



Chili Pepper Salami Chips: Innovation and Tradition in a Unique Process Salumificio

Sant'Orso launches a completely new product on the market: Spicy Salami Chips under the Salami Chips brand, a tasty and protein-rich snack created through a patent-pending production process that preserves the artisanal quality of the salumi, while maintaining all the flavour and crunch that lovers of savoury snacks desire. This unique product is designed for those seeking a practical, high-quality snack, ideal for bars, the HoReCa channel, mass retail, and gyms.

A Revolutionary Snack: A Production Process That Guarantees Taste and Quality

The production process represents an absolute innovation in the snack sector, the result of years of research and refinement. This exclusive method allows the creation of salami chips that retain the intensity of the original flavour, with a crunch and lightness that make it irresistible. "We wanted to combine the artisanal tradition of our family, which for three generations has dedicated itself to producing high-quality cured meats, with an innovative and patented technology that preserves the product's organoleptic qualities. The result is a snack that preserves authentic taste and offers a new experience for our customers," stated Paolo Stiffan of Salumificio Sant'Orso.

Line Expansion: New Chips of Regional Salami

In addition to the spicy salamin chips, Salumificio Sant'Orso will also present at Marca 2026 chips made with other Italian regional specialties, such as speck, spianata calabra, and will expand to other nations with Chicken and Turkey Chips flavored with Arabic spices and Chorizo Chips. Each variety will be processed with the same care that preserves its unique and distinctive flavours, allowing enthusiasts to discover the authentic tastes of Italian tradition in an innovative form.

New Flavors to Satisfy Every Taste

In the near future, the chips range will be expanded with some flavoured variants already tested to satisfy even the most discerning and sophisticated palates. Among the first flavours arriving will be Mediterranean herbs, barbecue sauce, fennel, truffle, and other combinations that recall Italian gastronomic tradition. These new versions will offer a range of options that cater to more demanding tastes, broadening the offering for all types of consumers.



Brand and Private Label

The Spicy Salami Chips and the other variants will be available both under the Salami Chips brand and as Private Label: we are already working with two foreign chains for insertion into their stores.

Availability and Retail Points

Thanks to its versatility, the product will soon be available in numerous supermarkets, bars, and gyms. The product distinctly stands out from other salty and protein snacks already on the market.

Where to Find It

Interested retail outlets to receive sample products or to become distribution partners can contact us through the form on the website www.salamichips.it.

Winner of the Better Future Award 2025

At TUTTOFOOD Milano 2025, Salami Chips were awarded the Better Future Award in the Innovation category for savoury snacks.

Information about Salumificio Sant'Orso

Salumificio Sant'Orso is a family business that for three generations has produced high-quality cured meats. Founded on values of tradition, quality, and innovation, the company has distinguished itself for its commitment to research and development, creating today the first crunchy salami snack with a unique result in the sector.

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