



Fibrous

## Driving Growth in Pepperoni and Salami

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The global appetite for pepperoni and salami is booming, driven by convenience and premium quality trends. With frozen pizzas expected to reach USD 30.3 billion by 2033, pepperoni-topped options dominate, thanks to consumer preferences for protein-rich meals.

ViskoTeepak's fibrous casing is uniquely positioned to support this growing market. Offering unmatched size consistency, durability, and customizable adhesion for both easy-peel and high meat-cling requirements, this casing enhances production efficiency and product quality. Smoke permeability further ensures balanced flavor profiles, satisfying consumer demand for premium products.

The trend toward pre-sliced and ribbon pepperoni is rapidly expanding, fueled by the demand for convenience and visual appeal. Pre-sliced products streamline food preparation, particularly in automated pizza assembly, where uniformity in size and texture is crucial. Ribbon pepperoni, celebrated for its distinctive curl upon cooking, presents further opportunities for brands to differentiate their offerings in the highly competitive pizza market.

Leveraging deep industry expertise, robust technical support, and a comprehensive range of customizable casing options, ViskoTeepak ensures meat producers can achieve superior product consistency and operational efficiency. Positioned at the intersection of innovation and consumer trends, ViskoTeepak remains committed to driving growth in the evolving processed meat industry.