simply heat the sealed pouch, slice, and serve. A true taste of Italian heritage, genuine, comforting, and timeless.

What Makes Our Production Unique

The Cairns facility stands out for three key factors that directly support quality, efficiency, and future scalability:



A

Controlled, Consistent Production

A dedicated facility allows us to maintain stable curing conditions, ensuring uniform quality across all batches—something impossible when producing in small rental spaces.

B

Natural, Slow-Processed Products

Our production follows a traditional, additive-free method using natural casings and premium Australian pork, delivering a product that is rare in the Australian market.

C

Modern Standards Supporting Artisanal Methods

We combine traditional Italian techniques with modern food-safety systems, enabling reliable, scalable production while preserving authentic craftsmanship.

D

Strategic Location for Growth

Cairns provides direct access to local pork suppliers and efficient logistics for distribution throughout the NFQ, supporting our national expansion path.



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