

**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.**

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 unique 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 local 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.

The management of the company has been passed to the second generation in 2014. They have enthusiastically and significantly contributed to the development and innovation of the company ever since.

**Every single one of our products is the result of:  
excellent and examined raw materials,  
a relationship based on trust with the livestock  
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.





# A RESTART IN THE NAME OF INNOVATION

**6<sup>TH</sup> MARCH 2020**

The time was 11.45 a.m., when a big fire started to eat its way through our company. The flames, which destroyed our entire plant, could only be controlled after 62 hours. No casualties, but enormous damage...

**10<sup>TH</sup> MARCH 2020**

After only four days, we started clearing and demolition works to build our new business. Only 16 days after the fire, we relaunched our business from a logistics warehouse in Lana.

**JUNE 2020**

Start for the construction works of the new plant, after completion of all necessary bonification works.



**2021**

The entire project for the new plant is ready, but it is not just any new building. 40 years of experience enable groundbreaking innovations, the latest technology, with a focus on safety, ergonomics and sustainability. **So, this is how our latest adventure begins and develops at breathtaking speed.**

**2022**

**The production building is ready and is about to start its activity, stronger and more innovative than before!**  
**These very difficult times could not break our will to look forward, nor our confidence for the future.**



photo credit © Burgstall Freiwillige Feuerwehr (BZ) - Corpo dei Vigili del Fuoco volontari di Postal (BZ)

# AWARDS

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” 2017, 2019, 2021 and Top 11/Migliori Salumi d'Italia 2022/2023 Awards:** The evaluations expressed by “Gùrus” are translated into grades with the symbol of the traditional horse bone pin, from 2 pins for pleasant salumi to 5 for excellent ones. Our cured meats have been assessed on the basis of sensory tastings carried out by expert tasters and enthusiasts such as chefs, pork butchers, sommeliers and food critics. A quality speck that is once again worth the maximum 5-pin award!

**The WineHunter Award** is the award of excellence and high quality. It is awarded annually for wine and culinary products, spirits and beers.

The prize is awarded to national and international products which, following a careful evaluation, reach a minimum score of 90 points out of 100, and guarantees the final consumer the superior quality of the product.



# SUSTAINABILITY

For the Pfitschers, being entrepreneurs has always meant bringing the values of our family to the company: **reliability, honesty, respect, integrity, responsibility.**

Here, for us, doing business means doing it responsibly, because we are aware that all our choices, our decisions, our daily actions go beyond the boundaries of our farms and our factory. They involve our collaborators, our customers and consumers, our suppliers and the territory/environment in which we operate. Our commitment to customers and consumers is to guarantee the highest quality of our products.

Our supply chain is proud to offer absolute traceability and strict health and hygiene standards defined according to the HACCP criteria. Thanks to a controlled **supply chain system**, it is possible to identify our products **from farm straight to table**. We guarantee our customers and consumers the origin and provenance of all the ingredients that are the basis of our products, totally transparent.

We have examined the potential effects on the environment of all new or planned developments of our activities, products and services. We have monitored, studied and optimized the consumption of energy resources, thus improving the performance of environmental aspects.

**less emissions into the atmosphere**



**less production of waste**



**less vehicular traffic**



**packaging reduction**



Our attention to nature and the implementation of good, eco-friendly practices is inherent in our DNA as artisan producers. A significant contribution to energy saving is the construction of a new photovoltaic system on the roof of our factory: **2,200 high energy** efficient photovoltaic panels, capable of producing **1,500,000 KW per year**. That is equal to almost a third of our business needs. The use of photovoltaic panels means that we do not need to use auxiliary heat sources.

All company sectors are involved in this attention to the environment and sustainability with the creation of eco-friendly offices (separate recycling bins, use of paper and recycled materials, refillable toner cartridges, furniture and furnishings in recycled cardboard).

## 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.

### RECIPES

Pfischer's preparations are made by scrupulously following historical family recipes, one for each product, with the intention of offering a product with a delicate and recognisable flavour. The cured meats such as speck, kaminwurzen and sausages are all slowly smoked with a little smoke from beech wood and plenty of healthy air.

And it is precisely in the spicing and smoking that Pfischer adds a personal touch to his bacon and sausages.

### ATTENTION TO INTOLERANCES AND ALLERGIES

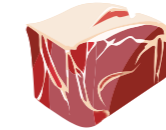
Pfischer pays a lot of attention to the growing problems related to food intolerances and allergies, which is why all Pfischer sausages are gluten- and lactose-free. We have also eliminated phosphates wherever possible and without betraying traditional recipes.



## THE QUALITY OF PASSION AND TRADITION



Careful selection of slaughterhouses and meats



Skilful processing under supervision of Mr Pfischer



Supervision of the stages of packaging



Distribution of customised quantities

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.

### ANIMAL WELFARE

Pfischer has chosen to include this issue within the ethical heritage and the values of the company. It starts a path in constant evolution that defines much more restrictive requirements than the European legislation in force today.

### CERTIFICATIONS





**NEW**



## WELL-BEING AND PLEASURE

Controlled organic farming and the unique recipes of the Pfitscher family promise incomparable taste moments: our inspiration in creating our BIO range. We use only selected organic ingredients, which are certified by an independent inspection body, so that we can guarantee to keep our promise. Sustainable indulgence.



**Speck Alto Adige PGI**  
1/2 vacuum-packed  
Also without rind



**Speck Alto Adige PGI**

- heart, 400g €
- heart, ca. 400g vacuum-packed



**Speck Alto Adige PGI**  
thinly sliced MAP 70g €



# WHY ARE WE PARTNERS OF BIOLAND?

Bioland is an agricultural association founded in 1991 by a group of pioneers of sustainable and organic farming. Pfitscher is proud to be a partner as it firmly believes in the same values and principles promoted by Bioland:

- Organic feed from at least 50% from our own farms or from Bioland cooperatives. No genetically modified ingredients in the feed.
- Bioland pigs are free to live in harmony with their natural instincts and can roam and play freely.
- Circular economy as the core principle of Bioland agriculture.
- Stricter organic standards than those prescribed by law – monitored by independent inspection bodies.
- Fair partnerships between producers, growers and traders.
- Bioland stands for responsible agriculture.

## Speck, coppa and pancetta



**Speck Alto Adige PGI**  
 1/2 vacuum-packed



**Coppa Alto Adige**  
 1/1 sv



**Speck Alto Adige PGI**  
 ■ heart, 400g €  
 ■ heart, ca. 400g vacuum-packed



**Pancetta Alto Adige**  
 1/2 sv

## Cold cuts



**Speck Alto Adige PGI**  
 "chiffon" slices  
 MAP 70g €



**Coppa Alto Adige**  
 "chiffon" slices  
 MAP 70g €



**Pancetta Alto Adige**  
 "chiffon" slices  
 MAP 70g €

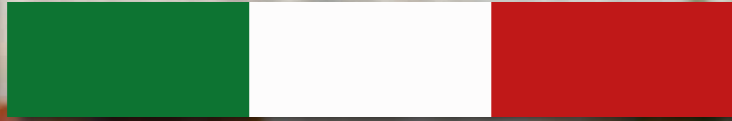
© Bioland, Sonja Herpich



**PFITSCHER**

METZGEREI × SALUMIFICIO

100% ITALIA



**NEW**



## SPECK 100% ITALIA

100% Italian Speck, made from 100% Italian pork, is an outstanding product, based on the very high quality of the meat, which we select only from farmers we trust and from the best Italian slaughterhouses. The pigs are born in Italy and are raised with above-average animal welfare. Italian pork and South Tyrolean tradition, the ingredients for real pleasure at the highest level.



**Speck 100% Italy**  
1/2 vacuum-packed



**Speck 100% Italy**  
▪ heart, 400g €  
▪ heart, ca. 400g vacuum-packed



**Speck 100% Italy**  
thinly sliced MAP 100g €



**Sausages Servelade**  
✓ Antibiotics free breeding  
▪ 2 pcs vacuum-packed 200g €



**Sausages Alto Adige**  
✓ Antibiotics free breeding  
▪ 3 pcs vacuum-packed 250g €  
without casings

# 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 livestock 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 casing and cooked in humidity controlled ovens.

We also offer sausages without casing.

The different spices 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 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



DEER



BEEF



**PFITSCHER**

METZGEREI × SALUMIFICIO



**OUR RANGE OF PRODUCTS**



SPECK



SPECK



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.



The **Speck Selection** 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.

## Speck Alto Adige PGI

## Speck Selection



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



**Speck Alto Adige PGI**  
1/2 vacuum-packed  
also rindless



**Speck Alto Adige PGI**  
1/1 vacuum-packed



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



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



**Speck Alto Adige PGI**  
1/4 vacuum-packed



**Speck Alto Adige PGI**  
rindless, 1/1  
vacuum-packed



**Speck Alto Adige PGI**  
▪ heart, 400g €  
▪ heart, ca 400g  
vacuum-packed



*Irony  
is the salt  
of life,  
pepper is its fun!*



**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  
▪ heart, ca. 400g  
vacuum-packed



**Speck Selection**  
rindless 1/1  
vacuum-packed



SPECK



**Speck Monte** thanks to the skilful spicing and the 4-month maturation process, is a very mild speck with a distinctive flavour. It is an ideal speck for those who love cold cuts with authentic but delicate flavours.

## Speck Monte



**Speck Monte**  
natural, 1/1 unpackaged



**Speck Monte**  
1/1 vacuum-packed



**Speck Monte**  
1/1 unpackaged



**Speck Monte**  
1/2 vacuum-packed  
also rindless



**Speck Monte**  
s. cot. 1/1  
vacuum-packed



*The laurel crowns a skilful workmanship.*



SPECK



**Speck Fortezza** is softer to the touch due to its short maturation period and has a very delicate and sweet taste. It looks like a raw ham, but more savoury and tasty.

## Speck Fortezza



**Speck Fortezza**  
natural, 1/1 unpackaged



**Speck Fortezza**  
1/1 vacuum-packed



**Speck Fortezza**  
1/1 unpackaged



**Speck Fortezza**  
1/2 vacuum-packed



*Good smoke from  
beech wood...*



# PANCETTA



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.



# TYPICAL ONES



## Pancetta Alto Adige

Ageing process: prolonged



**Pancetta Alto Adige**  
aff. 1/2 vacuum-packed



**Pancetta Alto Adige**

- aff. slice vacuum-packed ca. 300g
- aff. slice vacuum-packed 280g €

## Pancetta Monte

Ageing process: medium



**Pancetta Monte**

- aff. 1/1 sfusa
- 1/1 vacuum-packed



**Pancetta Monte**  
aff. 1/2 unpackaged



**Pancetta Monte dolce**, 1/2 vacuum-packed



*Bright and witty:  
a spicy character!*

## The typical ones



**Coppa Luca**

- 1/1 vacuum-packed
- slice vacuum-packed



**Speck Light**

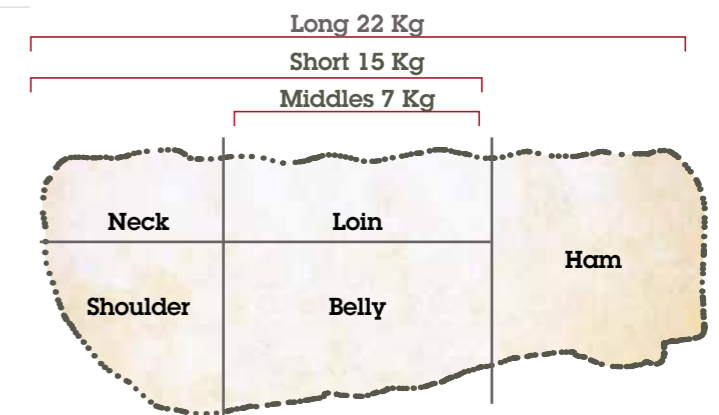
- 1/1 vacuum-packed
- slice vacuum-packed



**Speck di mezzena**

- 1/1 unpackaged
- slice vacuum-packed

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





COOKED  
SPECK



## Cooked Speck

Our Tyrolean ham



### Cooked Speck

1/1 vacuum-packed rindless  
1/2 vacuum-packed rindless



**Cooked Speck** has a slightly spicy, aromatic and vaguely smoky taste, characteristics that make it tastier than the usual hams found on the market.

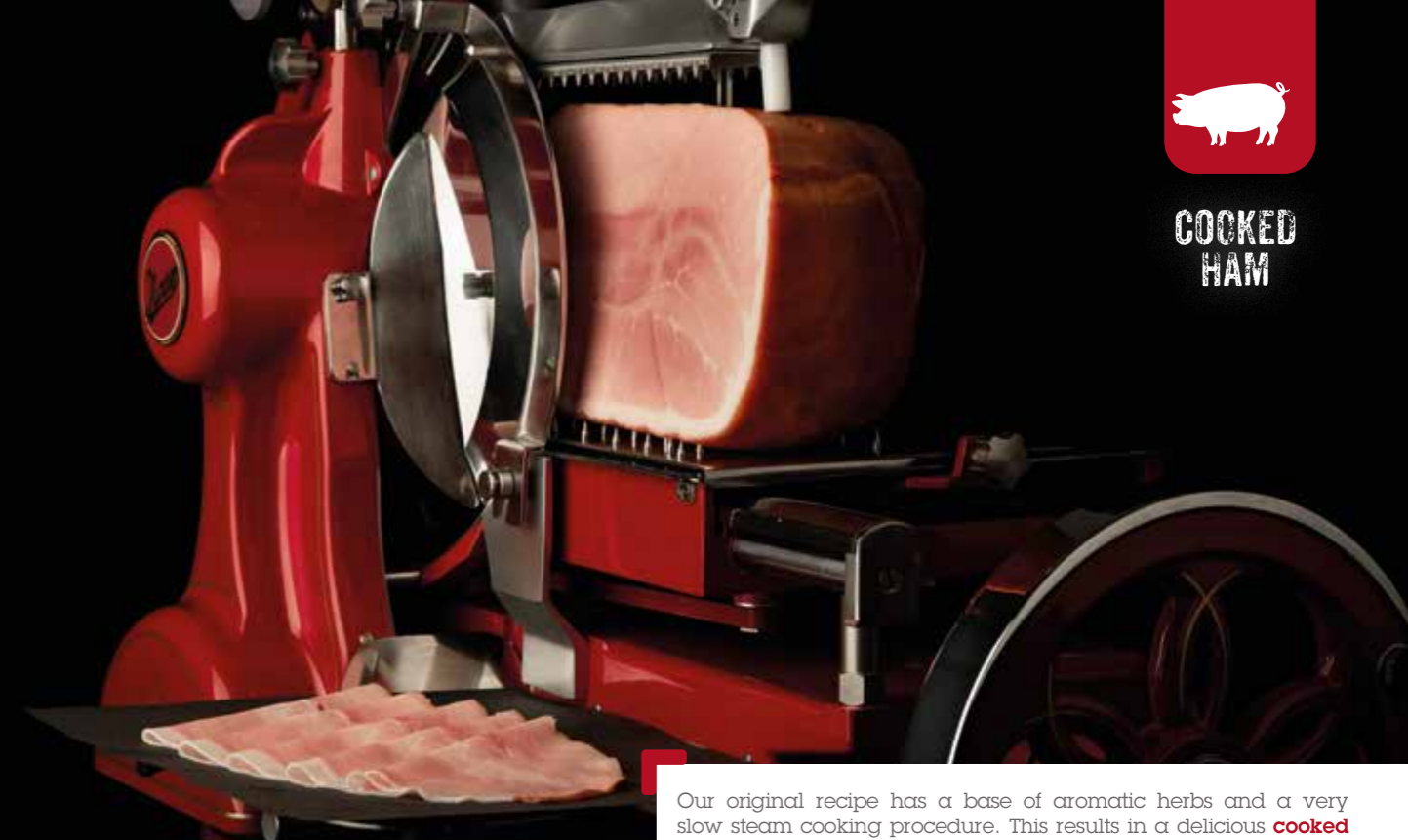
Cooked speck is a de-boned raw ham, cooked with steam and lightly smoked. Grown ups and adults alike love it: because it looks like a cooked ham, but is so much tastier.

A typical South Tyrolean delight, prepared as our tradition dictates. The speck is spiced according to the secret family recipe, then left to rest before it is slowly smoked and steamed. This long manufacturing process allows us to guarantee a soft, moist product, rich in unique aromas. A peculiar and versatile taste that represents all the authenticity of South Tyrol.

- **Handmade**
- **Gently steamed**
- **Slightly spiced**
- **Lightly smoked**
- **Lactose-free and gluten-free**



COOKED  
HAM



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. Pfitscher ham is lactose-free, gluten-free and whenever possible without added phosphates.

## Cooked ham



**Prosciutto cotto Praga  
Breakfast**  
1/2 vacuum-packed



**Prosciutto cotto Praga  
Mini**  
1/2 vacuum-packed



**Cooked Ham "San Michele"**  
1/1 vacuum-packed  
1/2 vacuum-packed



**Prosciutto cotto Praga  
Classic**  
1/1 vacuum-packed rindless  
1/2 vacuum-packed rindless



**Cooked ham with herbs**  
1/2 vacuum-packed



**Porchetta  
(baked suckling pig)**  
1/1 vacuum-packed rindless  
1/2 vacuum-packed



## PANCETTA



The **pancetta stufata** (South 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.

### Steam cooked Pancetta

Traditional rustic form



**Steam cooked Pancetta**  
classic, 1/1 vacuum-packed



**Steam cooked Pancetta**  
classic, 1/2 vacuum-packed



**Steam cooked Pancetta**  
classic, slice vacuum-packed

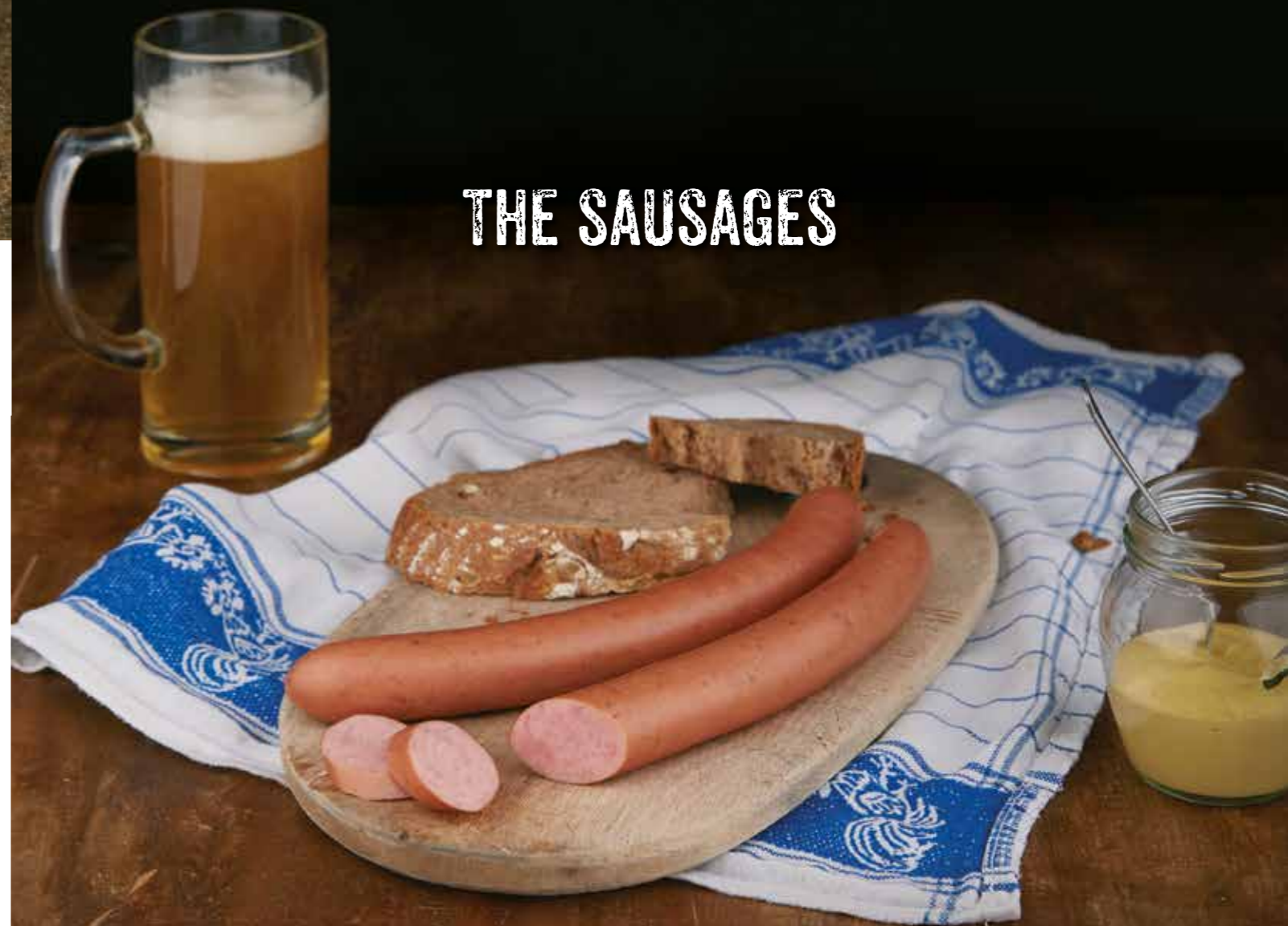
*It is easy to fall in love  
with the scent of rosemary...*



# PFITSCHER

METZGEREI × SALUMIFICIO

## THE SAUSAGES





## SAUSAGES



## SAUSAGES



## Sausages

### Frankfurter Sausage

- 2 pcs vacuum-packed 220g €
- 9 pcs vacuum-packed

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

### Merano Sausage

- 3 pcs vacuum-packed 220g €
- 10 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.

### Farmer's Sausage

- 12 pcs vacuum-packed

The **farmer's sausage** is prepared according to a rustic recipe with savory ingredients and spiced beef with garlic and marjoram. A traditional process for a very tasty and juicy sausage.



### Servelade Sausage

- 2 pcs vacuum-packed 340g €
- 2 pcs vacuum-packed 200g €



### Weisswurst Sausage

- 4 pcs vacuum-packed 300g €



### South Tyrol Sausage

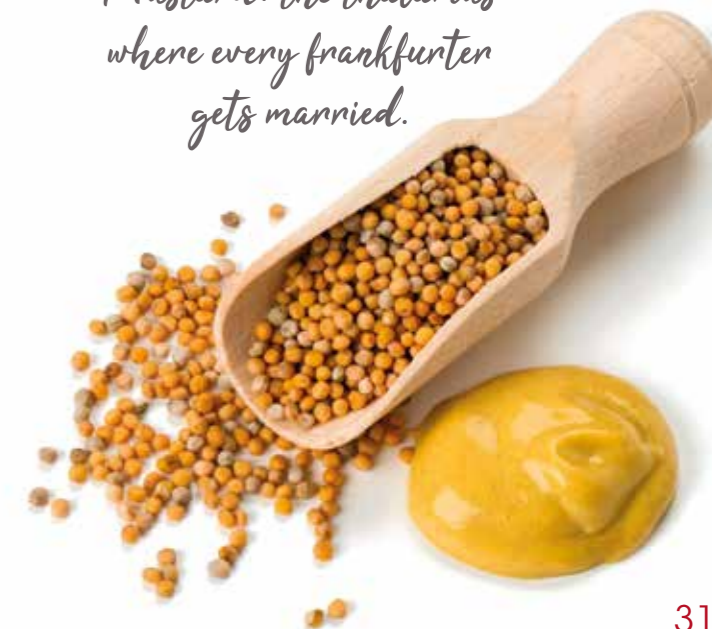
- 3 pcs vacuum-packed 250g €
  - 4 pcs vacuum-packed 280g €
  - 2 pcs vacuum-packed 250g €
  - 4 pcs vacuum-packed 100g €
- all without casings



### Bratwurst Sausage

- 5 pcs vacuum-packed 500g €

*Mustard: the thalamus where every frankfurter gets married.*





CORNE  
MEATS



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

## Corned meats



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



**Stinco sous vide  
precooked with herbs**  
1/1 vacuum-packed



**"Carne salada"**  
1/2 vacuum-packed



**Smoked ribs  
precooked**  
portion vacuum-  
packed



**Smoked neck  
precooked**  
▪ 1/1 vacuum-  
packed  
▪ x2 slices vacuum-  
packed



**Smoked loin  
precooked**  
▪ 1/2 vacuum-  
packed  
▪ x1 slice vacuum-  
packed



**Smoked Filone  
precooked**  
▪ 1/2 vacuum-  
packed  
▪ x2 slices vacuum-  
packed



LYONER



The **Tyrolean Lyoner Salami** is the classic cooked salami, very versatile because it is available with meat and/or with peppers, which offers various solutions for cooking delicious dishes.

## Lyoner



**Lyoner with peppers**  
1/2 vacuum-packed



**Lyoner with ham**  
1/2 vacuum-packed



**Lyoner**  
1/2 vacuum-packed



**Innsbrucker**  
1/2 vacuum-packed



**Krakauer**  
1/2 vacuum-packed



**Austrian Meatloaf**  
1/2 vacuum-packed



## KAMINWURZEN



### The Kaminwurz

The characteristic Tyrolean salami



#### South Tyrolean Kaminwurz

2 pcs vacuum-packed  
120g €  
10 pcs vacuum-packed  
750g €  
28 pcs MAP 2100g



The name of these smoked sausages derives from the German word **"Kamin"**, fireplace or chimney, because in the past they were hung, dried and smoked in the fireplace. Pfischer **Kaminwurz** are slowly smoked with cold smoke and only in a natural, way. Beech wood is used, which contains very little resin, and of course with the contribution of fresh mountain air. Kaminwurz are made with a carefully selected mix of beef and pork.

Pfischer also offers Kaminwurz prepared with game meat: venison, wild boar and roe deer.

The meats are minced, mixed together and spiced with a perfect mix of natural spices that give them an aromatic taste: salt, pepper, coriander, garlic and nutmeg. The meat must reach a perfect grain, after which it is stuffed with natural casing, taking the shape of salami before it is smoked. Our packages have been designed for better shelf display. They are available in 2-piece, 10- piece formats in vacuumsealed packaging, or 28-piece format in modified atmosphere packaging.



METZGEREI × SALUMIFICIO

## GAME SPECIALITIES

Natural taste  
for true connoisseurs!





## SALAMI



Our **game cold cuts** from pork, 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.

### Salami with game

**Salami with boar**  
1/2 vacuum-packed 180g €



**Salami with roe deer**  
1/2 vacuum-packed 180g €



**Salami with deer**  
1/2 vacuum-packed 180g €



*Thyme is the detail that stands out and surprises you.*



## KAMINWURZEN



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.

### Kaminwurz with game

**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 €



*Juniper: the essence of hunting, the flavor of adventure!*



SALAMI



Pfischer'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**.

### Specialities



**Garlic salami**  
1/2 vacuum-packed 180g €



**Herb's salami**  
1/2 vacuum-packed 180g €



**Salami with chili**  
▪ 1/2 vacuum-packed 180g €  
▪ piccante, 3 pcs vacuum-packed



**Hayflower's salami**  
1/2 vacuum-packed 180g €



**Classic salami South Tyrol**  
1/2 vacuum-packed 180g €

*Life is like a chili pepper: spicy.*



SALAMI



### Specialities



**Salami with red wine**  
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.



**Salami with fenugreek**  
1/2 vacuum-packed 180g €

**Salami with fenugreek** is a pork product with a strong flavor, its scent recalls the smell of hay and gives our salami a unique taste.



**Truffle salami**  
1/2 vacuum-packed 180g €

The **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 truffle: the diamond of the earth.*



# COLD CUTS, SLICED BY HAND

Tradition and typicality meet practicality and modernity of consumption:  
This is how our wide range of sliced cured meats ready in trays was born.

Pfitscher proposes a new packaging for the cold cuts line: a necessary choice, aimed at the future.

## NEW DESIGN:

We have studied a new design of the tray, to improve the space inside the shelves and to optimize logistics costs.

## NEW GRAPHIC DESIGN:

We have designed and customized the packaging for a better presentation of the slices.

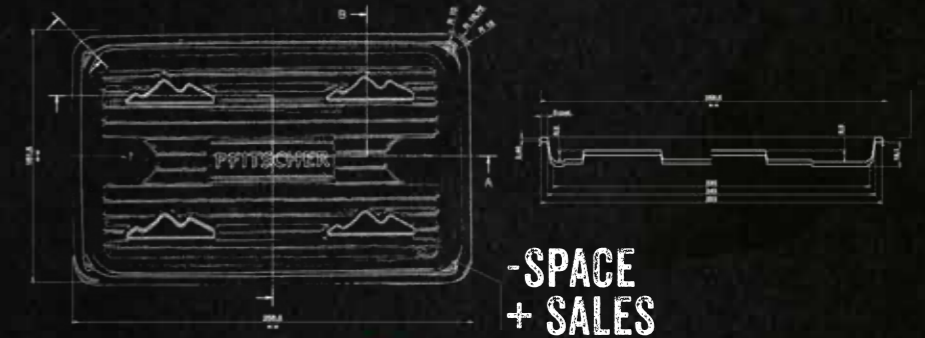
## NEW PACKAGING:

Plastic in packaging is a difficult material to recycle and reuse. This has therefore become a global problem. We at Pfitscher, by culture, have always been committed to a sustainable packaging project, while maintaining full respect of the quality and safety of the product. For this problem we have now created a new tray **made of 60% recycled plastic**.

Respect for the environment welcomes a delicious product born in full respect of animal welfare.

## NEW COMMUNICATION:

All packages carry a QR-code that allows the consumer to quickly find useful information about the company and the developments in place.



QR CODE





COLD CUTS



COLD CUTS

# BEST OF SOUTH TY ROLEAN TRADITION

Carne salada

Cooked Speck with herbs

Cooked Speck

Pancetta

Steam cooked Pancetta

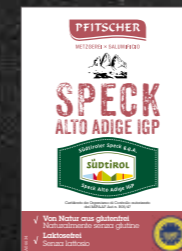
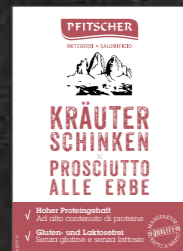
Porchetta

South Tyrol Speck PGI

Speck Selection

Praga cooked ham

San Michele Cooked ham



NEW!



COLD CUTS

# DRINKS WITH FRIENDS AT THE LAST MINUTE?



## Mix-Appetizer

### Mix-Appetizer

Speck loin, Salami with chilli, Speck light

### Mix-Appetizer

Speck Light, Coppa, classic Salami South Tyrol

### Mix-Appetizer

Pancetta South Tyrol, Speck light, Salami with chilli



Salami with roe deer  
slices MAP 60g €



Salami with boar  
slices MAP 60g €



Salami with deer  
slices MAP 60g €



Truffle salami  
slices MAP 60g €



Salami with chili  
slices MAP 60g €



South Tyrolean salami  
slices MAP 60g €

# OUR PROMOTIONAL MATERIALS

Product display and promotion are important: Pfitscher makes the following types of exhibitors available to its customers:

## OUR EXPO BOXES (01)

Customized boxes have been designed to display the sliced product line directly on the shelf. Strength points:

- Personalization
- Speed and convenience of display

## CUSTOMIZED COUNTER DISPLAY (02)

An original and highly effective display, practical and fast to assemble.

## CUSTOMISED GROUND DISPLAY (03)

Characteristic and original, a wooden display to enhance the typicality of the products.

## CUSTOM MODULE AND COMBINABLE FLOOR DISPLAY (04)

Ideal for fixed off-counter display, with different shelves and dedicated supports.



01

03

L 40 mm  
P 60 mm  
H 158 mm



02

L 174 mm  
P 205 mm  
H 310 mm ca.



04

L 326 mm  
P 241 mm  
H 154 mm

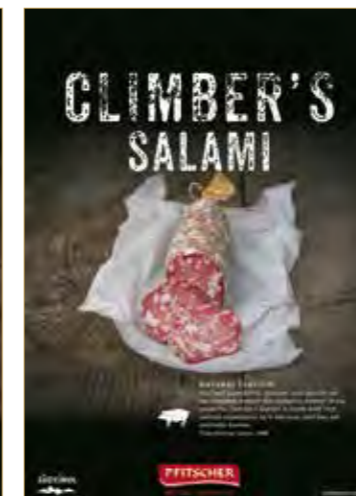
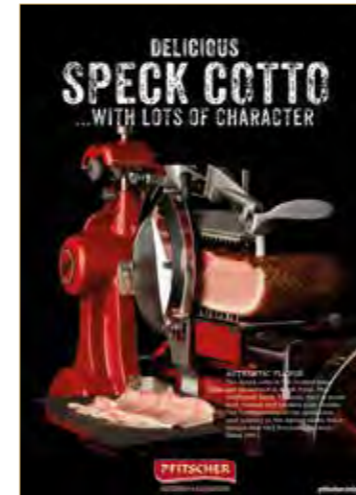


# OUR POSTERS



size 39x55 cm

1	2		
3	4	5	6
7	8	9	10





**PFITSCHER**

METZGEREI × SALUMIFICIO



# PFITSCHER

METZGEREI × SALUMIFICIO



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