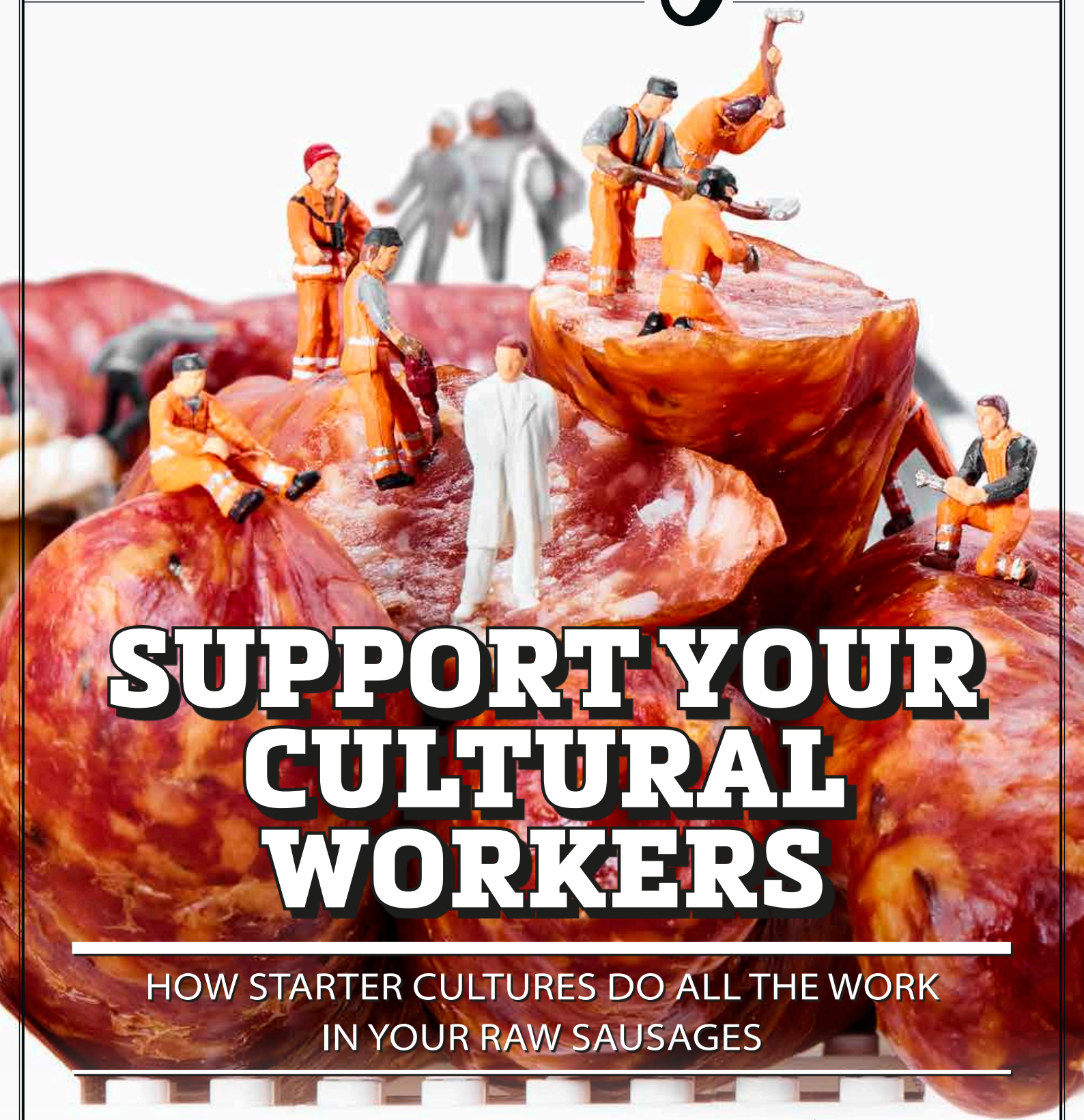
Beck Gewürze
und Additive GmbH

meats 'n spices

Process Engineering | Recipes | Taste | Technology

www.beck-gewuerze.de



SUPPORT YOUR CULTURAL WORKERS

HOW STARTER CULTURES DO ALL THE WORK IN YOUR RAW SAUSAGES

ORGANIC? OF COURSE!

Everything's got to be organic: Your green future with popular products from Beck BIO!

Beck
Gewürze und Additive



Dear customers,

actually, I would like to avoid the „C" word. But the Corona pandemic has also changed life at Beck Gewürze und Additive. We have always worked under the best possible hygienic conditions, so mouth-nose protection and all kinds of safety measures are nothing special for us. On the whole, we have also made it through the lockdown in spring quite well. After all, food is somehow „systemically relevant".

However, our field sales staff were and still are faced with major problems, especially when it comes to customer visits abroad. Travel restrictions and constant corona tests have sometimes strained our nerves quite a bit here - but we still always find ways to maintain constant contact with our international partners and customers.

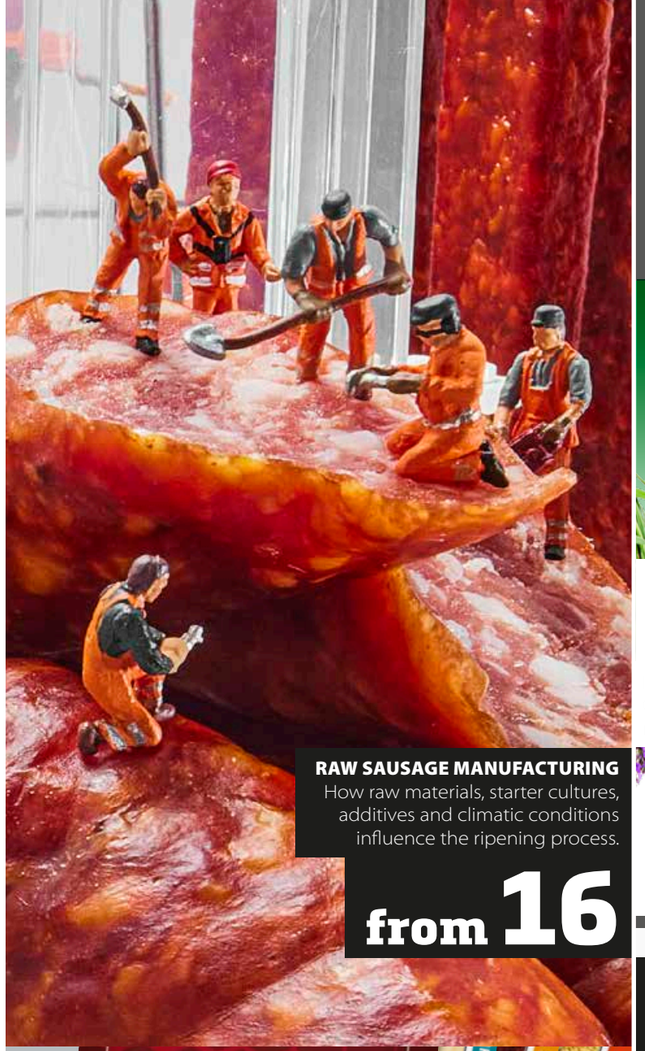
Despite the difficult circumstances that characterise this year, there is one thing we still have not lost: our positive attitude of making the best out of every situation. And so we have been very active for you over the last few months and have been working eagerly on the development of new ideas and recipes. Among other things, we have already tested the results of our work extensively on the grill: Because with Beck BIO BBQ spices and marinades we have taken up the current trend towards fruity-hot flavours.

Our second focus was on raw sausage technology. The air-dried and cold-smoked delicacies are among the most complex products on the butcher's counter, and there are always new things to discover in the production process. That is why we have focused on the variations of different raw sausage types in this issue. I am sure that this issue's raw sausage special will whet your appetite!

Stay healthy!

We hope you enjoy reading this issue

Manfred Beck and the whole team of the Beck Gewürze und Additive GmbH



RAW SAUSAGE MANUFACTURING
How raw materials, starter cultures, additives and climatic conditions influence the ripening process.

from 16



10

THE BECK TASTE FAN:
All this has to be added: Your cheat sheet for perfect preparations.

IMPRINT

MEATS 'n SPICES is a publication of:
Beck Gewürze und Additive GmbH, Kirschenleite 11-13, 91220 Schnaittach
Tel.: +49 (0) 9153 - 92 29-0, E-Mail: info@beck-gewuerze.de

Re-orders of complimentary copies: Tel. +49 (0) 9153 - 92 29-0

Free download as e-Paper (PDF), product flyers and order forms:
http://www.beck-gewuerze.de/de/service-de/download.html

Responsible for the content: Manfred Beck, general manager Beck Gewürze und Additive GmbH

Further information related to the content: info@beck-gewuerze.de

Concept, photography, design and production: www.editorial247.com | info@editorial247.com

Printing shop: PUK Krämmer GmbH, Nürnberger Str. 47, 91244 Reichenschwand | info@puk-print.de

CONTENTS



12
BECK-BIO
Organic boom: What BIO means for Beck today.

4

FROM US – TO YOU!
Our SUPER GOOD gift basket



@meatsnspices

Beck Gewürze und Additive

UNFORTUNATELY, THE SÜFFA DID NOT TAKE PLACE THIS YEAR ... BUT WITH OUR SUPER GOOD GOURMET BASKET WE WILL TURN THE DISAPPOINTMENT ABOUT THE CANCELLATION OF THE TRADE FAIR INTO A VERITABLE GOURMET EXPERIENCE!

THE GOOD ONES IN THE BASKET ...

Like so many others, we too had different expectations of what the year 2020 might be like. But you know what? We are not going to let the crisis drag us down and are simply making the best of it. However, because „simply" and „the best" is not good enough for our customers, we have designed the SUPER GOOD gift basket: It is colourful and offers a taste experience that is so extraordinary and unique that it comes close to the feeling of a live tasting at a trade fair. Well, do you like the idea?



FAIR ENJOYMENT
Of course, our food basket cannot replace the good conversations at the trade fair stand – even though it can also be used as a cool bag! The exquisite sausage presents will hopefully make any kind of frustration fade away quickly, though.

OUR NEW SPICE FAN
You probably have never experienced the variety of spices and flavours from Beck in this way – turn to page 10 and find out what the spice fan is all about!

THE SUPER GOOD SPICE OFFENSIVE
Two extraordinary spice blends, five exquisite sausages – find out everything about our SUPER GOOD spice offensive on the following pages!

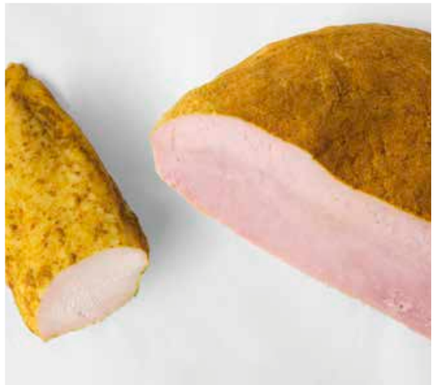


JUST SUNSHINE AND ROSES?

When you think of „superfood“ you probably think of berries, grains or nuts, which are so exotic that hardly anyone can even pronounce their names correctly. Their vitamin content is usually only exceeded by the size of their CO2 footprint. Nonsense! Much of what grows in this country – and what we at Beck have been using for years in our spice mixtures and additives – clearly passes for superfood: Ginger, for example, is a real powerhouse with many attributes that can have a positive effect on our health. The same applies to curcuma, even though it is more commonly called turmeric in this country. The combination of these power ingredients with our classic seasoning blends in an energetic yellow colour really makes the sun rise in your mouth. Whether in Bratwurst, Pfefferle or Wurzelspeck – try it, be surprised, feel great!

BAUERNFRÜHSTÜCK IM GELEEMANTEL „SUFO“

Some people have breakfast in a bathrobe, others indulge in a jelly coating: our Bauernfrühstück has a soft skin and a core to melt away. Aspic. Piquant. Brilliant!



WIENER WÜRSTCHEN „SUFO“

The fact that this snappy sausage is called Frankfurter in Vienna, but Wiener in Frankfurt, is no longer big news. Absolutely new and exciting, however, are our SUPER GOOD variations – they are simply delicious, even across borders!



CHICKEN BREAST „SUFO“

You have certainly never enjoyed chicken breast so fine and low-fat, so colourful and exciting. Extraordinarily delicious!

COOKED HAM „SUFO“

This piece of gourmandism is not for anti-vaxxers: After the first injection with curing solution, the second injection provides the seasoning and colour. Pure enjoyment!





NOBLY DRESSED: PURE PURPLE!

A mixture of spices like a sunset: deep purple and with a taste as round as if all the planets were in alignment for a short moment. The superfood trend also inspired us for this SUPER GOOD spice variant – but then we focussed on the classics from home instead of „from the other side of the world“. On board, for example, is beetroot; a real power turnip whose positive qualities were already known to the ancient Romans and Germanic peoples. Blueberries also found their way into our purple-red spice miracle: The little vitamin bombs have an antioxidant effect and act like a rocketing boost for the immune system. Rose hips also supply vitamin C in an extremely healthy and tasty way. Together, the red-blue ingredients create a wonderfully exciting contrast to the classic spice aroma. It tastes like purple. It tastes like home. This tastes SUPER GOOD!





HAUSSPECK „SUFO“

You can catch mice with bacon? But this only works if there is some bacon left over. Our prognosis for these two premium pieces of meat: Whether yellow or purple – they are so tasty that they will be completely gone within seconds!



VESPERWÜRSTCHEN „SUFO“

In addition to the finest minced beef, a pinch of sunshine or a hint of sunset – depending on the variant – finds its way into these snack sausages. Just right for a powerful start and for a successful end of the day or for the time in between!



FRISCHE GROBE BRATWURST „SUFO“

Coarse or fine? Large or small? With the bratwurst this decision is more difficult than with any other sausage: In order not to complicate things further with „yellow or red“, we simply recommend: both!

PFEFFERLE „SUFO“

The fire in the Pfefferle makes an exciting counterpart to the balanced SUPER GOOD spice blends.





THE PLAYMAKER

Manfred Beck is a walking sport analogy: Everything he does, he does with sportsmanship and passion. He always puts his heart and soul into everything so that his team can shine and be successful. But the visionary does not care about winning but strives for the satisfaction of everyone involved. Airs and graces? None.

THE CREATIVE

From her childhood on, **Meike Beck** was deeply integrated into her parents' company – and despite the fact that she had been absent for some time during her apprenticeship, it was always clear to her that her professional future would lie in the family business. With her courage and nerves of steel she is a driving force behind the team spirit in all departments. Passion: creative organisation!





THE BALANCED

Almost every family business has a good soul – at Beck it is the managing director **Manuela Beck**. She is a player, leader and problem solver, who makes individual solutions look easy, even when faced with time pressure. Favourite occupation: Treating customers like kings.

THE CUSTOMER WHISPERER

If **Maximilian Beck** sees a business opportunity, he gets his teeth into it and takes his chance – this simply seems to run in the family. It goes without saying that he never loses sight of the customer's wishes. His master plan: Beck spices on a world tour!



TEL: +49 (0) 9153 - 92 29-0

LET'S STAY FRIENDS!

The SÜFFA trade fair has been cancelled – and we probably miss it just as much as you. Let us try this: Here are some of the people you would certainly have talked to at our stand. Just pick out one or the other, simply contact us without obligation and we will at least make good for meeting you at the trade fair. Deal?

WWW.BECK-GEWUERZE.DE



THE ROUTINIER

Rolf Sommer has been at home in the world of spices for more than 27 years – and has seen things come and go. What remains are not the products, but the relationships with customers and colleagues. He meets the diverse challenges of his job with routine and inventiveness.

THE ECOLOGICALLY AWARE

To „hide" inferior ingredients in a mixture of spices would be easy. But not with Beck and not with **Timo Franz**! He tinkers and refines, he mixes and experiments, he questions and improves – always with an ear to the customer and an eye on nature. Favourite task: regional individual solutions.





THE DEDICATED

Mark Miltitzer is an ardent all-rounder with heart and soul, often helping customers at 3 a.m. in the morning if necessary! Whether medium-sized businesses, trade or industry: This man says what he thinks, meets everyone at eye level and always remains authentic. Specialities: raw sausage, boiled sausages and cooked cured products.

THE MULTI-TALENTED

Whether in South Tyrol, Jamaica and Africa or in Schnaittach and by telephone – in order to be as close as possible to his customers, **Ralph Bauer** gladly makes almost any effort. He loves a challenge, variety and the Beck working atmosphere. His hobbyhorse: raw ham.





THE COSMOPOLITAN

Stephan Füller is at home all over the world – at least when it comes to his customer base and his favourite sausages. He likes to bring the impressions from his travels back home and use them in product development. Secret weapon: Smile!

THE PERSISTENT

When **Ottmar Dorsch** encounters a problem, he does not rest until he succeeds in solving it to the satisfaction of his business partners and customers. The best way to do this is with focus, honesty and a feel for nuances. Superpowers: Loyalty and faithfulness!





THE EXPERIENCED

Hermann Haider may be a newcomer to Beck, but after almost 30 years in the meat processing and spice industry he always knows how things work best. He enjoys the relaxed family atmosphere at Beck and is happy to take it along to his mostly Bavarian customers when talking about cooked ham and cooked sausages.

THE ENTERTAINING

Lukas Kollender Lukas Kollender approaches each customer individually – but always with a great deal of understanding, disarming openness and a good dose of humour. Mainly focussing on Eastern Germany, he particularly loves to support expanding companies with innovative ideas. What he can do better than others: look at the bright side of life.





THE ALL-ROUNDER

Georg Strobl Georg Strobl takes on a challenge and then puts all his many skills to work to solve it. He is not interested in quick sales and achieving a maximum turnover – sustainable partnerships and the radiance in the eyes of his customers are much more important to him. Target area: the south.

THE FLEXIBLE

When it comes to meat, sausages and spices, there is hardly anything that **Thomas Winter** cannot do: From raw ham to boiled sausage, he supports his customers at home and abroad in all questions and challenges – and quite frequently real friendships develop from this. What he likes best: everything!



YOUR FAVOURITE SUBJECT? YES, FROM BECK!

ONLY AT SCHOOL LARDING IS NOT ACCEPTED – IN MEAT PROCESSING IT'S DIFFERENT: WITH BECK'S NEW SPICE FAN YOU HAVE ALL OUR RECIPES READY AT HAND JUST LIKE A CHEAT SHEET.

No doubt: The secret of our success is flavour. Our seasoning mixtures enable our customers to manufacture sausages and meat products that are so varied, nuanced and balanced in their taste, that consumers simply love them. Because our range of flavours now includes more than 1,000 seasoning mixtures and the variety of recipes is so immense that we have designed a tool for your sausage production. This should definitely simplify seasoning with Beck in the future: Our taste fan is your cheat sheet for sausage production, a manufacturing guide to excellent taste and consistently successful results!

How does this work? It's very simple: The handy guide can be conveniently hung up on the ring for reference during sausage production. However, please note: The robust surface of the fan can be wiped off, but it is not waterproof or suitable for food. On the cover of each sheet you will find the name and the article number of the respective spice mix as well as a short summary and information on the most important recipes. On the back we present the final products as well as the required Beck additives and provide you with some space for your personal notes.

For a start there are seven categories: Cooked and raw ham, salami, cooked sausages, cold cuts, convenience and seasonal products according to the motto „winter is coming". We are going to gradually expand the contents of the fan – for example with add-ins delivered with future Meats'n'Spices magazines. There will be seasonal spice mixtures for BBQ and marinades, new products as well as small and not so small surprises. The fan ring makes it easy to quickly add the new categories – or to remove mixtures you don't need. So in the end you have just the fan you can best work with. Have fun with it!



*Product similar to illustration

Please note:
The Beck Spice Fan is currently only available in German!
However, we also provide all our recipes, consulting, and services in English. Do not hesitate to contact us if you'd be interested in an English version of the Spice Fan!





YOUR NEW FAVOURITE FAN?

The fan is a present … just now:
So it'd be better to quickly contact us to get your free copy! Do you have special ideas for your perfect fan? Please let us know!

ABSOLUTELY FUTURE-PROOF

Our seasoning cheat sheet will hopefully not be disposed of after use, because we are planning regular add-ins with new seasoning mixtures and recipes (and some additional space for your notes)!

ALWAYS AT HAND

With our fan you have the perfect cheat sheet for every task: Just hang it up well visibly at your workplace and pay attention that it does not get in contact with food.

ALWAYS WELL INFORMED

How much seasoning has to be added to the sausage meat? What does it consist of? If there's nobody near you to answer these questions, just have a flick through the pages of your fan – without any fear of being told off!



BECK BIO
PURE NATURE, BRILLIANT TASTE!

CONSCIOUS AND HEALTHY NUTRITION IS MORE THAN A SHORT-LIVED TREND. FOR A LONG TIME NOW, THE DEMAND FOR FOOD FROM ORGANIC PRODUCTION HAS BEEN INCREASING CONTINUOUSLY. ESPECIALLY IN THE LAST TWO YEARS, THE ORGANIC PRODUCTS FROM BECK GEWÜRZE UND ADDITIVE HAVE BECOME EXTREMELY POPULAR. **WE ASKED ROLF SOMMER, HEAD OF PRODUCT DEVELOPMENT, AND MEIKE BECK, ASSISTANT TO THE MANAGEMENT, WHAT „ORGANIC“ MEANS TO BECK.**

You can feel that Meike Beck is very dedicated to the organic topic: „On the market, Beck Gewürze und Additive is still perceived primarily as a manufacturer of quality products for conventional meat processing. So far, we have been rather quiet about the fact that we also have a great deal of know-how in the area of certified organic products. And I would like to change that.“ Because Beck Gewürze und Additive has always been a modern company from the very beginning – sometimes even a little ahead of its time. „Today everybody talks about sustainability. Hardly any company can afford to brush this topic aside anymore“, says Meike Beck. „Sustainability has determined our actions since Beck spices and additives have been around – this begins with the fact that we have consciously adhered to the structure of a medium-sized family business to this day. We are also keen to act ‚sustainably‘ with our employees. We achieve this by remaining authentic, fair, and empathetic and by maintaining a sensitivity for new developments. So it was only a logical step to also establish a Beck BIO product range“. Rolf Sommer adds: „Customers increasingly demand pure products that contain no additives and meet the highest organic quality standards. It should also be possible to trace the origin transparently“.

Start with the basics: raw spices and herbs

Beck Gewürze und Additive started in 2010 with the development of its own BIO product range. The range is constantly being expanded and adapted to customer demands. „We started off with raw spices and herbs from controlled organic cultivation – from ginger, allspice and paprika to pepper and marjoram, customers were soon able to order the most common ingredients from us also in organic quality,“ explains Meike Beck.
„Our first steps with organic products were initially characterised by a long phase of experimentation,“ Meike Beck remembers. „We had to test new techniques and adapt the recipes to the characteristics of the new organic raw materials“. Rolf Sommer laughs: „Yes, and it also took a while before some customers really got to grips with the organic trend – after all, organic sausage and ham production does not only require the use of spices and additives from organic farming. Organic meat must also be processed separately from conventional goods – always in compliance with the applicable organic guidelines.

„Sustainability has determined our actions since Beck spices and additives have been around“.

BECK BIO: WE WRITE PLEASURE (ALMOST) WITHOUT AN „E“

What counts in Beck BIO products is the authentic, fine taste of the organically grown product. We only use necessary, certified organic additives in the production process.



BIO - WIENER & FRANKFURTER WÜRSTCHEN

Art. no. 63.5100100
A finely balanced mixture of spices from controlled organic cultivation, which gives many types of cooked sausage their very special taste.

BIO – BRATWURST FF

Art. no. 63.5000000
An exclusive, versatile mixture of spices that refines many bratwurst and boiled sausage specialities made with cooking salt - from fresh and boiled coarse and fine bratwurst to swollen or yellow sausage.

BIO – ROSTBRATWURST, NÜRNBERGER ART

Art. no. 63.5001000
Authentic and unadulterated: Nürnberger Rostbratwürste as they used to be, with the typical marjoram flavour. This traditional spice mixture is suitable for many cooked sausages and grilled specialities.

BIO – KALBSLEBERWURST/ FEINE LEBERWURST

Art. no. 63.5004000
Powdery spice mix that gives sausage and meat products alike an enticing, delicate aroma.

BIO – BACKLEBERKÄSE

Art. no. 63.5103000
Makes the Backleberkäse and many other meat products a delightful highlight for your customers.

BIO – AUFSCHNITT FEIN

Art. no. 63.5100000
Ideal spice mixture for many types of boiled sausage and cold cuts produced according to organic principles.

BIO – ROHPOLNISCHE

Art. no. 63.1241600
With this spice and ripening preparation with ingredients from controlled organic farming, tasty raw sausages such as Pfefferle or Mettenden always succeed perfectly.

BIO – GELBWURST

Art. no. 63.2955000
Spice mix for the production of tasty cooked sausage specialities.

BIO – EDELSALAMI-WÜRZUNG

Art. no. 63.3800000
Balanced mixture of pepper, ginger, paprika and garlic for many cut-resistant, naturally matured salami variants and raw sausages.





Mission „Bio“: Exploring new taste dimensions

„Little by little, we developed more and more organic products for the production of the most popular sausage and ham varieties and brought them to market maturity,“ says Meike Beck. „We started with the raw sausage classics, Debreziner, cooked ham and the typical cold cuts. One of our first real sales hits were the organic Wiener“. Rolf Sommer adds: „Our organic range expanded almost automatically. Because with every new product group we added, we also had to consider new raw materials. Today, with Beck BIO we cover all sectors in which we also offer conventional products – just not in the same diversity.“

„Many of our products are also created at Beck BIO individually according to customer requirements“.

At Beck BIO everything is always in motion

„In the meantime, many of our customers have become real fans of Beck BIO“, says Meike Beck proudly. „Among them are many small businesses that place value on genuine craftsmanship, but also large industrial meat-processing companies.“ As with conventional products, Beck's philosophy in the organic sector is to offer each customer tailor-made solutions. „It is one of our unique selling points that we serve every craftsman individually according to his needs. But we also profit from this ourselves. After all, close cooperation with our customers often inspires us to develop products which then make a big impact on the market. It is a real pleasure to see what great ideas our sales staff often bring home from their visits to customers all over the world.

„Yes, it is often an advantage to be an agile family business“, laughs Rolf Sommer. „Nobody can keep up with our flexibility, and our customers appreciate that. At Beck BIO, many products are created individually according to customer requirements“.

Meike Beck: „It helps a lot to have a feeling for what the market currently needs. It has proven to be a good strategy to pick up trends and make something special out of them. We are experiencing this very clearly with our organic barbecue spices, steak seasonings and marinades. We picked up on the current trend towards fruity and fiery-sweet flavours, and this was very well received by customers“.

Beck BIO is fun – and remains a challenge

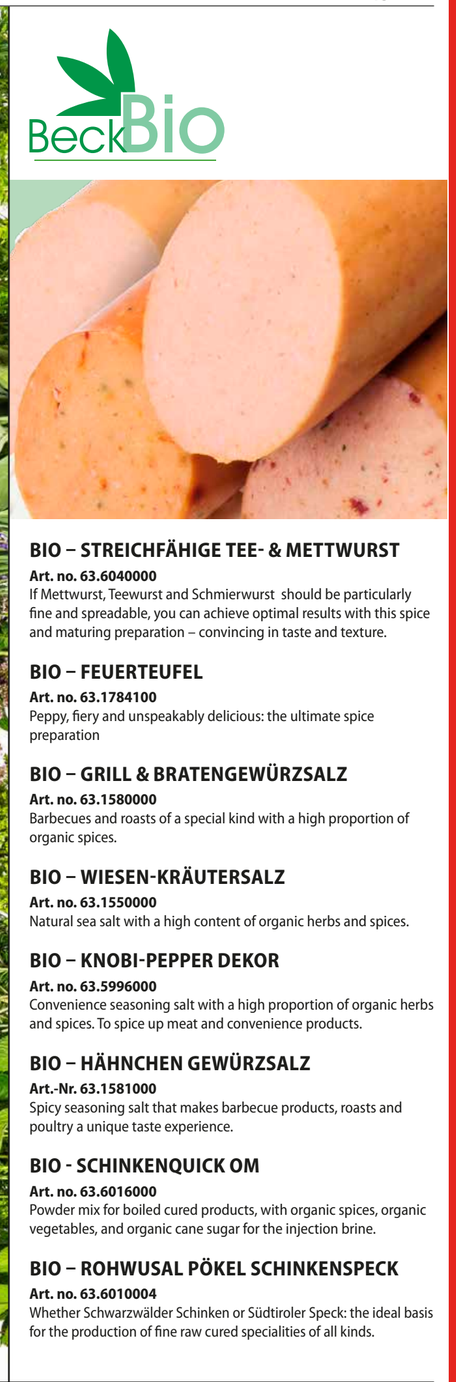
Rolf Sommer once again points out the special requirements for organic products: „Beck BIO challenges our creativity because organic regulations and organic associations such as Demeter or Bioland require a completely different approach to ham and sausage production: The use of nitrite curing salt, for example, is permitted under the EU Organic Regulation but not accepted by the associations. The Organic Regulation also clearly limits the use of additives. One must also do without the fast GDL maturing process in the organic sector“.

What is the next step with Beck BIO?

Meike Beck: „In future, we want to test even more organic raw materials, spice mixtures and techniques in order to be able to pick up taste trends even more precisely“.

CERTIFIED ORGANIC QUALITY

- Customers benefit from Beck BIO products of the highest, certified quality and absolute transparency. We only process organic goods that are already certified by the supplier.
- Our organic raw materials and products are regularly randomly checked by the responsible authorities.
- We have our processes as a manufacturer of organic products checked annually in audits by independent certification institutes such as TÜV Süd.
- Furthermore, all operational processes are continuously accompanied and monitored by our quality management and quality assurance experts.



BIO – STREICHFÄHIGE TEE- & METTWURST

Art. no. 63.6040000
If Mettwurst, Teewurst and Schmierwurst should be particularly fine and spreadable, you can achieve optimal results with this spice and maturing preparation – convincing in taste and texture.

BIO – FEUERTEUFEL

Art. no. 63.1784100
Peppy, fiery and unspeakably delicious: the ultimate spice preparation

BIO – GRILL & BRATENGEWÜRZSALZ

Art. no. 63.1580000
Barbecues and roasts of a special kind with a high proportion of organic spices.

BIO – WIESEN-KRÄUTERSALZ

Art. no. 63.1550000
Natural sea salt with a high content of organic herbs and spices.

BIO – KNOBI-PEPPER DEKOR

Art. no. 63.5996000
Convenience seasoning salt with a high proportion of organic herbs and spices. To spice up meat and convenience products.

BIO – HÄHNCHEN GEWÜRZSALZ

Art.-Nr. 63.1581000
Spicy seasoning salt that makes barbecue products, roasts and poultry a unique taste experience.

BIO - SCHINKENQUICK OM

Art. no. 63.6016000
Powder mix for boiled cured products, with organic spices, organic vegetables, and organic cane sugar for the injection brine.

BIO – ROHWUSAL PÖKEL SCHINKENSPECK

Art. no. 63.6010004
Whether Schwarzwälder Schinken or Südtiroler Speck: the ideal basis for the production of fine raw cured specialities of all kinds.

THE WHOLE PACKAGE NEEDS TO BE RIGHT

BECK SERVICE PROMISES



CUSTOMISED PACKAGING AND LABELLING

AROMA PROTECTIVE PACKAGING ACCORDING TO BATCH

FREE SHIPPING

DELIVERY WITHIN 48 HOURS



EVERY RAW SAUSAGE IS THE RESULT OF DEDICATED WORK, EXPERTISE AND A LOT OF EXPERIENCE. WE TELL YOU WHAT MAKES AN EXCELLENT RAW SAUSAGE.

CONSTRUCTION WORK FOR DELICACIES

EVERYTHING YOU NEED TO KNOW ABOUT RAW SAUSAGE MANUFACTURING ON 14 PAGES

PAGE 18
Raw sausage – unique variety of taste with a long tradition
From cut-resistant to spreadable: the most important raw sausage varieties.

PAGE 20
What makes a good raw sausage?
How to make raw sausages always a success: Selection of meat, additives, and sausage casings.

PAGE 22
Let's have a good start!
Starter cultures: the „workers" in raw sausage production.

PAGE 24
Achieving the ultimate taste
Many factors play together in the maturing process of the raw sausage.

PAGE 26
The spread and bite feast
How to create raw sausage hits for your counter: seasonings and additives from Beck Gewürze und Additive.

BECK SERVICE PROMISE

RECIPE SERVICE

EXPERT ADVICE

ON-SITE SERVICE AND TECHNOLOGY CONSULTING

WORKSHOPS, SEMINARS

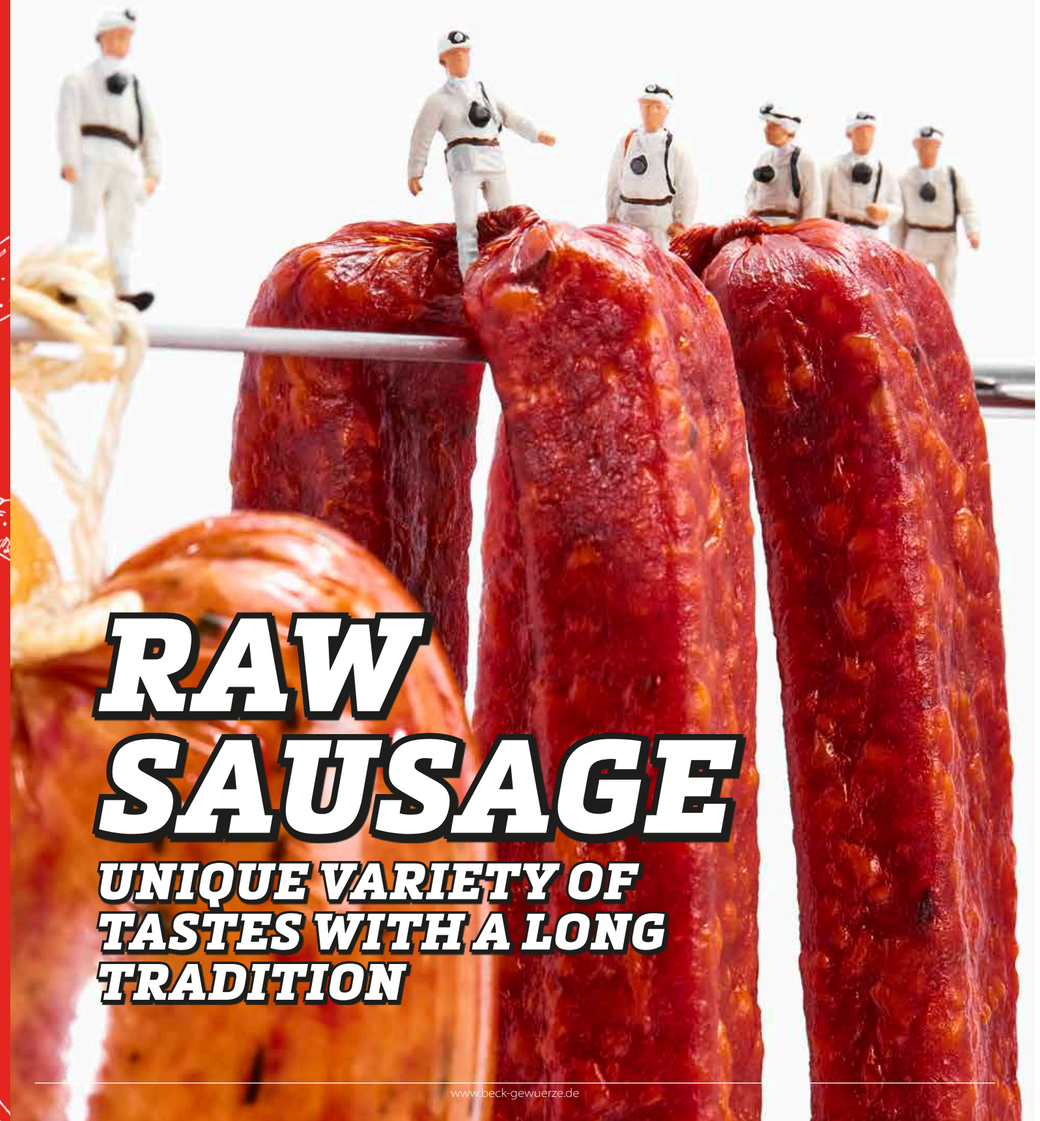
LABORATORY CONTROL OF PRODUCTS

APPLICATION TECHNOLOGY CENTRE WITH MOST MODERN MACHINERY

RAW SAUSAGE

UNIQUE VARIETY OF TASTES WITH A LONG TRADITION

Raw sausages have probably been around almost as long as mankind. In earlier times, the hearty delicacies were simply left dangling from the ceiling in a cool room at the farm to mature. Today, we know more about how to transform the various reddish delicacies into ultimate treats. From rustic and traditional to modern and hip, from cut-resistant to spreadable – Rolf Sommer, head of product development at Beck Gewürze und Additive, shows us what is really important in raw sausage production.



In the past, you simply hung up the sausages and left them to themselves," says Rolf Sommer, „and that led to results of varying quality. Today, the maturing process has been much better researched and we can always produce the same quality for each sausage variety under optimal conditions".

Nevertheless, not all raw sausages are the same, of course. The product range extends from cut-resistant classics such as Salami to thin-calibre snacks like Pfefferle and spreadable varieties like tea sausage spread. In all three categories, there are hundreds of variations, which often differ from region to region. Just think of the many different varieties of Salami that can be enjoyed in Italy, France and Spain: Sometimes coarser, sometimes finer in particle size, sometimes with a larger or smaller amount of bacon, a delicate touch of fennel or rather with a strong paprika note. Even within Germany there are regional differences in the seasonings: „While pepper is dosed fairly similarly throughout Germany, the use of garlic is much more common in the south," Rolf Sommer knows from experience. „With products such as the Zwiebelmettwurst, however, the intensity of the onion flavour varies from producer to producer. The same applies to the tea sausage spread, which can sometimes be more flesh-coloured or have a stronger red colour due to the addition of paprika. In addition to the various seasoning options, additives such as nitrite curing salt or potassium nitrate (saltpetre) are used to preserve and evenly redden the raw sausages. Our "MicroStart" starter cultures also significantly contribute to optimum, safe maturing and the development of the flavour.

The edge comes with maturity

The sliceable raw sausage varieties are also known as dry or cut-resistant sausages – the longer they are left to mature, the more intense their aroma becomes. The word „Salami" (from „salare" - to salt) tells us even more about the production process: Pork, beef, lamb, game or poultry meat is minced coarsely or finely, salted for preservation and refined with other ingredients such as pepper, herbs or spices. The longer the subsequent drying and maturing process takes, the firmer the sausages turn out. Air-dried and cold-smoked varieties of firm sausages are equally popular.

Hearty pleasure for in between

Thin-calibre products such as Mettenden or Rohpolnische, which tend to develop their special flavour best with a soft texture, are therefore only left to ripen for a few days, while firmer varieties such as Landjäger or Südtiroler Kaminwurzen are left to dry for longer until they reach their typical consistency.

Spreads for every taste

Spreadable tea sausages as well as fine and coarse Mettwurst are among the most popular products in every butcher's counter. And that's why it's particularly important to choose the right seasonings and maturing additives. By the way, tea sausage spread is produced exclusively in Germany and usually gets its fine aroma from a balanced mixture of pepper, paprika, mace and rum. Other ingredients can be ginger, honey, allspice, or cardamom. After a short maturing period of 24 to 48 hours, the sausage is also cold smoked.

The „packaging" also plays a role

In addition to meat quality, particle size, seasoning and the maturing process, the sausage casing also has a decisive influence on the taste experience. The sausage casing must be permeable to air to allow unimpeded maturing and cold smoking. While spreadable sausages and Salami are mainly offered in artificial casings, thin-calibre raw sausages such as Landjäger or Pfefferle, for example, have pork casings or sheep's gut for a crunchy bite.

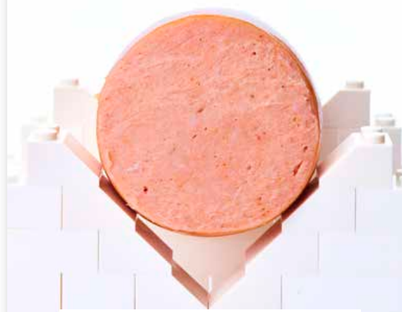
RAW SAUSAGE VARIETIES AT A GLANCE



CUT-RESISTANT SAUSAGES
Coarse/fine salami, Raw Krakauer, Katenrauchwurst, Cervelat sausage



THIN-CALIBRE SAUSAGES
Pfefferle, Weinstängel, Kolbasz, Landjäger



SPREADABLE SAUSAGES
Tea sausage spread, Rügenwalder, Coarse/fine Mettwurst, Zwiebelmettwurst



WHAT MAKES A GOOD RAW SAUSAGE?

It is not without reason that the production of raw sausage is considered to be one of the supreme disciplines of the butcher's trade. Many factors play together to achieve the best possible taste experience. The selection of high-quality ingredients is of great importance ...

Actually, it is a truism, but it must be emphasised again and again: The quality of the meat is decisive for the successful manufacturing of a good raw sausage," says Rolf Sommer. „It already starts with breeding, optimal feeding and keeping conditions. Careful handling of the animals and safe, species-appropriate transport have a positive effect on the quality of the meat – and of course this also affects the taste and texture of the final product".

„The pH value of the sausage meat should ideally be slightly below 5.9. Then the optimal maturation of the raw sausage can be achieved with consistent quality, an appetizing colour and the best possible taste", explains Rolf Sommer. „However, if the pH value is not in the optimal range, the starter cultures cannot work effectively." In general, the meat of older animals should be preferred for raw sausage. However, it must be fresh and hygienically perfect. Otherwise the starter cultures have a much harder time with the maturing process because they are occupied with fighting unwanted bacterial strains.

Skilled craftsmanship influences quality

„Even in raw sausage production, the human factor is still important," says Rolf Sommer. „Because when, after mincing, the additives have to be worked into the sausage meat as evenly as possible, experience and manual skill are required.

IMPORTANT AIDS IN THE PRODUCTION OF RAW SAUSAGE

Salt or nitrite curing salt
influences taste, binding, colour and shelf life.

Alternative: saltpetre
Saltpetre + table/sea salt as an alternative to nitrite curing salt with a longer maturing process.

Beck "MicroStart" starter cultures
Cell cultures that promote the maturing process of the raw sausage.

Sugar
Simple or multiple sugars as „food" for the starter cultures.

Ascorbic acid/ascorbate
promotes the decomposition of nitrite and thus causes an even reddening.

Seasoning mixtures
for the individual taste experience.

Sausage casings
Air-permeable natural casings or synthetic fibre casings influence the maturing process, the drying behaviour, the shelf life and sometimes also the taste experience.

This process demands special care, especially when working with coarse meat particles – on the one hand, to achieve the best possible binding and avoid air inclusions and, on the other hand, to optimally distribute salt, starter cultures and seasonings in the sausage meat. This is the only way to achieve high-quality results during the maturing process. „But that is of course by no means everything", Sommer laughs. „Once the sausage meat is mixed with the additives at the right temperature and filled into the sausage casings, the maturing process is the next big challenge: This involves lowering the pH value in a targeted manner to increase the sausage's shelf life and achieve the desired flavour. For this we need the ideal climatic conditions". And once again Sommer points out how strongly good meat quality influences the quality of the final product. A constant pH value is decisive for a consistently good maturing process.

Seasoning makes the difference

Raw sausages are popular with customers at the butcher's counter, not least because of their richness of variety and taste. The many ways in which these particularly long-life, firm raw sausages can be enjoyed are also fascinating – as a rustic delicacy on the lunch plate, as cold cuts with different tasty varieties, diced in pan dishes or as a topping for pizza. Whether firm, thin-calibre or spreadable: finely balanced spice mixtures always provide a decisive kick for the palate.

„With our raw sausage spices, we not only cover all traditional flavours, but also continuously develop individual mixtures at the request of our customers, with which they can surprise consumers again and again," explains Rolf Sommer proudly. „In the course of the current trend towards conscious and sustainable nutrition, we also offer spices in certified organic quality for raw sausages, which are becoming more and more popular.

„If you want to produce first-class raw sausage, you should ensure that the animals are exposed to as little stress as possible".







LET'S HAVE A GOOD START!

In earlier times, when farmers and butchers simply hung the raw sausages to dry and „left them to themselves", they had no proper control over the growth of micro-organisms during the maturing process. However, microbial stability is one of the key factors in the manufacturing of raw sausages.

Today, so-called starter cultures are used to better control the maturing process. These are cell cultures that are used in pure or mixed varieties. Each starter culture has a different composition and very specific attributes that are adapted to the maturing process and the desired stability of the respective product. Raw sausage production without starter cultures is possible, but not recommended if you want to achieve a consistently high quality of the end products and avoid health hazards.

Starter cultures are cleaners, ...

During the maturing process, the micro-organisms in the starter cultures tackle several tasks at once: On the one hand, they ensure a stable number of the desired germs in the sausage meat and at the same time take up the fight against harmful putrefactive bacteria. They effectively inhibit the formation of listeria, which can be harmful to the health of elderly people, pregnant women, babies, and infants as well as people with weakened immune systems.



COMMON MICRO-ORGANISMS IN STARTER CULTURES

Lactic acid bacteria
- Lactobacillus curvatus
- Lactobacillus plantarum
- Lactobacillus sake
- Pedioccoccus acidilactici
- Pedioccoccus pentosaceus

Micrococci and apathogenic staphylococci
- Micrococcus varians
- Staphylococcus carnosus
- Staphylococcus xylosus

Mould fungi
- Penicillium chrysogenum
- Penicillium nalgiovensis

Yeasts
- Debaryomyces hansenii

... ensure better durability

The starter cultures fulfil their most important mission with the gentle, controlled lowering of the pH value. For this purpose, lactobacilli and pediococci convert the sugar substances in the sausage meat into lactic acid. The controlled lowering of the pH value supports the drying of the sausage and thus the process of preservation. Depending on the type of raw sausage, total drying ratios of between 20 and 35 percent are generally necessary if the final product is to be storable without cooling.

... and a more intensive taste

If saltpetre is used for curing instead of nitrite curing salt, the staphylococcus and micrococcus strains, which are harmless to health, are particularly useful: they break down nitrate into nitrite and thus support the curing process and the development of an intense aroma.

Edible mould as a protective shield

With air-dried raw sausages, moulds often support the work of the starter cultures: For this purpose, the fungal spores are applied to the sausage casings after the sausage has been filled. The edible mould inhibits the formation of undesired mould and contributes to the aroma during maturing. Important: Raw sausages with a fine mould coating must not be smoked because the fungal cultures would die during the smoking process.



ASSERTIVE HELPERS

Starter cultures ...
... guarantee a safe and consistent maturing process
... enable the controlled lowering of the pH value
... fight harmful bacteria
... inhibit the formation of listeria
... cleave fats and proteins
... round off the taste of the raw sausage
... enhance the appetising appearance of the final product
... support the reddening process

TIP: Starter cultures with carefully adapted micro-organism mixtures for a wide variety of raw sausage products are available freeze-dried. In frozen or very cold condition they remain inactive and only start to work under the right temperature conditions during the maturing process. Nevertheless, you should use starter cultures within their minimum shelf life, as over time cells die and the effectiveness in lowering the pH value and combating undesirable germs diminishes.

WHY IS THE PH VALUE SO IMPORTANT?

Ideally, the pH value of the meat to be processed should be between 5.4 and 5.8 for raw sausages. If the pH value is higher, the producer should correct this with the ingredients of the raw sausage meat.

Lowering the pH value is important for the successful manufacturing of the raw sausage because the product only becomes cut-resistant when the pH value is below 5.3. A pH value between 5.2 and 5.6 is required for reddening.



ACHIEVING THE ULTIMATE TASTE

Most things that are supposed to become really good take time. This also applies to raw sausages. „The ripening process for raw sausage products is particularly complex because several processes have to interact perfectly - from reddening and acidification to gel and aroma formation to the optimum conditions for drying," explains Rolf Sommer.

Once the sausage meat, mixed with starter cultures, spices and nitrite curing salt, is filled into casings, the actual maturing process begins. This is necessary because the additives need time to penetrate the sausage meat evenly. Gradually, the salt dissolves protein from the lean meat. Biochemical and microbiological processes initiate the lowering of the pH value and cause the particles to stick together more firmly (gel formation), which ultimately leads to the firm texture of the raw sausage. Depending on the product, this process can take several days or even weeks.

THE AIMS ARE:

- **consistent and appetizing REDDENING**
- **the development of a tasty AROMA**
- **the desired degree of CUT RESISTANCE**
- **the required SHELF LIFE without cooling**

pH and aw value – finding the right balance

For controlled maturing, the sausages need a draught-free, precisely temperature-controlled environment, which can now be achieved quite easily in maturing chambers. Those who do not have a maturing chamber at their disposal use traditional methods: In earlier times, the colder seasons from autumn to winter were mainly used for raw sausage production. Maturing took place in cool, brick-built rooms, as well protected as possible from draughts. Ripening defects were not uncommon. For this reason, even today, one should confine oneself to the production of thin-calibre products under these maturing conditions.

During the maturing process, the starter cultures „work" with the contained sugar substances. The lactic acid produced in this process not only has an antibacterial effect, but - depending on the ambient temperature - leads to the desired lowering of the pH value.

It is equally important to keep an eye on the aw value, which indicates the activity of the water. By lowering the pH value, the meat releases more water and thus promotes the drying process.

With sensitivity: controlling the ambient temperature and humidity

The maturing temperature for raw sausages can be around 23 - 26 °C at the beginning of the maturing process to favour the work of the starter cultures. In the further course of the ripening process, it is then gradually reduced to about 18 °C. The relative humidity of the environment is based on the aw value in the sausage. It is ideally 91 - 93 percent at the beginning and is lowered to about 85 percent by the end of the maturing process.

After the maturing process, the raw sausages should be stored at a room temperature of 12 - 14 °C and a humidity of 75 - 78 percent. Draughts should also be avoided here.



„Starter cultures are extremely important to ensure a safe maturity process"

THE MATURING PROCESS: THE SUM OF MANY INDIVIDUAL FACTORS

Both the raw sausage recipe used and the environmental variables influence the maturing process:

RECIPE:

- **Salt content:** important for reducing water activity and the development of the desired taste
- **Type and concentration of the curing aid:** nitrite, saltpetre
- **Type and concentration of sugars:** „food" for the micro-organisms; breaks down into lactic acid and causes a reduction of the pH value
- **Type of starter cultures:** start the maturing process
- **Reddening aids:** Ascorbic acid/sodium ascorbate
- **Coarsely or finely minced meat**
- **Fat content**
- **Type and calibre of the sausage casing**
- **If necessary, edible mould:** as surface coating for taste and appearance of special raw sausage varieties

AMBIENT CONDITIONS:

- **Course of the ambient temperature** (influences the „work" of the micro-organisms and the drying process)
- **Relative humidity** (influences water activity)
- **Air circulation speed** (depending on water activity and the relative humidity of the ambient air)
- **Cold smoking if necessary** (for the special taste and to increase the shelf life)

MATURING PROCESS

NATURAL MATURATION

Starter cultures in combination with sugars and the optimal environmental conditions.

Maturing time for cut-resistant raw sausage: 10 days - approx. 8 weeks, for spreadable sausage approx. 24 hours.

GDL MATURATION

Fast maturation with gluco-no-delta-lactone. Particularly suitable for butchers who do not have a maturing chamber available. In the GDL process, acidification is not so dependent on parameters such as sugars and temperature. Stabilizes the colour by a late lowering of the pH value, prevents the growth of undesirable bacteria, promotes gel formation and drying.

Maturation time for cut-resistant raw sausage (depending on calibre): approx. 5 - 8 days, for spreadable sausage approx. 24 hours.

THE RAW SAUSAGE FEAST

Pure enjoyment from tender and soft to hearty and snappy – with the right recipes, starter cultures and spice mixtures, popular raw sausage classics are just as successful as innovative taste bangers for your butcher's counter!



METTWURST FINE, SPICY AND MEDITERRANEAN
Recipe: 12.176-6

A „fine" Mettwurst in the truest sense of the word: not only in terms of spreadability and texture, but also in the balanced taste experience. The latter surprises with its subtle rum aroma, while beetroot underlines the appetising tea sausage colour **(Rohwusal Teewurst Mettwurst Fein m. Rumaroma, Art. no. 54.3271000)**.

The spicy Mettwurst delights with its spicy flavour provided by **DekorWürz Jalapeno (Art. no. 52.5061000)**.

The tomato taste of the Mediterranean variant could be described as „typically Italian", rounded off by herbs such as basil, oregano and garlic **(DekorWürz Bruschetta, Art. no. 52.2661300; Aroma Mediterran, Art. no. 56.3323000)**.



LANDJÄGER WITH GDL
Recipe no. 12.164-2

Rustic pleasure with a bite: Landjäger **(Landjäger Kombi with GDL, Art. no. 54.1187400)** are among the most popular snacks for in-between meals. This traditional speciality gets its typical spiciness from pepper, whole caraway and coriander. **Fermento FWR-H 215 (Art. no. 59.8126000)** rounds off the taste and provides a colour that makes your mouth water.

KAMINWURZEN
Recipe No. 12.187

A delicious bite: with the subtle aroma of ground juniper berries, white pepper, caraway, coriander and plenty of granulated garlic, the Kaminwurzen **(Rohwusal Kaminwurzen, Art. no. 54.1187140)** always brings back happy memories of your last snack in the Alps. And everyone who permanently climbs peaks in everyday life also deserves a hearty reward, don't you think?





ZWIEBELBEISSER
Recipe: 12.171-12

When you have an irrepressible desire for something hearty: The thin-calibre Mett variant with its powerful combination of onion, white pepper, lovage and a dash of garlic **(Frische Zwiebelmettwurst, Art. no. 53.1651000)** reliably provides tasty moments of happiness time and again.

BIERBEISSER (MEDITERRANEAN RAW SAUSAGE)
Recipe: 12.171-3

Spirited and casual at the same time: With **BeckWürz Mediterrane Art (Art. no. 54.0607100)** white pepper, garlic and mace conjure up beer garden flair on your plate. A subtle pinch of chilli provides the slightly peppery kick.





ROHPOLNISCHE
Recipe: 12.170-8

The soft raw sausage classic with the mixture **Rohwusal Rohpolnische (Art. no. 54.1243000)**, which tastes just as tempting cold as a snack as in a hot vegetable stew. Black and white pepper, coriander, paprika and chilli ensure hearty enjoyment, while **Mettsoft (Art. no. 15.2031000)** gives this delicacy an incomparable mouth feel.

BAUERNBRATWURST RUSTIC AND BLACKY
Recipe: 12.179-2

Tastes and smells like beer garden weather! So, let's go out into the country – at least with all your taste buds! Soft and traditionally seasoned with pepper and marjoram, the Bauernbratwurst **(Rohwusal Rohpolnische Bauernbratwurst, Art. no. 54.1190000)** perfectly goes with beer and strong brown bread.

An insider tip for all lovers of particularly spicy delights: the „Rustikal" variant with the aromas of paprika, coarse pepper, onion and mustard seed, combined in our mixture **DekorWürz Rustikal (Art. no. 52.5245000)**.

Just looking at „Blacky" whets your appetite: With its black colour **(Black Color SW, Art. no. 70.9870078)**, the bratwurst looks as if fresh from the farmer's chimney.

STARTER CULTURES

MICROSTART TL1
Art. no. 70.9877012
Maturation and protective culture of staphylococcus carnosus and pediococcus acidilactici for a mild acidification.
Result: Balanced taste profile, excellent colour formation and efficient reduction of listeria growth.
Application: Soft and spreadable raw sausage and raw cured products.

MICROSTART BE 25
Art. no. 70.9871179
Freeze-dried starter culture for the rapid fermentation of cut-resistant raw sausages.
Result: Balanced taste, very good colour formation and stabilization.
Application: Cut-resistant raw sausages.

MICROSTART TASTE
Art. no. 70.9870597
Starter culture based on staphylococcus carnosus with high salt tolerance.
Result: Perfect reddening and emphasis on the meat aroma.
Application: Spreadable and soft raw sausage and cut-resistant GDL raw sausage; raw and cooked cured products as well as boiled sausage.

MicroStart BE 25 Mild
Art. no. 70.9871185
Freeze-dried starter culture for the rapid fermentation of cut-resistant raw sausages. The culture contains a bacteriocin-forming bacterial strain to inhibit listeria.
Result: Balanced taste, very good colour formation and stabilization.
Application: Cut-resistant raw sausages.



PINKELWURST
Recipe: 12.172-5
Every North German loves the smoked, coarse-grained Grützwurst, which, with the spice and maturing preparation **Rohwusal Rohpolnische (Art. no. 54.1243000)**, gets its typical taste of pepper, ginger, garlic, paprika and mace. **MB Cutter WL (Art. no. 70.9870213)** ensures the optimal, soft consistency.



PFEFFERLE
Recipe: 12.171-7

PFEFFERLE ORANGE CHICKEN
Recipe: 12.171-11

PFEFFERLE WITH GIN AND JUNIPER (GINDERELLA)
Recipe: 12.172

Always a special tickle for the palate: when the skin of the Pfefferle **(Rowusal Salami Pfefferle, Art. no. 54.1124000)** cracks between the teeth and the soft sausage meat with its sweetish hot note of black and white pepper, coriander, garlic, chilli, ginger and nutmeg melts in your mouth!

The trendy Orange Chicken variant additionally delights with the fruity flavours of orange and mango **(Grillgewürzsalz Orange Chicken, Art. no. 52.3015100)**.

Ginderella, the princess in the Pfefferle family, enchants with a seductive hint of juniper, thyme, bay leaf, mace, cinnamon and clove **(Bavaricus Taste of GinDer, Art. no. 52.2661301)**.



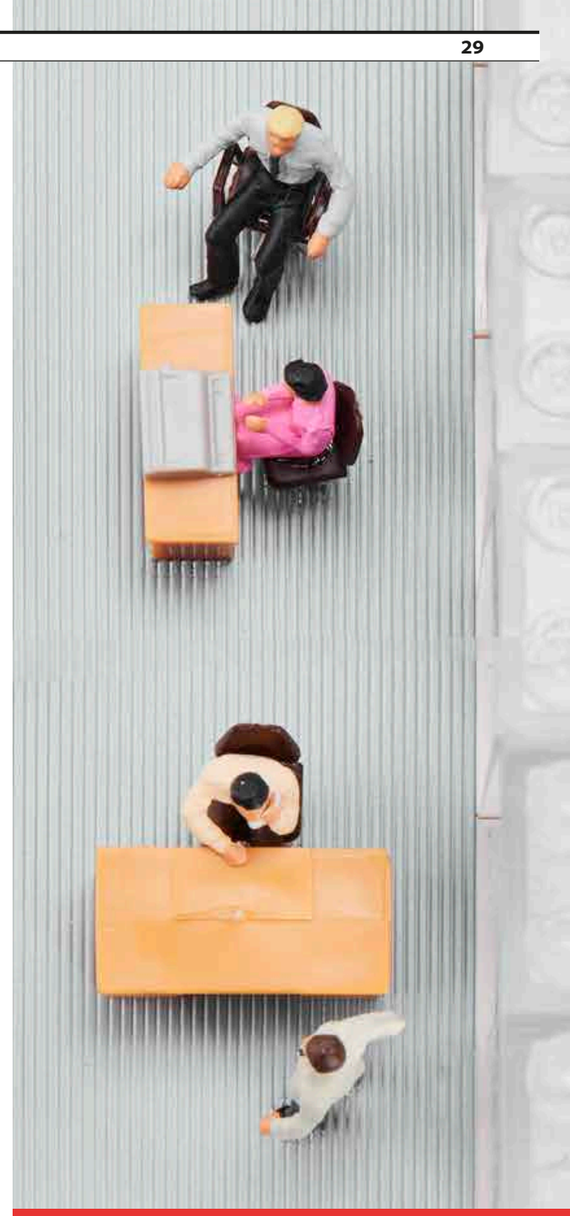
KRAKAUER RAW
Recipe: 12.810
Rock-solid: The Rohe Krakauer **(Rohwusal Rohpolnische, Art. no. 54.1243000)** has a minimum diameter of 45 mm. Cut-resistant, coarsely grained and with a good deal of pepper, it makes every snack platter a rustic feast for the palate.



METTWURST COARSE
Recipe: 12.176-2
A traditional delicacy, strongly seasoned with black and white pepper, ginger, garlic and coriander **(Braunschweig Mettwurst grob oG, Art. no. 54.6260000)**. Despite its coarse texture, this Mettwurst is so wonderfully spreadable **(Mettsoft, Art. no. 15.2031000)** that it always makes you want more.

METTWURST ONION STYLE
Recipe: 12.176-9
Spreadable raw sausage with a strong onion flavour, white pepper, lovage and a hint of garlic **(Frische Zwiebelmettwurst, Art. no. 53.1651000)** – wonderfully creamy and long-lasting thanks to **Mettzusatz MB12 - Liquid (Art. no. 58.8811013)**.





WHEN ARE YOU GOING TO START WITH THE PERFECT RAW SAUSAGE?

Contact our experts to get some first-hand advice or order your spices and additives! We also gladly develop individual recipes for you. Give us a call:

Tel.: +49 9153 – 9229 0

Or make an appointment with your personal consultant:

E-Mail: info@beck-gewuerze.de

Beck Gewürze und Additive

Beck Gewürze und Additive GmbH
Tel. +49 9153 9229-0
www.beck-gewuerze.de

MY BECK

BECK LIVES FROM TEAM SPIRIT!
WE CONGRATULATE LONG-TIME EMPLOYEES AND WELCOME NEW COLLEAGUES!

CONGRATULATIONS: 10 YEARS BECK



MOTHER JOYS

Kathrin Zinn applied to Beck Gewürze und Additive in 2010 in response to a job advertisement, after she had completed her training as an agricultural technical assistant specialising in meat processing in Kulmbach. „I immediately found the ideal job in product development and was allowed to participate in the creation of new recipes. What made me particularly proud was the range of products we can now offer our customers. „ In 2017, everything changed for Kathrin Zinn with her first pregnancy: „Parental leave was a wonderful experience and I couldn't have wished for a more understanding employer than Beck. Nevertheless, I am looking forward to getting back on track professionally in November 2020. Kathrin Zinn will return to her familiar workplace in product development, where she feels „completely at ease".

PROFILE
KATHRIN ZINN

- HIGH SCHOOL GRADUATION IN KRONACH
- TRAINING AS AN AGRICULTURAL TECHNICAL ASSISTANT SPECIALISING IN THE MEAT INDUSTRY IN KULMBACH
- SINCE 2010: PRODUCT DEVELOPMENT AT BECK GEWÜRZE UND ADDITIVE
- 2017 - 2020: PARENTAL LEAVE
- 2020: RE-ENTRY AT BECK

MASTERING CHALLENGES

Thomas Winter has experienced many exciting things in his ten years at Beck Gewürze und Additive. But he still found the last few months under the sign of the Corona pandemic a special challenge: „I travel abroad a lot – my customers have their businesses in the Balkans and in Russia. Travelling to these regions was often a shaky ride this year. And Corona tests again and again ..."
What Winter particularly appreciates about Beck is the family atmosphere. „The company is constantly growing and becoming more and more successful. Nevertheless, every time you come back after a trip, you have the feeling that you are coming home to Beck. Winter is pleased that the „young Becks", Meike and Maximilian, are so committed to the company. „This gives you confidence that Beck Gewürze und Additive will continue to be successful in the coming decades." And then Mr. Winter is already on his way again to the next Corona test.

PROFILE
THOMAS WINTER

- BUTCHER TRAINING, MASTER CRAFTSMAN'S DIPLOMA
- 5 YEARS PRODUCTION MANAGER IN MEAT PROCESSING COMPANY
- SINCE 2010 SALES, EXPORT AND CONSULTING AT BECK





DECISION-MAKER

Beck Gewürze und Additive is a family business in the best sense. Meike Beck, daughter of the managing directors Manuela and Manfred Beck, has been working in her parents' company for ten years now. After her training as a legal assistant, she studied food management in Weihenstephan-Triesdorf. This laid down the basic coordinates for her professional career at Beck Gewürze und Additive. Today, Meike Beck manages the activities of the field staff, looks after the trainees in the company and brings extra energy to marketing. In addition, she shares many tasks with her mother as assistant to the management. Each of her activities requires her utmost concentration, and you can feel how the entire company benefits from this. In a word: Meike Beck does not do things by halves. What she tackles simply makes sense. But one thing at a time, please! ;-)

PROFILE
MEIKE BECK

- TRAINING TO BECOME A LEGAL ASSISTANT
- STUDY OF FOOD MANAGEMENT IN WEIHENSTEPHAN-TRIESDORF
- SINCE 2010 ASSISTANT TO THE MANAGEMENT AT BECK

WELCOME TO BECK!

THE QUALITY ENTHUSIAST

Max Schreiner first got to know Beck Gewürze und Additive from the inside as an apprentice. After successfully completing his training as a food technology specialist in Kulmbach, he was immediately offered a permanent position at Beck in the quality assurance department. The field of activity is varied and includes, among other things, the checking of specifications and data. „My most important contact person during my training was Meike Beck. Now Hannes Damro is my direct supervisor". I feel very well looked after and get a good insight into how quality assurance works and what tasks are involved," says Schreiner. „It was particularly interesting for me to be able to attend a live audit for certification. This trains the eye for what certification experts are particularly interested in. Max Schreiner is pleased how warmly he has been accepted into the team: „The working atmosphere is just perfect."



PROFILE
MAX SCHREINER

- SINCE 2018 TRAINING AS FOOD TECHNOLOGY SPECIALIST IN KULMBACH
- SINCE 2020 TRAINEE AT BECK IN THE FIELD OF QUALITY ASSURANCE

THE LONG-TIME EXPERT

Hermann Haider had gained a lot of experience in 29 years of work in the meat processing industry before he made his first contacts with Beck. Since March 2020, Mr. Haider has been strengthening the sales team and is now responsible for the areas of Upper Bavaria, Lower Bavaria and the Upper Palatinate. It is easy for him to recognise the wishes of customers in personal conversations and to offer appropriate solutions. „I love to provide advise to customers how they can further optimise their production, give seminars and support them in presenting their products to boost sales," says Haider, who has a penchant for cooked ham and boiled sausages. For him, sales is not just about generating turnover, but above all about personal contact and close cooperation with his customers – many of them have become friends during all his years of work in the industry.



PROFILE
HERMANN HAIDER

- TRAINED BUTCHER
- SALES MANAGER AND PLANT MANAGER IN MEAT-PROCESSING INDUSTRY AND TRADE
- SINCE 2020 SALES REPRESENTATIVE (UPPER BAVARIA, LOWER BAVARIA AND THE UPPER PALATINATE) AT BECK



THE RIGHT CONTACTS FOR ALL YOUR REQUESTS

MANAGEMENT

Manfred Beck	Managing Director	**manfred.beck@beck-gewuerze.de**	+49 (0) 9153-9229 0
Manuela Beck	Manager Administration, Controlling, and Human Resources	**manuela.beck@beck-gewuerze.de**	+49 (0) 9153-9229 10

PRODUCT DEVELOPMENT

Rolf Sommer	Manager Product Development	**rolf.sommer@beck-gewuerze.de**	+49 (0) 9153-9229 21
Timo Franz	Product Development	**timo.franz@beck-gewuerze.de**	+49 (0) 9153-9229 22
Christian Leuthold	Product Development	**christian.leuthold@beck-gewuerze.de**	+49 (0) 9153-9229 0
Ralph Bauer	Manager Pilot plant, Specialist Consultant, Application Engineering Germany and Export	**ralph.bauer@beck-gewuerze.de**	+49 (0) 9153-9229 18

QUALITY ASSURANCE

Hannes Damro	Manager quality assurance	**hannes.damro@beck-gewuerze.de**	+49 (0) 9153-9229 16
Maximilian Schreiner	Quality assurance	**maximilian.schreiner@beck-gewuerze.de**	+49 (0) 9153-9229 0

PURCHASING

Miriam Kressl	Purchasing Director	**miriam.kressl@beck-gewuerze.de**	+49 (0) 9153-9229 19
Yvonne Steinhäußer	Purchasing	**yvonne.steinhaeusser@beck-gewuerze.de**	+49 (0) 9153-9229 28
Stefanie Gulden	Purchasing	**stefanie.gulden@beck-gewuerze.de**	+49 (0) 9153-9229 0

ADMINISTRATION

Meike Beck	Assistant to the management, consulting and sales, customers abroad	**meike.beck@beck-gewuerze.de**	+49 (0) 9153-9229 27
Maria Streng	Reception, consulting and sales	**maria.streng@beck-gewuerze.de**	+49 (0) 9153-9229 0
Johannes Schamel	Consulting and sales	**johannes.schamel@beck-gewuerze.de**	+49 (0) 9153-9229 0
Verena Willert	Consulting and sales, contact person for customers abroad	**verena.willert@beck-gewuerze.de**	+49 (0) 9153-9229 14
Beate Pfister	Consulting and sales, invoice controlling	**beate.pfister@beck-gewuerze.de**	+49 (0) 9153-9229 26
Petra Ringel	Consulting and sales, invoice controlling	**petra.ringel@beck-gewuerze.de**	+49 (0) 9153-9229 0
Klaus Sehrig	Shipping home and abroad (exports and logistics), consulting and sales	**klaus.sehrig@beck-gewuerze.de**	+49 (0) 9153-9229 12
Marcus Holler	Shipping home and abroad (exports and logistics), consulting and sales	**marcus.holler@beck-gewuerze.de**	+49 (0) 9153-9229 24
Sabine Huber	Accounting	**sabine.huber@beck-gewuerze.de**	+49 (0) 9153-9229 11

DISTRIBUTION

Maximilian Beck	Specialist Consulting and Application Engineering Germany and Export	**maximilian.beck@beck-gewuerze.de**	+49 (0) 173 663 47 90
Thomas Winter	Specialist Consulting and Application Engineering Germany and Export	**thomas.winter@beck-gewuerze.de**	+49 (0) 172 692 33 84
Stephan Füller	Specialist Consulting and Application Engineering Germany and Export	**stephan.fueller@beck-gewuerze.de**	+49 (0) 170 734 00 46
Hermann Haider	Specialist Consulting and Application Engineering Germany	**Hermann.Haider@beck-gewuerze.de**	+49 (0) 151 108 39 004
Ottmar Dorsch	Specialist Consulting and Application Engineering Germany	**ottmar.dorsch@beck-gewuerze.de**	+49 (0) 173 208 69 67
Mark Militzer	Specialist Consulting and Application Engineering Germany	**mark.militzer@beck-gewuerze.de**	+49 (0) 172 133 18 18
Lukas Kollender	Specialist Consulting and Application Engineering Germany	**lukas.kollender@beck-gewuerze.de**	+49 (0) 171 202 11 27
Georg Strobl	Specialist Consulting and Application Engineering Germany	**georg.strobl@beck-gewuerze.de**	+49 (0) 173 861 54 68
Tommy Andersson	Specialist Consulting and Application Engineering Sweden / Nimark AB	**tommy@nimark.se**	+46 70 89 38 555

Beck Gewürze und Additive GmbH | Kirschenleite 11-13 | 91220 Schnaittach | Germany
info@beck-gewuerze.de | www.beck-gewuerze.de

@meatsnspices