

PFITSCHER

METZGEREI × SALUMIFICIO

**SOUTH TYROLEAN
TRADITION**
FROM 1980



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.

In 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

It 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.



G. Pfitscher







we produce over
10.000 TONS
PER ANNUM

over
70 EMPLOYEES

over
25.000 M²
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, kaminwurzen 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**



KNOWLEDGEABLE PRODUCTION
reviewed by Mr. Pfitscher



**DISTRIBUTION OF PERSONALIZED
HIGH QUALITY GOODS**



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



**CAREFUL
PACKAGING**

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

I 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







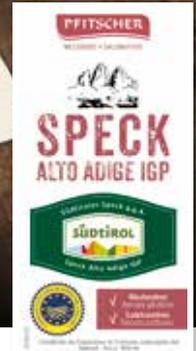
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OUR RANGE OF PRODUCTS





SPECK



Speck Alto Adige PGI



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



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



Speck Alto Adige PGI 1/1 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 € 400g

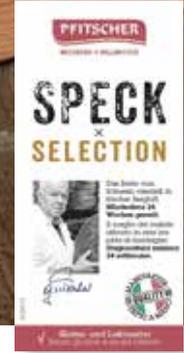


Speck Alto Adige PGI, heart sv € 400g

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 vacuum-packed



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

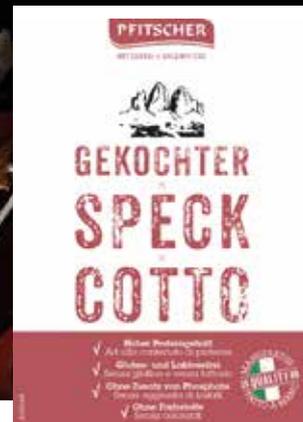


Speck Selection,
heart, around 500g
vacuum-packed

This speck is made from a selection of shanks that are processed, spiced and then slowly aged according to old Pfitscher 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

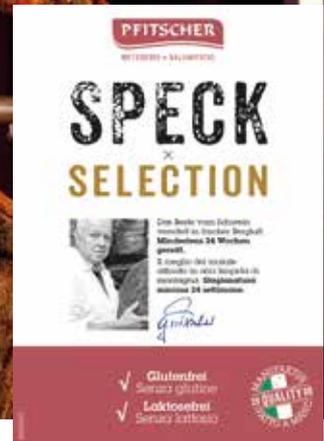


Tirolino, 1/1 vacuum-
packed

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

Kaminwurzten



Kaminwurzten,
2 pcs vacuum-packed
e 120g

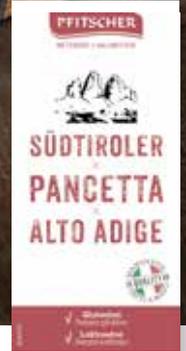
Speck Light



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 Pfitscher ham is lactose and gluten free and has no added phosphates.

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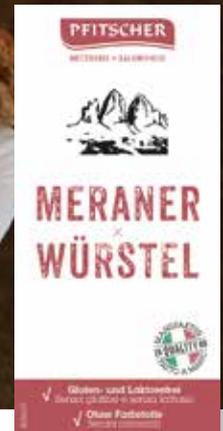
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THE SAUSAGES





SAUSAGES



Frankfurter sausage



Würstel Frankfurter,
x2 pair, vacuum-
packed e 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
e 220g

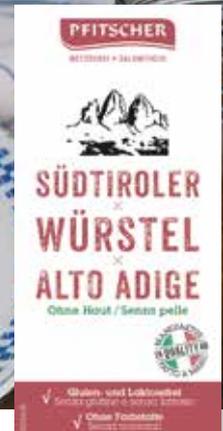
Würstel Merano,
x9 pcs, vacuum-packed

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

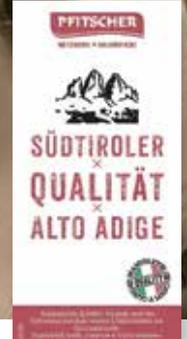


Bratwurst sausage,
5 pcs, vacuum-packed
€ 500g





CORNED 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

Selected corned meats

prepared in the old South Tyrolean tradition. Unique, intense and delicious taste is guaranteed.



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

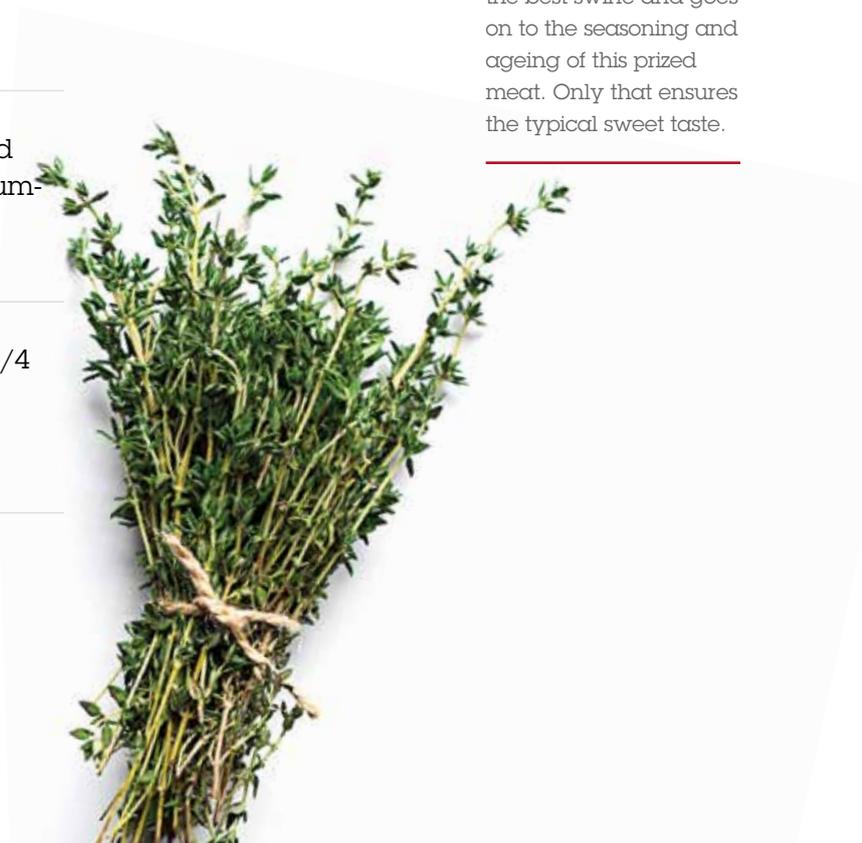


Raw ham Dolomiti
without rind, cleaned
with knife 1/2 vacuum-
packed



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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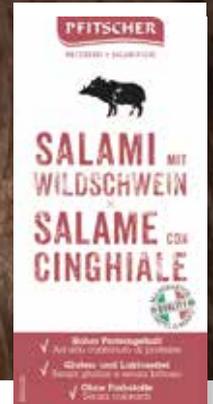
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GAME SPECIALITIES

**Natural taste
for true connoisseurs!**



SALAMI



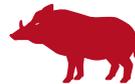
Salami



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



Kaminwurzeln



Kaminwurzeln
with boar,
2 pcs vacuum-packed
e 120g



Kaminwurzeln
with roe deer,
2 pcs vacuum-packed
e 120g

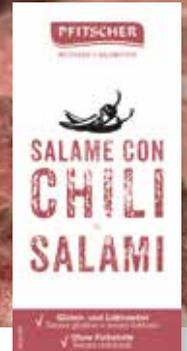


Kaminwurzeln
with deer,
2 pcs vacuum-packed
e 120g



The **Kaminwurzeln** 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. Kaminwurzeln acquire their unique taste through beech wood smoke and ageing in the crisp mountain air.





Kaminwurzeln with chili

Kaminwurzeln with chili,
2 pcs vacuum-packed € 120g
Kaminwurzeln 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 € 180g



Truffle Salami

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



Classic salami

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



Salami 100% beef

Salami 100% beef, 1/2 vacuum-packed € 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.

We 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.





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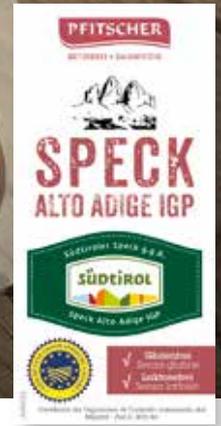
METZGEREI × SALUMIFICIO



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

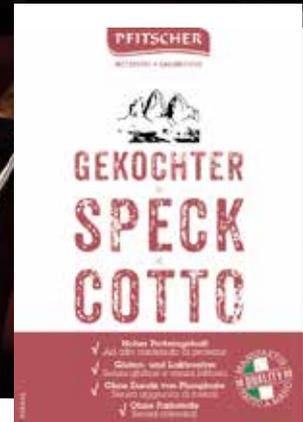
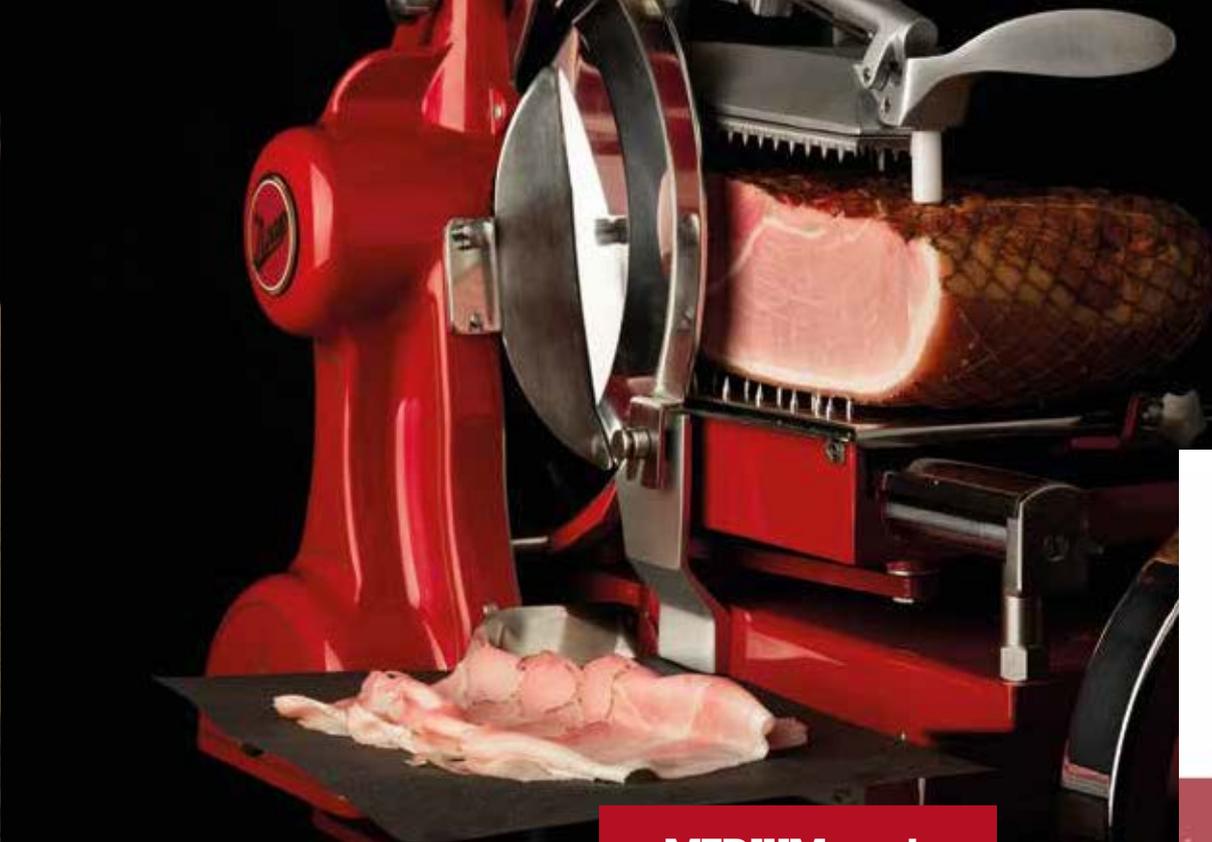
Pancetta Alto Adige



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

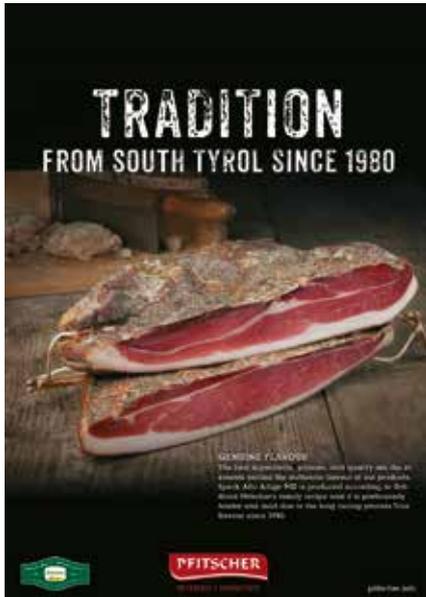


40x60x158



For all materials and communication tools please email: info@pfitscher.it

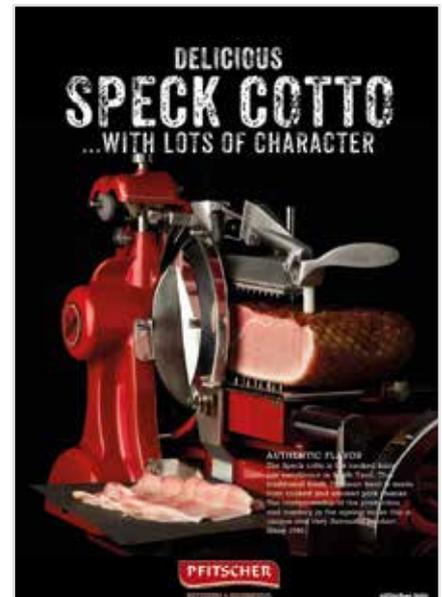
OUR POSTERS



POSTER NR 01 Size: 39x55 cm



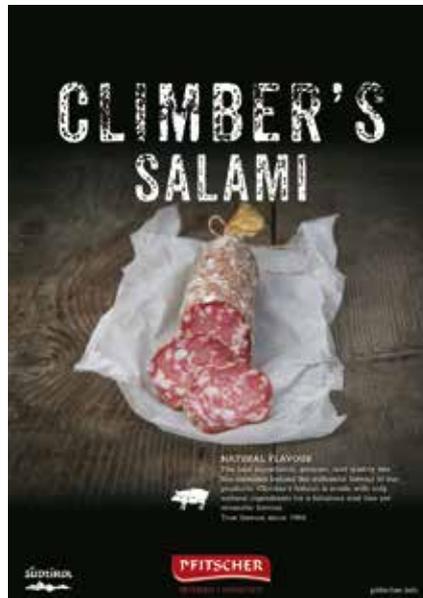
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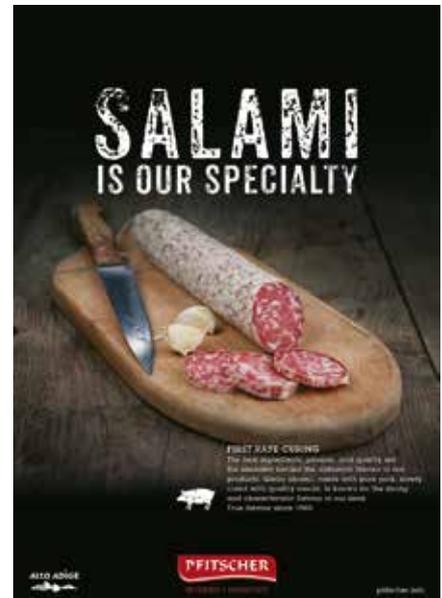
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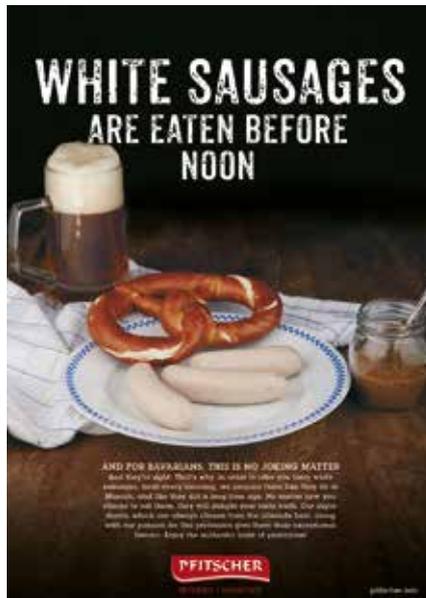


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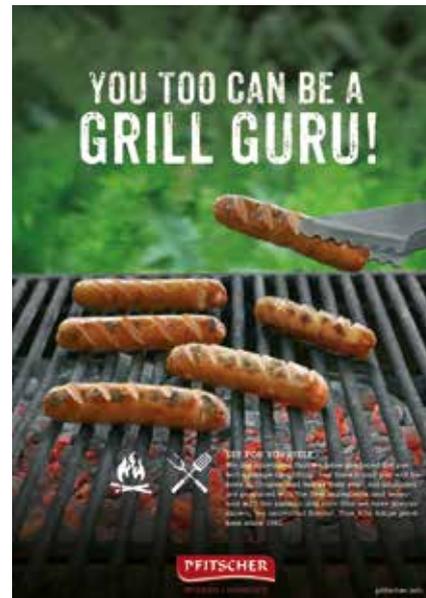


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OUR POSTERS



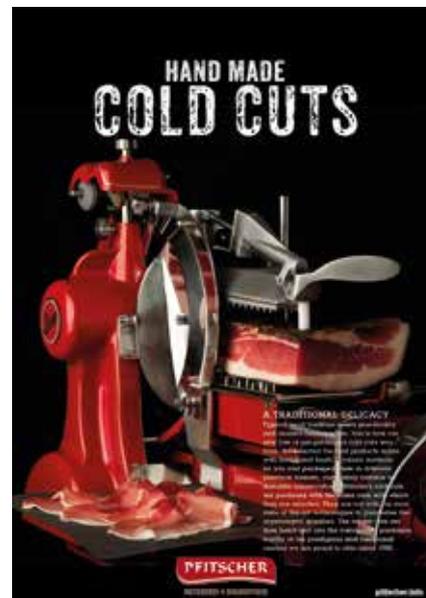
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POSTER NR 10 Size: 39x55 cm





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