Beck Gewürze
und Additive GmbH

meats 'n spices

Process Engineering | Recipes | Taste | Technology

PRODUCT-SPECIAL

www.beck-gewuerze.de



Beck
Gewürze und Additive

Alongside IFFA
BECK's Favorites – enter round two

A World Tour of Great Taste

With **BBQ Around the World** or the **BECKSPERTs team** seasoning across the globe – this is **where flavor comes to life.**

WELCOME



Dear readers,

"Salt, pepper, parsley"—that's the usual answer in Franconia when you ask what's needed for seasoning. But then, a small family business settled in the Nürnberger Land and devoted itself entirely to the colorful world of spices. That's how BECK Gewürze und Additive was born. And yes, "world" is meant quite literally—because for over 25 years now, my team and I have traveled far and wide: from Africa to the Americas, Asia to Australia, always on the lookout for new spice blends and exciting applications.

Over the years, BECK Gewürze und Additive has grown into a trusted partner for food industry players and artisan processors around the globe. And still, we've never lost the spirit of a true family business. We genuinely see our team as a family—tight-knit, committed, and passionate about what we do together.
Let's be honest: Without the dedication of our BECKSPERTS in technical consulting, the creativity of our product developers, and the tireless work of those handling logistics, shipping, and admin, BECK's international success wouldn't have been possible.

We're excited to welcome both familiar faces and new friends at this year's IFFA. Our full BECKSPERTEN team will be there to guide you and showcase our latest creations. This year's highlights include our rich range of BBQ spices and marinades, plus fresh ideas for convenience products, organic lines, and vegan offerings. And yes—you'll get to taste our current favorites right at the booth! So how about a visit from May 3 to 8 in Frankfurt? You'll find us at Booth B60 in Hall 11.1. Be sure to book your BECKSPERTEN appointment today!

Enjoy reading—and have a successful IFFA 2025!

Manfred Beck and the whole
BECK Gewürze und Additive family

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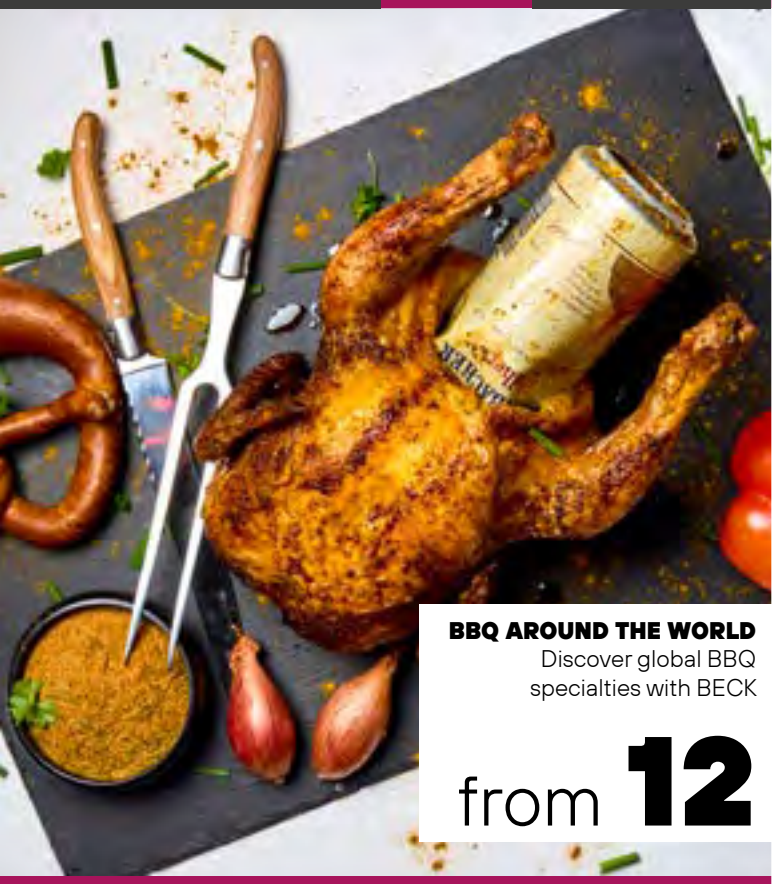
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Part 2: BECK's Childhood Favourites

BECK's Favourites



While others don't want to know anything more about their job after work, the people at BECK Spices and Additives really get going in their free time. Because even at home in the cooker or on the barbecue, BECK is still going strong. We invite you to take a look into the private kitchens of our employees ...



What are you cooking today? is one of the phrases you hear most often in BECK's halls and offices. No wonder, when you have to deal with spices and delicious food all day long!

At some point, we officially asked the „cookery question" – and were amazed at how many people in our teams also use our seasonings and additives at home. The preferences are very different – but one thing is very clear: favourite recipes often go back to early childhood memories. Fine flavours shape a whole life – like grandpa's fragrant smokehouse or the Sunday schnitzel on the family outing ...

In the second part of our „BECK's favourites" series, we introduce you to other people from our company – with their favourite spices and recipes that they associate with happy childhood days.

Do you also have nostalgic favourite recipes that you would like to revive – for yourself and your family or for your customers? Your BECKSPERTEN will be happy to help you!

Manfred Beck

Mark Militzer ...

.. has been a specialist consultant and application engineer at BECK Spices and Additives since 2017. His grandfather was a butcher and awakened Mark's love of producing meat and sausage products. 'Every winter, one or two pigs were slaughtered in our family. The large ham that we saw hanging in the pantry, which was only cut during the hay harvest in summer, was always something special for us children. To this day, bacon ham is my great passion.'
Mark has been going on regular bacon journeys with two friends and customers for six years. Together, they work on perfecting and refining the farmer's bacon. 'I always enjoy making it just as much as tasting the finished product with a good wheat beer and fresh bread. And that will probably never change.'





Marks Favorite Spaltschinken Tiroler Art

Recipe № 02.314

BECK Rowusal Pökel Tiroler Speck

Art. № 25.1785000

When it comes to split ham, Mark goes into raptures: 'It's actually easy to make and only requires a few ingredients,' he explains. 'What's most important is your experience. And never forget: Good ham takes time!' laughs Mark. 'You treat a good piece of rump, rump or nut with BECK Rowusal Pökel Tiroler Speck and Schinken Ursalz fein (Art. № 70.9870049) – it's also important to choose the right starter culture to make a great ham. Then cure the pieces of meat for around four weeks. You should also take plenty of time for curing, drying, cold smoking and maturing. But it's worth the effort: you'll end up with an incredibly tender, colour-stable split ham with the subtle, familiar notes of pepper, coriander, juniper, allspice, rosemary and caraway - a poem for all ham lovers!'

Stefan Lauterbach ...

... is responsible for internal sales at BECK and is in charge of the international export business. In his own kitchen, he attaches particular importance to tasty side dishes that go perfectly with the meal. "I'm very picky about that", he says, revealing himself to be a real potato fan. "It all started for me as a kid with chips after a visit to the swimming pool. They were just part of it. Since then, I could eat potatoes anywhere and several times a day. I often have them as a main course." Stefan also found the perfect seasoning for his favourite nightshade in the BECK range.



Stefans Favorite BECK Pommes Gewürzsalz – rot

Art. № 45.5420012

"Potatoes go with practically every dish. My favourite way to eat them is as chips or baked wedges with a hearty burger", raves Stefan. He is not satisfied with just a little salt when seasoning. "You have to use BECK's Pommes Gewürzsalz – rot for chips with its sophisticated blend of different types of paprika and pepper and a hint of onion." Stefan is also enthusiastic about how versatile the French fries salt is: "I often rub it into the skin of chicken pieces before I put them on the barbecue. You wouldn't believe how crispy the crust becomes!"





Elkes Favorite
BeckWürz SteakTraum
Art. № 52.6152400

"The vital tip came from our boss Manuela Beck", Elke reveals. "She gave me a packet of BeckWürz SteakTraum for an occasion. Since then, it's been my favourite seasoning because it's so well tolerated." BeckWürz SteakTraum is a universal, coarse-grained blend of several types of pepper, chilli, onion, garlic and rosemary that goes well with many dishes. "I use it with meat and fish", says Elke. "But my favourite is with jacket potatoes. Just sprinkle the spice over it and add olive oil – always perfect and super tasty!"



Elke Pilhofer ...

... has a particularly good working relationship with our customers in BECK's internal sales department and a trained eye for figures and formal details when checking invoices. "For a long time, I felt restricted when cooking due to various food intolerances. At some point, I started seasoning everything with just salt and organic black peppercorns, which I ground in my mill." However, BECK always finds fantastic solutions to combine more flavourful variety with maximum digestibility – and, not least, to make its own employees happier.





Christian Leuthold ...

... claps his hands and laughs: "Schnitzel always works!" Whether it's a wafer-thin, pounded Viennese veal schnitzel with grandma's potato salad or juicy fried fish – Christian has tried all kinds of breaded specialities since he was a child. The product developer and specialist advisor also champions schnitzel at BECK and is particularly keen to show customers from abroad that breaded delicacies made from veal, pork, poultry, fish or vegetables can be conjured up even more easily and tastily from the pan, the oven or even the grill with BECK's help.



Meike Franz ...

... whirls through the whole house as an assistant to the BECK management and always keeps calm even in the most stressful moments. Meike and her brother Max discovered their passion for meat and sausages as children in their grandparents' butcher's shop. Right from the start, they "helped out" there and especially enjoyed "tasting" the products on offer. Later, in her mother Manuela's party service, Meike was always at the forefront when it came to bratwurst – weighing spices, stuffing and packaging as well as preparing the sausages. "Bratwurst has always been a big thing for me, and even today I can hardly resist the smell of a delicious Franconian sausage!"



Meikes Favorite Fränkische Rostbratwurst
Recipe № 03.135-3

BECK Nürnberger Rostbratwurst Tradition
Art. № 51.2173000

The traditional Franconian bratwurst is available fresh or cooked. It is made from coarsely minced pork shoulder and cheeks and stuffed into pork casings with the characteristic fat seam ("Bändel"). The spice preparation BECK Nürnberger Rostbratwurst Tradition already contains the most important ingredients for the unmistakable flavour: pepper, ginger, nutmeg and cardamom. However, the sausage only becomes "typically Franconian" with a strong pinch of BECK Majoran gerebelt Thüringer (Art. № 70.9870098)! "We serve 'Franconian' bratwurst at least once a month", says Meike. "In summer, always straight from the grill, and in the colder months, sometimes from the pan – preferably on sauerkraut, with some medium-hot mustard and dark farmhouse bread." And Meike has another tip: "The sausages are also particularly delicious as `Blaue Zipfel´ – you boil up a broth of white wine, vinegar, plenty of onions, carrots, juniper berries and bay leaf and leave the sausages in it until they have taken on a bluish colour. A wonderfully sour delicacy that can only come from Franconia!"

Christians Favorite GRITZEL – Paniertes fettarm vom Grill oder aus der Pfanne
Recipe № 13.500-5

BECK Schnitzel Quick Fit
Art. № 20.0251510

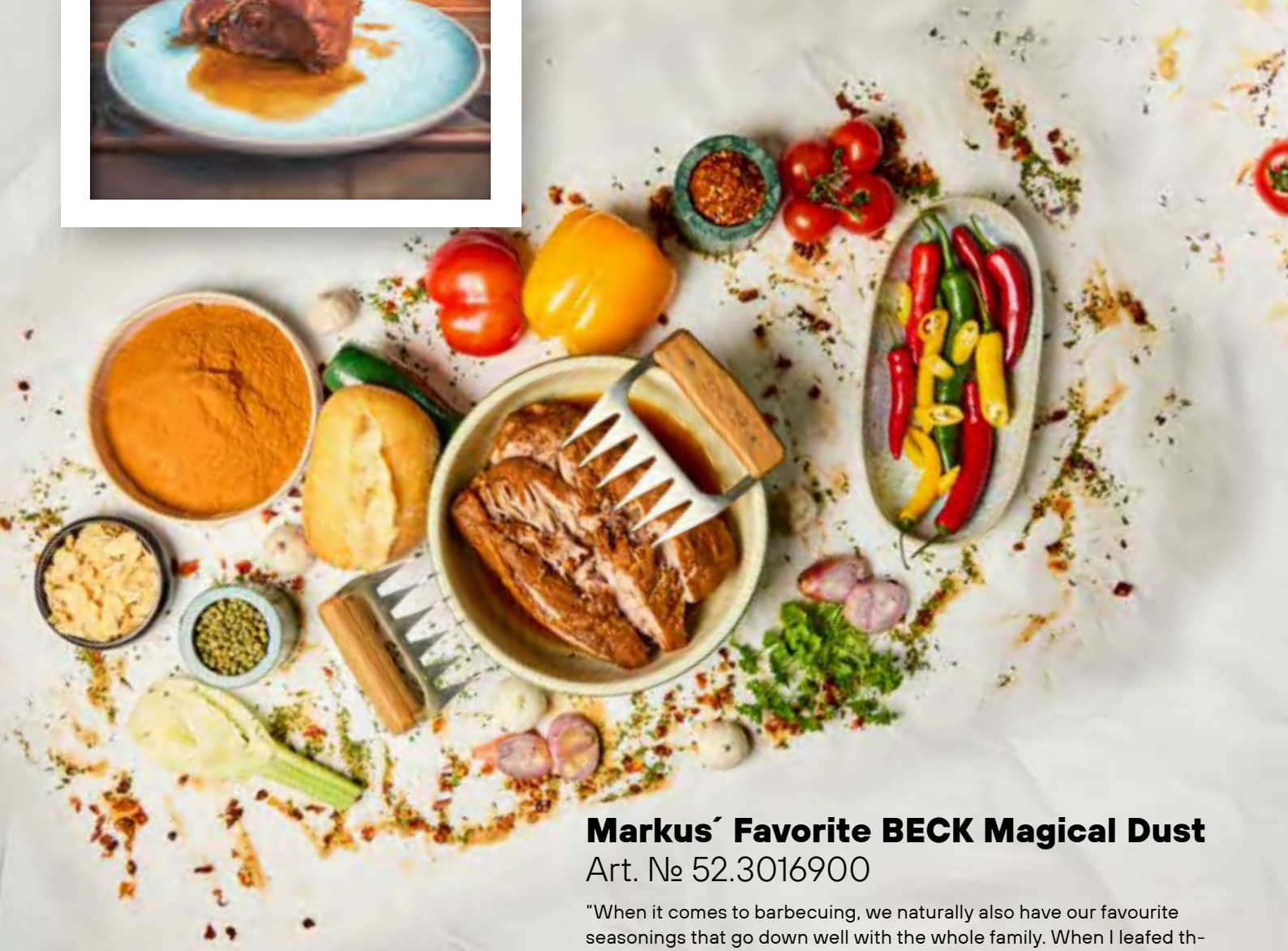
BECK GRITZEL Grillpanade
Art. № 45.3564000

"What many people don't know: You can get even more flavour out of schnitzel meat by putting it in the tumbler or massaging it with your hands for about 10 minutes after pounding/steaking with BECK Schnitzel Quick Fit, 10 % bulk and a pinch of BECK Glutarom S (Art. № 32.1015000). The meat will then have absorbed the liquid and have a sticky surface to which any breading will adhere wonderfully. You can roll the meat in a conventional breading made from egg, flour and breadcrumbs, but you can also use panko or cornflakes,' explains Christian and has another insider tip: 'Why not try the BECK GRITZEL grill breading? The seasoning, egg and 'function' are already included. This saves you two work steps when breading. Incidentally, the GRITZEL breading can be heated in a pan or on the grill with very little fat without burning. It is also suitable for breading fish or grilled vegetables in addition to the usual cutlets of veal, pork, turkey or chicken. I 'gritzle' all year round - sometimes outside at a BBQ with friends, sometimes inside on the hob when the spontaneous schnitzel craving comes over me. And when do you start to 'gritzle'?"



Markus Lämmermann ...

... looks after and offers consulting to our customers in internal sales at BECK – and is a family man with heart and soul. As soon as he gets home, he fires up the barbecue: "We've always been passionate barbecuers in our family! We experiment a lot and try out all kinds of new recipes and tricks. The barbecue actually runs at full speed all year round. Even the little ones get their money's worth – just like us, the children love the crispy sausages, delicious marinated meat or finely flavoured grilled vegetables. I myself also like to think back to the many cosy barbecue evenings that we used to celebrate with the whole family in the summer when I was a child - barbecue enthusiasm is apparently in our genes", laughs Markus.



Markus´ Favorite BECK Magical Dust

Art. № 52.3016900

"When it comes to barbecuing, we naturally also have our favourite seasonings that go down well with the whole family. When I leafed through the freshly printed BECK brochure 'Barbecue Spices and SoftFix Marinades' last year, my eyes immediately fell on the new BECK Magical Dust seasoning, and I thought to myself: 'We should try that!' The list of ingredients alone made my mouth water: cane sugar, paprika, garlic, pepper, onion and chilli for a subtle spiciness ... this MUST be a hit on the barbecue!" And indeed, the mixture is simply MAGICAL for everything grilled and smoked! We have now firmly added Magical Dust to our barbecue family!" 😉





Rolf Sommer ...

... is the mastermind and head of our product development and our walking encyclopaedia when it comes to food technology and legal regulations. Whenever possible, Rolf goes out into the fresh air and into nature – for hiking or skiing. Since his childhood, Rolf has usually packed his beloved Landjäger: "I still have the smell and sight of the freshly smoked Landjäger in my head when my father used to open the cold smoker in the cellar and pulled the trolley with the delicious sausages out of the smoke – that was a wonderful childhood experience for me that still affects me today."

Rolfs Favorite
Landjäger Naturreifung
Recipe № 12.164-3

BECK Rohwusal Landjäger Extra oGoA
Art. № 54.1187000

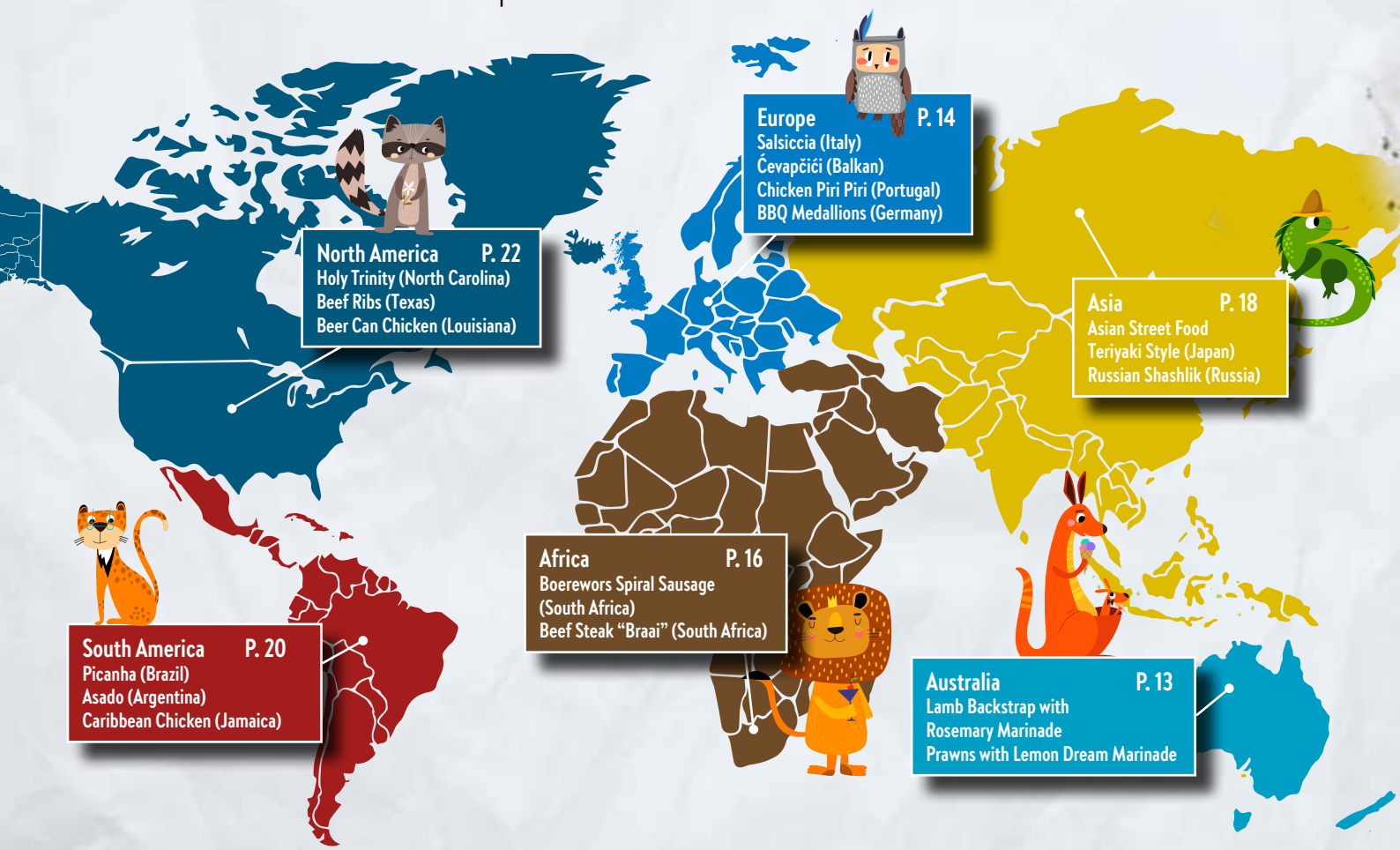
Landjäger mit GDL
Recipe № 12.164-2

Landjäger Kombi mit GDL
Art. № 54.1187400

"Landjäger must be firm and full of flavour!" – this is a decisive factor for Rolf when it comes to quality. It is a matter of taste whether the popular, angular raw sausages are produced quickly with GDL or traditionally with starter culture and longer maturing. The two Landjäger preparations from BECK, with or without a GDL base, deliver very similar results in terms of texture and taste – and not just for Landjäger, but also for other raw sausage specialities. The tried-and-tested seasoning mix of caraway, coriander, nutmeg and garlic is the key to the rustic flavour. A crunchy delicacy for every occasion!

BBQ Around the World

"Grilling" is a thing of the past—BBQ is a global sensation! Today's BBQ fans are high-tech and adventurous, constantly exploring new methods and flavors from every corner of the world. Come along and join our BECKSPERTS on their flavor expeditions across the continents...



BBQ is more than grilling. Modern grills come fully equipped—from classic grates to stone and Teppanyaki plates for meat and fish, plus slow-cooking functions and convection chambers. Premium cuts like T-bone or ribeye are BBQ staples, as are pork jowl and tender leg of lamb. Also trending: low-and-slow pulled pork and beef, or creative veggie and vegan dishes like crispy tempura vegetables. And BBQ is no longer a summer-only affair—grills are sizzling year-round across the country.

BBQ is in BECK's DNA

At BECK Gewürze und Additive, BBQ isn't just a niche—it's part of who we are. Application technician Jonas Haas sums up his favorite projects with one line: "Anything you can grill!" BBQ also runs in the family—siblings Maximilian Beck and Meike Franz are proud bratwurst lovers, and field rep Martin Schmid shares the same BBQ passion.

Our BECKSPERTS travel the world not only to support our clients but also to discover emerging food trends and local specialties. Back home in our technical center, product developer Rolf Sommer and his team work hard to bring international flavors authentically to market—using original ingredients while adapting them to German quality standards, consumer tastes, and ease of use.

Seasoning is everything

Over the years, BECK has created its own BBQ line featuring over 100 unique spices and marinades—letting you travel the world by grill. From the Balkans to Brazil, we've got you covered... although we haven't cracked Antarctica yet—BBQ just doesn't make the menu there!

Australia – Surf & Turf Down Under

The word „barbecue" first appeared in Australian print in 1903—and since then, BBQ has become a national pastime. Whether it's a beach picnic or a park gathering, Aussies love to fire up the grill. Thanks to the country's coastal geography, seafood features heavily alongside lamb and beef. Dishes like Barramundi, Pink Snapper, and shrimp (or "prawns") are often grilled right alongside meats. Aussie BBQ is fresh, bold, and full of character—just like the country itself.

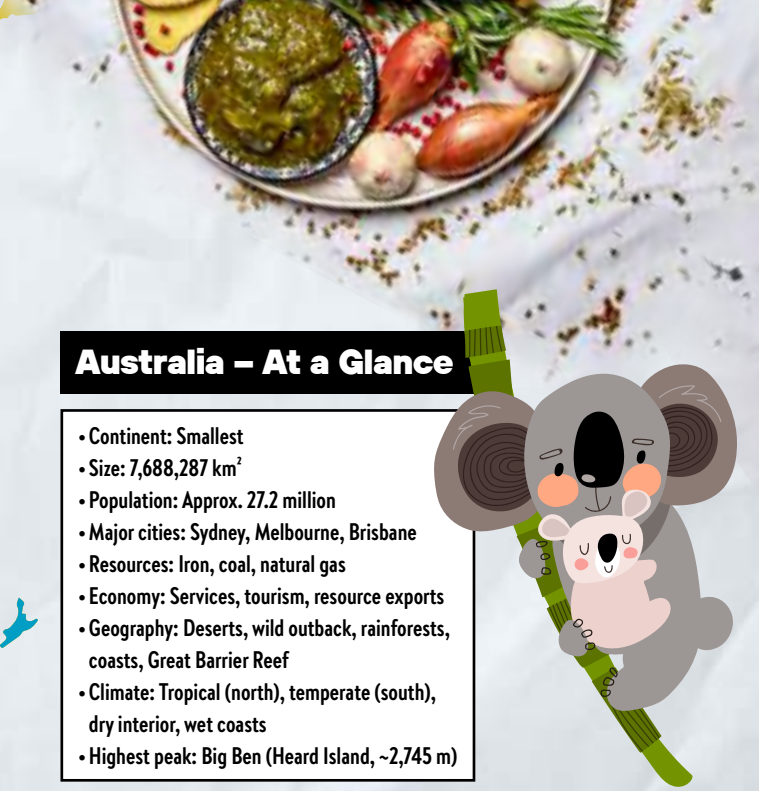


Lamb Backstrap with Rustic Rosemary Marinade

BECK SoftFix Marinade Rosmarin Rustikal

Art. № 46.8592800

Australian-style BBQ lamb is all about robust herb flavor. Our Rustic Rosemary marinade delivers just that. Simply marinate the lamb backstraps, let them soak, and throw them on the grill. The result? Tender, aromatic, and perfectly infused with native pink pepper berries—giving your lamb a unique and satisfying finish.





Australia – At a Glance

- Continent: Smallest
- Size: 7,688,287 km²
- Population: Approx. 27.2 million
- Major cities: Sydney, Melbourne, Brisbane
- Resources: Iron, coal, natural gas
- Economy: Services, tourism, resource exports
- Geography: Deserts, wild outback, rainforests, coasts, Great Barrier Reef
- Climate: Tropical (north), temperate (south), dry interior, wet coasts
- Highest peak: Big Ben (Heard Island, ~2,745 m)

Prawns on the Barbie

BECK SoftFix Marinade ZitronenTraum

Art. № 46.1840000

Nothing says "Aussie BBQ" like prawns sizzling over open flame. Our Lemon Dream marinade brings a zesty balance of ginger, lime, thyme, pepper, pink peppercorns, and citrus. Pair these prawns with rosemary-marinated lamb for the ultimate surf & turf spread that's as sunny as the Outback skies.

Spices of Australia

Tasmanian pepper leaf, mountain pepper, lemon myrtle

Europe – A Rich BBQ Heritage



Europe – At a Glance

- Continent: Western subcontinent of Eurasia
- Size: 10,523,000 km²
- Population: Approx. 748 million
- Countries: ~50
- Top economies: Germany, France, United Kingdom
- Key cities: London, Paris, Berlin
- Features: Densely populated, highly urbanized and industrialized
- Geography: Forests, tundras, mountains
- Climate: Temperate in Central Europe; cold winters in Scandinavia/Russia; hot summers in the Mediterranean
- Major mountain range: Alps (Central Europe)
- Longest river: Danube (~2,860 km)

Europe has long been a melting pot of cultures. On this second-smallest continent, diversity abounds—Germany's regional traditions, France's gourmet pride, and the UK's multicultural culinary scene, enriched with Indian flavors. Spain and the Balkan region also carry traces of North African and Arabic influences. This vibrant blend is reflected in Europe's varied BBQ styles—an exciting playground for our seasoned BECKSPERTs.



The name alone is mouthwatering: Salsiccia is Italy's answer to coarse bratwurst. In Northern Italy, it's seasoned with a Mediterranean mix of paprika, pepper, allspice, nutmeg, coriander, and fennel. Down south, chili adds extra heat, and cheese is often included. This raw sausage can be grilled, used as a pizza topping, or stirred into pasta sauces.





Salsiccia

Italy

Recipe № 03.301-10/11/12

BECK Salsiccia – Italian Bratwurst (coarse)
Art. № 51.2166501

Toppings:

Fennel
BECK Whole Fennel Seeds
Art. № 70.9870423

Tomato
BECK Tomato Granules 3 mm
Art. № 70.9870169

Pecorino & Pine Nuts
Cubed Pecorino Cheese & Roasted Pine Nuts



Ćevapčići
Balkan & Middle East
Recipe № 03.161-2

BECK Cevapcici Mix

Art. № 57.0100000



These minced meat rolls likely originated in Persia and spread across the Balkans. Today they're grilled or pan-fried in various sizes and spice profiles from Bosnia to Romania. Our Franconian-style version uses ground lamb, pork, or beef mixed with onion granules, garlic, and BECK Ćevapčići powder for bold pepper-paprika flavor. Serve with raw onion rings and Lepinje, the sesame-topped Balkan flatbread.









Chicken Piri Piri
Portugal

BECK SoftFix Marinade Rio Grande

Art. № 46.1284705

Bridging Europe and Africa, Piri-Piri is made with African bird's eye chili and is a Portuguese classic for marinated BBQ chicken (Frango Piri Piri). Its fiery punch also pairs well with steak and other grilled goods. The BECK Rio Grande marinade's deep red hue signals heat, balanced by mustard seeds, carrot, and pepper. The flexible recipe lets you add extras like onions, allspice, tarragon, or bay leaf to suit your taste.

Spices of Europe

Coriander, mustard seeds, caraway, juniper berries, garlic, paprika, anise, savory, bay leaf, marjoram, oregano, rosemary, thyme

BBQ Medallions
Germany
Recipe № 13.501

BECKEmulsan BBQ Medallion Compound
Art. № 45.3500000

Imagine smoky cheese melting on your tongue with a whiff of charcoal. For this savory BBQ cheese creation, blend aged Gouda, cream, and BECK's BBQ Medallion compound. Customize with various deco spices—go herbal, tomato-rich, or spicy as you please. Fill into sterilizable casings, chill, slice—and enjoy as a vegetarian delicacy or grilled side.

Toppings:

Herb
BECK Gewürzsalz Green Dream oG
Art. № 52.3256000

Jalapeño
BECK DeorWürz Jalapeno
Art. № 52.5061000

Rustic
BECK DekorWürz Rustikal
Art. № 52.5245000

Africa – BBQ with a Twist



Boerewors Spiral Sausage

South Africa
Recipe № 03.112-3

BECK Roster Schwarzwälder Boerewors (coarse)
Art. № 51.2160500

Africa is a continent of contrasts: 75% of its land lies in the tropics, and the Congo Basin is home to the second-largest rainforest in the world. Its landscapes stretch from lush jungles and grassy savannas to arid deserts. This is the land of the „Big 5": lions, leopards, elephants, rhinos, and buffalo. Tourists from around the world flock here every year to see them. In other regions, people rely on exports like tropical woods, cocoa, fruits, or the mining of gold, diamonds, and rare earths. African cuisine is just as diverse—shaped by a unique and bold spice culture. From Moroccan tagines and Ethiopian injera with stew to sizzling BBQ specialties in South Africa—there's always something new to discover.



Africa – At a Glance

- **Continent: 2nd largest**
- **Size: 30,221,532 km²**
- **Population: Approx. 1.4 billion**
- **Countries: 55**
- **Largest country by population: Nigeria (>200 million)**
- **Economy: Export of bananas, tropical woods, cocoa, gold, diamonds; tourism**
- **Energy: Natural gas, oil, hydropower**
- **Major cities: Cairo, Lagos, Johannesburg, Kinshasa, Luanda**
- **Geography: Rainforests, savannas, deserts**
- **Climate: Hottest continent; tropical/subtropical zones with rainforests and deserts**
- **Longest river: Nile (~6,670 km)**

"Boerewors" means "farmers' sausage" in Afrikaans. Traditionally made from finely chopped beef, pork, or even game like zebra or antelope, this sausage is spiced with coriander, thyme, and nutmeg. Rolled into a spiral and secured with a skewer, it's often served with spicy Chakalaka sauce. BECK's version features a robust blend of pepper varieties, caraway, nutmeg, and heaps of coriander—with a chili kick that lingers just right.

"Braai" is the South African and Namibian word for barbecue—but it means more than just grilling. It's a cultural event. Locals favor firewood from camelthorn trees, and beef is the top pick thanks to abundant cattle farming. Our BECK BBQ selection offers a variety of flavor profiles for a perfect braai: roasted garlic, pepper blends, onion, rosemary, and more. Whether you go classic or spicy, these combinations elevate every steak to stardom.



Spices of Africa

Cumin, coriander, nutmeg, bay leaves, cinnamon, caraway, ginger, sesame seeds, cardamom, chili, pepper, allspice



Beef Steak "Braai"

South Africa

BECK SoftFix Marinade
Roasted Garlic
Art. № 46.1874000

BeckWürz
SteakTraum
Art. № 52.6152400

BECK GOLDSTEAK
Art. № 52.6159700

BECK GOLDSTEAK
Art. № 52.6159700

BECK La Plata Gewürzsalz
Art. № 52.3172000

BECK SoftFix Marinade
Five Peppers
Art. № 46.8599700

Asia – Exotic BBQ Dreams from the East

From China to Thailand, Vietnam to Japan—Asia is a continent of culinary color. Dishes here are often built using a "mix and match" approach, combining flavors that dance between sweet and spicy. What makes them special? Their signature spice blends. Grilling, too, plays a major role—whether it's street skewers in Southeast Asia or hearty BBQ dishes from Russia and Mongolia. For BBQ lovers, Asia offers a world of discovery.

Asian Street-Food „Teriyaki-Style"

Japan

Recipe № 13.361-2-3

BECKZart Spezial
Art. № 58.2114000

BECKWürz ASIA SM
Art. № 52.9143000



If you've ever wandered through an Asian street food market, you'll remember the smell—irresistible, rich, and mouthwatering. One star of the scene? Teriyaki pork belly, grilled and glazed to perfection. With BECK's tenderizing system, BECKZart Spezial, the meat stays juicy and soft. For that unmistakable flavor, use the powder blend BECKWürz ASIA SM—a savory-sweet fusion of garlic, onion, curry, ginger, paprika, chili, and honey. Perfect for fast-casual grills or ready-to-heat products at home.

Spices of Asia

Szechuan pepper, cassia (cinnamon), coriander, chili, cloves, cumin, galangal, garlic, ginger, star anise, turmeric



Asia – At a Glance

- Continent: Largest and part of Eurasia
- Size: 44,614,500 km²
- Population: Approx. 4.75 billion
- Countries: 47
- Top populations: China & India (>2.7 billion combined)
- Top economies: China, India, Japan, South Korea
- Major cities: Tokyo, Delhi, Shanghai, Bangkok, Singapore
- Geography: Forests, grasslands, deserts, rainforests, monsoon regions
- Major mountains: Himalayas incl. Mount Everest (8,848 m)

A true BBQ classic, shashlik is as at home in Germany as currywurst—but its roots lie in Russia and the Caucasus. We use well-marbled pork neck cubes, marinated in yogurt with BECK's Shashlik spice blend. Seasoned with mustard seed, onion, juniper, garlic, and pepper, this skewer offers hearty, bold flavor. Complete the dish with BECK's Grill Talent Red—an instant sauce base rich in paprika, garlic, and pepper. Great for other BBQ specialties or convenience lines.



Russian Shashlik

Russia

Recipe № 13.361-2-4

BECK Schaschlik oG
Art. № 52.9146000

BECK Grill Talent Rot Gewürzsalz oG
Art. № 52.3011600

South American – BBQ Highlights

From the gaucho lands of Argentina to the vibrant coasts of Brazil, South America is passionate about meat and fire. Cattle ranching is a way of life here, and so is BBQ. Churrasco festivals bring together friends and family to grill beef, lamb, pork, and poultry over open flames. The region's seasoning? Everything from lime-zesty to sugar-sweet to mouth-searingly hot.



Caribbean Chicken

Jamaica

BECK SoftFix Marinade Caribbean BBQ

Art. № 46.1881000

Alternativ

BECK Trockengewürzsalz Waikiki oG
Art. № 52.1837000

BECK Chimichurri Gewürzsalz
Art. № 52.9342000

BECK Curry Gewürzsalz Indisch oG
Art. № 52.1902501

BECK Grillgewürzsalz Hot Jalapeno oG
Art. № 52.1311200

BECK Grillgewürzsalz Orange Chicken
Art. № 52.3015100

Transform your chicken into a tropical dream with Caribbean BBQ Marinade — a fiery-sweet rub featuring raw sugar, honey, tomato, garlic, chili, and a splash of rum (0.76% vol.). Want to shake things up? Try exotic seasoning salts as dry rubs to add sunshine to your grill.

Spices of South America

Paprika, cayenne/chili, pink pepper, coriander, nutmeg, cardamom, ginger, anise, turmeric, garlic





South America – At a Glance

- Continent: 4th largest
- Size: 17,843,000 km²
- Population: Approx. 441 million
- Countries: 13
- Most populous country: Brazil (~211 million)
- Major cities: São Paulo, Rio, Lima, Bogotá, Buenos Aires
- Resources: Copper, tin, gold, silver, lithium, oil
- Geography: Amazon rainforest, Andes mountains
- Climate: Tropical and humid; milder in Argentina/Chile
- Longest river: Amazon (~6,400 km)

Picanha

Brazil

BECKWürz SteakTraum

Art. № 52.6152400

BECK GOLDSTEAK
Art. № 52.6159700

BECK Magical Dust
Art. № 52.3016900

This churrasco favorite features thick-cut rump cap (around 5 cm) skewered and grilled over open fire with the fat cap intact for maximum flavor. Before cooking, season with BECKWürz SteakTraum—a bold mix of green and black pepper, onion, garlic, and rosemary. Add a touch of sweetness and spice with Magical Dust (sugar + chili), and give it golden shine and a warm hue with GOLDSTEAK (with turmeric).

Asado

Argentina

BECK WeinWürz Gewürzsalz (for pork)

Art. № 52.3291000

BECK Magical Dust
(for poultry)
Art. № 52.3016900

At an Argentine asado, meat is slow-grilled on skewers over hardwood embers. Whether you're cooking pork or poultry, BECK's blends complete the experience: WineSpice (onion, pepper, paprika, garlic) enhances pork without overpowering it, while Magical Dust brings poultry to life with raw sugar, paprika, garlic, pepper, and chili.

North America – Homeland of BBQ

Think BBQ and you picture the American South: smoky brisket, spicy rubs, and slow-cooked perfection. But North America's BBQ story is even broader. From the cattle-rich plains of Texas to Louisiana's Cajun flair and the Carolinas' vinegar-kissed pulled pork—every region has its own spin. It's a flavor melting pot shaped by European, African, Hispanic, Caribbean, and Indigenous traditions. No wonder North American BBQ enjoys cult status worldwide.

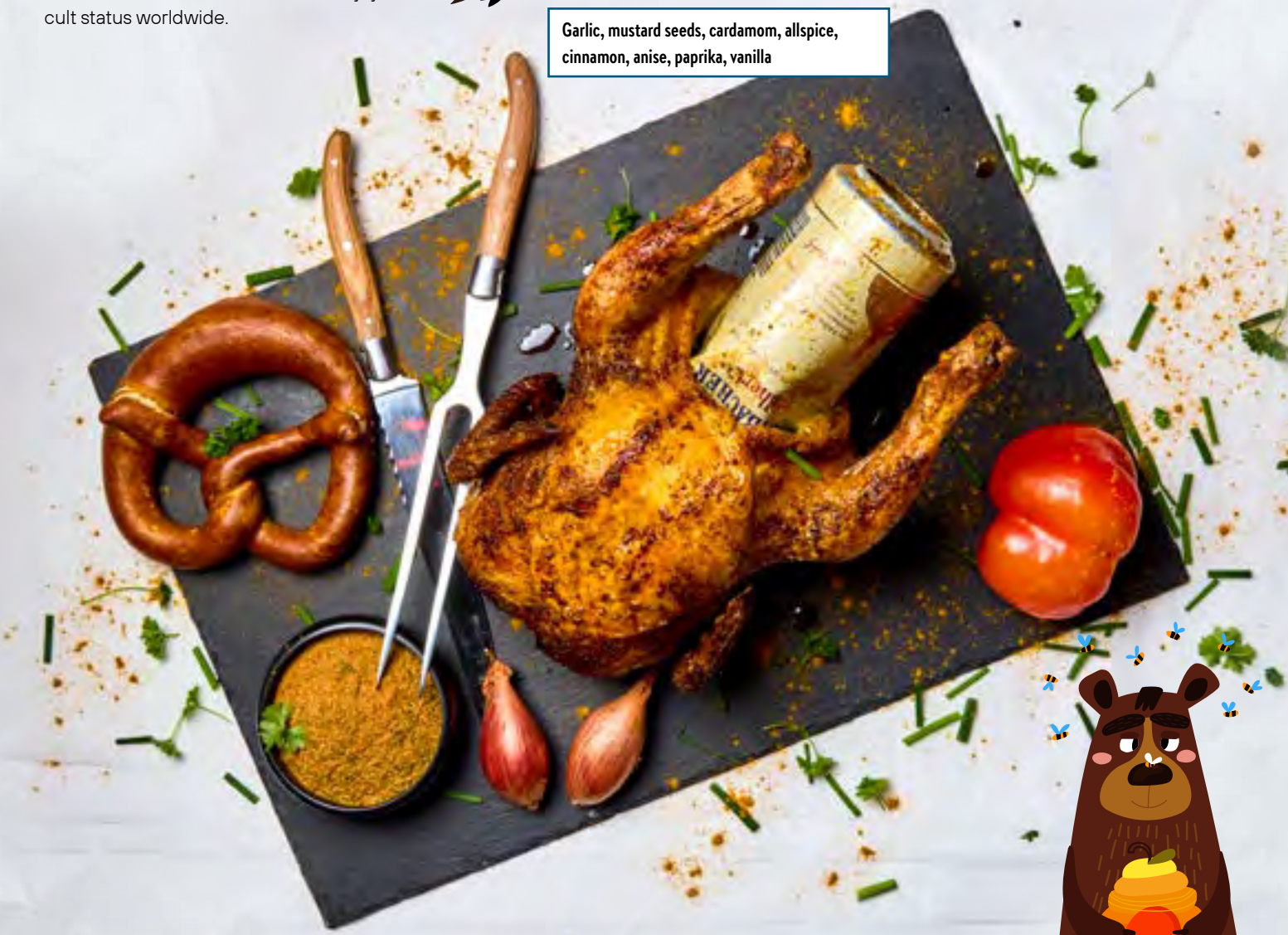


North America – At a Glance

- Continent: 3rd largest land mass
- Size: 24,930,000 km²
- Population: Approx. 605 million
- Countries: 23
- Most populous state: California (~29 million)
- Major cities: Mexico City, NYC, LA, Chicago, Toronto
- Economy: World's largest; strong in tech, auto, pharma, manufacturing
- Geography: Forests, deserts, coastlines
- Mountain ranges: Rockies, Appalachians
- Climate: Polar to tropical zones
- Longest river: Mississippi (~3,734 km)

Spices of North America

Garlic, mustard seeds, cardamom, allspice, cinnamon, anise, paprika, vanilla



Beer Can Chicken

USA

BECK Grillhähnchen oG Gewürzsalz
Art. № 52.3080000

A BBQ showstopper! A whole chicken perched on a half-full beer can might look funny—but it cooks up incredibly juicy inside, crispy outside. BECK's chicken rub adds paprika, pepper, parsley, curry, and onion for a perfect Southern crunch.



The Holy Trinit

This BBQ classic combines three stars: juicy pulled pork, slow-cooked beef brisket, and tender spareribs—each cooked to perfection and packed with smokehouse flavor.



Beef Brisket

USA
Recipe № 13.360-6

BECK BratenQuick Beef Buffalo
Art. № 20.3270500

BECK Beef Brisket
Art. № 52.1285100

Melt-in-your-mouth brisket is the crown jewel of any BBQ platter. Inject BECK BratenQuick Buffalo to lock in moisture, then rub with our Beef Brisket blend—a bold mix of sea salt, caramel, chili, pepper, onion, and honey. After sous-vide cooking, finish on the grill for a mahogany crust with a sweet, smoky tang. BBQ bliss!



Pulled Pork

USA
Recipe № 13.360-4

BECK SchinkenQuick Pulled Pork
Art. № 20.0054401

BECK Pulled Pork Smokey
Art. № 52.9731000

For melt-apart pork shoulder, inject a brine with SchinkenQuick Pulled Pork, then coat with our Pulled Pork Smokey seasoning. Packed with pepper, onion, paprika, and garlic, it builds that irresistible bark. After 18–20 hours at 80 °C sous-vide, flash it on the grill and shred to perfection.



Beef Ribs

USA
Recipe № 14.065

BECK BratenQuick Crosso oS
Art. № 20.0201650

BECK La Plata Gewürzsalz
Art. № 52.3172000

BECK SoftFix Marinade Bavaricus mit Whisky oG
Art. № 46.9600006

Sticky, smoky, and finger-licking good. Start with BECK's Crosso mix for a crispy outer layer. Then, refine with La Plata salt or go bold with Bavaricus—a herby marinade with parsley, wild garlic, paprika, and a hint of whisky (1.2% vol).

What You **Need to Know** Now

With EU Regulation No. 2023/2108, the maximum permissible levels of nitrate and nitrite additives in many foods have been redefined. It's now time for you to take action and align your formulations with the updated legal requirements.



Health First – Backed by New Risk Assessments. To protect consumers, the European Food Safety Authority (EFSA) commissioned a new risk assessment on the use of nitrite (E 249–250) and nitrate (E 251–252) in meat products, processed meat and fish, as well as in hard and semi-hard cheeses. Particular concern centers on exposure to nitrosamines, compounds suspected of increasing cancer risk—especially when cured meats are grilled or cooked at high temperatures.

Goal: Maximum Consumer Safety

Despite these concerns, nitrates and nitrites continue to play a vital role in food preservation. In hams, bacon, raw and cooked sausages, and cured cooked meats, these additives enhance shelf life, ensure food safety, and create the appealing color and flavor that consumers expect.

The key is to minimize health risks while retaining the production benefits of nitrate and nitrite. According to Germany's Federal Institute for Risk Assessment (BfR), further epidemiological studies are needed to better understand the human health effects of nitrosamines.

Key Deadline: October 9, 2025 – What Will Change

As a result of EFSA's findings, EU Regulation No. 2023/2108 came into effect on October 9, 2023, with a two-year transition period. This means you must update your formulations by October 9, 2025.

The main takeaway: reduce the added amounts of curing salt (nitrate/nitrite) by approximately 20% across the board.

These new limits do not affect antioxidant performance, product shelf life, or the inhibition of unwanted bacterial growth. If you follow good manufacturing practices and proper storage, the shelf life dates remain unchanged.

Maintaining Appearance and Flavor

With a few expert adjustments, your products can still look and taste just as appealing:

- Use ascorbic acid or ascorbate (vitamin C derivatives) to promote curing color and reduce nitrite residues in the final product.
- Season with cooking salt or sea salt to preserve the familiar savory flavor.
- For dry-cured sausages, we recommend starter cultures or an additional dose of sodium nitrate.

Reformulation? Low Effort, High Potential

Adjusting your recipes for the new regulation doesn't have to be a hassle. Your BECKSPERTEN are happy to help you fine-tune the correct dosages for your meat products.

Rolf Sommer, Head of Product Development at BECK Gewürze und Additive, sees even more upside:

"Many health-conscious consumers have been wary of cured meats because of nitrite curing salt. With the new lower maximum levels, they'll feel more confident about buying ham and sausage again."

This shift could even help you win over new customers—especially if you clearly highlight your reduced nitrate and nitrite content in your communication.

Indulgence Without the Meat



In recent years, dietary habits have changed significantly—and that's impacting the product range of meat processing plants and butcheries, too.

BECK offers the right alternatives for every customer segment—including vegan options that help you attract new audiences.

Whether for ethical reasons, health concerns, or simply out of curiosity and a willingness to experiment, more and more people are choosing plant-based diets. Many of them, however, don't want to miss out on the taste they're used to—so they look for vegan alternatives. From bratwurst and schnitzel to deli slices or ground "meat": Many traditional favorites now exist in vegan versions that come surprisingly close to the "real deal" in taste, appearance, and texture.
With the BECKVeg product line, BECK Gewürze und Additive embraces the trend toward vegan food—so you can expand your portfolio and boost your sales.

Close to the Original – Yet Uniquely Its Own

"At BECK, we're not interested in copying meat products one-to-one using vegan ingredients," says Maximilian Beck, member of the executive board. "Our goal is to offer delicious meatless options that allow you to smartly and profitably expand your assortment. And we're sure even the occasional meat-lover will want to try your vegan specialties."

BECK's focus remains firmly on products for the meat industry. Still, many of our spice blends and BBQ marinades can be used in vegan cooking, too. So it made perfect sense to develop specific products for the plant-based segment.

Managing Director Manfred Beck puts it this way:

"BECK may never be a full-range vegan supplier. But we are continuously expanding our vegan offerings so that you can tap into new markets. We believe in the high quality of our plant-based products. And one thing's for sure—they come from the heart, just like everything we make for meat, ham, and sausage production."

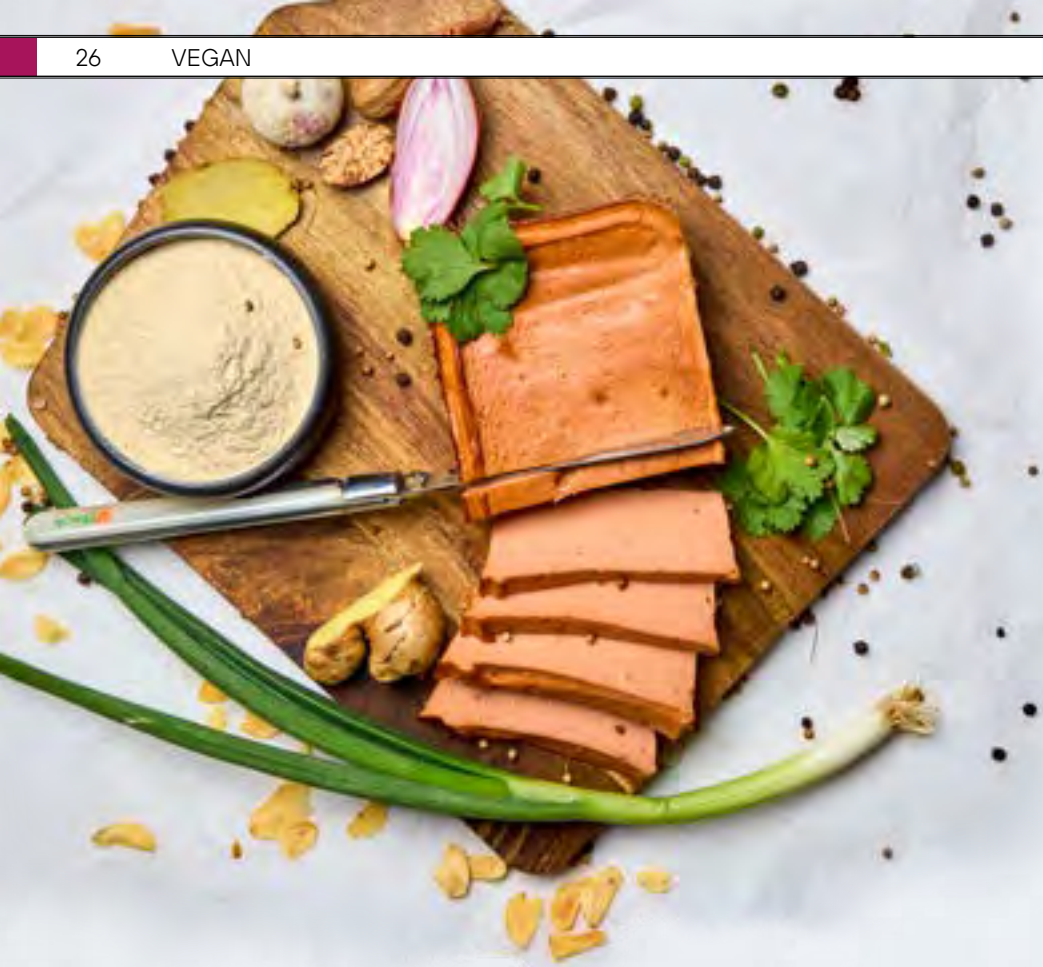
Vegan Cold Cuts

What's a proper snack platter without a great selection of cold cuts? With BECK, you can now create that same familiar variety – vegan-style. The powdered compound BECKVeg Aufschnitt includes all the classic seasonings found in meat-based deli slices: from nutmeg, onion, and parsnip to ginger, garlic, and a carefully selected blend of pepper. Flavorful variants like herb, chili, or bell pepper cold cuts are easy to make with our add-ins. And of course, your imagination's the limit when it comes to plant-based options – take inspiration from BECK's wide range of seasoning blends!

Recipe № 27.004-3

BECKVeg Aufschnitt Art. № 57.9125000

Optional:
Kräuterzauber.....Art. No. 45.5423000
Crushed chillies .....Art. No. 70.9870092
Red bell pepper, diced 4 mm .....Art. No. 70.9870257
Pepperdew: cherry peppers, whole fruit.....Art. No. 70.9877042



Vegan Leberkäse

A hot Leberkäse sandwich on the go – that's still a top-seller at many hot counters. Why not try the plant-based version? The BECKVeg Fleischkäse mix comes as a powdered all-in-one compound, ready to cook in a pan or bake in the oven. Juicy, firm in texture, and seasoned with the classic blend of onion, nutmeg, garlic, ginger, pepper, and coriander. Close your eyes and enjoy!

Recipe № 27.004-2

BECKVeg Fleischkäse
Art. № 57.9131000

Chili sin Carne

Quick to prepare and always a hit at the hot counter – Chili sin Carne swaps minced meat for BECK Soy flakes. This soy protein concentrate works across multiple product types and provides a minced-meat-like texture with satisfying bite.

Soak overnight, sear hot, and mix with the spicy red sauce made from BECK Chili WürzFix Top. Your customers will love the rich flavor of tomato, bell pepper, onion, garlic, pepper, chili, and cumin! Want more heat? Turn it up with BECK Scharfwürzer Hot Pep oG.

Add corn and kidney beans for a full-bodied finish – and why not offer Chili sin Carne in cans as a shelf-stable ready meal? Even after long storage, this vegan classic holds on to all its flavor!

Recipe № 27.017



Base mixture:

BECK Soy flakes
Art. № 70.9877481

Soße:
BECK Chili WürzFix Top.....Art. No. 45.6740000
Optional:
BECK Scharfwürzer Hot Pep oG.....Art. No. 52.2631000

TIP:

With BECKVeg Emulsan Würstchen, you can not only produce vegan Rostbratwürste and Weißwurst, but also vegan Bockwurst! ***All recipe variants are available from your BECKSPERTs.***

COME TASTE FOR YOURSELF!

You can sample BECK's vegan Bratwurst live at IFFA 2025. Visit us at Booth B60 in Hall 11.1!





Vegan Rostbratwürste

If you're living plant-based, there's no need to give up on grilled sausage. Whether from the grill or the pan – BECK guarantees a full-flavored experience. Simply add the base mix to the cutter with flake ice and process with vegetable oil to form a smooth mass. Soak the BECK Soy flakes with the spices in hot water for two hours, then mix them in with the onions. Process again for 15 minutes, stuff into peelable casings, and cook.

Ginger, coriander, onion, nutmeg, and parsnip create a lively, well-rounded flavor. A generous pinch of marjoram brings in that unmistakable Franconian sausage aroma.

Recipe № 27.013-8

BECKVeg Emulsan Würstchen
Art. № 15.9563000

BECK Soy flakes
Art. № 70.9877481

BECKVeg Würz Bratwurst
Art. № 51.2776000

BECK Onion granules 4 mm
Art. № 70.9870247

»***Vegan eating isn't just a trend***–*it's set to shape our food culture for years to come.* ***BECK is helping you prepare*** *for the shift, with plant-based alternatives that meet today's evolving demand.«*

Maximilian Beck Management & Head of Sales at BECK Gewürze und Additive



Vegan Bolognese

Making a proper Bolognese sauce the traditional way? That takes hours.

But with BECKVeg Bolo, your plant-based Bolognese is ready in no time.

Love it when the kitchen fills with the aroma of sun-ripened tomatoes, bell pepper, onion, garlic, and oregano? Then this meatless version is for you. And here's a pro tip: stir in an extra portion of BECK Zwiebelwürfel gedünstet for that rich, rounded flavor.

These onion cubes come pre-peeled, chopped, and steamed without fat – ready to go.

Now you've got two options:

Serve the warm sauce straight to the plate – or fill into jars, pasteurize, and stock your shelf with ready-to-eat goodness.

Recipe № 27.021



Tear-free happiness?

Discover the convenience of BECK's exclusive onion ingredients:
No peeling. No chopping. Just fresh and ready to go!

BECKVeg Bolo
Art. № 45.3142000

BECK Steamed Onion Cubes 6 mm.....70.9877560



*»**Meat or no meat?** That's a gut decision for me. And yes, we do have the occasional meatless meal at home. **My tip? Our vegan Bolognese – super tasty, tomatoey, and ready in a flash.** Real Bolognese takes hours. Our vegan version is done in five minutes **– perfect for convenience products or a quick dinner** after a long day at work.«*

Manuela Beck CEO at BECK Gewürze und Additive

BECKVeg Emulsan Würstchen
Art. № 15.9563000

BECKVeg Würz Weißwurst
Art. № 51.2750000

BECK Steamed onion cubes 6 mm
Art. № 70.9877560

Vegan Weißwurst

From vegan Bratwurst to Gelbwurst and Weißwurst – BECKVeg Emulsan Würstchen is your all-purpose base mix for crafting meatless versions of your top counter-sellers. Thanks to its built-in freshness system, it's an all-in-one, worry-free solution.

The BECKVeg Würz Weißwurst seasoning delivers hearty flavor with a blend of fine onion, parsnip, ginger, and pepper. For Weißwurst, enrich the mix with BECK Zwiebelwürfel gedünstet to round out the taste with a full-bodied onion note.

These onion cubes are made from fresh onions at BECK, gently steamed without fat, and packed in sealed 10 kg bags – ready to use.

Recipe № 27.013-3



Vegan Gyros

Mmm ... can you smell those Mediterranean herbs? The powdered blend BECKVeg Würz Gyrospfanne hits all the right notes with paprika, coriander, thyme, oregano, pepper, and a generous punch of garlic – enough to make your palate dance Sirtaki.

A splash of Würzöl für Grill- und Bratenprodukte oG adds juiciness and depth to the mass – perfect for satisfying any Greek food fan. The chewy bite comes from BECK Soy flakes, neutral in flavor but textured for that authentic feel. And don't forget what makes any great gyros plate complete: sweet, savory onion slices from BECK!

You can easily produce vegan gyros in large batches – for the hot counter or as pre-packaged ready meals to-go.

Recipe № 27.020

BECKVeg Würz Gyrospfanne
Art. № 45.3141000

BECK Soy flakes
Art. № 70.9877481

Onion slices
Art. № 70.9870113

Würzöl für Grill- und Bratenprodukte oG
Art. № 46.3300000

BECK on the Road

There's a reason we don't just call our team "sales reps".
The people at BECK, whether working in the office or out in the world, are true BECKSPERTs ...

BECKSPERTs are a rare breed, found only in select places around the globe. What unites them is a passion for great spices and quality food. They're people-focused, open to new ideas, and always there when support is needed.

Working alongside customers to find the perfect solution, they demonstrate deep expertise and field experience. They understand the diverse realities of industry and craftsmanship – and always have pragmatic answers to individual needs.

From Bavaria to Brazil, **BECKSPERTS** travel the world, familiar with regional preferences and local habits. This has sparked countless real friendships with customers. **BECKSPERTS** always strike the right tone – authentic, upbeat, professional – bringing those "aha!" and "wow!" moments wherever they go.

They see themselves not as "sellers" but as strategic consultants. What they value are honest, long-term partnerships. Because producing top-tier food is a mutual journey – one of shared inspiration. Thanks to the **BECKSPERTs** team, BECK has developed a portfolio tailored to the evolving needs of processors around the world.

Now it's time to shine the spotlight on the BECKSPERTs!



Manfred Beck

Role: Founder, CEO
Territory:: Worldwide

Career path: *Born into a butcher family, I gained experience abroad and advanced professionally until earning my master craftsman certificate. I began as a technical sales consultant in the spice industry – founding BECK was the natural next step.*
Specialties: *I'm fascinated by regional cooked meats and all forms of salami. I also follow the latest tech in meat processing closely.*
Biggest challenge: *Building long-term partnerships and growing BECK globally wasn't always easy. Even developing our specialty spice-coated ham film „BECK FoodCover" pushed me at times.*
Proudest achievement: *I've built deep friendships with customers and am proud of where BECK stands today.*
Future plans: *A strong succession is already in motion. I'm confident my children Maximilian and Meike will take BECK even further.*

Maximilian Beck



Role: **Management and Head of Sales – gradually taking over more responsibilities from Manfred Beck**
Territory:: **Worldwide**

Career path: *Raised in the family business, I trained as a butcher and gained experience across various processors.*

Specialties: *I'm passionate about cooked ham, grilled sausage, and salami – and I love supporting export clients.*

Biggest challenge: *Transitioning into the BECKSPERT role took dedication. I steadily moved from local sales to international exports – where knowledge of people, languages, and technologies is key.*

Proudest achievement: *Building real partnerships through professional consulting.*

Future plans: *Together with my parents and sister, guide BECK through the generational transition.*

Mark Militzer



Role: **Sales, Technical Consulting**
Territory:: **Tirelessly traveling across Germany to support customers with his broad expertise—some say he's available 24/7, every day of the week.**

Career path: *A trained master butcher, I spent 11 years as a production manager before entering the spice world in 2013. I joined BECK in 2017 – and haven't looked back.*

Specialties: *Raw sausage, cured ham, starter cultures, and cutter techniques. I love being on-site and helping customers optimize every process.*

Biggest challenge: *The industry-wide labor shortage. I focus on optimizing processes so businesses can thrive regardless.*

Proudest achievement: *Helping entire facilities switch to 100% BECK – and earning their trust as friends, not just clients.*

Future plans: *Dive deeper into global variations of raw sausage and cured ham.*



Ralph Bauer

Role: Sales, Product Development, Consulting
Territory: Supports clients from industry and trade in Germany, Switzerland, and international export—your go-to expert for every situation.

Career path: *I started at BECK 13 years ago as an application technician in the technical center. From there, I steadily grew into the product development team. At the same time, I've taken on technical consulting and support for customers around the world.*

Specialties: *Dry-cured meats—especially raw ham is my personal favorite.*

Biggest challenge: *My motto is: "There's no such thing as can't." With that mindset, there are always moments—no matter the size of the operation—when you have to push beyond your limits.*

Proudest achievement: *It always makes me happy when I help an industrial client launch a new product—and later spot it on the supermarket shelf.*

Future plans: *Going forward, I want to be even more present on-site with customers and share in-depth knowledge about spice application and processing. After all, BECK's mission is to be more than just a supplier—we aim to be a true partner.*

Frank Bierwirth



Role: Sales, Food Consulting
Territory: Industry and crafts Nationwide (Germany)

Career path: *Even as a kid, I was fascinated when spice consultants visited my uncle's butcher shop to present their products and ideas. That's how I found my way into the world of spices myself.*

Specialties: *For me, it's all about sausage. Customers appreciate my calm, humorous manner—which helps build trust quickly.*

Biggest challenge: *When clients are initially skeptical about a product, and I can win them over with how easy it is to use and how good it tastes—that's the best kind of success.*

Proudest achievement: *I'm happiest when my customers are satisfied and excited—and when they decide to switch to BECK seasonings and processing aids after a consultation.*

Future plans: *To keep working hand-in-hand with our clients to develop new, pragmatic solutions for the market.*

Ottmar Dorsch



Role: **Sales, Food Consulting**
Territory: **Industry and crafts Nationwide (Germany)**

Career path: *I first came to BECK 15 years ago—as a customer. And I've stayed on ever since as a technical consultant.* 😉

Specialties: *My main focus areas are cooked sausage and cooked ham. I don't see myself as a "salesman" but more as a "problem solver."*

Biggest challenge: *What drives me most is convincing new customers or interesting businesses to switch their products over to BECK.*

Proudest achievement: *It's a great feeling to work closely with a client over time—optimizing something like raw ham production on-site—and then seeing how that success builds lasting trust in BECK.*

Future plans: *My first goal is to establish BECK's fantastic marinade range even more firmly in the market. I also want to place more emphasis on long-aged raw hams and dry sausages in my consulting work.*

Stephan Füller



Role: **Sales, Food Consulting**
Territory: **They jokingly call me the "bon vivant" among the BECKSPERTEN—because I travel the world for our export business and stay extremely flexible, no matter where a customer needs me.**

Career path: *I followed the classic butcher's training path all the way through to my master's certification, and then found my way into the spice industry through a distribution partner.*

Specialties: *Tough question! Well—salami... BBQ products... actually, everything!* 😉
My big advantage: I get to discover so many exciting regional recipes around the world, which we can then turn into new, interesting products back home in Schnaittach.

Biggest challenge: *My very first assignment as a technical consultant—in Romania...*

Proudest achievement: *Also Romania! The customer used BECK ingredients for the first time and was so thrilled that he placed an order for three pallets—right there at the tasting table!*

Future plans: *I want to develop even more specialized, individual solutions together with our customers.*

Martin Schmid



Role: **Technical Consulting, Sales, Food Consulting**
Territory: **I've been "the new guy" on the team since the end of 2024, taking over the Baden-Württemberg region from Georg Strobl.**

Career path:
I grew up in a butcher family, so I've been connected to the industry from the very beginning. After earning my master butcher title, I worked for five years in our family business before joining BECK as a technical consultant and application specialist.

Specialties: *I'm an outspoken BBQ fan and have a deep love for Bavarian specialties.*

Biggest challenge: *Alongside the technical know-how, I think one of the most important aspects of consulting is being able to adapt to all kinds of people.*

Proudest achievement: *On my very first assignment for BECK, I landed my biggest sale yet—with a brand-new client.*

Future plans: *I want to continue expanding my region and establish new product ideas.*

Georg Strobl



Role: **Independent Sales Partner and Agency**
Territory: **Southern Germany**

Career path: *I spent over 30 years in field sales, advising customers. In 2003, I joined BECK as an independent sales representative. But now it's time to slow down a bit. Still, I can't just sit around twiddling my thumbs—so I'll continue supporting a few BECK clients for a while longer.*

Specialties: *Cooked ham has always been my greatest passion.*

Biggest challenge: *I especially enjoy visiting down-to-earth artisan businesses on-site and listening to their needs. No two butcheries are alike—in terms of staff, equipment, or processes—so there's never a routine solution.*

Proudest achievement: *I've truly enjoyed my 22 years with BECK, and it's been rewarding to watch the company grow year by year.*

Future plans: *I'm heading into well-earned retirement—but I'll definitely keep nurturing my many personal connections to BECK.*



»Dear Georg, we thank you from the bottom of our hearts for your tireless dedication to our customers, our company, and our products!
The entire team at BECK Gewürze und Additive wishes you all the very best for your well-deserved retirement!«

Falko Schmidt



Role: **Fachberatung, Vertrieb, Technical Consulting, Sales, Food Consulting**

Territory: **I'm personally a huge believer in BECK products and want to make them even more visible in the market. That's why I'm constantly coming up with new concepts for how our spices and additives can be used—and I even create my own videos for customers and anyone interested.** 🙂

Career path: *I'm a people person, and after training as a butcher, I deliberately looked for a job where I could work closely with others. When I see a smile on a customer's face, I know I'm on the right path.*

Specialties: *Product presentation is a real strength of mine—like the sales-boosting power of decorative spice blends or showcasing items at the hot counter. I also see huge potential in convenience products.*

Biggest challenge: *Tasting my way through the many regional specialties in my area and getting to know all the different preparation methods.*

Proudest achievement: *Word of mouth. It feels great to be recommended within the industry.*

Future plans: *I want to dive even deeper into specialty product development, with a focus on kitchen and counter presentation. And since I'm a creative person by nature, I'm already constantly working on new creations for end consumers.*

Rolf Sommer



Role: **Head of Product Development, Food Consulting**

Territory: **At BECK, it's not just about flavor and appearance—it's also about regulations and compliance. For nearly ten years, I've been responsible for developing new products at BECK, while also advising clients on the optimal use of additives and keeping them informed about current legal requirements.**

Career path: *After completing my butcher training, I went on to study food technology. Altogether, I've now spent over 30 years professionally focused on spices and meat processing.*

Specialties: *My favorite topics are functional blends that save our customers multiple steps in production. I'm also deeply involved in raw sausage development and the use of starter cultures.*

Biggest challenge: *I've had to deal with raw material shortages up close. It was tough to find suitable replacements that would still ensure top product quality. But we mastered that hurdle—together as a team, and with a feel for tricky challenges.*

Proudest achievement: *A satisfied customer's face is always the best reward—especially when I've helped bring a project from concept to successful market launch. I also enjoy accompanying retail projects for years until they finally hit the shelves—and I get to see "our" product right there in stores.*

Future plans: *My goal is to develop products with fewer additives that still deliver the same function and flavor as their predecessors.*

Thomas Winter



Role: **Food Consulting, Sales**
Territory: **Export to Eastern Europe and the Balkan states**

Career path: *I'm a career-changer here at BECK. After my training, I first worked in the machinery sector. I've now been part of BECK for over 15 years—and at this point, I'm basically part of the furniture! I really enjoy supporting younger colleagues on their journey and being there when they have questions.*

Specialties: *At BECK, I mainly work on customized formulations tailored to client needs. That takes expertise, creativity, resourcefulness—and time. It's exactly my kind of challenge!*

Biggest challenge: *Recipes that are specific to a customer's region always demand extra care, because they need to deliver not just great results, but truly authentic ones.*

Proudest achievement: *I'm always happy when close collaboration turns into real friendship.*

Future plans: *I'll continue to focus on creating customer-specific solutions.*

Felix Merkel



Role: **Food Consulting, Sales**
Territory: **Industrial and artisan clients in Baden-Württemberg**

Career path: *After completing my apprenticeship in a small artisan butcher shop, I moved into the industrial sector as a journeyman and later earned my master butcher certification and became a certified meat technician. Before joining BECK in March 2025, I worked as an operations and production manager at a mid-sized company.*

Specialties: *As a true Swabian, I love Maultaschen. I also have a soft spot for scalded and cooked sausages.*

Biggest challenge: *Finding the right connection with new clients right from the first contact—to build trust. But that usually works out well for me.*

Proudest achievement: *I gained a new client during my very first days at BECK.*

Future plans: *I plan to deepen my work in the areas of cooked ham and raw sausage.*



Ernst Sailer

Role: **Food Consulting, Sales**
Territory: **Technical consultant for the German industrial sector**

Career path: *I come from a family-run butcher business and have been working in the spice industry for 29 years. Since March 2024, I've been supporting industrial clients at BECK.*

Specialties: *I see myself as an all-rounder who can be deployed across almost all areas.*

Biggest challenge: *Taking over or building a new customer segment and successfully developing it.*

Proudest achievement: *What makes me happiest is when I can support customers so well and closely that they're not just satisfied—they can't stop praising the products.*

Future plans: *I want to continue focusing on acquiring new customers.*

Christian Leuthold



Role: **Product Development, Food Consulting**
Territory: **Product development and "counselor on call" for all kinds of customer inquiries**

Career path: *At 13, I did an internship at a butcher shop and started my apprenticeship at the same place when I was 15. After finishing my training and attending technical college, I joined BECK—and completed my master certification during evening classes in my first year.*

Specialties: *Convenience, grill, and roast products—as well as BBQ seasonings and marinades—are my top focus areas.*

Biggest challenge: *It took me a little while at the beginning to really "sniff out" the characteristic traits and flavor profiles of all the different spices.*

Proudest achievement: *I especially enjoy sitting down with participants after a customer seminar to connect and build new relationships.*

Future plans: *To plan and lead BECK seminars—both in-house and on-site at client locations in Germany and abroad.*



Timo Franz

Role: Product Development, Food Consulting
Territory: Product development and production manager. I also handle customer inquiries by phone and take care of many other tasks in-house—basically the go-to guy for everything.

Career path: *My grandpa and my dad were both butchers—and my biggest role models. After completing my A-levels and university studies, I worked as a production manager in the meat products industry before joining BECK as a product developer—both in the company and in the family.*

Specialties: *As a true Swabian, I can't resist a Rote Wurst (a scalded sausage specialty). I've also specialized in various cooked ham creations.*

Biggest challenge: *Developing the BECK Gritzel Grillpanade was especially tricky. But we succeeded in launching a coating that works with almost no fat and doesn't burn on the grill. Vegan products also require a bit of tinkering until you reach the high-quality results we aim for.*

Proudest achievement: *It's always especially satisfying when a customer is thrilled with a creation—and it ends up getting listed.*

Future plans: *I want to keep expanding my expertise in the entire field of spices and additives and become a true all-rounder. I also want to carry on Grandpa Walter's life motto: "Steal with your eyes!"*



Jonas Haas

Role: Application Technology, Food Consulting
Territory: Product Development / Technical Center

Career path: *I completed my butcher training in an artisan shop and then gained five years of experience with a large, craft-based retail chain. At BECK, I spent my first three years working in production before transitioning seven months ago to the technical center as an application technician.*

Specialties: *Pretty much anything you can throw on the grill. I'm especially fond of Franconian specialties like Bratwurst, Stadtwurst, and Pressack.*

Biggest challenge: *Preparing for our trade show appearance at IFFA 2025—together with the whole team and with a lot of personal responsibility.*

Proudest achievement: *So far, I haven't had direct customer contact at BECK. But that's about to change—with upcoming customer seminars at our HQ. I'm especially looking forward to that.*

Future plans: *I want to keep perfecting our products—especially by optimizing application techniques in our in-house technical center.*



Make yourself unique – with BECK BIO!

„What's actually in this?" That's what more and more consumers want to know – even when it comes to meat and sausage products. Clean-label, health-conscious foods made from natural ingredients are booming. That means it's time to attract new customers – and celebrate the joy of pure flavor right at your fresh counter!

If it says organic, it must be organic! Only when high-quality ingredients from certified organic farming are used does a product qualify for the sought-after organic seal. To ensure this, BECK has implemented a strict quality assurance program for years – including comprehensive analyses of raw materials and finished products. Independent inspection bodies regularly audit BECK to ensure all BIO products meet the highest quality standards.

Organic transparency your customers will love!

The law clearly defines what ingredients are allowed in certified organic products. That boosts your customers' trust and confidence. And with a little promotion of your organic range, you can also increase your sales.

Even with organic certification, you're still allowed to use key aids like nitrite curing salt, certain stabilizers, and acidity regulators to support efficient production. BECK also offers BIO-certified starter cultures that you can use with complete peace of mind.

Organic that works – for you and your customers!

With BECK BIO, there's no compromise. Production is straightforward, and when it comes to taste, appearance, and shelf life, your organic products will impress. Whatever the challenge – BECK BIO has a solution up its sleeve!





DISCOVER EVEN MORE PURE ORGANIC PLEASURE!

Get the full BECK BIO guide *– with product inspiration, spice blends, marinades, and processing aids for meat, sausage, BBQ, and convenience.*

BDownload your free BECK BIO brochure today!

»At BECK, we recognized early on that the organic trend would eventually reach the meat industry. That's why we started back in 2007 to systematically build a product line of organic alternatives for every category – from boiled and grilled sausages to salami, from cooked to raw ham, and from BBQ seasonings to convenience products. With BECK, you could easily switch almost your entire offering to organic.«

Manfred Beck, CEO at BECK Gewürze und Additive

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