



THE  
**MASE**<sup>®</sup>

WORLD



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*Sapori d'autore dal 1870*

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## DELI-MEATS



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# TRIESTE

## territory and tradition

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The deli-meat specialties of Masè trace their origins back to Trieste and the creation of the first **Prague Ham**. Legend has it that Bohemian maids brought **traditional Austro-Hungarian dishes**, such as frankfurters, sausages, and roast and smoked deli-meats, to the tables of Trieste, which the city's talented artisans then interpreted in their own distinctive style. This gave rise to a unique tradition that for **over 150 years** has been rooted in the day-to-day life of the city.

Anyone familiar with Trieste cannot fail to appreciate the distinctly local passion for the **typical “buffets”**, authentic meeting places where the aroma of meat stew combines with the spicy scent of horseradish and sauerkraut, while sitting on the counter is a clamp containing the classic whole haunch of ham. **Sliced and eaten hot**, accompanied by bread, mustard and a pinch of horseradish, Trieste cooked ham is a unique specialty that has developed within the perfect historical and cultural conditions to become a symbol of the gastronomy not just of its region, but of Italy as a whole.





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# THE COMPANY

150 years of craftsmanship  
and passion for food

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Masè was founded in 1870, rooted in the city of Trieste and its culture. It was the Masè family, having moved to Trieste from the Trentino region, who developed the flavours of the **Mittleuropean tradition** and produced the **first Prague Ham** and the **CottoTrieste®**, the original cooked ham in a bread crust. With the principles of **excellence** and **quality** as its cornerstones, the company has constantly **sought innovation**, with a view to creating a brand that goes beyond the classic concepts of gastronomy to become an experience. As a result, food, territory, production and craftsmanship combine to form the **“Masè World”**.

In addition to its pork, beef, turkey and veal products, the company offers a series of items such as oil-preserved goods, sauces, cheese, coffee, oil, tuna and many others, which still today respect the culture of **artisanal production**. Not to mention its range of kitchen accessories and merchandising products. This philosophy of excellence has enabled the company to become a proud member of the **Chaîne des Rotisseurs (1248)**, the world’s oldest international gastronomy association, which is dedicated to the appreciation and promotion of food and its culture throughout the world.

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# UNIQUE RECIPES

## the secret of Masè

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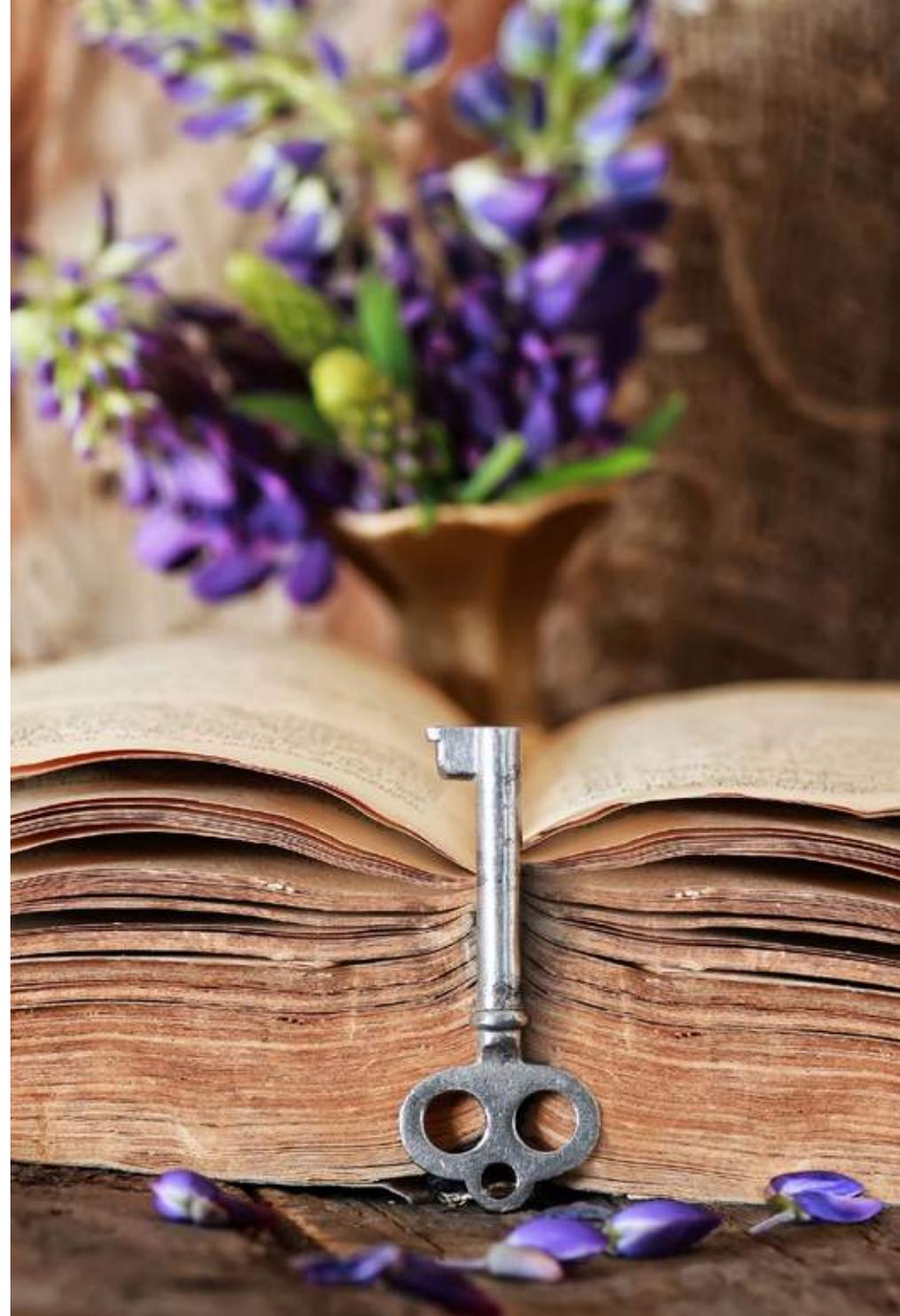
Know-how passed down from one generation to the next over 150 years to preserve all the **secrets of the original recipes**. The Masè story is steeped in expert knowledge of food and in values that have evolved year after year, with a constant focus on **excellence**.

Today, that tradition manifests itself in high-quality products with a unique flavour. Remaining faithful to its past, Masè offers unrivalled authenticity, thanks to products that are **free from added polyphosphates, gluten, glutamate and milk derivatives**.

Not to mention its dedicated **preservative-free** line. Our products are hand-crafted in the traditional Trieste style, with loving care paid to every stage of the process. This is how we make sure that our products are bursting with



Production





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# HIGH QUALITY DELI-MEATS

## history and traditional craftsmanship

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Top-quality craftsmanship, authentic ingredients and respect for tradition. This is what makes our products the real deal: we use only **selected raw materials** and **do not make use of any added polyphosphates, milk derivatives, gluten or glutamate**. This is because we believe that a ham that is destined for excellence, when crafted to the highest standards, is perfect just as it is.



Fine Foods



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# GRANTRIESTE®

150 years of quality

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GRANTRIESTE® is the cooked ham that celebrates Masè's history and traditional craftsmanship. This **high-quality** ham has a light, delicate flavour, and is prepared using haunches of **Italian heavy pigs** which are intravenously injected by hand. What makes this product particularly special is the fact that it is not smoked in any way, making it **one hundred per cent natural**.



Deli-meats





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# COTTOTRIESTE®

## in a bread crust

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COTTOTRIESTE®, the ham in a bread crust, is the standout product in the Masè range: a **high-quality ham** with a light, delicate flavour, prepared using **haunches of Italian heavy pigs** that are “intravenously” injected by hand. The **delicate smoking process** using **beechwood shavings** and the ham’s encasement in a **bread crust**, typical of the region, make this product the jewel in the crown of Trieste’s artisanal food products. It tastes great served in the traditional way, with horseradish and mustard.



Deli-meats



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# NEROTRIESTE®

## ham with salted caramel

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Prepared using selected haunches of **German pigs**, NEROTRIESTE® is a ham that is “intravenously” injected by hand with a **bold, distinctive flavour**: a unique specialty that symbolises a traditional recipe with a modern twist. The ingredient that gives NEROTRIESTE® its distinct dark colour and exquisite taste is **salted caramel**, which is brushed evenly over the cooked ham and then **dry-roasted**, to make a product that is both traditionally crafted and innovative.



Deli-meats





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# TIPICO

the authentic high-quality PRAGUE HAM

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TIPICO combines Masè's **artisanal excellence** with historic tradition. Prepared using selected haunches of **German pigs**, the production of TIPICO involves intravenous injection by hand, slow cooking and **smoking using beechwood shavings**. Delicious in both its bread-crust version, typical of Trieste tradition, and its simple form, made using an original recipe, the flavour of TIPICO is rooted in the **thousand-year-old gastronomic tradition** of the city of Prague. The original Prague recipe was adopted by **Trieste artisans** during the **Hapsburg era** and has been preserved over time, with a few adjustments made to adapt it to contemporary tastes.



Deli-meats



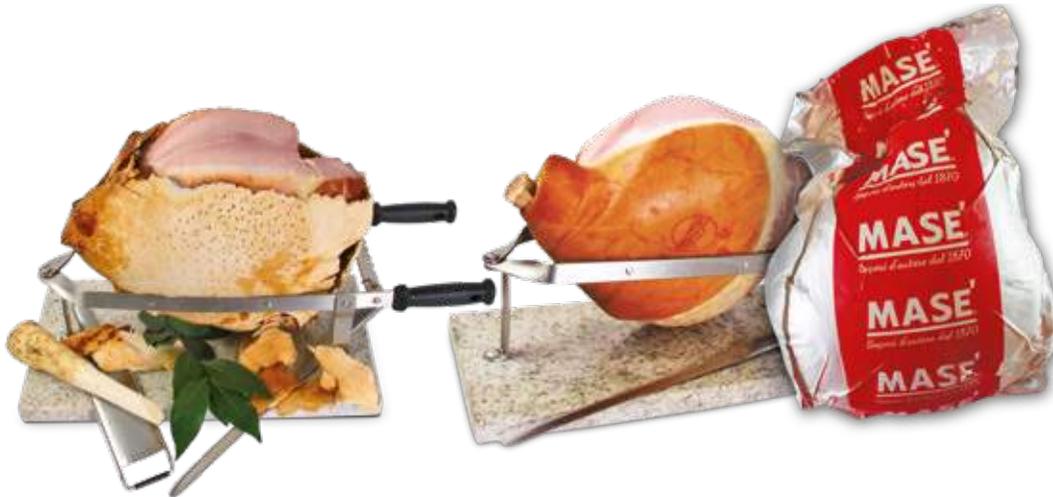
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# SPECIAL

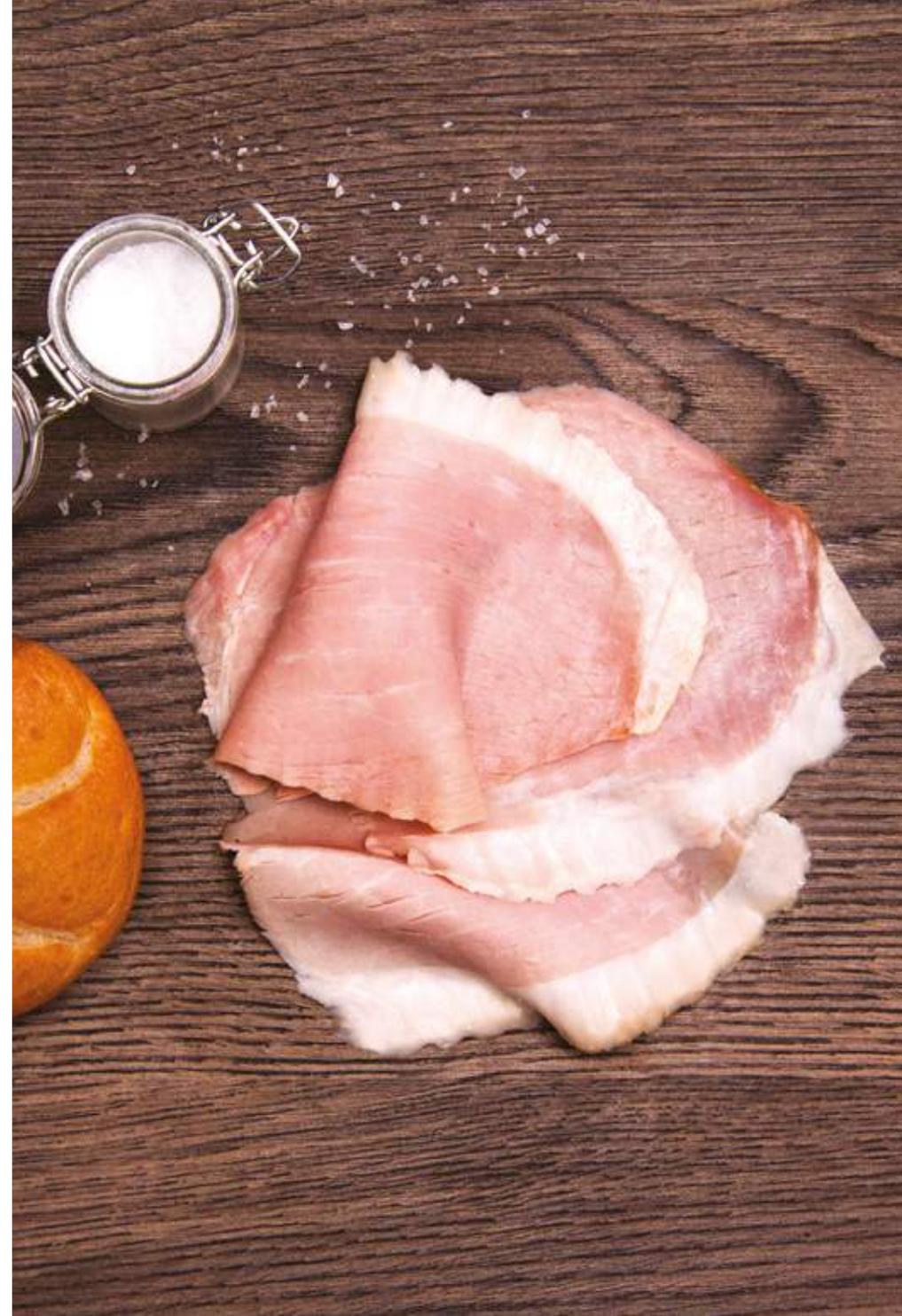
## the traditional ham of Trieste

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SPECIAL, the cooked ham on the bone, is a **product steeped in the history** of Trieste's gastronomic culture. With its delicate flavour, it represents a subtle alternative to TIPICO. The artisanal production process uses **selected haunches of European pigs** that are "intravenously" injected by hand, and allows the delicate scents and aromas of the raw material to come to the fore. The result is a product with an **unsmoked flavour** that can be enjoyed by all palates. This is a natural ham that can be hand-sliced to discover the traditions of a very special region. Available in a bread crust or as is.



Deli-meats





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## SPALL8®

### the Cooked Shoulder Ham, an ancient speciality

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SPALL8® was created to revive the **traditional taste** of an ancient recipe: prepared using **selected shoulders of Italian pigs**, with the trotter preserved to give it its characteristic shape, it combines the intensity of a flavourful cut of pork with the **subtle aromas** of cinnamon and garlic. A delicious deli-meat that can be enjoyed either hand-cut or machine-sliced.



Deli-meats



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# SPECK COTTO

## in a bread crust

SPECK COTTO is also a part of Trieste's gastronomic culture. It is produced using **selected haunches of European pigs, which are trimmed to make speck** (following deboning, the top round is cut off and the fat removed). After being **lightly smoked**, the speck is wrapped in dough and cooked with care. The result is an unmatched product with a delicate flavour and the tenderest of consistencies.



Deli-meats





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# PANCIOTTA®

the seasoned bacon

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Masè's PANCIOTTA® is an exquisite, high-quality product that is made from **Italian pigs** using artisanal methods. Seasoned and then oven roasted, PANCIOTTA® has a **lightly spiced flavour** owing to the specific method of production used. It is a delicate product that is ideal for either hand-cutting or machine-slicing.



Deli-meats



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# PORCHETTA

## in a bread crust

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Masè's classic PORCHETTA in a bread crust is made using **bacon and two selected pork loins from European pigs**. The crunchy bread crust that envelops the product highlights its aromas and **lightly smoked flavour**. The expert cookery skills used in its production make PORCHETTA a fragrant product with an unmistakable flavour.



Deli-meats





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# MORTADELLA

traditional

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With its rich flavour and inviting aroma, Masè's MORTADELLA is a delicious, easy-to-eat product made from **defatted shoulder, selected raw materials and classic lardons**. The **harmonious balance** of its aromas makes MORTADELLA an appetising yet light deli-meat.



Deli-meats



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# PORCINA

the boiled pork neck of Trieste tradition

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PORCINA is a typical product of Trieste's culinary tradition, made by boiling dry-cured Coppa in water. Masè's traditional methods involve using the **neck of Italian pigs**, which is seasoned according to an age-old recipe. A typical dish enjoyed in the city's buffets, a PORCINA panino **is one of the symbols of Trieste's gastronomic culture**. Enjoy with mustard and horseradish.



Deli-meats





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# COLLO AFFUMICATO

the taste of a historic recipe

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COLLO AFFUMICATO is made from **dry-cured Coppa from European pigs** using an artisanal process. The meat is defatted and then flavoured according to the company's age-old recipe. Oven cooked and **lightly smoked using beechwood shavings**, COLLO AFFUMICATO is a feast for the senses, which can be fully savoured either cold or boiled. Perfect with mustard and grated horseradish, as per Trieste tradition.



Deli-meats



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# SALAMI

appetising and tasty

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Masè's range of SALAMIS offers a vast choice of products: from delectable **strolghino** to **salamino del nonno**, and from **Neapolitan sausage** to delicious **Friulian salami**.

Their flavours will bowl you over, thanks to the high-quality meats used and the patient production process. While they are each aged and produced differently, our salamis all share one thing: they are all prepared according to the ancient art of charcuterie.

These age-old methods of preparation give us products that **taste just like home**.





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# CRUDO

on the bone // deboned

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Masè's CRUDO is produced using **selected European haunches** aged for a minimum of nine months. Its intense taste is redolent of the flavours of the region. It is prepared using natural products, such as spices, and artisanal craftsmanship, in accordance with Masè's philosophy. This gives it a **unique, distinct flavour** that you might find surprising.



Deli-meats



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# JAMÓN PATA NEGRA DE CEBO e DE BELLOTA

first choice

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The hams JAMÓN PATA NEGRA DE CEBO and DE BELLOTA are typical products made from Iberian pigs that are highly prized in the cuisine of Spain, where they are considered **haute-cuisine products**.

Our selection focuses on traditional, high-quality products that are **aged in the optimum conditions in Spain**. Here our pigs are reared **free-range** and fed exclusively on holm oak, cork oak and sessile oak acorns, for DE BELLOTA, and on grains and pulses, for DE CEBO. The pig feed is one of the most important factors, as is the long ageing process, giving this product its wonderful, unique flavour.



Deli-meats





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# JAMÓN SERRANO

guaranteed traditional speciality

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SERRANO ham comes from the most common white pigs and is distinguished by its delicate yet intense flavour.

Our selection focuses on traditional, high-quality products that are **aged for 20 months** in the optimum conditions in Spain, where the pigs are fed exclusively on grains.



Deli-meats



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# BRESAOLA PGI

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Masè's BRESAOLA PGI is produced using the punta d'anca (top of the hip), **the best cut** of a haunch of beef, flavoured with a specific selection of spices that give the **product a well-balanced flavour**. The production process follows precise, ancient rules of craftsmanship, resulting in a product that is both simple and unique. Masè's BRESAOLA PGI, which enjoys 'protected geographical indication' status, is **rich in protein** and **low in fat**, making it perfect as part of any diet.



Deli-meats





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## BLACK ANGUS ROAST BEEF

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BLACK ANGUS ROAST BEEF is a finely crafted product. This gastronomic specialty is prepared using a **special raw material**, the top round taken from the ancient Black Angus breed of cattle. Thanks to its **exclusive intense flavour** and the tenderness of the meat, BLACK ANGUS ROAST BEEF will add something special to your table and offer a delightful surprise for any palate.



Deli-meats



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# VITELLO MASÈ

light, delicate taste

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VITELLO MASÈ is a veal product prepared in accordance with the quality and excellence of traditional craftsmanship. The meat is kneaded and massaged by hand for a long time before being sprinkled with various **Mediterranean spices** and, finally, cooked slowly to keep its soft texture. The end product is **lean, even and full of flavour**. VITELLO MASE' is a very high-quality product, which is perfect either on its own or dressed with a tuna sauce.



Deli-meats





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# FESA DI TACCHINO

made from Italian turkeys

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FESA DI TACCHINO is a choice cut obtained from **Italian turkey breast**: prepared and seasoned according to Masè's traditional recipes, it is a product rich in nutrients and low in fat. Its **delicate, unsmoked flavour** makes FESA DI TACCHINO a versatile product, which can be used in recipes either hot or cold.



Deli-meats



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# PETTO DI TACCHINO

made from Italian turkeys

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Prepared using the finest **Italian turkey meat**, PETTO DI TACCHINO has a pleasant, **delicate taste**. Thanks to the hand-tying technique used, PETTO DI TACCHINO resembles the produce of traditional artisans. A deli-meat with a soft consistency, it can be enjoyed on all occasions.



Deli-meats





# M SPECIALITIES all the flavours of good food

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Masè's growth has broadened the horizons of the company's production, enabling it to branch out into new products of high quality and craftsmanship. From olives to fish, via cheese and Prosecco, to rice and coffee. We offer a **wide range of expertly made gastronomic products** that are ready to accompany your dishes, or even take centre stage on your table in their own right. **Tradition** and **excellence** are at the heart of everything we do: our sole aim is to create unique, world-class foods that can be enjoyed and savoured.





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# ARTICHOKES

## roman-style with stalk

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Ideal for **elegant hors d'oeuvre** and **tasty side dishes**, these Roman-style artichokes also owe something to Italian tradition: they were once a favourite dish of the country's peasants. A unique, high-quality product that highlights the characteristic flavours of the Italian countryside. With tough leaves, a tender heart and a great many health benefits.



Specialities





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# SUNDRIED TOMATOES

tasty and appetising

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First devised as a way to enjoy the benefits of tomatoes even in the colder seasons, the drying of tomatoes is another aspect of the Italian culinary tradition. Used in the kitchen to **add flavour**, sundried tomatoes are suited to any occasion: they can be used to make sauces, enhance flavours and accompany both meat and fish, and **go well with any kind of dish**.



Specialities



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# GREEN OLIVES

## the full flavour of Italian olives

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An olive variety with **ancient origins** and a symbol of Italian-made produce that makes foreign consumers go wild. With its long shape, **firm flesh** and **delicate flavour**, the **Bella di Cerignola** olive can be enjoyed either alone or as part of first or main courses. Its characteristic taste is pleasant and distinctive, whilst not masking other ingredients.



Specialities





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## CHILLI PEPPERS stuffed with tuna

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Delicious, sweet chilli peppers stuffed with tuna: a specialty ideal for aperitifs and hors d'oeuvre, as well as being the perfect accompaniment to both fish and meat dishes. Tasty and hot, they taste just like the little snacks grandma used to make. A high-quality product with a rustic, home-made feel, the **intense flavour** of these chilli peppers is sure to make your tastebuds tingle.



Specialities



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# TUNA

## high-quality yellowfin in olive oil

Masè selects the highest-quality yellowfin tuna. Caught in the splendid waters of the **Atlantic Ocean**, the immediate processing of the tuna on site in Côte d'Ivoire means that all the best characteristics of this world-renowned fish can be retained.

With an unmistakable **light, delicate taste**, making it ideal for a quick snack or an entire meal, Masè's **extremely low-fat** tuna is the perfect product to add quality and flavour to your table.



Specialities





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# ANCHOVIES

intense flavour

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Anchovies from the **Mediterranean** or the **Cantabrian Sea**: you choose. This fish plays a key role in our food system, in terms of both its **nutritional properties** and its **environmental benefits** (it is fished sustainably). This blue fish, with its flavourful flesh, can inspire cooks of all levels and abilities.



Specialities



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# CAVIAR

fresh and delicious

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Masè's caviar, made from the **finest sturgeon**, is a unique product that stands out thanks to its exclusive, exquisite taste. Our caviar range consists of two types: **Siberian classic**, whose freshness and delicate, slightly iodised flavour is appreciated by even the most demanding of palates, and **Beluga Siberian**, one of the culinary delicacies adored by czars and aristocrats across Europe, as well as by the world's finest restaurants.



Specialities





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# EXTRA VIRGIN OLIVE OIL

100% italian

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Masè's extra virgin olive oil is a byword for quality and tradition. Its **intense, fruity** aroma and flavour characterised by bitter, rounded notes make it ideal for everyday use in the kitchen. Made using only **Italian olives**, its nutritional properties include a high percentage of oleic acid, extremely low acidity and a high polyphenol and antioxidant content.



Specialities



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# HORSERADISH

strong, distinctive taste

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Age-old Trieste tradition dictates that cooked ham should be enjoyed hot, accompanied by mustard and grated **horseradish**. Masè selects the best horseradish for you, to bring out the flavours and aromas of its hams. A plant with incredible curative powers, horseradish can also be found today in the form of a sauce: an excellent accompaniment for stews and roast meats.



Specialities



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# SAUCES

artisanal mustard // tuna sauce

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To accompany our products and enhance their flavours, Masè has created a dedicated range of sauces. These include **artisanal mustard**, to enjoy with ham as per the time-honoured Trieste tradition, and **tuna sauce**, perfect when paired with Vitello Masè.



Specialities



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# CHEESE

perfect for every occasion

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**Gran Italiano**, aged for at least 12 months, and **Parmigiano Reggiano PDO**, aged for 24 months. These are the traditional cheeses offered by Masè. Alternatively, there is a more practical option: cheese in a modern **tin**, which is convenient for long journeys and preserves all the goodness of the product.



Specialities



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# RICE

quality and flavour in a single grain

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Masè's rice range offers four different kinds of rice, to satisfy the tastes of every consumer. **Arborio** rice, with its large grains and capacity to remain al dente in the centre, is ideal for risotto. **Basmati**, famous for its long grains and the scent of species that emanates from it during cooking, is perfect for exotically flavoured one-course meals. **Carnaroli**, recognised as the best Italian rice variety, can be used to cook tasty dishes whilst maintaining good nutritional values. One of the most highly prized varieties in the world is **Vialone Nano**, which, thanks to its large, round grain, is extremely versatile, lending itself to the preparation of all kinds of dishes.



Specialities



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# PROSECCO

## Doc Millesimato Brut

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“Cut-down forest”. This is the meaning of Prosecco, a **historic wine** originating in north-eastern Italy, which owes its name to the areas that were deforested to make space for the cultivation of vineyards. Pale, straw yellow in colour and with a **delicately fruity scent** redolent of apples, DOC Millesimato Brut has a light, pleasant flavour with notes of crusty bread and yeast. **Ideal to accompany a meal** (delicately flavoured first courses, risotto, white meat), this wine is also perfect as an **aperitif** (shellfish, oysters and langoustine). Our Prosecco bursts onto the palate with a pleasant, lively freshness, balancing out its fruity notes.



Specialities





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# COFFEE

## 100% Arabica // Bar Mix

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**Trieste** is the **city of coffee** par excellence, home to a world-renowned tradition. The roots of this passion lie in the city's past, when Trieste was the Habsburg Empire's most important Mediterranean port, with its shores playing host to sacks of coffee destined for the historic locations of Mitteleuropa. Our range includes a 100% Arabica mix and a bar mix, obtained by grinding **Arabica and Robusta coffee beans respectively**. The raw materials come from selected plantations in Central and South America and Africa, processed exclusively here to offer you the best of Trieste tradition.



Specialities

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# ACCESSORIES

quality in every detail

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Knives, chopping boards, glasses and a host of other essential products for your **perfect cooking experience**. The Masè quality is reflected in our range of accessories, which are ready to accompany you on every occasion: from everyday cooking to special events.



// Masè marble ham clamp



// Masè wooden chopping board



// Ham knife with olive-wood handle



// Masè mug  
// Masè coffee cup



// Masè wine glass



// Masè apron

Accessories





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# MERCHANDISING

## sailing line

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Trieste's combination of gastronomic excellence and **regional culture with strong ties to the sea** gave us the idea for our sailing clothes line: polo shirts, zip-up tops and jackets designed for special occasions such as the **Barcolana**, Trieste's world-famous sailing regatta. These items give you great wearability, as well as elegance and style.



SAILING LINE

// Masè polo shirt with  
tricolour trim



SAILING LINE

// Masè zip-up top



SAILING LINE

// Masè jacket

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# MERCHANDISING

## casual line

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Everyday wear bearing the Masè logo! **High-quality fabrics and designs** for comfortable, laid-back style, in the perfect “**Masè mood**”. Sweatshirts, T-shirts and baseball caps... because quality lies in the detail!



CASUAL LINE  
// Masè T-shirt



CASUAL LINE  
// Masè hooded sweatshirt



CASUAL LINE  
// Masè bag



CASUAL LINE  
// Masè baseball cap





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**MASE**<sup>®</sup>

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