

**christl**  
SpiceTechnology

**Informative.  
Inspiring.  
For experts.**



Quality is nothing complicated. If you know what matters.

The development of optimal mixtures for food and meat processing industries requires a high level of know-how and experience. This also includes the careful selection of high-quality raw materials.

From more than 600 different raw materials, christl SpiceTechnology has created thousands of special mixes in recent years according to customers' wishes and demands. This kind of flexibility can only be found in a lean business, which can adjust easily and respond promptly to the market needs.

Experienced practitioners work at christl SpiceTechnology, who speak the same language as our customers. We understand each other. After all, we are all pursuing one common goal: We will settle only for the best. And this binds us together.

Elmar Christl

The passion for new things stimulates, inspires, and leads to innovation.

For more than 20 years, we have been speaking our customers' language.



**2001**

Founding of christl AG in Mauren by Elmar Christl

**2002**

Founding of christl Gewürze GmbH Dornbirn and Moosdorf production plant

**2003**

Purchase of the operating site in Moosdorf

**2004**

Conversion and modernisation production Moosdorf

**2005**

BRC certification

**2007**

Extension of production site in Moosdorf

**2012**

Takeover of the AULA plant for the production of chrisale sea salt and complete conversion and expansion of the Mauren storage site

**2013 - 2014**

New construction in Moosdorf, investments in mixing and packaging technologies

**2017**

Expansion of the management by Oliver Broger. Expansion of Sales Germany

**2018**

New investments in weighing and and filling equipment and office expansion in Moosdorf

**2020**

Market launch MYSPICE - The taste of the world

**2021**

Founding of christl Germany CEO Robert Huber

Ultimately, everything produced at christl creates taste. The challenge of taste is that it is different for everyone and can therefore only be experienced individually. We have elevated exclusive individualism to our business credo.

Its implementation requires a lot of practical experience and a high level of technological know-how. Means, the right feeling for the right flavour on one hand and the ability to rely on state-of-the-art process technologies on the other.

Both is needed to be able to offer our customers an attractive win-win situation: Our customers succeed on the market from the individual character of their products and their customers benefit from trust in the exclusivity of flavour and quality. That's the spirit of christl SpiceTechnology.

# Flavour



# Safety

**Trust is as important as control.**

Complete traceability of the spices gives our customers the certainty that they receive a product made of selected raw materials. Our raw materials are checked upon strictest criterias. Exactly here quality starts and goes over all further production steps – consistently followed by a certified quality assurance programme.



**Leading technology uses state-of-the-art technology.**

Skilled technicians, company-specific know-how and a certified quality management system are the basis for the high standard and international competitiveness of christl SpiceTechnology. Continuous improvements and investments in mixing technology and modern weighing systems emphasise the definitive orientation on the development and manufacturing of spice mixtures of top quality. Leading delicatessen manufacturers trust in the knowledge and ability of the specialists from Austria. "Made in Austria" has a good reputation around the world.





## Spice is life.

The relationship between the customer and christl SpiceTechnology is the one between experts. Closeness to the customers at eye-level has been practiced at christl since the very beginning.

As visionaries and tasters, the spice specialists of christl regularly exchange ideas and combine their innovations with new benefits for the customers. New flavours are tested together and made ready for marketing. The passion for new things stimulates, inspires, and leads to innovations.

christl's competence in process engineering is used for our customer's benefit. This is because the production engineering expertise is not solely limited to our site in Moosdorf in Upper Austria, but we also work towards optimising the production flows at our customers' sites.



**christl technical advice:**  
Customised solutions  
by professionals  
for professionals

### Our consultants are your companions.

To us, consultation starts with exact listening to the customer. Knowing the requirements we develop solutions which will be coordinated and tested together with the customer. The christl consultant team consists of experienced application engineers and innovative spice technicians, who not only handle the product development but also the optimal production flow at the customer's site. This is an intense process, which we attend with lots of ambition and our entire knowledge.

# Individual

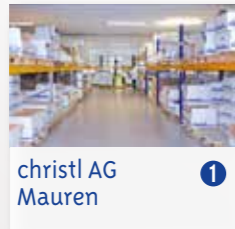
### A mix is always precision work.

Offering an exclusive recipe to our customers requires a lot of empathy, instinct and trust. The recipes at christl SpiceTechnology are some of the best-kept secrets. Different packing units are ideally fitting in customers' process flow.



# There is no limit in good taste.

christl SpiceTechnology is internationally oriented. With our high quality standards and flexibility in the product alignment, we have ideal conditions to enter new markets. We respond to customers' needs with a lot of know-how and experience – because every market has its own flavour.



christl AG Mauren 1



christl Gewürze GmbH Dornbirn 2



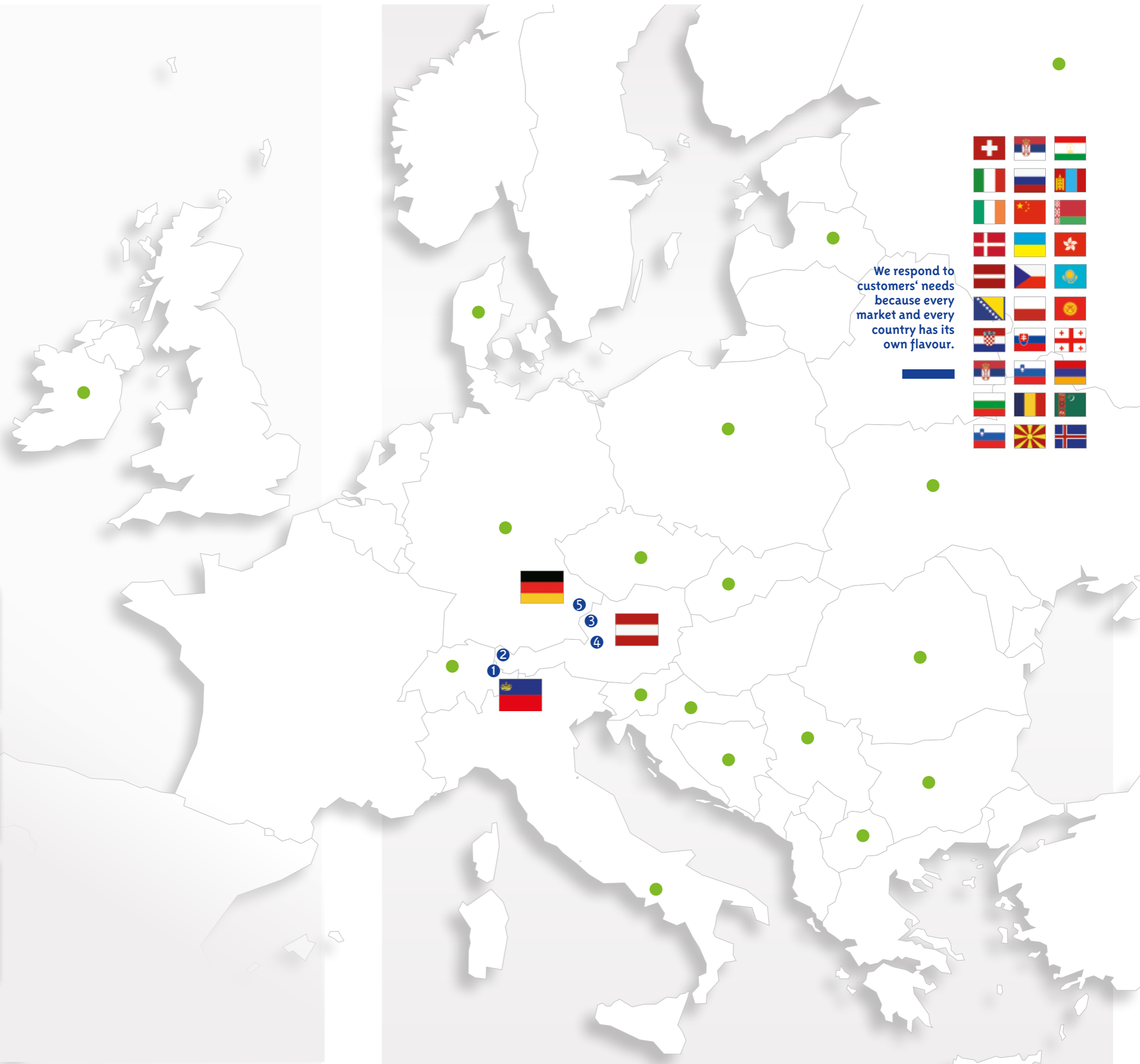
christl Gewürze GmbH Moosdorf 3



chrisale plant Hallein 4



christl Gewürze GmbH & Co KG Fridolfing 5





# Spice technology



Pioneering  
in spice  
technology.

christl's leading position commits.  
A key step towards adjusting flavours was  
taken by a practical and clear classification,  
offering the right spice mix within every  
group of sausage and meat. The diversity of  
these mixtures also represents our objective:  
We want to contribute to our customer's  
success with the greatest possible individuality.  
The following pages will show how.

## Boiled Sausage



Boiled sausage represents the biggest  
sausage family due to its numerous varieties.  
The range covers cold cuts, sausages and  
traditional meat loaf or regional specialties  
such as Cervelat or Farmers' Sausage.

## Cooked Salami



The characteristics of cooked salami is a  
strong meaty taste and appealing colour.  
The cut pattern is clear. Moreover, cooked  
salami has an appropriate long shelf life.



Frankfurter



St. Johanner



Baked meat loaf



Videnské párky



Vienna sausage  
Fine spice



Polish / Cheese sausage



Braunschweigskaia



Braunschweiger  
Rustic seasoning



Bacchus rot



Smoked meat combination, rustic AGF



ERES 50 combination



ERES - ham injection brine



Fine Southern Tyrolian ham bacon



Farmers' bacon / Pancetta / Rohess bacon



Grisons meat



Fine bacon spice

# Cooked Hams



A well-balanced and juicy curing note is typically for perfect cooked ham products. Thanks to the mild flavour and exquisite optics, masterly cooked hams meet the highest standards of taste and pleasure.

# Raw Hams



Typically for smoked and/or air-dried specialties such as „Bündnerfleisch“, „Schinkenspeck“, „Bauernspeck“ and „Mostbröckli“ are a strong colour, firm texture and mild taste.

# Raw Salami



Raw salami adds the exclusive note within the sausage range. The production is complex due to a special technology, which requires lots of know-how and the right feeling, and of course also the right spice mix.

# Cooked Sausage and Patés



Traditional products with strong regional character. Every country and region has its specialties from aspic products, spreads and even patés. In almost no other product group the sustainability idea of “nose to tail” can be implemented better. With the right seasoning, spicy and hearty products are created.



Raw sausage/salami



Kulen combination minced pork sausage



Landjäger semidried sausage



Salami Milano



Herbs-Onion Liver sausage seasoning



Paté seasoning fine



Blacki (for aspic products)



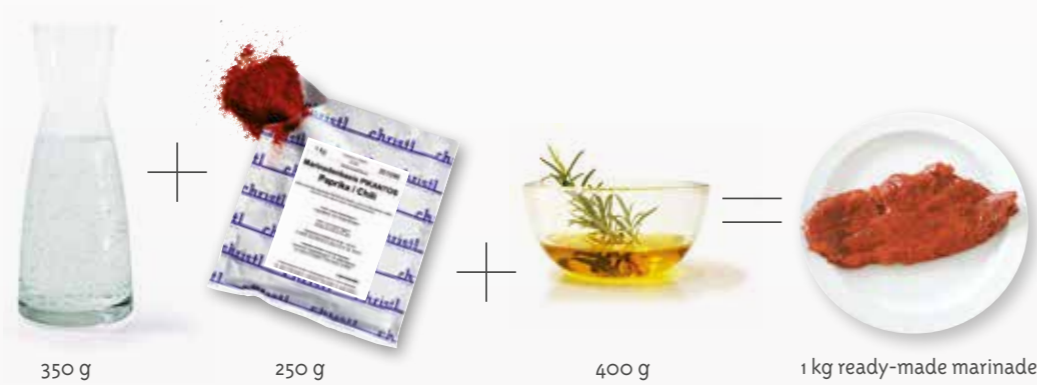
Veal liver sausage Gourmet



# Marinating

High-quality marinades make good meat even better. The protective coating covers the meat and keeps it juicy and tender. Parallel, the marinated meat absorbs the seasoning components in the ideal way. This also ensures a brilliant presentation at POS and a profitable and efficient for our customers.

## Dry marinade base



### Out of 1 make 4 ...

Out of christl marinade base make 4 kg ready-made marinade

All you need is water and oil. Stir marinade base with water, add oil, marinate the meat – ready! Tastes perfect and is easy to prepare!

The benefits are obvious:

- Lower costs
- Simple storage
- No special refrigeration
- Easier logistics
- Can also be used as a dry seasoning



RÖSTOS marinade base  
Onion / pepper



ELMOCHO marinade base  
Herbs / garlic

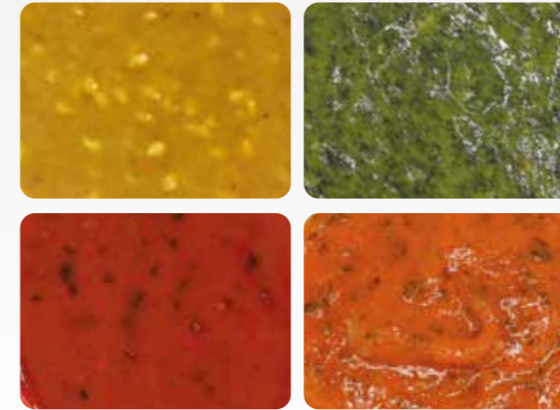


PIKANTOS marinade base  
Paprika / chilli



BARBECUE marinade base  
Tomato / smoke

## Liquid marinades



**Ready to Use**  
Ready liquid  
marinade  
**Guaranteed**  
without palm fat



Ready to use – ready liquid marinade pure enjoyment in many, trendy flavours. Simple and safe in use, meets the highest requirements on taste, colour and shiny appearance for a perfect product presentation. The benefits are obvious and come in the perfect packaging: a handy 4-kg-bucket easily packable in E2 boxes.

To meet our customer demands, christl offers customised solutions for flavour and function



# liquid



Our liquid seasoning lends a typical “christl flavour kick” to all sausage and meat products. Of course, without artificial flavour enhancers and allergens subject to declaration.



Liquid marinade  
Herbs / garlic AF



Liquid marinade  
Colorado



Liquid marinade  
Poultry Bombay



Liquid marinade  
Gaucho AF



Liquid onion



Liquid seasoning



Liquid pepper



Liquid juniper





# Function

We do everything to ensure that good taste has its effect.



Taste is the sum of many sensory impressions. The right components in the sausage and meat are needed for this – by themselves and in combination. The requirements for binding, colour stability, freshness, texture or yield become stricter all the time. Our customers expect from ingredients that they provide their products with attractive optics and stable quality. This is a challenge that we take on with the well known competence of christl. Our customers know that we are always at their side with comprehensive advice.

Longer freshness, shelf life and colour stability



The requirements on freshness and shelf life and the related product safety are constantly rising. Omitting e-numbers is one central focus – we take on this challenge and offer a comprehensive product range for shelf life extension and improvement of colour stability also available without e-numbers.



# Organic

Organic spice mixes are not just extremely trendy, they are the link to a sustainable and healthy diet. christl offers a vast range of raw ingredients and spices in certified organic quality.



Our promise – sustainable and responsibly produced.

As an Austrian family-owned company, it is our responsibility to hand over a functioning environment to our children. We generate 60% of the needed energy for our spice mixes production from our photovoltaic system and from biomass.



# Alternative

You can just participate in a trend.  
Or you can do something special with it.

## No meat alternatives

No meat, vegan and vegetarian food has a lot to do with sustainability – and we care. Keyword CO2. Keyword climate change. Nutrition is part of sustainability. Fortunately, there are alternatives that take our wish for a healthy diet into account. What is more is that the vegan variant does not leave any wishes concerning flavour and enjoyment unfulfilled anymore.

And this is precisely where our forwardlooking viewpoint as a spice specialist comes to bear: Being uncompromising on one hand, when it comes to the quality of raw ingredients, and being innovative and sensitive on the other, when it comes to the refined taste. It is the best form of sustainability when you can do something good for yourself and for the environment.



christl SpiceTechnology relies on knowledge and experience. Finding a well-balanced mixing ratio that gives the product its tasty quality is our strength. The new christl vegan product line is based on the careful selection of all raw ingredients and the finely adjusted seasoning mix for the perfect flavour. We strictly leave out colourants and artificial aromas.

The vast product range of christl offers solutions for no meat and vegan alternatives for burgers, nuggets, Schnitzel, cold cuts and sausages.

**Quality is nothing complicated.  
If you know what matters.**



## Hybrid alternatives

Meat as a resource will become a big challenge in future. Sustainability and animal welfare are moving into the focus. christl's hybrid system can fulfill the requirements on future trends. Accordingly, we combine a plant-based part with the best part of the meat, which results in a sustainable product without sacrifice the consumption of meat.





# chrisale



## chrisale: the original.

### Advantages

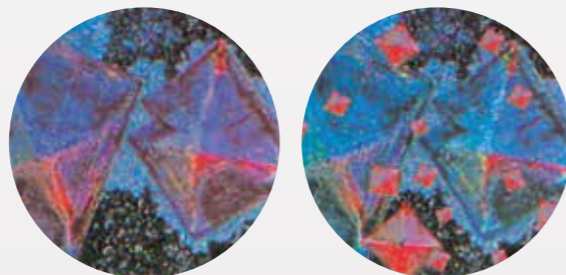
- Faster colouring
- No change in recipes
- Prettier meat colour
- Better flavour
- Milder taste
- Longer shelf life
- Good advertising effect

With chrisale sea salt specialties in raw cured products and salamis start flying!

It comes from the crystal clear seawater of Sicily with an intact fauna and flora.

Most producers of gourmet foods already know that chrisale sea salt is a guarantor of consistent top quality with its unusual mild taste and excellent aroma. chrisale sea salt can be used by any butcher without changing recipes and it ensures a prettier colouring and milder flavour.

Process with chrisale sea salt: Here, the nitrite (red) is fixed in every single salt crystal. This ensures a homogeneous mixture.



Conventional processes only mix nitrite and salt homogenously to a limited extent. The nitrite (red crystals) is not fixed on every salt crystal (blue). Unidentifiable "curing faults" may occur.

chrisale sea salt  
for perfect results

## Curing for advanced users

Curing is a process where common salt, curing substances and, if needed, agents assisting in colouring, are applied simultaneously, reaching not only a preserving effect but also a permanent red colour of the meat. What used to be requirements for preserving are today different ones for curing: e.g. the desired sensory characteristics such as colour, texture and aroma.

We at christl understand how to work with different curing methods. Many decades of experience in the handling of raw curing products makes us experts in that field.

We offer a complete package – from consulting and composition of the right seasoning mix up to the corresponding culture and process assistance.



Original chrisale  
of christl –  
pure nature.  
The taste  
of the south.





# Salt reduced



## Nutritional trend

Our life and dietary habits have changed over the past years; health awareness has increased. Salt plays an even more important role in our nutrition.

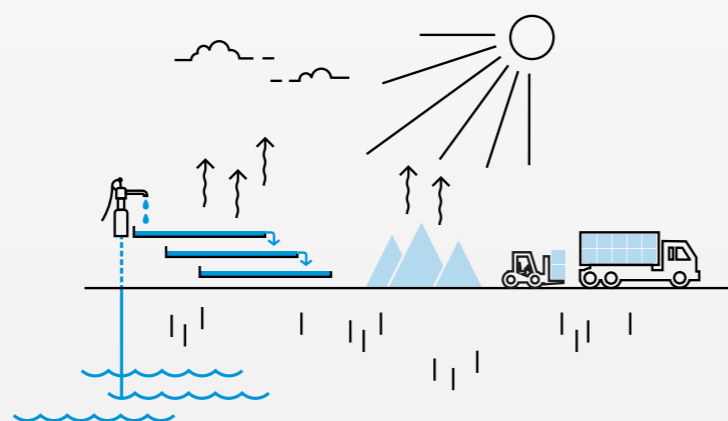
In the food industry, salt has very important functional characteristics in terms of shelf life, preservation, texture, etc. besides the flavour aspect. That is the biggest challenge for food producers – especially also in the meat product segment – to achieve an appropriate high reduction of sodium without having to accept losses in quality.

It is therefore necessary to offer solutions, which enable the development of salt-reduced foods.

## The challenge on flavour is to work with the right raw materials.

For the production of our chrisale natural salt mix, we do not use any salt substitutes like E508 potassium chloride.

We work with a natural raw material, which meets all requirements on the desired, desired flavour in a natural way. Thus, we offer our customers an innovative product with a reduced sodium content of up to 35% with great taste.



There is an underground sea salt lake (halite in dissolved form) in the Atacama desert (Chile). The salt water is pumped to the surface from a depth of 30 to 70 metres. In salt farms under strong irradiation of the sun, the water evaporates and the salt is gained naturally.



## Salt reduction is the new lifestyle.

Salt reduction is the big challenge in the future. christl offers solutions including everything from salt-reduced nitrite salt to adjusted spices and combinations.

A consumer study – “Salt-reduced products compared to conventional products” that was conducted by the Arotop-Institut of Mainz – shows a clear result. Consumers are convinced:

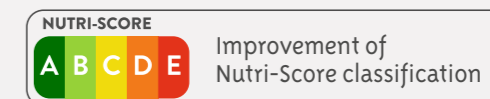
- Boiled sausage – “30% less salt, the same full flavour”
- Boiled ham – “40% less salt, nonetheless full of ham flavour”

We therefore meet the WHO requirements for the reduction of salt consumption but without failing the expectations held for good taste. The Nutri-Score improvement is a positive side effect and directly recognisable for the consumers.



## Sodium-reduced natural salt with nitrite for:

- bacon, sausage, ham, and sausage products
- spice mixtures/marinades
- and much more...
- Nitrite content: 0.6% or 0.9%





# Cultures



## Starter cultures

The christl starter cultures for raw cured products and raw sausage products offer a wide range. Our specialised consultants together with our customers will find the right starter culture for their particular requirements. Product safety and quality come at the very first. The christl philosophy is: A customised solution will get you a perfect end product with pleasant aroma and colour stability.

Starter cultures for applications in:

- raw sausages
- surface moulds
- raw cured products

## Protective cultures



The christl "Protect" protective cultures for raw sausage and raw cured products with their special strains provide the optimal protection effect against listerias. For this, we rely on two proven concepts individually applied. As a real protective culture applied on top with dosed protection effect that is combinable with our maturation cultures, or as a maturation/protective culture with mild maturation. Both systems meet high standards for product safety and taste.



# chrinet

chrinet-Power is a textile hose manufactured from food-safe textured yarn for the production of cured products. It is used in the tumbler. chrinet-Power is always produced with an elastic rubber part whereby a slight and steady pressure is put on the content.

For chrinet-Power we have a migration certificate for raw cured products (issued by the Swiss Quality Testing Services Institute).

The advantages are the good smoke permeability, as well as easy to peel features; it is well applicable for fast and consistent drying, gives product protection for curing in the tumbler and has good pressing properties.



## Specials are made only by special processes: Example of chrinet curing process



The chrinet curing process has been specially developed for the production of raw cured products made from large pieces of meat (e.g. „Bündnerfleisch“ or raw ham). The secret of this process is the perfect symbiosis between ingredients and the know-how in application technology.



# Enjoyment



Dairy  
Bakery  
Convenience  
Food service  
Snacks

christl is not only skilled in fast and customised solutions in the meat range but also in the segments of dairy, bakeries, convenience, food services, snacks and pet food.

With dietary habits evolving, the market also responds with new offers. Customers must expect from their suppliers and partners to provide them with inputs for new innovative ideas. christl meets those expectations and is in permanent dialogue with spice experts and food producers. This dialogue can be inspiring and opens the road to innovation.

**Innovation  
is achieved only  
with open eyes.**



# B2C



## Organisational talent in the kitchen

The new spice series MYSPICE includes 140 varieties by now. It was launched in the market in 2020 and has since then quickly become a trendy brand in the kitchen. If you know that christl Gewürze, the successful Austrian company with a long tradition, is behind MYSPICE, you understand that this spice series contains all the key ingredients: Freeze-dried herbs for the best quality of aromas and a thrilling taste experience, a salt with sodium reduced by up to 35% for a healthier diet and lots of know-how when it comes to flavour and seasoning.

**MYSPICE**  
The taste of my world.



# christl

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