



*Lioni*  
LATTICINI, INC.



# Press

2023 American Cheese Society Awards  
SFA 2023 Hall of Fame Inductees  
2022-23 World Cheese Award  
2022 American Cheese Society Award  
2022 sofi™ New Product Award  
Gourmet News 2021  
Gourmet News 2020  
New York Magazine 2020  
2019 American Cheese Society Gold Award  
Sapere 2019  
New York Times  
World Cheese Awards 2018  
Consumer Reports  
Cook's Illustrated "Tasting Burrata"  
Cook's Illustrated "Tasting Fresh Mozzarella"  
Total Food Service 2017  
Total Food Service 2016  
2015 World Cheese® Super Gold Award  
Cheese Market News®  
Total Food Service 2014  
2014 World Dairy Expo Championship Product Contest  
Newsday  
2014 World Championship Cheese Contest® Award  
Dairy Foods  
Saveur  
World Cheese Awards 2012  
Celebrity News...  
Fine Cooking



**FOR IMMEDIATE RELEASE**

## **Lioni Takes 1<sup>st</sup> and 2<sup>nd</sup> at 2023 American Cheese Society Competition**

*Union, NJ – July 21, 2023 – **Lioni Latticini, Inc.*** award winning producer of Fresh Mozzarella, Burrata, Stracciatella and Bufala Cheese products received top honors in two categories at this years American Cheese Society competition. Lioni was awarded 1<sup>st</sup> place topping 21 entries, for their Ovoline with highest honors in the Fresh Mozzarella – under 8 oz category, and 2<sup>nd</sup> place with highest honors and score for Burrata out of 14 entries in the Burrata category. Winners were announced this week in Des Moines, Iowa at the ACS’s annual conference.

“It is an absolute honor to have our products recognized by the judges at the largest event of its kind for American-made cheeses,” said Andrea Salzarulo Sears, Vice President of Sales at Lioni Latticini. “Although we are a small family-owned and operated business we have an enormous passion for our products and our customers!”

Lioni sources their milk from local farms shipping only the freshest products nationwide from their state-of-the-art facility in New Jersey to as far West, including the states of California and Washington. They manufacture and supply these buyers across the US with a full product line of award-winning fresh mozzarella cheese, burrata, stracciatella and mozzarella di bufala products. Lioni products are made fresh daily and distributed each day via refrigerated trucking.

Ovoline, an “egg-size” fresh mozzarella packaged in purified water has a shelf-life of 28 days from date of manufacture and is currently available in two sizes, 8 oz. retail and 3 lb. Tubs for foodservice. Burrata Con Panna made from authentic Italian Panna from Italy has a shelf-life of 21 days from date of manufacture and is available in various sizes - 8 oz., 4 oz., and 2.5 oz. for both retail and foodservice.

### **About Lioni Latticini, Inc.**

The Salzarulo Family began its tradition in the Latticini business in the town of Lioni, Italy, many decades ago. Bringing old world Italian values and traditions to Brooklyn, NY, they have transformed their small neighborhood family business into a nationally renowned manufacturer and distributor of fresh mozzarella. Utilizing modern technology and computer-monitored equipment imported directly from Italy, a strict attention to detail goes into every step of production. Lioni supplies buyers with a full product line of fresh mozzarella products for both food service and retail demands across the United States. They currently ship nationally each week via refrigerated trucking. ###

### **FOR MORE INFORMATION:**

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**Instagram:** @lionilatticini **Website:** [www.lionimozzarella.com](http://www.lionimozzarella.com)###



## FOR IMMEDIATE RELEASE

### Lioni Latticini's Founders Celebrate Induction into the Specialty Food Association's Hall of Fame

Union, NJ – June 12, 2023 - **Lioni Latticini, Inc.**, well-known producer of Fresh Mozzarella, Burrata and Bufala Cheese products proudly announces the induction of its founders into the SFA Hall of Fame. The Specialty Food Association Hall of Fame honors individuals whose accomplishments impact contributions, innovations, and success within the Specialty Food Industry.

Salvatore and Giuseppe Salzarulo will be celebrating more than 30 years in the Specialty Food Industry, manufacturing an authentic, outstanding, specialty cheese product known as “the Mozzarella”. As dedicated masters in the fresh mozzarella business, their passion is derived from family roots deeply tied to Lioni, Italy, an extraordinary work ethic, and an intense commitment to their craft.

“We are honored to be inducted into the SFA Hall of Fame”, says Giuseppe Salzarulo, Co-founder, and Co-owner of Lioni Latticini, Inc. “and we are especially proud of our family’s longtime traditional cheesemaking.” It is a privilege to share our journey with this incredible specialty food community.”

Lioni friends and family will be commemorating this special event at the Summer Fancy Food Show with a “Spaghetтата” prepared by Chef Riccardo Orfino, Partner, and Executive Chef of West Village (NYC) restaurants Alice and Osteria 57.

Lioni will be exhibiting at the Summer Fancy Food Show at the Javits Center in New York City where they will be highlighting many of their award-winning fresh mozzarella products. Visit them at Booth 1366 where they will be featuring their newest addition, Ricotta di Bufala, an authentic locally made, sweet, and delicate ricotta.

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## FOR IMMEDIATE RELEASE

### Lioni's Premium Line Garners a World Cheese Award Once Again

*Union, NJ – November 4, 2022 – **Lioni Latticini, Inc.'s** Stracciatella Panna Di Latte wins Bronze at the World Cheese Awards, held at the International Convention Centre, Newport, Wales UK on Wednesday, November 2nd.*

Lioni's Stracciatella was recognized by many of the world's leading experts in cheese including cheesemakers, cheesemongers, buyers, chefs, retailers, and journalists. The cheeses were scored on attributes such as appearance, aroma, body, and texture, with the greatest emphasis on flavour and mouthfeel. With 4,434 entries from 42 countries and 900 companies world-wide, Lioni's Stracciatella Panna Di Latte, impressed the judges in this most prestigious cheese-only event.

"It is incredibly rewarding to be recognized for excellence in cheesemaking for our latest product, Stracciatella Panna Di Latte at the most respected and influential cheese event in the world." says Giuseppe Salzarulo, Co-founder, and Co-owner of Lioni Latticini, Inc.

Stracciatella Panna di Latte is an ultra-rich creamy cheese crafted from delicate shreds of pasta filata mozzarella and the finest authentic Italian cream. This most recent World Cheese Award is Lioni Stracciatella's third accolade in 2022 since its launch, adding to the Specialty Food Associations Sofi™ Award, and its 1<sup>st</sup> place win at the American Cheese Society's Cheese Judging Competition. All Lioni's Premium line products have earned previous World Cheese Awards since 2012.

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## FOR IMMEDIATE RELEASE

### Lioni Stracciatella Panna Di Latte Wins First Place at the 2022 ACS Judging & Competition

*Union, NJ – July 25, 2022* - **Lioni Latticini**, distinguished producer of Fresh Mozzarella, Burrata and Bufala Cheese products proudly announces the 1<sup>st</sup> Place Award for their Stracciatella Panna Di Latte in the Cow's Milk - Open Cheese Category for excellence in cheesemaking and their commitment to food safety. Lioni's Stracciatella cheese was identified by judges for its excellence amongst 1,387 products from 196 entering companies.

The American Cheese Society (ACS) provides a platform for American cheesemakers to showcase their talents and cheesemaking skills at the largest event of its kind for American-made cheeses. The ACS recognizes products for their achievements in flavor, aroma, texture, and appearance. Awards are given to cheeses and cultured dairy products which have achieved technical excellence and exhibit the highest aesthetic qualities.

"As cheesemakers, we are committed to product authenticity and product excellence in every way. We are honored to be recognized in this cheese category by the ACS for this respected award," says Salvatore Salzarulo, Co-founder, and Co-owner of Lioni Latticini, Inc.

Stracciatella Panna di Latte is an ultra-rich creamy cheese crafted from delicate shreds of pasta filata mozzarella and the finest authentic Italian cream. It is typically used atop pizzas, folded into seasonal salads, or can be added to a traditional pasta dish.

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# 2022 BEST NEW PRODUCT

COW'S MILK CHEESE CATEGORY

## *Stracciatella* PANNA DI LATTE

MAY 2022

Lioni's Stracciatella Panna di Latte received top honor from the Specialty Food Association, winning the **2022 sofi™ New Product Award**.

It was one of 102 winners selected from nearly 2,000 entries across 53 product categories—judged on taste, flavor, appearance, texture, aroma, ingredient quality and innovation.



*Lioni*

As Seen in the October 2021 Issue of

# GOURMET NEWS<sup>®</sup>

THE BUSINESS NEWSPAPER FOR THE GOURMET INDUSTRY

www.gourmetnews.com

## Sophisticated Cheese Just Got Even Creamier

Lioni Latticini, well-known producer of fresh mozzarella, burrata and bufala cheese, proudly introduces Stracciatella Panna di Latte for sale in retail stores. This ultra-rich creamy filling is the delicious center of Lioni's award-winning burrata. This ever-popular fresh cheese is artfully crafted out of delicate shreds of pasta filata mozzarella and the finest authentic Italian cream.

More than a spread, this luxurious cheese is traditionally used atop pizzas, folded into seasonal salads, and added to a favorite pasta dish. Lioni Stracciatella elevates the simplest dishes into sophisticated and elegant culinary presentations.

The sleek retail packaging reflects the product's Italian authenticity and distinct taste. Lioni looks forward to seeing this new addition to the premium line on all its retail partners' shelves.

According to Salvatore Salzarulo, founder and head of production at Lioni, "Stracciatella is the ideal extension to our retail product line. It is a tremendous opportunity to bring Lioni's adored specialty cheese currently found in restaurants and food-service direct-to-consumer."

Stracciatella Panna di Latte has a shelf-life of 21 days from date of manufacture and is available in 6/1 lb. cups for retail and 2/5 lb. tubs for foodservice.

For more information, email [lori@lioni-mozzarella.com](mailto:lori@lioni-mozzarella.com), call 908.686.6061 or go to [www.lionimozzarella.com](http://www.lionimozzarella.com).



SOPHISTICATED CHEESE JUST GOT EVEN CREAMIER!

# Stracciatella

## PANNA DI LATTE

Lioni Latticini, Inc.  
[www.lionimozzarella.com](http://www.lionimozzarella.com)



As Seen in the August 2020 Issue of

# GOURMET NEWS<sup>®</sup>

THE BUSINESS NEWSPAPER FOR THE GOURMET INDUSTRY



## Lioni

EMBRACE  
THE  
TRADITION

### Lioni Retail Cup Line Refreshes Its Look for Fall

Lioni is introducing new elegant imagery for its traditional fresh mozzarella retail cups in fall of 2020. The new packaging for Burrata, Burrata with Truffles and Bufala Mozzarella was designed to stand out as a premier choice for customers as they reach for fresh mozzarella products on store shelves. Lioni's existing Artistry retail cup line ties in seamlessly with the traditional line's new look.

Lioni's Fresh Mozzarella retail cups are all natural, with no additives or preservatives and are rBST free. They're a stand-out among other mozzarella products with their creamy, smooth texture and exceptional taste. They are available in 8-ounce cups of traditional mozzarella varieties as well

as in a marinated blend. They have a shelf-life of 28 days from date of manufacture.



Lioni utilizes modern technology and computer-monitored equipment imported directly from Italy. A strict attention to detail goes into every step of production. Lioni supplies buyers with a full product line of fresh mozzarella, burrata and bufala products for both

food service and retail demands across the United States and currently ships nationally each week via refrigerated trucks.

**Lioni Latticini Inc.**  
908.686.6061



## Fresh Look Fall 2020



[www.lionimozzarella.com](http://www.lionimozzarella.com)



As Seen in the February 3-16, 2020 Issue of

# NEW YORK

MAGAZINE

NYC's Una Pizza Napoletana is "undoubtedly the most elegant version of the form"



Photo: Liz Clayman

**Buffalo-mozzarella** shipments from Jersey-based importer Lioni Latticini arrive every Thursday.

Chef owner Anthony Mangieri, a "Naples-inspired dough savant" of *Una Pizza Napoletana*, crafts his special pepperoni pie to "stricter-than-Neapolitan standards" for a tender, springy, naturally leavened pizza that simply uses flour, water, sea salt, San Marzano DOP tomatoes and weekly shipments of **Lioni's fresh buffalo mozzarella cheese.**



## **FOR IMMEDIATE RELEASE**

### **Lioni Latticini Wins First Place at the 2019 ACS Judging & Competition for the Ultimate Indulgent Truffle Burrata.**

*Union, NJ – August 7, 2019* – Lioni was recognized for excellence amongst 1742 products from 257 entering companies winning 1st place in the Flavored Cheese category for their Burrata Con Tartufo at the 2019 ACS Judging & Competition.

Lioni's Burrata Con Tartufo features the rare delicacy of the world's finest Italian black truffles in a delicious creamy panna di latte and pasta filata mozzarella. The panna that is imported from Italy, is merged with carefully spun pieces of curd called pasta filata. The black summer truffles, add a rich and earthy aromatic flavor to the luscious and creamy filled center. With its pure flavor, creamy texture and delicate blend of Urbani's imported truffles, Lioni handcrafts a supremely sophisticated and indulgent burrata cheese.

"We are so fortunate to be recognized among our peers by a community that encourages the highest standards of cheesemaking, says Salvatore Salzarulo, Co-Owner & Co-Founder of Lioni Latticini.

Burrata Con Tartufo has a shelf-life of 17 days from date of manufacture and is available in both retail and foodservice options.

#### **About Lioni Latticini, Inc.**

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As Published by

# Sapone

## Lioni Unveils Fior Di Latte for Pizza

June 27, 2019 | Industry News

Awaken your senses to the flavors reminiscent of Old World Italy. Lioni introduces their Fior Di Latte—a fresh mozzarella for an exceptional pizza. This all-natural fresh mozzarella is the original “filatura” (stretching) cheese made from 100 percent Jersey cow’s milk from local farms.

Lioni’s Fior di Latte is abundant in flavor with a delicate, creamy texture. It is designed for high temperature pizza ovens that exceed 500 degrees. It is rich in fat and melts evenly with zero burn. Lioni’s Fior di Latte is always made fresh to order.

It can also be served as a fresh table cheese in your restaurant as it is firm, creamy and delicious.

Each piece is 8 ounces and is available for foodservice in two

3 lb. or 6 lb. tubs per case. The Salzarulo’s are

thrilled to bring this authentic cheese

whose flavor transports them back to their days in Italy.

**By using Lioni’s Fior di Latte, “Pizzaiolos” across the U.S. can now bring Italy home to their customers.**



As Published on December 31, 2018 by

# The New York Times

FRONT BURNER

## How to Improve Upon Burrata? Add Truffle

A new burrata from the New Jersey cheese manufacturer Lioni Latticini adds earthy black truffles for extra flavor.



By Florence Fabricant

Dec. 31, 2018

The delectability of this burrata from Lioni Latticini in Union, N.J., is enhanced by the earthiness of black truffles. It's sold at Murray's Cheese in containers that hold two four-ounce balls. Serve it with a drizzle of honey. The shelf life is very brief, so use it without delay.

Lioni Truffle Burrata, \$8.99 in Murray's shops, \$11 from [murrayscheese.com](http://murrayscheese.com).



## FOR IMMEDIATE RELEASE

### **Lioni Latticini's Bufala Fresca Takes Home Gold at the 2018 World Cheese Awards**

*Union, NJ -- November 13, 2018* – Lioni's Bufala Fresca was awarded a gold medal at the 2018 World Cheese Awards in Bergen, Norway. The World Cheese Awards is the largest and most esteemed competition of its kind and is run by the UK's Guild of Fine Food. This year's competition was held at the Bergen Grieghallen on November 2<sup>nd</sup> which included 3,500 cheeses from 6 continents judged by a panel of 230 cheese specialists including teams of technical experts, buyers, retailers and food writers from around the world.

"It is an honor to be recognized for our Bufala Fresca mozzarella at such a respected global competition," said Giovanni Salzarulo, owner's son and Director of Product Development at Lioni. Salzarulo said, "It was important for us to recreate the true essence of Italy's original Bufala Mozzarella here in the U.S., a creation that is very close to my family's heart."

Lioni has been importing the grass-fed bufala milk from Italy since 2016 and manufactures Bufala Fresca on a pre-order basis to ensure that the customer receives the freshest possible bufala product. Bufala Fresca has a shelf-life of 21 days from date of manufacture and is currently available in two sizes, 4 oz. retail and 4 oz. and 8 oz. for foodservice.

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As Seen In the September 2018 Issue of

# CR ConsumerReports

### What 100 Calories of Cheese Looks Like

A guide to help you make healthier choices for your sandwich, snack, or party plate

By Julia Calderone  
July 25, 2018




PHOTO: JAMES WORRELL

Whether it's sliced, cubed, crumbled, or shredded, Americans can't get enough cheese. According to a recent survey of 2,000 adults by market research firm Mintel, a whopping 95 percent reported having eaten cheese within the past three months, with the majority saying they'd eaten it several times per month.

A few downsides come with all that consumption, says Amy Keating, a registered dietitian at Consumer Reports: "Cheese is an excellent source of protein and supplies calcium, but it's easy to nibble on; and the calories, saturated fat, and sodium can add up."

And on top of that, you have to consider what you pair with the cheese. In recent CR tests, even healthy crackers had 5 to 40 calories each, and some had 100 calories per cracker.

Enjoy cheese with fruit or raw nuts. These added ingredients, such as sugars, and...

Calculated what 100 calories of...  
k soundly at your next soirée or

### What 100 Calories of Cheese Looks Like



1 oz. GOAT CHEESE	1 oz. GORGONZOLA	¼ cup GRATED PARMESAN
1 oz. KRAFT PEPPER JACK		
5½ LIONI CILIEGINE CHERRY-SIZE FRESH MOZZARELLA		
1¾ FT AMERICAN SINGLES	4/2 BABYBEL ORIGINAL	1½ SARGENTO SLICED SWISS

Consumer Reports. All rights reserved.



**5½**  
LIONI CILIEGINE CHERRY-SIZE FRESH MOZZARELLA



## A Healthy Choice

For a healthy eating choice, 5 ½ pieces of Lioni Ciliegine Cherry-size fresh mozzarella have only **100 calories** and are an excellent source of protein and calcium.

As Seen In the July/August 2018 Issue of

# COOK'S ILLUSTRATED



## Tasting Burrata

Imagine slicing open a tender ball of fresh mozzarella to find a luscious, thick cream teeming with plush bits of curd. A mozzarella offshoot, burrata is made in much the same way, but before the ball is twisted and sealed, it's stuffed with a mixture of curd and cream. Cheesemakers in the Puglia region of Italy began making burrata in the early 20th century as a way to use up leftovers from the production of fresh mozzarella. Then, around the turn of the century, artisanal cheesemakers in the United States started crafting their own versions; large manufacturers eventually followed suit. We wondered if any domestic supermarket options could deliver the luxurious experience we associate with burrata, so we rounded up four nationally available products priced from \$3.80 to \$6.50 for 8 ounces. We sampled them plain and in our recipe for Heirloom Tomato and Burrata Salad with Pangrattato and Basil.

We immediately noticed the cheeses' varying ratios of shell to filling. Lower-ranking cheeses had thinner shells that disappeared into the filling (our least favorite was less than 20 percent shell). By comparison, our top two products had an equal amount of hefty shell and soft filling, which provided a nice textural contrast. Tasters also liked clean, milky, slightly salty flavor and favored products with at least 80 milligrams of sodium per serving. Our winner, Lioni Burrata con Panna, was bright-tasting and nicely salted, with a thick, luscious cream that tasters loved. It was lauded for its "luxurious," pillowy texture and fresh dairy flavor—proving that it is possible to get high-quality burrata from the supermarket. —Lauren Savoie

## Tasters Loved Lioni's Burrata...

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Lauren Savoie  
Senior Editor, Tastings & Testings

### WINNER

#### LIONI Burrata con Panna

**INGREDIENTS:** Pasteurized whole milk, cream, starter, cheese cultures, vegetable rennet, and salt

**SODIUM:** 80 mg    **PERCENTAGE FILLING:** 48%    **PERCENTAGE SHELL:** 52%

**COMMENTS:** “This is mozzarella from heaven,” said one taster about this “buttery,” “rich” product. Tasters singled it out as the “creamiest” and “saltiest” of the bunch. It also had a distinct shell, with a “balanced” amount of “thick” filling.



As Seen In the July/August 2018 Issue of

# COOK'S ILLUSTRATED

## Tasting Fresh Mozzarella

What makes the best fresh mozzarella? It's all about balance.

BY LAUREN SAVOIE

Mozzarella comes in many forms, including string cheese, dense blocks for shredding, and larger balls of “fresh” high-moisture mozzarella. You can also make it at home with a few specialty ingredients in less than an hour. According to the traditional method, milk, rennet, and an acid are heated until the curds separate from the whey. The curds are strained, salted, and plunged into hot water to make them flexible. Once removed from the water, they are stretched until they become smooth and elastic. Finally, the cheese is shaped into a block or a ball and cooled, and then it's ready to eat.

### What Exactly Is “Fresh” Mozzarella?

For centuries, fresh mozzarella has been made in Italy using buffalo's milk. But since buffalo mozzarella is not aged and is usually produced with unpasteurized milk, its shelf life is only four to five days, making the cheese difficult to export to the United States.

While there are a few buffalo mozzarella producers in the United States, most domestic “fresh” mozzarella is made from pasteurized cow's milk. The term “fresh mozzarella” is not recognized by the U.S. Food and Drug Administration, but cheesemakers use it to denote a style of mozzarella that is higher in moisture and is eaten raw (“fresh”) rather than cooked (with a few exceptions, such as pizza margherita).



We tasted the cheeses in three different applications, including our Cherry Tomato Caprese Salad.

With this in mind, we set out to find our favorite fresh mozzarella, focusing on cheeses labeled “fresh” and sold in shrink-wrapped balls or packed in brine. We rounded up eight nationally available products priced from \$0.32 to \$1.00 per ounce and tasted them plain, in our recipe for Cherry Tomato Caprese Salad, and melted onto miniature toasts. We didn't notice much difference in the cheeses when they were melted; however, flavor and texture differences were apparent in the plain and Caprese salad tastings.

Sodium played a big part in how we perceived flavor. The cheeses' sodium levels ranged from 50 to 110 milligrams per 1-ounce serving, and tasters found cheeses at the low end of the spectrum bland and boring. Mozzarellas at the higher end of the sodium spectrum fared a bit better, but a few tasters found them overly salty. We preferred products with a moderate amount of sodium (85 to 95 milligrams per serving); they were savory and flavorful without being overwhelmingly salty.

Zeroing in on differences in the tanginess of the cheeses took a bit more digging. During the mozzarella-making process, an acid is added to help the curds stretch. This acid can be vinegar, cheese culture (which causes natural bacteria to form and turn milk sugars into lactic acid), lactic acid, and/or



that the... into big flavor differences. Tasters found the two highest-pH cheeses, which were acidified with lactic or citric acid, too bland and sweet; they found the two lowest-pH cheeses, which were acidified with vinegar or cheese culture, a bit too tart. Our favorite mozzarellas, which had a moderate pH (about 6.0) and were acidified with vinegar or lactic acid, were subtly tangy. These products may have been made using slightly less vinegar or cheese culture than the lower-pH cheeses, though the acids could influence pH, including naturally occurring acids in the cows' diet, and the original fat and moisture content of the milk.

## Lioni Mozzarella, An All-Around Balanced Cheese...

### Acid and Moisture Affect Texture

Variations in pH can affect texture. Johnson explained that cheese's tightly bound matrix of protein (called casein) and lactic acid helps break down this tough protein. In general, higher-pH mozzarellas with a higher pH (less acidic) are relatively firm. Again, this tracked with our preference: the higher-pH cheeses a bit dense and slightly weepy. Our lower-pH cheese was too soft and slightly weepy. Our favorite products were soft, pliable, and stretchy.

The two top-rated cheeses also had higher moisture content, more than 60 percent. The one with the highest moisture was a melt-in-your-mouth cream cheese (with about 49 percent moisture) and was best for grating. However, texture differences were less noticeable when we melted the cheeses; they were perfectly milky, stretchy.

### A Better Mozzarella

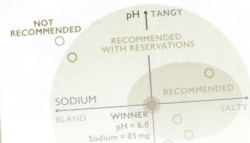
Our favorite cheese was BelGioioso Lioni Fresh Mozzarella (\$7.99 for 8 ounces).

“An all-around “balanced” cheese, this mozzarella was “tender but not too squishy” and “firm but not too dry.” It had “the perfect amount of salt,” and tasters also picked up on “grassy” notes of “cultured” milk (it uses cheese culture to acidify the curds). Its texture was “springy” and “soft,” and we loved its “luxurious,” “buttery” richness.”

— Lauren Savoie —  
Senior Editor, Tastings & Testings

### Tracking pH and Sodium Levels

We found that cheeses with moderate amounts of sodium were full-flavored and savory. We also noticed a correlation between pH and flavor: Those cheeses that fell in the middle of our lineup's pH range were subtly tangy and slightly sweet. Tasters noted that our favorite cheese, with a pH of 6.0 and 85 milligrams of sodium per serving, had “balanced tang” and was “well seasoned.”



## RECOMMENDED

### LIONI Fresh Mozzarella

PACKAGE: Shrink-wrapped

INGREDIENTS: Pasteurized whole milk, starter, cheese cultures, vegetable rennet, salt

SODIUM: 95 mg

TYPE OF ACID: Cheese culture

pH: 5.9

MOISTURE: 61.2%





As Seen In the January 2017 Issue of



# Total Food Service

Metro New York's Foodservice Publication

## TOP 10 THINGS TO KNOW ABOUT FRESH MOZZARELLA



Today's chefs are constantly seeking to create a signature taste that keeps customers coming back. At the top of that list is authentic bufala mozzarella, which can be found in everything from a great antipasto to any number of center of the plate entrees.

Creating great mozzarella is more than just executing a recipe. It requires the right ingredients and tender loving care. A gifted chef certainly might be capable of producing quality moz-

zarella. But frankly, if you could purchase a high quality product at a price that eliminates the cost of daily labor... wouldn't it make sense?

New Jersey based Lioni enables you to consistently offer the highest quality authentic bufala mozzarella to your Metro New York recipes. We wanted to bring our readership expertise in sourcing the right bufala mozzarella so we turned to their master craftsman to share the Top 10 things to consider in adding this crucial ingredient

to a restaurant foodservice operator's menu.

1. It is important to determine how fresh mozzarella will be served at your restaurant. This will define what type and size mozzarella will be used.

2. Fresh mozzarella comes in various sizes, for portion control, depending on the food application. It is referred to its Italian name size rather than just "plain" mozzarella. For example, Ovoline (Egg size), Bocconcini (Bite Size), Ciliegine (Cherry Size) etc.

3. Fresh Mozzarella can be packaged in water, hand-wrapped the "old fashioned way" or vacuum packed. It can also be smoked as a flavorful alternative.

4. A premium fresh mozzarella is moist and creamy and best for serving. A drier, less moist mozzarella is essential for use in cooking and ideal for melting.

5. Fresh mozzarella is meant to be eaten fresh, so choosing a premium quality product is necessary. It is highly perishable and should be properly refrigerated to maintain its freshness.

6. Fresh Mozzarella is traditionally paired with tomatoes, basil and/or prosciutto.

7. Fresh mozzarella can be used as a key ingredient in many traditional appetizers and entrees. Examples include a traditional Caprese Salad and a Margherita style pizza.

8. Fresh Mozzarella can be used in a variety of cuisines and is not limited to only traditional Mediterranean style cooking.

9. Fresh Mozzarella is best served at room temperature; it is recommended that it be left out a few hours before serving.

10. Fresh Mozzarella has now evolved into a highly exquisite cheese delicacy known as the burrata. A burrata is a fresh mozzarella filled-shell with a rich and creamy authentic pan-na di latte and pasta filata.



“Creating great mozzarella is more than just executing a recipe. It requires the right ingredients and tender loving care... New Jersey based Lioni enables you to consistently offer the highest quality authentic bufala mozzarella to your Metro New York recipes.”

As Seen In the November 2016 Issue of



# Total Food Service

Metro New York's Foodservice Publication



Lioni, from page 88

speciation and in-house processing and packaging.  
 Talk about what has gone into the design of your facility in Jersey.  
 Lioni utilizes innovative dairy technology along with state of the art computer-monitored and automated customized equipment in their HACCP compliant manufacturing facility. Their facility was much inspired by innovative dairy facilities from their family's native region in Italy.

Have you always produced product for foodservice?  
 Yes, Lioni has always offered their traditional fresh mozzarella products in foodservice packaging.

How have the tastes of the Lioni foodservice customer evolved?  
 As chefs and their patrons have become more educated in the true attributes of fresh mozzarella, the demand for quality, taste, texture and consistency has become fundamental to satisfy a more sophisticated palate.

“As chefs and their patrons have become more educated in the true attributes of fresh mozzarella, the demand for quality, taste, texture and consistency has become fundamental to satisfy a more sophisticated palate.”

Entrees and Pizzas. Chefs have now incorporated Burrata as a key ingredient in Pasta dishes as well as Seafood dishes.

Where did the idea come from for the new Bufala Fresca?  
 The owners of Lioni had always wanted to create an authentic Bufala mozzarella here in the U.S., but were presented with various challenges. For years, as they imported this Italian delicacy they struggled with providing a consistent fresh imported perishable product. They had made several attempts to import from Italy.

delightfully enjoyed with a hint of olive oil, as a simple insalata Caprese or as the essential ingredient for Pizza.

Do you deliver product directly throughout Metro NYC or through distributors?  
 Lioni delivers product directly though they also partner with several distributors to fulfill product demand throughout Metro NYC.



## NEWS MENU SOLUTIONS

### Jersey Based Lioni Introduces New Bufala Fresca Offering

Total Food Service sat down with Lori Church, Director of Sales & Marketing, Lioni Latticini Inc. in Union, NJ to talk about foodservice cheese trends and menu solutions.

Can you share a brief history of Lioni with our readers?

The Sabzarulo family began its tradition in the Latticini business in the town of Lioni, Italy many decades ago. In 1980, the family brought its fine art of cheese making to Brooklyn, New

York where it created a name for itself making fresh, whole milk mozzarella cheese. Within the past three decades, the Sabzarulos have transformed their small neighborhood, family business into a nationally renowned manufacturer and distributor of fresh mozzarella in the United States.

Today, Lioni is still a family owned and operated business that holds onto old Italian values and traditions. They manufacture over 15 million pounds of mozzarella per year in a 100,000 square foot facility in Union, N.J. Their

distribution reaches over 35 cities across the United States. The company also has a 2,000 square foot wholesale warehouse in Brooklyn.

Not easy to take hand made recipes from Italy and interpret them for a US audience and make them in bulk. How were you able to accomplish that?

Through comprehensive research and development and generations of cheesemaking expertise, Lioni crafts new items beginning with small batches,

perfecting the product and improving the production process over time. They develop a product progressively to insure product quality and consistency as they transition from small batches to larger volumes.

A strict attention to detail goes into every step of production - from the selection of the freshest milk, to the meticulous processing of the valuable curd, the perfect timing of the creation of the cheese, to the final in-

continued on page 118

Lioni Satisfies Sophisticated Palates Of Chefs And Patrons With Their Authentic Bufala Mozzarella Made In The U.S.

The owners of Lioni have always wanted to produce an authentic bufala mozzarella in the U.S. Through collaboration with Caseificio Mandara, leading innovators and purveyors of exceptional buffalo milk from the DOP area of Campania, Italy, they have recreated the inspirational essence of Italy's original bufala mozzarella.

Recreating authentic Italian taste with a local to table touch.

With generations of expertise, Lioni has recreated the inspirational essence of Italy's original Bufala Mozzarella here in the U.S. Through innovative collaboration, Lioni's all natural Bufala Fresca unveils an alluringly distinctive flavor with a delicious creamy texture. This century-old Italian delicacy is a mozzarella made from the milk of grassfed domestic Italian water buffalo originating from Southern Italy. Crafted at Lioni's N.J. manufacturing facility, this simply exceptional mozzarella is made fresh to order. Lioni respectfully presents an uncompromised, exquisite and superbly fresh 100% buffalo milk mozzarella. Bufala Fresca is available in two sizes, 4 oz. and 8 oz. for retail and foodservice.

(908) 686-6061 | www.lionimozzarella.com | info@lionimozzarella.com



## **FOR IMMEDIATE RELEASE**

### **Lioni's Burrata Con Tartufo Honored with Super Gold at the 2015 World Cheese Awards**

*Union, NJ*—November 30, 2015 – Lioni's Burrata Con Tartufo received a Super Gold and was named one of the World's 62 Best Cheeses at the 2015 World Cheese Awards. The World Cheese Awards was held on November, 26, 2015 at the BBC Good Food Show Winter at the NEC, Birmingham, UK. This year a panel of 250 cheese experts from around the world including Italy, France, Australia, Japan and the USA, judged over 2700 entries with 62 of the world's best cheeses selected for Super Gold awards.

Lioni's Burrata Con Tartufo features the rare delicacy of black truffles originating from Italy's region of Umbria. The panna, which is made from creamy milk, is merged with carefully spun pieces of curd called pasta filata. The Italian truffles, add a rich and earthy aromatic flavor to the luscious and creamy filled center. With its pure flavor, creamy texture and delicate blend of the finest imported truffles, Lioni creates a supremely sophisticated and indulgent burrata cheese.

Giuseppe and Salvatore Salzarulo, owners of Lioni Latticini feel privileged to have received such a prestigious honor at one of the most respected and largest cheese competitions in the world. Lioni is proud to be recognized and is pleased to continue to share this exceptional handcrafted Italian treasure.

#### **About Lioni Latticini, Inc.**

The Salzarulo Family began its tradition in the Latticini business in the town of Lioni, Italy, many decades ago. Bringing old world Italian values and traditions to Brooklyn, NY, they transformed their small neighborhood family business into a nationally renowned manufacturer and distributor of fresh mozzarella. Utilizing modern technology and computer-monitored equipment imported directly from Italy, a strict attention to detail goes into every step of production. Lioni supplies buyers with a full product line of fresh mozzarella and imported Mozzarella Di Bufala for both food service and retail demands across the United States. They currently ship nationally each week via refrigerated trucking. For more information, contact Lioni Latticini, Inc. 555 Lehigh Avenue, Union, NJ 07083 (908) 686-6061 or [lori@lionimozzarella.com](mailto:lori@lionimozzarella.com). [www.lionimozzarella.com](http://www.lionimozzarella.com)

As Seen In the November 14, 2014 Issue of

# CHEESE MARKET NEWS® Retail WATCH

## ITALIAN HERITAGE & FAMILY TRADITIONS SET LIONI APART

Lioni's fresh mozzarella products are made from the heart, in the Salzarulo family's long cheesemaking tradition. Lioni takes pride in perfecting and delivering what they know to be true authentic fresh mozzarella.

### RETAILING PERSPECTIVES

#### LIONI

Continued from page 7

cheese is now shipped to more than 35 states around the nation via refrigerated trucking.

The company's products have a shelf life of 3 weeks, which means getting the cheese into the mouths of consumers in a timely fashion is of the utmost importance.

**"We work with distributors to determine their needs, with a strong emphasis on pre-ordering and pre-selling."**

Lori Church  
LIONI LATTICINI

works closely with all of its customers, making cheese fresh to order.

"We work with distributors to determine their needs, with a strong emphasis placed on pre-ordering and pre-selling," Church says.

In addition, each year the company evaluates these needs to ensure that they are supporting their customers effectively.

"We evaluate the key issues and how we can help them grow," Church says, "and the relationships that sustain our business. We don't compromise on quality. We want to know where our product is sold and how it is being used."

"My uncle and father embrace every relationship," Conforte adds. "These are the relationships that sustain our business. We don't compromise on quality. We want to know where our product is sold and how it is being used."

Sixty percent of the company's cheese is sold at retail — with a small portion of that being private label — and the other 40 percent is sold for foodservice.

As a non-family member working for the company, Church says it is very clear what Giuseppe and Salvatore Salzarulo put into the company.

"As a family business, they are always hands on," she says.

Conforte says that her uncle, father and mother, Michela, who manages the distribution business in Brooklyn, N.Y., are teaching the younger generation, which includes her cousins Andrea and Salvatore and her brother Giovanni,

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**AWARD-WINNING BURRATA** — Three years ago, Lioni Latticini added its own handmade Burrata Con Panna, a cheese that has an outer shell of solid Mozzarella while the inside contains both Mozzarella and cream, to its line up. The cheese won a gold medal in the 2012 World Cheese Awards.

Photo courtesy of Lioni Latticini

along with herself, how to carefully build the company. "Mozzarella is our family's passion and the heart and soul of our business."

Strong relationships within the company — not just with customers — are crucial.

"We treat every employee as a family member," Conforte says, adding that the older generation doesn't just tell the younger generation how to manage — they live it.

"It is like being part of a family," Church agrees. "It's a beautiful thing to see, even from the outside looking in. Teamwork and communication is a key

part of the Lioni philosophy and proves to be truly effective in our daily approach."

"Product line growth only comes when management believes it's ready; growth," Conforte says.

"They want to perfect what we have," she says, noting the company's priority is always to keep up with demand and maintain quality before adding new products. "It is important to keep growing marketplace — there is no room for mediocrity — when you taste the flavor and the essence of our cheese, you never forget it." CMN

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## CHEESE MARKET NEWS® Retail WATCH

NEWS & MARKETING IDEAS TO HELP SELL MORE CHEESE



### Italian heritage, focus on quality products set Lioni Latticini apart

By Kate Sander

**UNION, N.J.** — Making traditional fresh Mozzarella isn't about profit margins at Lioni Latticini. It's about making products that are true to tradition and quality-focused.

Operated by the Salzarulo family, Lioni Latticini is the outgrowth of tradition that began in the town of Lioni, Italy, many decades ago. In 1980, the family brought its art of cheesemaking to Brooklyn, N.Y., when Giuseppe Salzarulo, who had lived in the United States for a few years, joined forces with his nephew Salvatore Salzarulo, who had recently immigrated, to make the fresh, whole milk Mozzarella they knew so well.

**"My uncle and my father breathe and embrace their Italian tradition."**

Teresa Salzarulo Conforte  
LIONI LATTICINI INC.

"My uncle and my father breathe and embrace their Italian tradition," says Teresa Salzarulo Conforte, director of operations and Salvatore Salzarulo's daughter. "In so doing, they have passed their beliefs and cheesemaking practices to the next generation. They take pride in perfecting and delivering that simple food ingredient that they know as the Mozzarella.

"Everything is done from the heart," Conforte adds. "It's a lifestyle for them. They want customers to experience what we have in our own homes."

"They want to maintain quality and freshness and bring the richness of Italian cooking they have always known to the consumer — always striving for product excellence," she says.

Lioni Latticini offers more than 40 styles and sizes of fresh Mozzarella and other fresh Italian cheeses, including their classic fresh Mozzarella hand-wrapped in logs and braids, fresh Mozzarella in water and fresh Mozzarella



**FRESH PRODUCT** — Lioni Latticini offers more than 40 styles and sizes of fresh Mozzarella and other fresh Italian cheeses. It works closely with its customers to ensure only the highest-quality products make it to consumers' mouths.

Earlier this year, the company's Ovoline Fresh Mozzarella won second in the Fresh Mozzarella class in the World Championship Cheese Contest.

"It is an overwhelming satisfaction to produce a product which is notably accepted and recognized in the American culture as well as in the dairy industry," Conforte says.

"It's a healthy thing and it is validating for the company, but more importantly our motivation is to stay true to our roots," Church says of the decision to enter competitions.

During the last few years, the company also has updated its packaging

**"Our Mozzarella is meant to be eaten fresh as in the days of old, sharing in my family's beliefs of delivering a traditional fresh product as we know it to be."**

Teresa Salzarulo Conforte  
LIONI LATTICINI INC.

and artwork at the site. However, what they do best is — and enjoy it — My dad and un-

### Marketing search for hockey town

Partnership in Canada and expand our membership with Kraft to the United States where together, through Kraft Hockeyville, we can celebrate the American communities have support at all levels and reward passion with an unforgettable game as we bring an NHL pregame to the winning community

Marketing program will include digital and in-store media. Many U.S. retailers activate promotions during hockey. The participating Kraft II include A.L., Bulls-Eye, Cracker Barrel, Jell-O, Kraft Cheese, Kraft Mayo, Kraft Salad, Kraft Singles, Maxwell House, Oscar Mayer, Planters, Stove Top

to Kraft Hockeyville, the agreement makes Kraft a sponsor of the NHL and the American and an Official NHL Winter Classic, NHL NHL All-Star Game, NHL NHL Face-Off and the NHL.

for the U.S. Kraft Jan. 1 during the Winter Classic featuring the Blackhawks and Washington Capitals. For more information visit [www.krafthockeyville.com](http://www.krafthockeyville.com).

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Also in Retail WATCH:

'What's In Store' looks at



As Seen In the September 2014 Issue of



# Total Food Service

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Lioni, from page 46

production, says Lori Church, director of sales and marketing. "From selecting the freshest whole milk, to the processing of the valuable curd, to the perfect timing of the creation of the cheese and the inspection and in-house packaging, it's the attention to detail that continually guarantees consistency and quality."

In the mid-'80s they opened a plant in upstate New York, where he "worked" the milk. "I made the curds the way I want, the way we make it in Italy," he says. "People would taste it and I would see their faces. 'Wow,' they would say."

*"Our fresh mozzarella scale starts with one gram, and goes all the way up to one pound in water. 'It's specific to the customer's needs,' says Church. 'Restaurants particularly like that they can order the exact size that they need so there is no waste.'"*

Perline, 4 Grams; Perle, 9 Grams; Noccioline, 13 Grams; Ciliegine, 1.5 Ounces; Bocconcini, 4 ounces; Ovoline.

The company has won many awards. Lioni's Burrata Con Panna earned a gold medal, World Cheese Awards, in 2012 at the BBC Good Food Show at the NEC Birmingham, run by the UK's Guild of Fine Food, one of the largest and most esteemed competitions of its kind in the world, according to Church; and this year, a silver medal at the World Champion Cheese Contest, fresh mozzarella class.

"We have distributors in every major



Bocconcini Fresh Mozzarella

there is no waste."

One customer used to order cheese sliced. "I tell them, 'You're making a mistake...'"

## // NEWS

### ARTISAN SOLUTIONS

## Award Winning NJ Cheesemaker Provides Artisan Solutions For Tri-State Operators



(L to R) Salvatore Salzarulo, Teresa Salzarulo Conforte, Giovanni Salzarulo, Andrea Salzarulo Sears, Salvatore Salzarulo, Giuseppe (Sal) Salzarulo

Giuseppe (Sal) Salzarulo left Lioni at the age of 18 for the U.S. and started working in his brother's local pork store in Brooklyn. Even though the mozzarella business had been in his family for five generations, he didn't come with the intention of making fresh mozzarella and selling it.

But that all changed when he went to sell imported pasta to retailers in the New York City area and tasted what passed for mozzarella in this country. "I said, 'People call this mozzarella?' I knew I could make it better," says the owner and president of Lioni Latticini Inc.

So Salzarulo started his own cheese-making company in Brooklyn in 1981 with his nephew and partner Salvatore. It grew from his garage making about 100 pounds of mozzarella per week to a business that now produces 60,000

pounds of mozzarella every week (or about 15 million pounds a year) in a 100,000 square foot facility in Union, N.J. The company also has a 2,000 square foot wholesale warehouse in Brooklyn.

"I used to make it at dinnertime, small

portions, to make the people taste," he says. "It was completely different from anyone else's."

That's because the company pays such attention to detail in every step of

continued on page 80

## FAMILY TRADITION PRODUCES AWARD WINNING CHEESE

Lioni's full range of fresh mozzarella products provides superior quality and versatility to the food service industry.



CON PANNA  
*Burrata*



EXPERIENCE THE ESSENCE OF THIS EXCEPTIONAL HANDCRAFTED ITALIAN TREASURE!



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## **FOR IMMEDIATE RELEASE**

### **Lioni Latticini Takes First Place in the 2014 World Dairy Expo Championship Product Contest Fresh Mozzarella Category**

*Lioni Latticini Inc., Madison, WI -- August, 2014* – Lioni’s traditional fresh mozzarella cheese received first place for the Ciliegine in Water earning a score of 99.70 in the fresh mozzarella category. The World Dairy Expo Championship Cheese Contest sponsored by the Wisconsin Dairy Products Association allows dairy manufacturers throughout the United States and internationally to compete in a prestigious all-dairy National contest. This year’s contest received a record number of 1,055 entries. Judging was held on August 19<sup>th</sup> and 20<sup>th</sup> at the Madison Area Technical College Culinary School.

“Lioni is extremely proud to have received such recognition at this significant and worthy annual competition. We take great pride in being a dairy manufacturer and are truly committed to providing our customers with the highest quality mozzarella products.” said Andrea Salzarulo Sears, Sales Manager at Lioni Latticini.

All category first place winners will be auctioned on September 30<sup>th</sup> during the World Dairy Expo held in Madison, Wisconsin with a portion of the proceeds funding various scholarships to students pursuing careers in the dairy industry.

#### **About Lioni Latticini, Inc.**

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As Seen In the June 26, 2014 Edition of

# Newsday

THE LONG ISLAND NEWSPAPER



## CREAMY BURRATA IS THE CHEESE OF THE MOMENT.

Newsday's food writer stated Lioni's Burrata Cheese is:

*“ a treat drizzled with some fruity olive oil and a good grinding of black pepper ”*





*Silver Medalist 2014*

## **FOR IMMEDIATE RELEASE**

### **Lioni Latticini Receives Second Place in the 2014 World Champion Cheese Contest Fresh Mozzarella Class**

*Lioni Latticini Inc., Madison, WI -- March, 2014* – Lioni’s traditional fresh mozzarella cheese received second place award in the highly competitive fresh mozzarella class scoring a 99.40 out of a possible 100 points. The World Champion Cheese Contest is the largest international cheese and butter competition in the world. A team of expert judges including twenty-five from the U.S. and twenty-five from around the world evaluated more than 2,615 cheeses from 22 countries. Each cheese is judged on flavor, body, texture, salt, color, finish, packaging as well as other technical attributes.

Team Lioni is extremely honored to have received such recognition at this prestigious biennial competition which is based on a highly technical evaluation process. “It is no surprise that one of our most classic mozzarella cheese products continues to excel in the finest kitchens in our country”, said Teresa Salzarulo Conforte, Director of Operations at Lioni Latticini.

Today, Lioni is still a family owned and operated business that holds onto Old Italian values and traditions. They continue their family’s long tradition of Italian Cheese making providing their customers with premium quality, freshness and consistency.

#### **About Lioni Latticini, Inc.**

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# As Featured in the 2013 October Issue of



## Old World recipes, New World technologies

The owners of Lioni Latticini find success in the United States by producing the same authentic fresh mozzarella their family made in Italy for generations. New equipment and technology makes the cheesemaker more efficient.

By Sarah Kennedy, associate editor

**G**iuseppe Salzarulo, who goes by Sal, came to America in 1966 from Lioni, a small town in Italy, with no intention of making the fresh mozzarella he and his family had been producing for five generations in Italy. He joined his mother and a couple of his brothers in Brooklyn, N.Y., worked in his brother's store, and just tried to make ends meet while selling imported pasta to small stores in New York.

He saw that these stores were also selling fresh mozzarella, but not the quality he was used to. He wasted no time telling them that "I could make it better!" He started making about 100 pounds a week of fresh mozzarella in his mother's garage using the recipe and traditions his family had been using in Italy for years. He sold the cheese to the same local stores and they kept asking for more.

Around 1980 his nephew Salvatore Salzarulo also migrated to New York from Lioni after an earthquake destroyed the Salzarulo family's hometown. Before long the two Sals joined together with their years of experience to form Lioni Latticini Inc., a maker of traditional fresh mozzarella products. From there the business grew mostly on word-of-mouth. They purchased a small store in Brooklyn and started selling to local restaurants and stores. At the same time they purchased their first plant in Corning, N.Y., to start producing their own curd supply for production.

Today, the family-owned business makes and distributes fresh mozzarella to over 35 states across the United States. The company has grown by approximately 8% to 10% each year. The company still makes the majority of its own curd in the Corning plant although it also has strong curd supplier relationships. It has two main milk suppliers (sometimes three if demand calls for it) and receives about five to six trailer-loads of milk. The curd is shipped daily to its 50,000-square-foot state-of-the-art facility in Union, N.J., where all of the fresh mozzarella products are produced. Approximately 30,000 to 40,000 pounds of fresh mozzarella are produced each day to satisfy Lioni's customer demand.

The company makes over 40 different fresh mozzarella products in various sizes, all made-to-order, including specialty mozzarella products. It does not keep an inventory of any product. It also makes fresh ricotta and its newest product Burrata Con Panna, a fresh mozzarella filled with a light and creamy authentic panna di latte and pasta filata. The company also sells authentic panna di Bufala, an Italian specialty, imported from Italy and made from premium water buffalo milk. It's imported within 48 hours of its production.

Today the Lioni brand is made up of about 80% retail and foodservice, and about 20% private label (retail and foodservice). The company exhibits its products each year at the Summer

Approximately 30,000 to 40,000 pounds of fresh mozzarella are produced each day to satisfy Lioni's customer demand.

## LIONI THRIVES ON FRESH CHEESE

The Burrata Con Panna is a fresh mozzarella filled with a light and creamy authentic panna di latte and pasta filata. Since the company introduced it in March 2012, it's seen huge success, including winning a Gold medal at last year's World Cheese Awards in England.

### Production of mozzarella steadily increases in last 10 years

Year	Production (pounds)
2012	3,612,000,000
2011	3,574,428,000
2010	3,479,441,000
2009	3,267,524,000
2008	3,222,765,000
2007	3,329,540,000
2006	3,144,445,000
2005	3,019,052,000
2004	2,916,538,000
2003	2,807,188,000

Source: NASS, U.S. Department of Agriculture

### More plants are producing mozzarella cheese in 2012

Year	Production (pounds)
2012	125
2011	124
2010	121
2009	126
2008	115
2007	119
2006	109
2005	118
2004	120
2003	122

Source: NASS, U.S. Department of Agriculture

The new machines have helped satisfy the growing demand for the retail product line. The company's overall growth led to a better in-house lab as well. For Giuseppe Salzarulo, who often tastes everything himself, making sure the product is perfect every time is important to him. The new lab helped achieve the level of perfection he was looking for.

"As we grew, we grew because of our quality of product," Conforte says. "So as we grew, we had to invest in energy and going green. The new lab helped achieve the level of perfection we were looking for, as well as taken measures to installing light controlling that it could make a significant difference."

Along with the new machinery, the company's manufacturing facility was utilizing its energy. The company installed a 400.4 kilowatt solar system on the roof of its manufacturing facility. This system will produce approximately 474,000 kilowatts per year. That's enough clean energy to offset the carbon dioxide emissions from over 1,000 barrels of oil and 50,000 gallons of gasoline.

"The company is committed to recycling," said Conforte. "We've integrated it into our process, and they just want to see it grow and steady."

From left, Salvatore and Giuseppe Salzarulo stand in the company's main manufacturing plant in Union, N.J.

## LIONI THRIVES ON FRESH CHEESE

The owners of Lioni Latticini find success in the United States by producing the same authentic fresh mozzarella their family made in Italy for generations.



From left, Salvatore and Giuseppe Salzarulo stand in the company's main manufacturing plant in Union, N.J.

# As Seen In the 2013 May Issue of SAVEUR

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## Top Tomatoes

When sourcing canned tomatoes for our Naples-style pizza sauce (see page 52 for recipe), we tried every variety we could lay our hands on, from simple American Romas to imported tomatoes with D.O.P. status, the Italian protected designation of origin. As we tested each one, we looked for vibrancy of color, consistency of texture, and flavor. At the end, we found that

## Mighty Mozzarellas

We worked our way through pounds and pounds of mozzarella for this issue, including authentic *mozzarella di bufala* from Italy; the milky, creamy *fior di latte* praised by *pizzaioli* in Naples; and cows' milk mozzarellas made in the U.S. Some were sturdy and smoky; others ethereal globes in saltwater brine. All brought wonderful textures and flavors to our pizzas (recipes begin on page 52). Here are 12 of our favorites. (See page 84 for sources.) —*Judy Haubert*

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Academia d'orini Peled tomatoes make a w



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**Via Roma Whole Peeled San Marzano Tomatoes** Italian D.O.P. tomatoes have a pure flavor with a trace of basil.



**Lioni Latticini Fresh Mozzarella** This cows' milk has a briny tang that shines atop *pizza margherita*.



**Lioni Latticini Fresh Mozzarella** This cows' milk cheese has a briny tang that shines atop *pizza margherita*.

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**SAVEUR**

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**Rum Drinks**

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**PAGE 38**

**Fresh Mozzarella**

Manufactured By Lioni Latticini Inc.  
453 Lough Avenue • Union, NY 07986

## A MIGHTY MOZZARELLA

After trying pounds of mozzarella di bufala from Italy, fior di latte from Naples and other cheese from the U.S., Lioni's Fresh Mozzarella made **Saveur's** distinguished list of top favorites!



## **FOR IMMEDIATE RELEASE**

### **Lioni's Burrata Con Panna Earns Gold at the World Cheese Awards 2012**

*Birmingham, UK -- December 6, 2012* --Lioni takes home a gold medal award from the World Cheese Awards in Birmingham (UK). The World Cheese Awards 2012 was recently held at the BBC Good Food Show at the NEC. It is run by the UK's Guild of Fine Food, which is the largest and most esteemed competition of its kind in the world.

This year's competition included 2,781 cheeses from 30 countries judged by cheese experts from around the world including the USA, Spain, France, Italy, Belgium, Switzerland, Denmark, Germany, Greece, South Africa, Portugal and Russia.

Giuseppe and Salvatore Salzarulo, owners of Lioni Latticini are thrilled with the news. They recognize that it is an incredible honor to earn a gold medal at such a prestigious international competition such as this. Lioni takes great pride in this accomplishment and looks forward to continuing to share its authentic Italian treasure here in the United States.

### **About Lioni Latticini, Inc.**

The Salzarulo Family began its tradition in the Latticini business in the town of Lioni, Italy, many decades ago. Bringing old world Italian values and traditions to Brooklyn, NY, they transformed their small neighborhood family business into a nationally renowned manufacturer and distributor of fresh mozzarella. Utilizing modern technology and computer-monitored equipment imported directly from Italy, a strict attention to detail goes into every step of production. Lioni supplies buyers with a full product line of fresh mozzarella and imported Mozzarella Di Bufala for both food service and retail demands across the United States. They currently ship nationally each week via refrigerated trucking. For more information, contact Lioni Latticini, Inc. 555 Lehigh Avenue, Union, NJ 07083 (908) 686-6061 or [info@lionimozzarella.com](mailto:info@lionimozzarella.com). [www.lionimozzarella.com](http://www.lionimozzarella.com)

**Martha** *Martha Stewart's Everyday Food*  
OCTOBER 2009

**TRY MARTHA'S RISOTTO CAKE RECIPE USING LIONI'S FRESH MOZZARELLA.**



# Celebrity News...

**Oprah** *The Oprah Magazine*  
MARCH 2009

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**Rachael Ray** *EveryDay with Rachael Ray*  
SEPTEMBER 2012

**COOK LIKE A LOCAL WITH LIONI'S FRESH MOZZARELLA.**



Rachael Ray's 10 must-haves for great Italian food at home!



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# C<sup>fine</sup>ooking

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FOR PEOPLE WHO LOVE TO COOK

## A fresh look at mozzarella

Compare low-moisture mozzarella with fresh and you have two entirely different cheeses. Originally made from the milk of water buffalo, today fresh mozzarella is often made from cows' milk. Its smooth, porcelain-white exterior reveals an intensely milky, creamy interior that practically oozes milk as you bite into it. Mild and delicate, this is a cheese you want to serve simply, with a dressing of extra-virgin olive oil and salt, or in a caprese salad with sliced ripe tomatoes and fresh basil leaves.

Fresh mozzarella is best eaten the day it's made, so we recom-

mend looking for it at Italian markets or cheese shops. It's well worth a trip.

If mail-order is a better bet for you, we suggest trying **Lioni Latticini** fresh mozzarella. It has a delightfully creamy, sweet milk flavor and is as tender and ropey as a good fresh mozzarella should be. You can mail-order Lioni's mozzarella by calling Lioni Direct at 908-687-1515. ♦

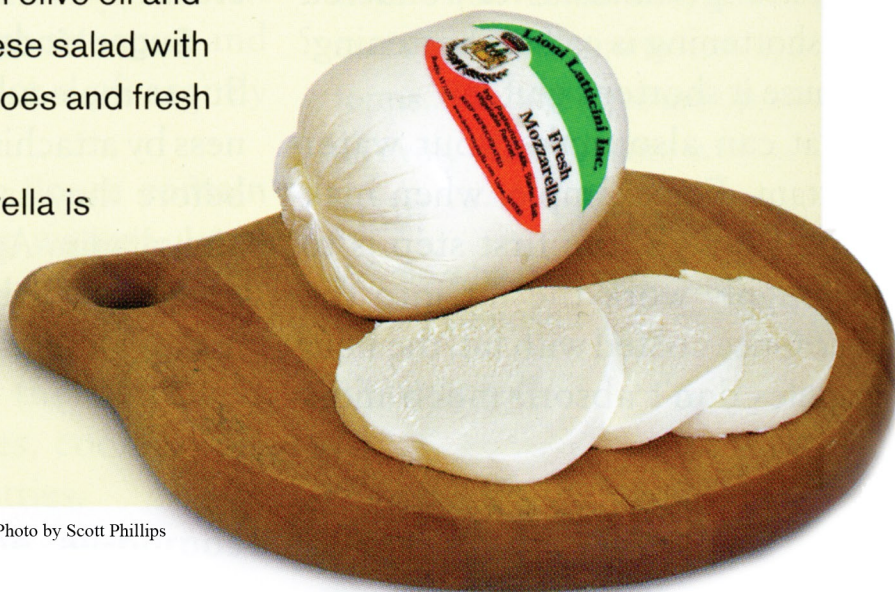


Photo by Scott Phillips

## A working day in the life of...

Salvatore and Giuseppe Salzarulo, owners and founders of Lioni Latticini cheesemakers, New York



Named after a small town in the hills of the Italian Avellino region, the Lioni Latticini Mozzarella company in New York has been headed by the Salzarulo family for the past 23 years. The two founders of the quality all natural whole milk Mozzarella and smoked Mozzarella business, Salvatore and Giuseppe Salzarulo, have seen business grow to ship to over 35 cities across the US each week. "Our business has expanded at national level as the American population has become more familiar with the Mozzarella product. The increased consumer knowledge of fresh Mozzarella has propelled the demand to produce a better and more consistent product," they say.

“Mozzarella is no longer a luxury product that is difficult to prepare. It has become a more domestic dish that is easy to serve”

"A typical day consists of walking into the factory every morning and facing our everyday production issues. For example, I ensure that all equipment is working properly and that all production lines are occupied," says Salvatore.

He adds: "Problems can be as complicated as a mechanical delay, or reprogramming the computer, or just your everyday equipment

maintenance, production scheduling and factory personnel shortages."

The product range has expanded over the years and now includes fresh hand-wrapped and smoked Mozzarella, Ricotta and Mozzarella with prosciutto or pepperoni for a blend of meat and cheese. "Our product range has grown from the standard fresh one pound Mozzarella, to various sizes - from a pearl size Mozzarella to an egg size," notes Salvatore.

The company is also the largest importer of Mozzarella di Bufala (buffalo milk Mozzarella), delivered from the Campania Region of Italy every Monday. Quickly transported to Rome, it is in the US facility that Tuesday evening as it is a delicacy item best consumed fresh. "We are one of the largest importers of the Mozzarella di Bufala. Currently, we distribute approximately seven different brands of Mozzarella di Bufala because of how well the market has grown within the last few years," says Giuseppe.

Salvatore adds: "The evolution of our products is based on the increase in usage of Mozzarella in American Italian cooking. Mozzarella is no longer a luxury product that is difficult to prepare. It has become a more domestic dish that is easy to serve, as for example, a plate of Mozzarella and tomato."

"Competition has changed the cheese market in the US and it is

important to maintain the quality of the product," says Giuseppe. Both consider delivering consistency of product and service their biggest challenge and the reason for maintaining their large customer base.

Part of the success of the business also appears to come from the dedication to a limited range of products rather than expanding in many directions and seeing the quality deteriorate. The future for the Salzarulos lies in expanding the extent of their reach rather than achieving a larger product portfolio. "With ever expanding sales, the future of Lioni seems to be headed towards a greater expansion on the West Coast," says Giuseppe.

Dedication to quality, appreciation of innovative production and attention to customer relations has made a small Brooklyn neighbourhood manufacturer a nationally renowned manufacturer and distributor of Mozzarella cheese. "We introduced our family style operations from our home town in Southern Italy. Our most important quality at Lioni is that we strive to maintain the traditional cheese making as we have done for five generations." 

If you would like to be featured in A working day in the life of... or if you would like to nominate somebody to be featured, please phone the editor on (+44) 1474 532 202 or e-mail [dairy.industries@bellpublishing.com](mailto:dairy.industries@bellpublishing.com)

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