Fiorucci Article **UPDATED 11.1.24**

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**Headline Options:**

1. **Food, Family, Friends & Fun: Celebrate Winterfest with Fiorucci**
2. **Fiorucci Joins Winterfest for Joyful Holiday Celebration**
3. **Gather Friends and Family for a Festive Holiday Season with Fiorucci**

One of the best ways to celebrate the holidays is to spend time with family and friends. Enjoy the robust flavor of Fiorucci Italian-inspired meats on a charcuterie board or by snacking on delicious Fiorucci Paninos, which feature delicious cheese wrapped with dry-cured meats.

It’s a key reason why [Fiorucci](https://fioruccifoods.com) is bringing their authentic taste to [Winterfest](https://winterfestparade.com/) in Fort Lauderdale.

“This is Fiorucci’s first year participating in Winterfest, and it’s an honor to be a part of South Florida’s premier holiday celebration,” said Enrique Musi, Fiorucci manager of trade marketing - European brands. “Fiorucci has an exquisite, unmatched, Italian heritage experience, and we’re excited to share our rich history with the community.”

**Old World for the Modern Age**

Musi said Winterfest offers Fiorucci a unique opportunity to educate event guests about the renowned company’s specialty meats and snacks.

“Fiorucci uses old-world techniques in innovative, modern ways to delight families across the world,” he said. “The story of Fiorucci can be traced back to the 1850s when lnnocenzo Fiorucci, the owner of a small meat shop in Norcia, would visit Rome each winter to selI Norcinetto, a flavorful dry sausage from his hometown. After many successful years of traveling sales, lnnocenzo settled in Rome and opened his own shop specializing in the traditional preparation of cured meats. Today, Fiorucci specialty meats are also made in the United States using the family’s treasured recipes. They are still hand-trimmed, seasoned with the finest spices and carefully aged.”

**Best Show on H20**

Known for its one-of-a-kind Boat Parade and dubbed the “Best Show on H20,” Winterfest brings together the community and visitors from around the world. In 1988, community leaders decided to build upon the popularity of the parade and create a non-profit organization that would make the parade and all the surrounding events into a world-class extravaganza. Winterfest’s economic impact of approximately $50 million annually benefits the local community in Broward County.

“As a nonprofit, we rely on partnerships from local, national and international corporations like Fiorucci to provide the “fuel” to help run all festivities,” said Kathy Keleher, Winterfest marketing and parade director. “We are grateful to Fiorucci for their support and invite everyone to enjoy their delicious, natural Italian-style meats during the holidays.”

The theme of this year’s Winterfest is “From Sawgrass to Seagrass: Waves of Holiday Cheer.” The Joe DiMaggio’s Children’s Hospital Winterfest Family Fun Day presented by Publix takes place on Sunday, Nov. 24 from 10 a.m. to 3 p.m. at Esplanade Park 400 SW 2nd St. in Fort Lauderdale. During the event, Fiorucci will distribute free samples of their “All-Natural Dry-Cured Meat and Cheese Snack Packs” available at Publix.

Musi said ingredients like Italian red wine and imported herbs and spices are often added to the specialty meats to enhance Fiorucci’s authentic Italian-inspired flavor.

“At Fiorucci, we are passionate about the quality of our meats, the recipes, the ingredients, and processes we follow. Our master chefs carefully blend ingredients and age Fiorucci meats in traditionally designed vaults and use family recipes followed for three generations,” he said.

More than 1 million people are expected to attend this year’s Seminole Hard Rock Winterfest Boat Parade on Saturday, Dec. 14. Fiorucci will participate in the VIP party at Tunnel Top Park (Laura Ward), Riverwalk Plaza, Stranahan House and Riverwalk Extension. Located in the heart of downtown Fort Lauderdale, viewers see the parade close to its start location. The exclusive, by-invitation-only event includes an open bar and a magnificent buffet organized by The Riverside Hotel and area restaurants.

“Winterfest is a magical event, and our Fiorucci family is thrilled to be a part of it,” Musi said. “Whether you’re celebrating the holidays with a large family, you’re catching up with friends or you’re on a first date, come experience the wonder of Winterfest.”

Fiorucci is part of Sigma’s brands portfolio. Sigma Alimentos is a global food company dedicated to bringing local favorite foods to communities everywhere. With a presence in 17 countries, Sigma offers quality food at a range of price points and across diverse categories.

To learn more or review creative recipes, visit [fioruccifoods.com](https://fioruccifoods.com/). To learn more about Winterfest, visit [winterfestparade.com](https://winterfestparade.com/).

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**About Sigma**

Sigma is a leading multinational food company operating in 17 countries across four key regions: Mexico, Europe, the U.S., and Latin America. With 64 plants and 179 distribution centers, the company produces, markets, and distributes quality branded foods, including packaged meats, cheese, yogurts, and other refrigerated and frozen foods. Sigma’s diversified portfolio includes over 100 brands spanning across different categories and market segments, such as FUD, Campofrio, Bar-S, San Rafael, Aoste, La Villita, Chimex, La Chona, Navidul, Justin Bridou, and Sosua, to name a few.