

Informative.
Inspiring.
For experts.
2017 | 2018



**With a kind heart
and a keen eye.**

15 years - review and outlook | business associates of christl
Alexander Ospelt and Christian Handl | chrisale Sea Salt |
News from the christl team | Portrait of Wetter: The Butcher's forecast
| Gastro and bulk consumers range | NEW: christl organic range

Understanding each other better eye-to-eye

Exchanging experiences and transferring knowledge are the best companions.



When professionals talk with other professionals, one knows straight away what the other means. Understanding on both sides works quickly, because you quickly get to the decisive point. That's the reason that at christl Spice Technology we only employ qualified professionals and experienced practitioners. The true value of the family managed business lies in solution-oriented thinking and trading, grasping individual customer situations quickly and during direct implementation of optimization concepts. We deliver plenty of know-how with our seasoning. And precisely this transfer of knowledge is the basis for the great and already 15-year-old trust in the christl brand.

As an Austrian business, we represent an image that is known and valued throughout the world, that can be described as follows thanks to the long Austrian tradition of flavours and the great collection of recipes: this sense of taste cannot be disputed. Made in Austria is more than a designation of origin; it is a quality standard. We have standardized many good, old household recipes and interpreted them and created recipes for today's times and for modern equipment.



Tradition and innovation are equal partners in our business. Whoever wants to operate successfully in the market must confront competition and comparison. We have always seen this as the chance to convince due to our unique product and service quality. We therefore attach importance to the quality of the seasoning, because they are the measure of all things for our recipes and a guarantee for consistent quality.

We are celebrating 15 years of christl Spice Technology with a promise to our customers: we will always do the best for your success.

Christl
Yours, Elmar Christl



Image above: christl managing director Oliver Broger with Patrick Wetter and butcher Linus // Image left: Elmar Christl in his role as an expert.

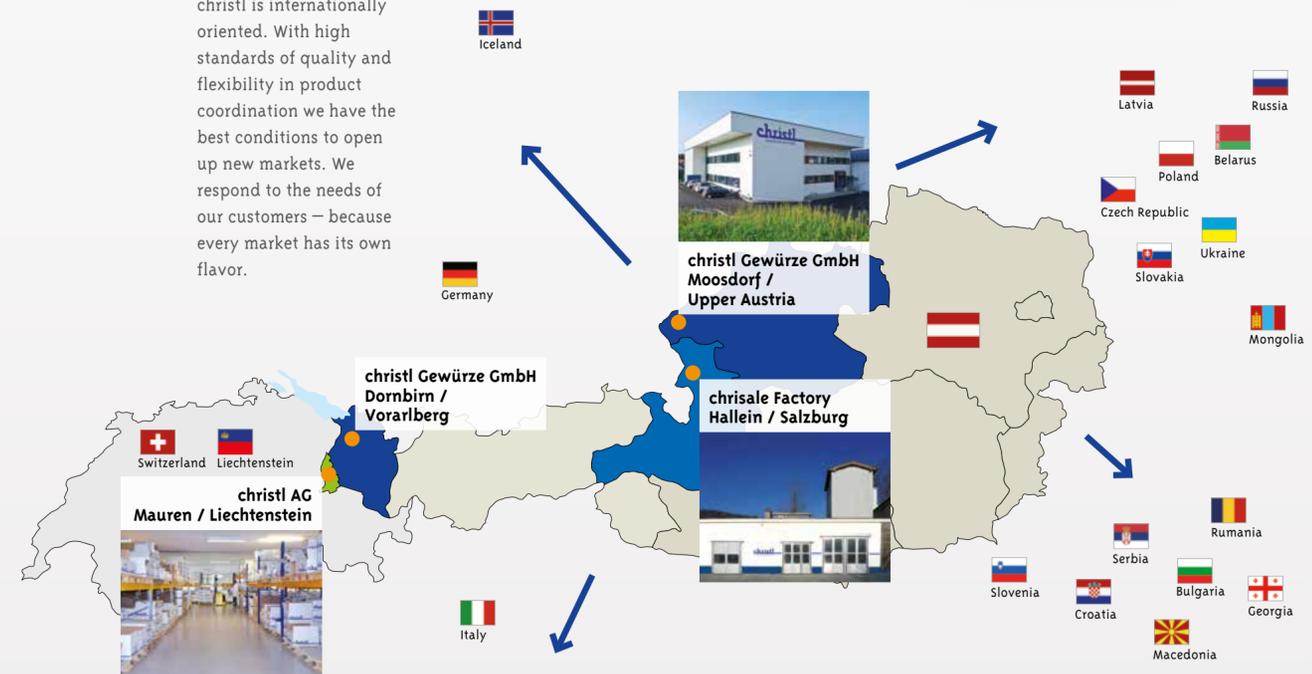


15 years in 8 steps

- 2001** christl AG founded in Mauren by Elmar Christl
- 2002** Founding of christl Gewürze GmbH Dornbirn and production factory in Moosdorf
- 2003** Purchase of property in Moosdorf
- 2004** Renovation and modernization of Moosdorf factory
- 2005** BRC Certification
- 2007** Expansion of production in Moosdorf
- 2012** Takeover of AULA factory for production of chrisale sea salt as well as complete reconstruction and expansion of Mauren warehouse
- 2013-2014** New building in Moosdorf, investment in mixing and packing plant
- 2017** Expanded management with Oliver Broger. Expansion of market to Germany with "new addition" Michael Schwerdt
- 2018** New investment in weighing and filling plant as well as office expansion in Moosdorf

For fifteen years, we have been wherever our customers are.

christl is internationally oriented. With high standards of quality and flexibility in product coordination we have the best conditions to open up new markets. We respond to the needs of our customers – because every market has its own flavor.





You can only innovate with open eyes.

Alex Ospelt has strikingly animated eyes. As Manager of the Herbert Ospelt Group in Bendorf (Liechtenstein) he is a stickler for fierce quality. His newest customer proves that he has a particularly good eye for creative innovations.



He has been amicably linked with christl, specifically with Elmar Christl, for a long time. Today they are business partners who know each other well and value each other. Nothing is impossible, that is the common denominator between the two of them. It means nothing more than the fact that feasibility is never questioned. It is much more of a challenge, also for the spice technologist Elmar Christl and his competence for speedy solutions.

The market reacts with new offers in correspondence to changing eating habits. "We at Ospelt react because we quickly see the signs of the times and understand them", Alex Ospelt comes to the point and makes a direct connection with open eyes. Customer proximity is the more important prerequisite to be able to satisfy market needs successfully. Conventional thinking paired with a decent amount of courage to "be different" go hand in hand in the Ospelt company. With the idea in your head everything starts, then all at once a first hand sample, the first taste test, then the first packaging design, the first product name... and already the idea has the right drive. That was the case with the meat loaf muffins and the same with the mini-landjägers.

www.ospelt.com



You can also expect inputs from like-minded partners. christl fulfills this expectation, the exchange with spice technologists in close proximity to Mauren (Liechtenstein) takes place regularly. This dialogue can also be inspiring and free the way for innovations.

Seen from a critical point of view, and also recognized with open eyes, Alex Ospelt partly finds his industry not "up to date". We need products with a new image, must become attractive to new target groups. Business founder Herbert Ospelt ("Uncle Herbert") exemplified this more than 50 years ago with his vision: on the one hand, he wanted to constantly surprise the market with new and innovative products, on the other hand he was committed to first class quality. Two thoughts that you can clearly read in the eyes of Alex Ospelt.



Authenticity instead of anonymity

The Handl Tyrol brand is linked with originality, uniqueness, honesty. The products are like land and people. For Christian Handl, director of the Tyrolean traditional business with 560 employees, a down to earth attitude is an important virtue, that he doesn't like to do without. This is also the case when choosing his in-house suppliers.

A strong brand can deliver the demand of an additional benefit by standing, for example, for certain values and lifestyle. Tyrolean originality is a product promise that customers value and love in the core markets of Handl Tyrol. "I also expect authenticity from supply partners, they must participate with their strengths – the questions put to spice technologists are becoming ever more complex, because in succession whole processes must be defined", Christian Handl sets the bar very high. With christl experience has been gained over many years, because cooperation is constructive on all development levels and leads to successful products.

"If we need to create an innovative product concept or are on the search for new recipes and seasoning

combinations, we have a very good partner in christl and their competent staff", says manager Josef Amprosi and by this he means: christl is an Austrian business, that can skillfully evade regional traditions of taste and nevertheless with a wide view recognizes and picks up on market trends early. The know-how dialogue and transfer with christl is exciting, because it puts the whole experience potential to the test and comes up with solutions that are expected from a proactive partner.

"christl is authentic – the people who advise and accompany us and the products that strengthen the identity of our brand". Nothing more can be added to this statement from Josef Amprosi, who has been working for Handl Tyrol for 25 years and therefore can accurately rate the business relationship with christl.

www.handltyrol.com



Elmar Christl talking to Christian Handl and Josef Amprosi



chrisale Sea and Mineral Salt

Now with reduced sodium!



The targeted reduction of sodium in the diet – and here above all in the form of cooking salt – is at the heart of many measures that stand together with the recommendations of the WHO, whose aim is to reduce daily salt consumption to ca. 5g NaCl per day. The average daily salt consumption in the western world is currently between 8 and 15g per day.

The biggest challenge of the meat products industry regarding sodium reduction is equal replacement of the properties of sodium chloride (or NPS) – these include above all:

- Sensory properties
- Technological properties (reddening process)
- Shelf life
- Taste
- Declaration (clean label)

The answer lies in the mixture

At christl we have managed to fulfill these requirements through a unique mixture of our well known, high quality sea salt with a special, also natural, mineral salt.

The following products are available to you:

164067 chrisale sea and mineral salt fine 0.6% sodium nitrite for boiled sausage, cooked sausage, raw sausage and cooked cured products.

164069 chrisale sea and mineral salt coarse 0.9% sodium nitrite for fresh cured products

164068 chrisale sea and mineral salt mixture

Coordinated with our taste and functional components, all products can be reduced sodium products without technological changes or qualitative losses. Thanks to the special sea and mineral salt mixture not only a large contribution towards the topic "Sodium reduction" is possible, but also towards providing the daily intake of magnesium and potassium.



The following sample calculation shows the possibilities with chrisale with regards to sodium reduction:

Production of a pressed ham with 25% injection volume and ERES ham curing injection AGF (product no. 122060) and NPS as well as the alternative chrisale sea and mineral salt fine 0.6% sodium nitrite (164067).

Salt content in final product with NPS: 2.43g salt (Nax2.5) per 100g

Salt content in final product with chrisale sea and mineral salt with 0.6% sodium nitrite:
1.62g salt (Nax2.5) per 100g
(= -33% of NPS)

Additionally with chrisale sea and mineral salt with 0.6% sodium nitrite:

220mg potassium per 100g
(150mg/100g is a designated "source of potassium")

67mg magnesium / 100g
(30mg magnesium / 100g is a designated "source of magnesium"; 60mg / 100g is a "high magnesium content")

Declaration of chrisale sea and mineral salt with 0.6% sodium nitrite: sea salt, natural mineral salt; preservative: sodium nitrite

If you have questions about sodium reduction, please contact our sales team.

← Peter Felder, Development Manager



News from the christl-team



Hermann Lackner



Dagmar Laufke



Michael Schwerdt

"Nothing is as constant as change"

In accordance with this maxim, after 32 exciting years in the seasoning industry with the final most passionate 12 years at christl, I am passing responsibility into younger hands.

The dynamic that has always been associated with the seasoning industry comes at a price, but the invested energy was worthwhile in the glimmering light of hindsight. It is not just the economic results that are satisfying. Much more it is the countless wonderful friendships and partnerships that occur and which lent their charm to trusting cooperation. I would like to sincerely thank all those involved for this.

My successor in the role of marketing and international marketing, Ms. Dagmar Laufke, is eager for continuity and will further develop the "christl service quality". As a result, I retire in a reassured manner and maintain my wholehearted good wishes for a successful future.

Yours Hermann Lackner

The christl language is international

At the christl business I see the quality, the strength and the diversity of products as well as the quick and perfect processing of customer wishes and their requests. Of course I was able to get to know our partners in the meantime, in every country where they are active, who have unbelievable know-how and market knowledge. It is a joy to observe their positive development in the market and to contribute to a part of this development. Through my origin and knowledge of languages I am often seen by export customers as "their person", which opens the door for me and makes communication easier. I see an interesting potential in Europe and Asia for the christl brand. In the meantime, Eastern Europe has understood that quality goes above quantity. And christl means quality. It makes me happy and proud to be part of the christl company.

Dagmar Laufke

To the new markets!

Since the 1 August 2017 the 52-year-old master butcher **Michael Schwerdt** has been a new member of the christl family. The native German is to work as the manager of sales/technology on the German market.

Michael has a large wealth of experience from different trading and production companies such as Edeka, where he, amongst other things, was responsible for the Reichelt meat factory with approx. 400 tons of weekly output; Wiesbauer company as sales manager for Bistro+Shop, and also quality manager for Bauerngut and sales management for Willi Arnold Gewürz GmbH, all contributing to his experience. Training as a seminar host completed his profile.

It is only left to say that the family man is the father of two grown up daughters has an Austrian wife and has lived in Austria since 2012. The voluntary Salzburger is looking forward to his new tasks as part of our team and is convinced he will start the beginning of a successful future in the German market.

It's unique: here the weather is always fine.

In the world of experience of the Appenzeller butcher Markus Wetter
in Tyrolean Pettneu am Arlberg the sun always seems to shine.



In the world of experience of the Appenzeller butcher Markus Wetter in Tyrolean Pettneu am Arlberg the sun always seems to shine. That is for one thing down to the sunny nature of the loveable rogue Markus Wetter, who has passed it on to his production and also sales staff in his experience world. Good weather is always contagious.

The product range in the experience world has a rather special attribute: it is unique. This range of really unique specialties from Appenzell, from South and North Tirol are only found at the last service station in the direction of Arlberg. A focus is the game products. The game comes from a unique natural park region and the Allgäuer alps.



The idea of offering the healthiest and most animal friendly meat almost all year round (close season is four months) was the trigger for a creative game range from deer, venison to chamois and wild boar with – typically of Wetter – unique products. This tasty fantasy knows no limits.

What do Olma bratwurst and Coca Cola have in common? The well-guarded recipe is a secret of their success. At Marcus Wetter's, Olma bratwurst is offered as a SanGala® gourmet innovation, the secret of this fine St. Galler bratwurst lies in the recipe of a butcher from St. Galler, who was able to make the best Olma bratwurst for many bratwurst connoisseurs. With Markus Wetter and his SanGala®, this quality is experiencing a highly luxurious revival.



The weather forecast for the Appenzeller butcher beams at a long duration of indulgence. There is something for every taste, that's why samples in all butchers and in the experience world are given great meaning. As well as the traditional Appenzeller specialties, they are joined by quite exotic sausage creations, quite faithful to the motto of Markus Wetter: the main thing is that it tastes uniquely good.

Humans cannot live from meat alone, says Markus Wetter and he always looks far beyond the edge of the plate. With the Appenzeller milk, one of his four "babies", the trained butcher and meat sommelier has started an initiative which secures the existence of milk farmers in Appenzell. And through Appenzell Milch® consumers are offered a quality which has no competition. Just uniqueness.

Markus Wetter also sees the business relationship with christl as unique. Because he has an innovatively oriented partner, from which many successful products have been produced as a result of many ideas.

www.appenzeller-metzig.com

1 Wetter experience world in Pettneu am Arlberg 2 The sales ladies with Junior Manager Patrick Wetter 3 From l-r Patrick and Markus Wetter with christl director Oliver Broger 4 Markus Wetter "full of energy" in conversation with the Bissblatt editors 5 healthy, fresh game 6 Patrick with herb marinated bacon 7-9 modern technology in the new butchery.



Quick Cooking

Do you have time for the christl gastro and bulk consumer range?

Minimize time and maximize taste – that is a challenge that you will master with the three lines of the christl gastro and bulk consumer range. All three are in line with a quick and successfully refined recipe idea.

We at christl spice technology place great importance on the professional cultivation of high quality seasoning under the best climatic conditions. So this is the case and also stays that way, we at christl intensively control it with our certified quality management. Strict aroma, fragrance, taste and colour quality tests are everyday business.

Ask our sales team for more information and potential job opportunities!



Head Chef

 Clear Beef Broth Product no. 190004	 Vegetable soup Product no. 190005
 Gravy thickener Product no. 165011	 Express Mulled Wine Product no. 161008
 Eltoro BBQ-Steak seasoning Product no. 165041	 Eltoro Roast Pork Seasoning Product no. 165042

Seasoning

 Ground chilies Product no. 165013	 Curry Powder Product no. 165014	 Garlic granules Product no. 165016	 Whole caraway Product no. 165017
 Whole bay leaf Product no. 165019	 Ground nutmeg Product no. 165020	 Superior Delicacy Paprika Product no. 165021	 Whole mixed peppercorns Product no. 165022
 Whole black peppercorns Product no. 165023	 Ground black pepper Product no. 165024	 Whole white peppercorns Product no. 165025	 Ground white pepper Product no. 165026
 Whole pink peppercorns Product no. 165027	 Whole juniper berries Product no. 165028	 Ground cinnamon Product no. 165029	 Whole green, freeze-dried pepper Product no. 165032

Herbs

 Dried Italian herbs Product no. 165002	 Dried herbes de provence Product no. 165003	 Dried salad herbs Product no. 165004	 Dried marjoram Product no. 165007	 Dried oregano Product no. 165008
 Dried parsley Product no. 165009	 Freeze-dried basil Product no. 165034	 Freeze-dried rosemary Product no. 165035	 Freeze-dried dill nibs Product no. 165036	



Hermann Stadler,
Head of christl-Technical
Centre recommends:



Crispy breast of pork with dumpling filling and traditional sauerkraut

Main ingredients

- ◆ Pork belly, breast or bone "scored"
- ◆ Roasting potatoes
- ◆ Traditional sauerkraut
- ◆ Whole bay leaves Product no. 165019
- ◆ Whole juniper berries Product no. 165020
- ◆ Whole caraway Product no. 165021
- ◆ Diced smoked pork belly (5mm)

Roasting Ingredients

- ◆ Eltopo roast pork seasoning (165042)
- ◆ Ground black pepper (165024)
- ◆ Garlic granules (165017)
- ◆ Whole caraway (165021)
- ◆ Salt
- ◆ Sunflower oil to sauté
- ◆ christl vegetable soup (190005)
- ◆ christl gravy thickener (165011)

Ingredients for the dumpling filling

- ◆ christl quick bread dumplings (154003)
- ◆ Rubbed parsley (165008)
- ◆ Rubbed marjoram product (165007)



Score the pork belly (cut the pocket). To do this use a sharp, pointy knife and in the section parallel to the rind cut a slit in the joint (do not cut the edges). Season the meat with christl eltopo, salt, pepper and garlic granules. Make up the christl potato dumpling filling with lots of freshly roasted

onions, dried parsley and marjoram. Vigorously mix 1.5 kg of christl quick bread dumpling mix with 5.5 kg of water and leave to rest for several minutes. Add 3 kg of dumpling bread and the rest of the ingredients, mix, and as usual handle it further. **Important:** the dough must be somewhat drier than usual, as the dumpling mix will absorb the gravy. Fill the pocket cut in the roasting joint with the dough. **Attention!** Fill the pig belly lightly, as the joint will tear when the filling expands during roasting due to the heat. Sew up the opening securely with a meat needle and cooking twine.

Place the filled roasting joint with the rind on top, as well as fresh potatoes, in a roasting pan greased with sunflower oil. Infuse with christl vegetable soup, place in the oven preheated to 150°C and cook for approx. 1 1/2 hours. **Tip:** infuse regularly with christl vegetable soup and brush with dark beer every 15 minutes, which adds extra flavor to the joint. Subsequently carefully cut the rind lengthways in equal measure (ca. 1 cm) and then across in a diamond shape, but not too deeply and sprinkle with caraway. Cook the rind in the pre-heated oven at 230°C for approx. 30 minutes until crispy.

For the sauerkraut, freshly chopped onions are roasted with smoked pork belly until golden in colour. Then mixed with the raw sauerkraut, refined by adding bay leaves, whole juniper berries as well as caraway and steamed to finish.

Serve the pork joint with the roast potatoes and a freshly prepared christl gravy. Garnish with parsley, rosemary, thyme or chives and serve with the sauerkraut. christl hopes you enjoy your meal!

This recipe is a result of practical experiences and experiments. All information is given without liability and guarantee. The requirements of the relevant state are to be observed; every liability from our side must therefore be ruled out.

christl spices come from professional cultivation and are personally processed by us on their aroma, fragrance, flavor and color quality tested and gently processed further.

Maria Eder, Head of procurement and quality management



New: christl organic range

From January 2018 christl will offer an organic range for boiled and raw sausages, fresh and cooked cured products as well as "function and taste" (except Swiss market). Ask our sales team and test the products – of course we will be happy to give you advice!



Full of flavor for fifteen years...



Herbed butter



Pikantos paprika-chili pepper



Basting seasoning for game



Garlico



Wild pepper sauce professional



ERES 50 Combi



Grill seasoning for game



Marinade base porcino



Fine speck seasoning



Salami Swiss



Polish / Cheese sausage



"Biss Knack"



Bacchus red



Marinade base ELMOCHO herb-garlic



Marinade base Caribbean



Kulen Combi



Szynka Szwarzwaldska



Marinade base EXOTIC-MIX Banana/pineapple



St. Johanner



Speck Alto Adige



Marinade base Spicy chili pepper/curry



Raw sausage/Salami



Salami finskaja



Szynka z Karyntii



Marinade base BARBECUE Tomato/smoke



Viennese house sausage



Cold cuts Royale



Baked Leberkäse



Videnské párky



Marinade base CHIKOS Curry/paprika

The true flavour is rather in the broad range and in the christl philosophy of individuality. That is because we make our customers' requests into customised seasoning mixes. That is why our assortment is as versatile as our customers' tastes.

www.christl.cc

christl
SpiceTechnology



Christl Gewürze GmbH
Gewerbepark Ost 5, A 5141 Moosdorf
T +43 7748/32480
F +43 7748/3248010
office@christl.cc

Christl AG
Gewerbeweg 6, FL 9493 Mauren
T +423/3702090
F +423/3702091
office@christl.cc