

Consorzio Dolce Varzi

The mission of the Consortium “Dolce Varzi” (Varzi is the town in Oltrepò Pavese where this particular salami originated and Dolce means sweet) is mainly to bring to the market the “brand” Salame di Varzi DOP, produced by small artisan firms according to the criteria of tradition, quality and authenticity of excellence. These companies have through the Consortium the opportunity to access market shares otherwise unaccessible for such a “niche” product like this salami.

Unity is strength: in this way a small, family owned company, who joins the Consortium “Dolce Varzi” has the ideal context to continue and enhance a fine production; the Consortium “Dolce Varzi”, on the other hand, has the honor and the credit to gather under its own brand only serious, trustworthy, reliable and guaranteed companies.



*Consorzio
Dolce Varzi*

The Salame di Varzi DOP presents a soft and compact consistency, soft to the touch and free of voids; the cut is bright red with traces of the fat perfectly white. Depending on the time of aging, the product oozes spicy perfumes more or less marked, slight hints of mold and fragrance of bread crust, herbaceous aromas, green wood and mimosa. The flavor is sweet and delicate, with a slightly bitter aftertaste.



SALAMETTO "DOP"



FILZETTONE "DOP"



FILZETTA "DOP"



CUCITO "DOP"

According to some records, the Lombards were the first to introduce, in the Staffora Valley, pig breeding and the practice of stuffing minced meat to make salami (a raw sausage), a nutritious food, that lasts long and that does not require cooking, therefore ideal for a nomadic people.

In the thirteenth century, the Marquis Malaspina, whose family made firm bonds with these places, offered to their guests this food which is so tasty and delicious. As time went by, salame became a basic food product of the peasants, who made pig one of the main resources of their economy as well as their survival.

Until not long ago, it was customary to raise at least one pig each year, which was then intended for slaughter to sustain the whole peasant family. Today, as then, the gastronomic practice and traditions are being respected, consolidated and improved, and have embraced modernity to give birth in the towns, to a product of excellence: the Salame di Varzi DOP

www.ConsorzioDolceVarzi.com
P.IVA 02433070188
Loc. Fontanino, 15 Val di Nizza
PV 27050 IT
Email: info@consorziodolcevarzi.it
Phone: +39 0383 578003

