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COLUMBUS Craft Meats expands deli portfolioÂ

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COLUMBUS Craft Meats, a leading brand in premium salumi, has launched its first standalone pepperoni deli product: COLUMBUS Uncured Pepperoni. A brand rooted in Italian American tradition, the COLUMBUS brand recognised an opportunity to bring bold, elevated pepperoni to the deli, crafted for consumers craving premium flavour and versatility.

â??The deli pepperoni category has seen significant growth, with $108 million in retail sales and a 5.5 per cent increase year-over-year,â• said Katie Yan, brand manager for COLUMBUS Craft Meats. â??Nearly 70 per cent of consumers are looking for new flavours and sizes in deli pepperoni. This product meets that demand with premium quality and versatility.â➧

COLUMBUS Uncured Pepperoni is crafted with whole cuts of hand-trimmed pork and seasoned with cracked fennel and paprika â?? delivering a bold, spicy and smoky flavour profile. Unlike many pepperoni products on the market, uncured pepperoni is slow-aged and never heat-treated, keeping with the brandâ??s commitment to traditional methods.

With a medium diameter and a slice thickness that balances flavour and texture, this pepperoni is ideal for a variety of uses beyond pizza. It contains no added nitrates or nitrites, except those naturally occurring in celery juice powder and sea salt. It is gluten-free and contains no MSG or trans fats.

â??We saw an opportunity to deliver a pepperoni that fits seamlessly into everyday eating occasions, from sandwiches to school lunches, or just to snack on,â?• said Evan Inada, charcuterie director for the COLUMBUS Craft Meats brand. â??This product is our answer to that demand. Itâ??s not just for charcuterieâ??itâ??s designed for everyday use across multiple eating occasions.â?•

COLUMBUS Uncured Pepperoni is available at select retailers nationwide, including Kroger, Albertsons Portland and Mid-Atlantic, Giant Carlisle, Hy-Vee, Save Mart, Associated Wholesale Grocers (AWG), Associated Food Stores (AFS) and Ralphs. The product is sold in a 4-ounce tray with a suggested retail price of $5.69.