

LA QUERCIA
400 Hakes Drive
Norwalk, Iowa 50211



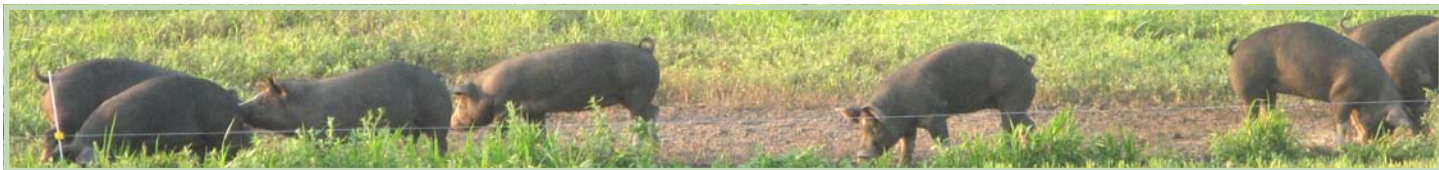
www.laquercia.us
Phone: 515-981-1625
Fax: 515-981-1628

La Quercia® Artisan Cured Meats

January, 2009

We make traditionally dry cured meats in the Italian style and use no nitrites, nitrates, or vegetable equivalents, no extracts, starters, or colorings. The number of ingredients in what we make varies from 2 (pork and sea salt) to 3 (pork, sea salt, spices). Our method is to salt, then dry the meat, and allow it to age to develop flavor. Because meat is 95%+ of the (few) ingredients of any item and because we don't grind, mix, blend or cook, the quality of the meat we use very clearly expresses itself. And since the animals and the growers are our neighbors, we directly benefit from and appreciate the extra care and effort involved in humane and organic animal production. We are dedicated to making these special materials into fine eating experiences. We do not buy any meat from confinement production systems or from animals fed subtherapeutic antibiotics to promote their growth.

ACORN EDITION II—ACORN FED, ORGANIC, PASTURE RAISED, BERKSHIRE CROSS



In 2007 we introduced Acorn Edition I, a subscription based program. Subscribers join us for a pig's worth of participation in the traditional journey from late fall harvest enjoyment of fresh meat, through winter salting and curing, to acorn fed prosciutto bliss a year and a half later! Each subscriber receives fresh and frozen meat at harvest, and then we salt and age the major elements of the pig and they receive the guanciale, pancetta, lonza, coppa, lardo, spallaccia, and prosciutto as they age and are ready. The best meat makes the best prosciutto, and because we have the combination of excellent breeding, best husbandry practices, and best feed possible, this is the best that we can get.



LA QUERCIA GREEN LABEL—ORGANIC BERKSHIRE CROSS



We are the only company in the USA offering organic traditionally dry cured meats—organic pork is especially appropriate for dried meats because the removal of water concentrates the solids.

Organic Prosciutto—Green Label is the first and only organic prosciutto available in the USA and is made with premium, pasture-raised, Berkshire/Chester White cross pork from Becker Lane Organic Farm. Excellent breeding and outstanding husbandry yield beautiful meat. We consider this our finest prosciutto. To preserve its organic nature, we offer it off the rack, untrimmed (at left) or fully trimmed.

Organic La Quercia® Pancetta—Green Label is the first and only organic pancetta available in the USA. We select the meat with 9 quality criteria and make a traditional, pure, rustic yet luxurious form of flat pancetta “tesa” that may be eaten with or without cooking.

Organic La Quercia® Guanciale: Guanciale is a delicacy that adds silky smoothness to any dish. Ours is skinless and dry cured, lightly spiced with rosemary. It can be eaten with or without cooking. Ingredients: Pork, sea salt, spices. 4x3-4 lb packages per box.

Organic La Quercia® Iowa White: Developed originally as part of our Acorn Edition, we had such positive response (and enjoyed it so much ourselves) that we decided to offer our version of “Lardo,” cured backfat. We chose a “warm” spicing of clove, coriander, nutmeg, pepper and bay.

©LA QUERCIA Llc, 2009



LA QUERCIA
400 Hakes Drive
Norwalk, Iowa 50211



www.laquercia.us
Phone: 515-981-1625
Fax: 515-981-1628

La Quercia® Artisan Cured Meats

January, 2009—Page 2

LA QUERCIA ROSSA—HEIRLOOM 100% BERKSHIRE (KUROBUTA)



The Japanese have long known that Berkshire pork, (Kurobuta or “black pig”) is excellent quality. It took enthusiasts committed to combating the “other white meat” trend to introduce Americans to this reality. We prefer Berkshire for curing also.

La Quercia® Rossa —Heirloom Prosciutto is the first breed-specific dry cured ham offered or made in the USA; Jamon Iberico is the only other breed specific dry-cured ham in the world. Since prosciutto flavor develops internally, breed plays a key role in eating quality—it influences muscle fiber and structure, water holding capacity, fat quality, and internal meat characteristics. This in turn effects salt level, texture, fat flavor, and the natural flavor developed during curing. Introduced in August, 2006, the praise from food critics and writers was extravagant: *Time*, *the Philadelphia Inquirer*, *Food & Wine*, *Canada National Post*, and *the LA Times* used superlatives like “amazing,” “delicious,” “fabulous,” “inarguably lovely,” and “exceptional.” Celebrity chefs like Mario Batali, Daniel Boulud, Michel Richard, and Laurent Tourendel put it on their menus. Famed wine critic Robert Parker called it “stunning.”

AMERICANO—100% ANTIBIOTIC FREE

All of these items are made with antibiotic free meats from Whole Foods Markets approved producers.

Prosciutto Americano, our first product, is a dry cured ham, made-in-the-USA to stand next to the great hams of Europe. Made from only pork and sea salt, changes from its European counterparts in trim, handling, salting, and curing result in improvements for quality, uniformity, and user’s yield. When we introduced it, Jeffrey Steingarten of *VOGUE* said it was the “best prosciutto, imported or domestic that I’ve tasted.” Also offered as a coarsely ground “Crumble” that James Beard Award winning newsletter writer David Rosengarten called “his favorite new idea in salumi.”

Speck Americano is very lightly smoked with apple wood after curing, to add the evocative flavor and aroma of a wood fire to the “dolcezza” or sweetness of the meat. Leaner, higher in protein, it is silkier, more welcoming, and more nutritious than the Italian.



Americans love strong flavors, so we created **Prosciutto Piccante**. It is our Prosciutto Americano hand rubbed with a fresh ground blend of red pepper and fennel. Florence Fabricant of the *NY Times* complimented its “vibrant complexity.”

Pancetta Americana: Rolled pancetta (“arottollata”) is preferred by some because there is no dry surface. The freshly ground spicing of bay leaf, juniper and pepper resonates pleasantly through the meat selected to our criteria by farmer owned Heritage Acres. Dry cured, it can be eaten with or without cooking.



Coppa Americana. We first made coppa for our Acorn Edition and enjoyed eating it so much that we decided to make more of it. Chefs and critics said that it was “fabulous,” “delicious,” and “the best I’ve ever had.” We use a deep, rich blend of Spanish pimento and organic cocoa to add a “bass note” to the flavor of the high quality meat. Naturally dry cured, so there are no nitrites, nitrates, vegetable substitutes or cultures.

»»»Coming in Late Summer 2009: Sliced La Quercia Artisan Cured Meats«««

About La Quercia: We believe that the food we eat can delight us each day. It is our mission to help you make that happen. With each product we strive to offer a memorable eating experience. Seeking out the best possible ingredients, produced responsibly, we craft them by hand into something that expresses our appreciation for the bounty and beauty of Iowa.

©LA QUERCIA Lic, 2008