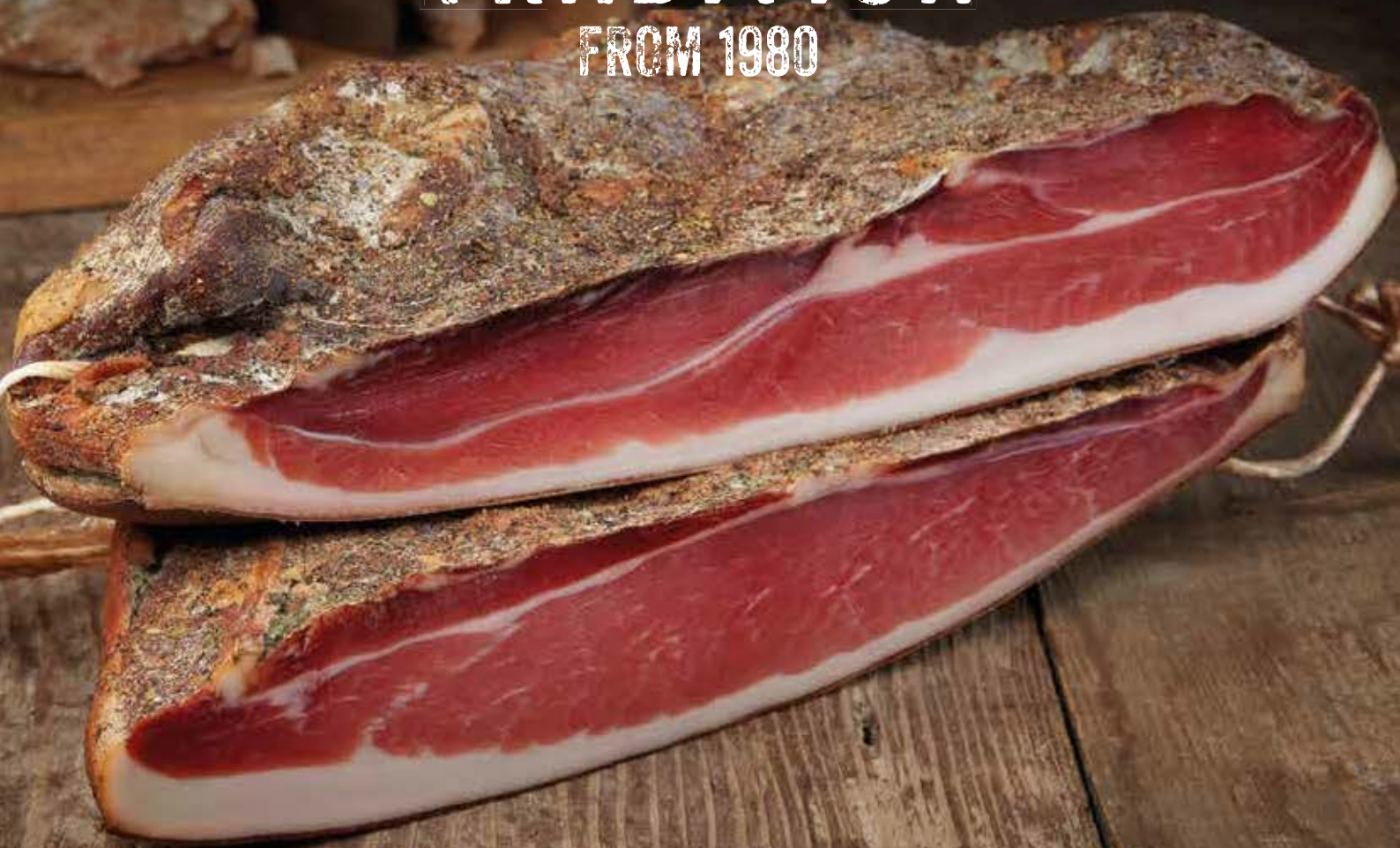


**PFITSCHER**

METZGEREI × SALUMIFICIO

**SOUTH TYROLEAN  
TRADITION**  
FROM 1980



[pfitscher.info](http://pfitscher.info)

# OUR ORIGINS

**Pfitscher's sausages and cold meats speak of their region and origins. They express the South Tyrolean essence and thus guarantee the highest quality.**

**I**n South Tyrol the alpine and Mediterranean culture meet in a very unique way. This, along with a very special climate, allows us to offer one of a kind products.

Our contrasting landscapes, mountains, nature and the cultural diversity keep the microcosm of South Tyrol and its Dolomites alive: a land in which culture is life! Here nature still dictates its own principles and people are still anchored in their traditions. This also manifests in the food and wine specialities.

Our culture, water, air and climate have been favouring the production of typical products for decades. So much so, that they have come to be a symbol of our territory - one of them being the speck.









# THE COMPANY

**I**t all started in a small butcher's shop in Merano, where the mastery and dedication of Gottfried Pfitscher gave life to the Pfitscher family's company. It has always been our mission to offer products of the highest quality to our clients, while still respecting South Tyrolean traditions.

Unique, authentic and unparalleled tastes, made in South Tyrol: that is how we like to recount the essence of our new products. Products rooted in tradition and with a vocation for exclusive flavours.

Pfitscher was founded in 1980 as a small butcher's shop in Merano and was then transformed into an industrial company for sausages and cold meats, all the while keeping its artisanal character, in 2007.

Every single one of our products is the result of: excellent and examined raw materials, a relationship based on trust with the breeders and production methods that have been handed down from generation to generation.

We chose to produce only high quality sausages and cold meats, products that are authentic and recognizable. We believe in respecting real and memorable flavours.













we produce over  
**10.000 TONS**  
**PER ANNUM**

over  
**70 EMPLOYEES**

over  
**25.000 M<sup>2</sup>**  
**COMPANY AREA**

# INGREDIENTS

The spices and aromas are the necessary elements to give our sausages and cold meats their delicious taste and alluring scent. They vary from product to product and characterize its taste.

The **SPICES** are usually dried to optimize the aromatic properties, as for example white and black pepper, chili peppers and juniper.

The **AROMAS** are harvested from naturally aromatic plants. The ones used most for our meats are: garlic, rosemary, laurel, fennel and marjoram.

Our products are produced following old Pfitscher family recipes to a T. There is a recipe for every product, giving each of them a delicate and recognizable taste. Cold meats, such as speck, kaminwürsten and sausages are all dried very slowly and over only a little smoke from beech wood and lots of clean air mountain air.

It is precisely the way we spice and smoke our speck and cold meats that gives Pfitscher products a personal touch.





# OUR PRODUCTION CHAIN

From livestock breeding to packaging, our production chain is completely monitored. This is one of the main reasons we take pride in our work: The quality of our meat is cared for and checked right from the start. This lets the meticulous manufacture, which uses traditional recipes, result in an incomparable product.



**NATURAL FEED,  
THE ANIMALS ARE CARED  
FOR AND RESPECTED**



**PRECISE SELECTION  
OF THE ABATTOIRS  
AND THE MEATS**



**KNOWLEDGEABLE PRODUCTION**  
reviewed by Mr. Pfitscher



**CAREFUL  
PACKAGING**



**DISTRIBUTION OF PERSONALIZED  
HIGH QUALITY GOODS**

# CERTIFIED QUALITY

From the precise selection of our raw materials to the traditional production methods - and from the aroma saving packaging to the distribution: We guarantee the quality of our products with each step.

## Respect for tradition while using state of the art methods

The secret to our success resides not only in our love for tradition and our homelands, but also in our care and attention to detail in producing our cold meats and sausages. This allows us to guarantee the quality and authenticity of our South Tyrolean specialities.

In the last couple of years, we have also had the pleasure of receiving important acknowledgements and prizes that recognise our countless daily efforts to produce the best possible products.



5 Spilli Eccellenza Italiana



Le Guide de L'Espresso

1 Salumi  
d'Italia



In the 2017 and 2019's edition of the renowned gourmet guide "Salumi d'Italia" ("Cold Meats of Italy") we were selected by Italian newspaper "l'Espresso" as one of the best cold meats manufacturers in Italy.





# OUR SELECTION

Every production step of our cold meats is made with care and attention to detail. This starts with the selection of our meats: We only buy from selected and certified breeders.

## The speck

Speck is a type of smoked cold meat that is made from a pork shank. The manufacturing process turns it into a product with incomparable organoleptic properties. The pork shank is selected, deboned, hung and then salted and dry seasoned with special aromatic herbs. After being dried, it is cold-smoked and then the shank is hung for a period of ageing that can take from 15 to 34 weeks and in which it acquires a thin strata of noble fungus. Our speck is renowned for its delicate and unique taste.

## Sausages and cooked hams

Several different meat cuts are used for the sausage production, always depending on the final product. The meat blend for the sausages is filled into natural intestines and cooked in humidity controlled ovens.

We also offer sausages without intestines.

The different aromas and recipes allow us to offer you sausages with a wide range of flavours and textures.

Pfischer's cooked hams are made with carefully selected and spiced pork shanks. The shanks are slowly steam cooked, resulting in a sweet yet savoury end product.

## Game specialities

Every game product has a story to tell: about harmony of flavours, authenticity and solidarity with their place of origin. Our prized cold meats are made from deer, roe deer, deer, chamois and boar. As with other product, we produce them with a great respect for tradition. They are manufactured and packaged with the utmost care from the first to the last slice.



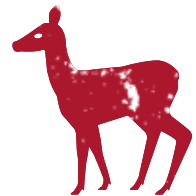
PORK



BOAR



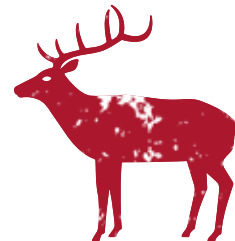
ROE DEER



CHAMOIS



DEER



BEEF









# OUR RANGE OF PRODUCTS





## SPECK



## Speck Alto Adige PGI



Speck Alto  
Adige PGI  
natural,  
1/1 vacuum-  
packed



Speck Alto  
Adige PGI  
1/1 vacuum-  
packed



Speck Alto  
Adige PGI  
with rump  
1/2, vacuum-  
packed



Speck Alto  
Adige PGI,  
1/4 vacuum-  
packed



Speck Alto  
Adige PGI  
with rump,  
1/1 vacuum-  
packed



Speck Alto  
Adige PGI,  
heart, around  
500g vacuum-  
packed



Speck Alto  
Adige IGP  
s. cot. 1/1  
vacuum-  
packed



Speck Alto  
Adige PGI, heart  
vacuum-packed  
e 400g



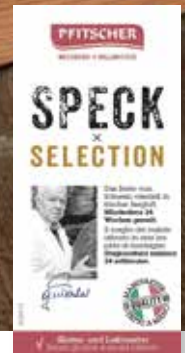
Speck Alto  
Adige PGI,  
heart sv  
e 400g

The **Speck Alto Adige PGI** is produced with traditional methods and owes its unique taste to aromatic herbs and the slow ageing process of a minimum of 22 weeks. The speck only gets the PGI fire sigil if it passes an external check.





## SPECK



## Speck Selection



Speck Selection natural,  
1/1 unpackaged



Speck Selection, 1/2  
vacuum-packed



Speck Selection,  
1/1 unpackaged



Speck Selection, 1/4  
vacuum-packed



Speck Selection,  
1/1 vacuum-packed



Speck Selection, 1/8  
vacuum-packed



Speck Selection  
without rind  
1/1 vacuum-packed

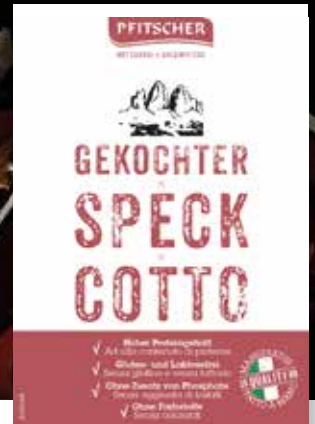


Speck Selection,  
heart, around 500g  
vacuum-packed

This speck is made from a selection of shanks that are processed, spiced and then slowly aged according to old Pfritscher family recipes. The ageing process of a minimum of 24 weeks and the craftsmanship give the speck a very delicate and characteristic taste.



## THE TYPICAL ONES



### Speck cotto



Speck cotto,  
1/2 vacuum-packed

The **Speck cotto** is the cooked ham par excellence in South Tyrol. This traditional South Tyrolean treat is made from cooked and smoked pork shanks. The craftsmanship of the production and mastery in the ageing make this a unique and very flavourful product.

### Porchetta Alto Adige



Porchetta Alto Adige,  
1/2 vacuum-packed

**Porchetta Alto Adige** is a cooked cold meat. This recipe has historic origins. The base scents are pepper, rosemary and salt but many other aromatic herbs are used, all of which give this speciality a unique and fragrant aroma.

### Tirolino



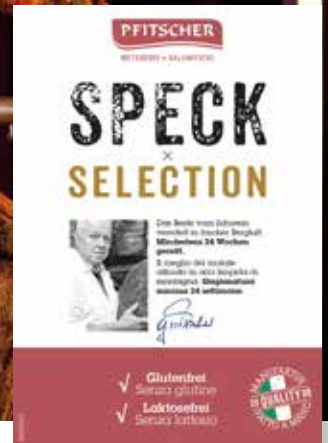
Tirolino, 1/1 vacuum-packed

The **Tirolino** is made from the filet, the leanest and most tender cuts of the pork. It is spiced and then smoked over beech wood. A genuine product with a fresh and delicate taste.





## THE TYPICAL ONES



### Speck mezzena



Speck mezzena  
1/1 unpackaged

The **speck mezzena** is characterized by a higher percentage of fat that makes it all the tastier. The cut, the seasoning and the smoking process are all made according to ancient farmer's traditions. A treat for true connoisseurs.

### Lard



Lard with fines herbes  
trancio vacuum-  
packed

### Coppa Luca (air-cured pork meat)



Coppa Luca  
1/1 vacuum-packed  
Coppa Luca  
trancio vacuum-  
packed

### Kaminwurzen



Kaminwurz,  
2 pcs vacuum-packed  
e 120g

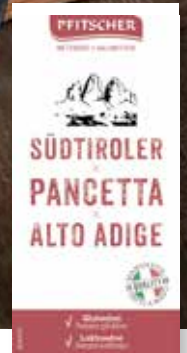
### Speck Light



Speck Light  
1/1 vacuum-packed  
Speck Light  
trancio vacuum-  
packed  
**With less than 3% fat**



## THE PANCETTA



### Pancetta Alto Adige smoked

Ageing process: prolonged



Pancetta Alto Adige  
smoked, 1/2 vacuum-  
packed



Pancetta Alto Adige  
smoked, slice, vacuum-  
packed around 350g



Pancetta Alto Adige  
smoked, slice, vacuum-  
packed e 280g

### Pancetta Monte

Ageing process: medium



Pancetta Monte  
smoked,  
1/1 unpackaged



Pancetta Monte  
smoked,  
1/1 vacuum-packed



Pancetta Monte  
smoked,  
1/2 vacuum-packed



Pancetta Monte tesa  
dolce, 1/2 vacuum-  
packed

The **smoked pancetta** is a product for true aficionados. A delicate taste with a consistency that melts in your mouth, thanks to the high percentage of fat. Versatile also in its use in the kitchen.





## THE PANCETTA



### Pancetta stufata Classica

Steam cooked, traditional rustic form



Pancetta stufata  
Classica, 1/1 vacuum-  
packed



Pancetta stufata,  
pressed, 1/2 vacuum-  
packed



Pancetta stufata  
Classica, 1/2 vacuum-  
packed



Pancetta stufata  
Classica slice, vacuum-  
packed

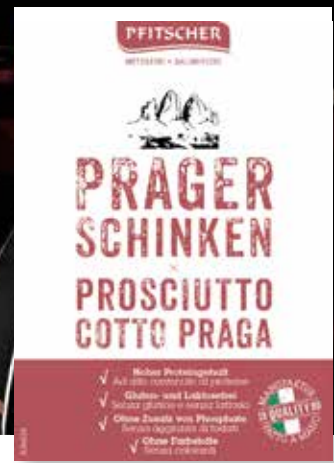
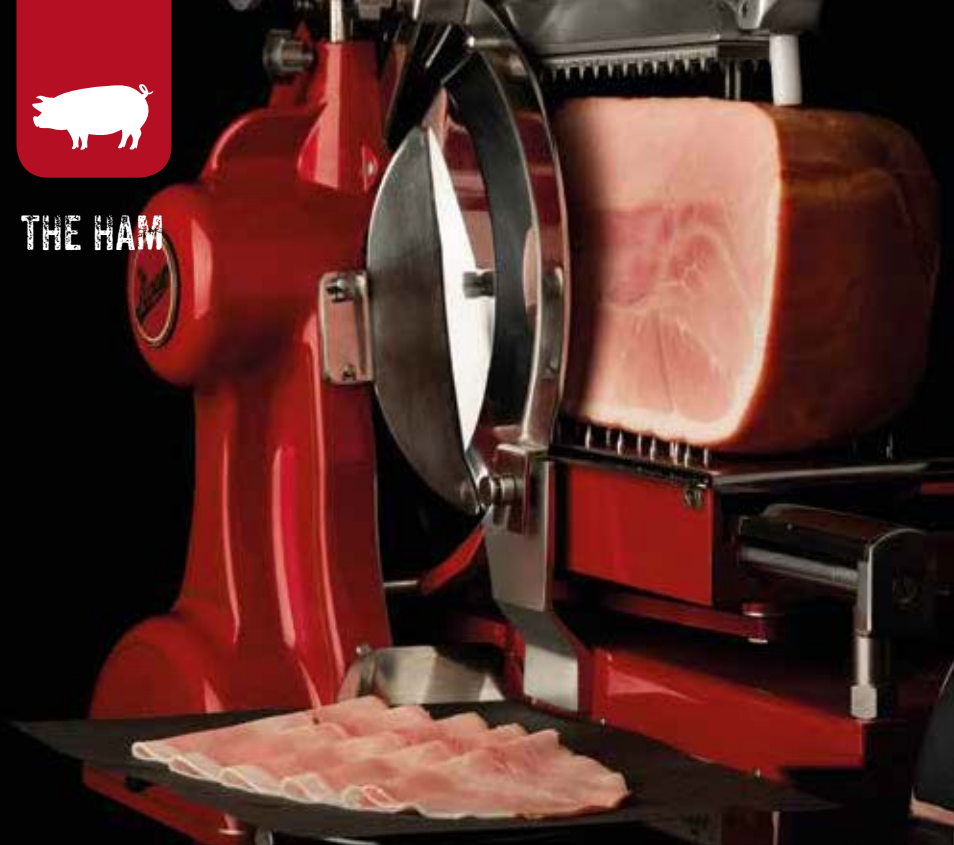


Pancetta stufata  
double, 1/2 vacuum-  
packed

The **pancetta stufata** (Soth Tyrolean bacon) is seasoned and then processed very slowly for at least 24 hours. It is cooked in an oven and then smoked over beech wood. The production process gives this ham a natural golden colour and a characteristic sweet and smoky taste.



## THE HAM



## Prosciutto cotto



Home-made ham,  
1/2 vacuum-packed



Prosciutto Praga  
Classic, 1/2 vacuum-  
packed



Breakfast ham  
1/2 vacuum-packed



Noce ham  
with herbs, 1/1  
vacuum-packed



Prosciuttino,  
1/2 vacuum-packed



Pizza ham  
1/1 vacuum-packed



Prosciutto Praga  
Tronchetto,  
1/2 vacuum-packed

Our original recipe has a base of aromatic herbs and a very slow steam cooking procedure. This results in a delicious **cooked ham** with an almost seductive scent. The Pfischer ham is lactose and gluten free and has no added phosphates.



**PFITSCHER**

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# THE SAUSAGES





SAUSAGES



## Frankfurter sausage



Würstel Frankfurter,  
x2 pair, vacuum-  
packed € 220g  
Würstel Frankfurter,  
x9 pair

Our **Frankfurter type sausage** has a long tradition and is still produced with natural intestine and with beef from South Tyrol, just like back in the day. The production, the seasoning and the smoking give this sausage an excellent and unique taste.

## Merano sausage



Würstel Merano,  
x2 pcs, vacuum-packed  
€ 220g

Würstel Merano,  
x9 pcs, vacuum-packed

The **Merano sausage** stands for Merano: it is a special sausage made with a mix of beef and pork. This very traditional South Tyrolean sausage has a nice smoky taste that make it one of the most beloved sausages.







## SAUSAGES



### Servelade sausage



Servelade sausage,  
x2 pcs vacuum-packed  
€ 300g  
Servelade sausage,  
x2 pcs vacuum-packed  
€ 200g  
Servelade sausage  
without casings, x2  
vacuum-packed € 200g

### Weisswurst



Weisswurst, 4 pcs  
vacuum-packed € 240g

### South Tyrol sausage



South Tyrol sausage,  
3 pcs, vacuum-packed  
€ 250g  
South Tyrol sausage,  
4 pcs, vacuum-packed  
€ 280g  
South Tyrol sausage,  
2 pcs, vacuum-packed  
€ 250g  
all without casings

### Trentini sausage



Trentini sausage, 5 pcs  
vacuum-packed € 600g

### Bratwurst sausage



Bratwurst sausage,  
5 pcs, vacuum-packed  
€ 500g





## CORNE MEATS



## Corned meats



Pig's knuckle,  
smoked, precooked, 1/1  
vacuum-packed



Ribs, smoked,  
precooked, vacuum-  
packed Ribs, smoked,  
precooked, portions  
vacuum-packed



Neck, smoked, precooked  
1/1 vacuum-packed  
Neck, smoked, precooked  
2 fette vacuum-packed



Loin, smoked, precooked  
1/2 vacuum-packed  
Loin, smoked, precooked  
1 fetta vacuum-packed



Carne salada, 1/2  
vacuum-packed

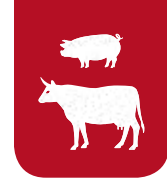


Smoked Pork Shank  
with herbs, 1/1  
vacuum-packed



Filone smoked,  
precooked, 1/2  
vacuum-packed  
"Filone" smoked  
precooked  
2 slices vacuum-packed





**LYONER**



## **Lyoner with peppers**



Lyoner with peppers,  
1/2 vacuum-packed

## **Salami with ham**



Salami with ham, 1/2  
vacuum-packed

## **Lyoner**



Lyoner, 1/2 vacuum-  
packed

## **Innsbrucker**



Innsbrucker, 1/2  
vacuum-packed

## **Krakauer**



Krakauer, 1/2 vacuum-  
packed

## **Meatloaf**



Meatloaf, 1/2 vacuum-  
packed



HAM



## Raw ham Dolomiti



Raw ham Dolomiti  
cleaned with knife 1/2  
vacuum-packed



Raw ham Dolomiti  
without rind, cleaned  
with knife 1/2 vacuum-  
packed



Raw ham Dolomiti  
cleaned with knife 1/4  
vacuum-packed

The “sweet” raw ham is a delicacy made in Italy. The secret to the best prosciutto crudo starts at the selection of the best swine and goes on to the seasoning and ageing of this prized meat. Only that ensures the typical sweet taste.







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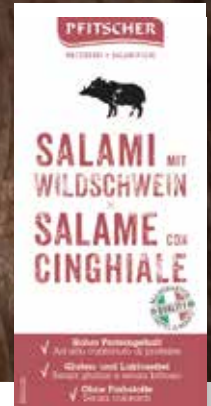
# GAME SPECIALITIES

**Natural taste  
for true connoisseurs!**





**SALAMI**



## Salami



Salami  
with chamois,  
1/2 vacuum-packed  
e 180g  
**(available by order only)**



Salami  
with boar,  
1/2 vacuum-packed  
e 180g



Salami with roe deer,  
1/2 vacuum-packed  
e 180g



Salami with deer,  
1/2 vacuum-packed  
e 180g



Our **game cold cuts** from pork, chamois, roe deer and boar have aromatic and distinctive flavours. They are produced using old traditional recipes and only the best of ingredients to guarantee a genuine taste.







## KAMINWURZEN



## Kaminwurzen



Kaminwurz  
with boar,  
2 pcs vacuum-packed  
€ 120g



Kaminwurz  
with roe deer,  
2 pcs vacuum-packed  
€ 120g



Kaminwurz  
with deer,  
2 pcs vacuum-packed  
€ 120g



The **Kaminwurz** are a typical South Tyrolean speciality. They are traditionally produced with beef and pork meat and selected spices - but we are proud to offer you a game variety of this delicacy. Kaminwurz acquire their unique taste through beech wood smoke and ageing in the crisp mountain air.





## Kaminwurzten with chili

Kaminwurzten with chili,  
2 pcs vacuum-packed € 120g  
Kaminwurzten with chili,  
28 pcs vacuum-packed € 1680g



## Garlic salami



## Chili salami

Sausage with chili pepper 1/2  
vacuum-packed € 180g  
Spici sausage with chilli, 3 pcs  
vacuum-packed



## Landjäger

Landjäger, 2 pair vacuum-packed  
Landjäger, 10 pair ATM



Pfitscher's vocation for innovation, while always respecting traditions, allows us to offer a product range of cold cuts and meats with delicate flavours, such as the **chili and garlic salami**.







## Salami with red wine

Salame with Red Wine,  
1/2 vacuum-packed e 180g



## Truffle Salami

Salami with truffle, 1/2 vacuum-packed e 180g



## Classic salami

Classic salami, 1/2 vacuum-packed e 180g



## Salami 100% beef

Salami 100% beef, 1/2 vacuum-packed e 180g



To produce the special **salami with red wine** we only use the most prestigious cuts of pork meat and marinate them in the delicious wine.

The **salame tartufo** (truffle salami) really stands out from our range of products. The meat has been enriched with salt, pepper and black summer truffles, that give the end product an exquisite, balanced and unique taste.

The **salami 100% beef** is produced using exclusively selected beef cuts. It is a lean salami, gluten and lactoprotein free.

# HAND-MADE COLD CUTS

**Typical local tradition meets practicality and modern consumerism: this is how our new line of pre-packed cold cuts was born.**

**W**e selected the best products made with traditional South Tyrolean methods for you and packaged them in different practical formats, completely suitable for domestic conservation.

Pfischer presents 3 different formats:  
**Maxi-, Medium-, and Snack-Packs.**

Pfischer's cold cuts are produced with the same care with which they are selected. They are cut with the most state of the art technologies to guarantee the organoleptic qualities.

The tender cuts are then hand-laid into the transparent packages, worthy of the prestigious and traditional content.







**PFITSCHER**

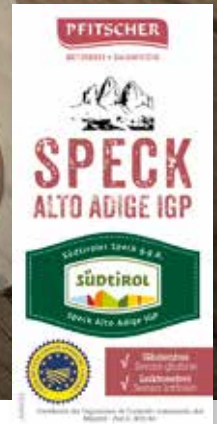
METZGEREI × SALUMIFICIO



## COLD CUTS



**MAXI pack**



### Speck Alto Adige PGI



Speck Alto Adige PGI  
slices ATM € 120g  
e 240g

### Porchetta Alto Adige



Porchetta Alto Adige  
slices ATM € 120g

### Speck Selection



Speck Selection  
slices ATM € 90g

### Prosciutto Praga



Prosciutto Praga slices  
ATM € 120g and € 240g

### Speck cotto



Speck cotto slices ATM  
€ 120g

### Pancetta Alto Adige

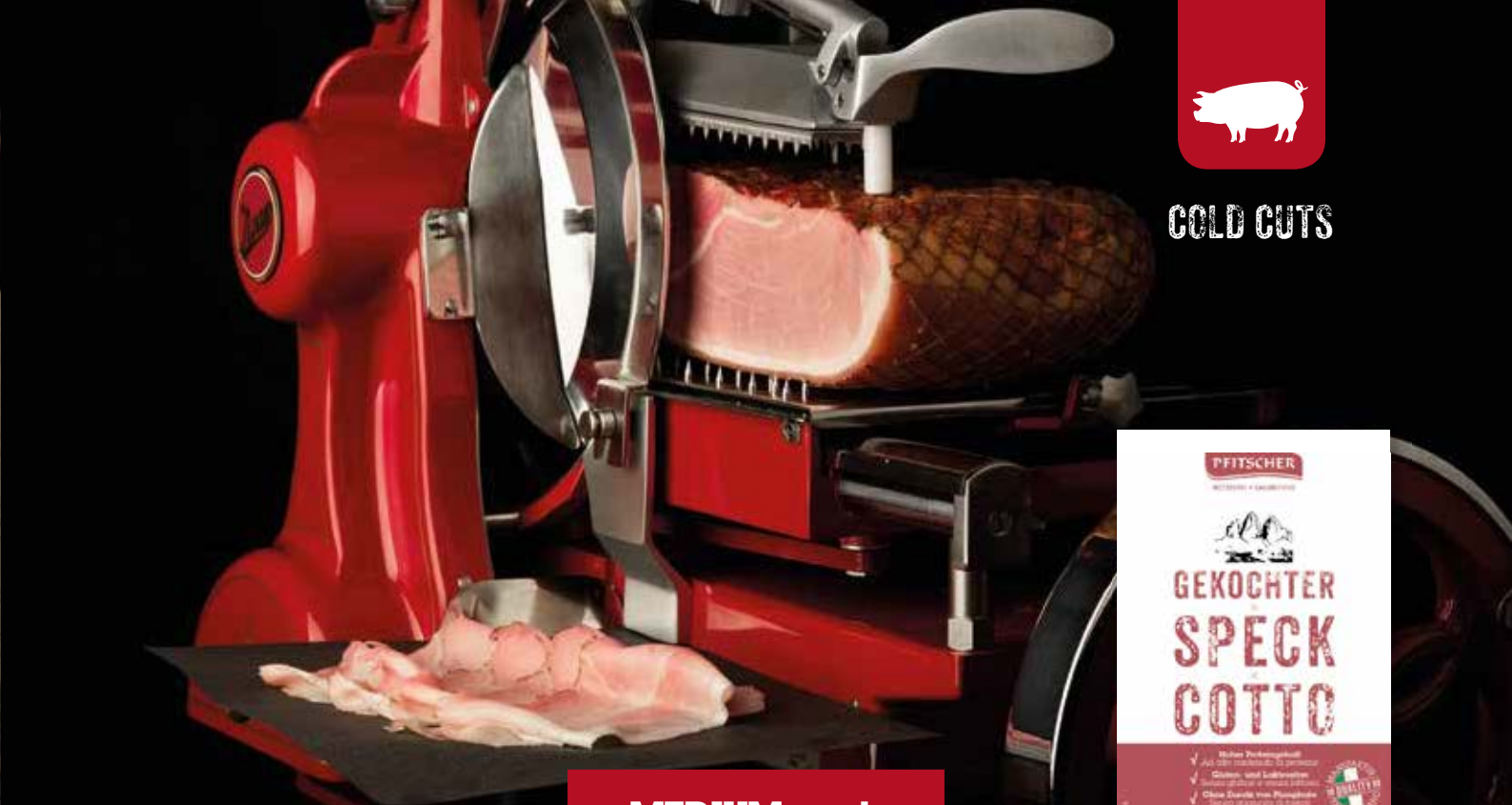


Pancetta Alto Adige  
slices ATM € 100g  
e 240g





**COLD CUTS**



**MEDIUM pack**



## **Speck Alto Adige PGI**

Speck Alto Adige PGI  
slices ATM € 100 g



## **Speck Selection**

Speck Selection  
slices  
ATM € 80g



## **Speck cotto**

Speck cotto slices ATM  
€ 100g



## **Prosciutto Praga**

Prosciutto Praga slices  
ATM € 100g



## **Pancetta Alto Adige**

Pancetta Alto Adige  
slices ATM € 100g



## **Porchetta Alto Adige**

Porchetta Alto Adige  
slices ATM € 100g



## COLD CUTS



### SNACK pack



#### Salami with roe deer

Salami with roe deer  
slices ATM € 60g



#### Speck Alto Adige PGI

Speck Alto Adige PGI  
slices ATM € 60 g



#### Salami with boar

Salami with boar slices  
ATM € 60g



#### Speck Light

Speck light slices  
ATM € 60g



#### Salami with deer

Salami with deer slices  
ATM € 60g



#### Pancetta Alto Adige

Pancetta Alto Adige  
slices ATM € 60g



#### Salami with truffle

Salami with truffle  
slices ATM € 60g



# OUR PROMOTIONAL MATERIALS

The right showcase and promotion of our products is important. Pfitscher offers its clients two types of exhibition kits:

## EXHIBITION FLOOR MODEL IN MODULES WITH PERSONALISED COMPONENT (01)

Ideal for a permanent exhibition of the non-refrigerated goods

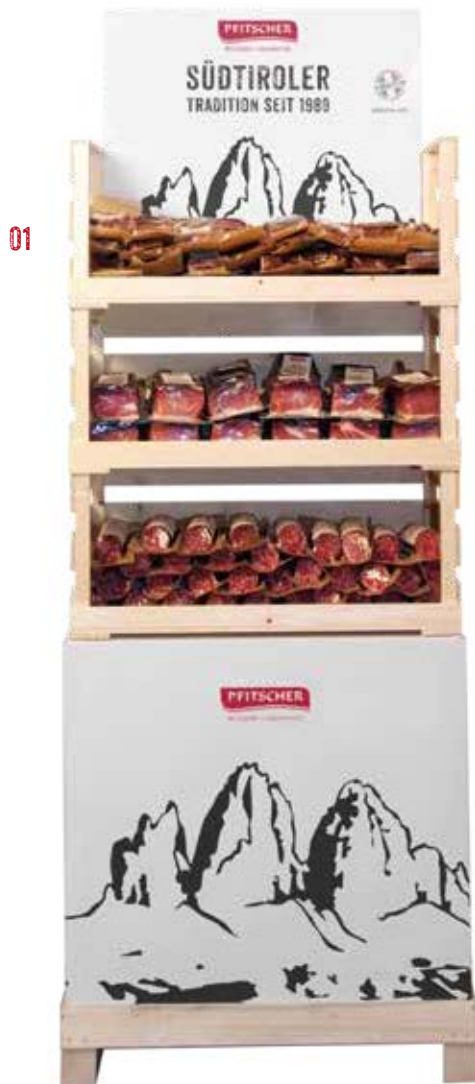
## BASIC EXHIBITION FLOOR MODEL PERSONALISED (02)

Ideal for promotions of the non-refrigerated goods, easy to assemble

## OUR EXPO BOXES (03)

For the cold cuts line we have produced special boxes to showcase the goods:

- Customisable
- Quick and easy to assemble



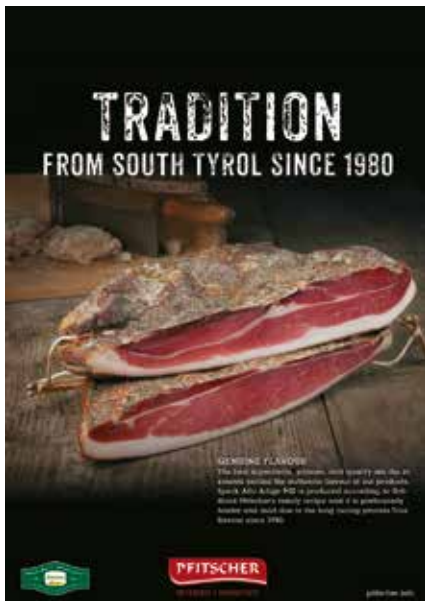
40x60x158

02



For all materials and communication tools please email: [info@pfitscher.it](mailto:info@pfitscher.it)

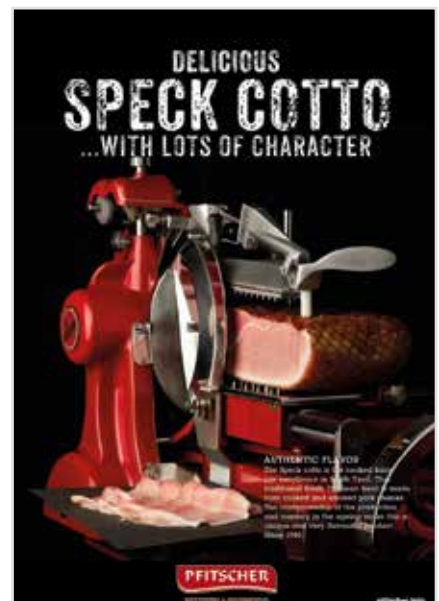
# OUR POSTERS



POSTER NR 01 Size: 39x55 cm



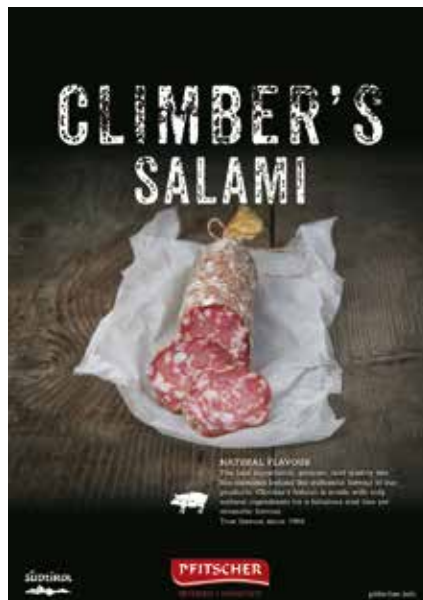
POSTER NR 02 Size: 39x55 cm



POSTER NR 03 Size: 39x55 cm



POSTER NR 04 Size: 39x55 cm



POSTER NR 05 Size: 39x55 cm



POSTER NR 06 Size: 39x55 cm



# OUR POSTERS



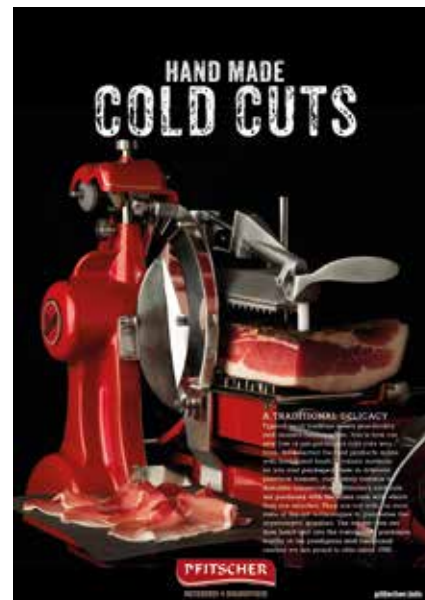
POSTER NR 07 Size: 39x55 cm



POSTER NR 08 Size: 39x55 cm



POSTER NR 09 Size: 39x55 cm



POSTER NR 10 Size: 39x55 cm







A full-page background image of a rugged mountain range. In the foreground, a rocky, scree-covered slope leads down to a winding dirt path. The middle ground shows steep, barren slopes. In the background, several sharp, jagged mountain peaks rise against a sky with soft, colorful clouds from the setting or rising sun. The overall tone is warm and majestic.

**PFITSCHER**

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**PFITSCHER**

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