



NovaTaste



It's **BBQ**  
time!

**WIBERG**

GEWÜRZMÜHLE NESSE

*Gewürzmüller*

# Varied range of BBQ products

Barbecuing is much more than just preparing food, it's a lifestyle! Barbecue fans are well informed, know about trends and are on the lookout for something special. They not only choose top-quality meat, sausages and vegetables, but also appreciate high-quality products when it comes to the right seasoning and dips. After all, those who are intensively involved with the right ingredients and the barbecuing process ultimately want one thing above all else – to enjoy their food.

All businesses that provide barbecue fans with meat, sausage products and vegan barbecue food can rely on NovaTaste and the WIBERG, Gewürzmüller and Gewürzmühle Nesse brands when it comes to flavor and seasonings. Because our products not only provide spicy flavor, but also impress with their excellent quality.

**Wondering what we offer in the barbecue sector? Quite a lot!**

The range extends from marinades – dry, liquid and organic – to toppings and mix specialities. We also supply flavorful and functional ingredients for the production of grill sausages, grilled cheese and burgers as well as for the production of vegan products and herb butter. In terms of flavor, we go around the world – we pick up on the flavors of different national cuisines and offer balanced blends ranging from mild to really hot. No barbecue should be missing them!



# Marinated to shine

We offer a wide range of liquid marinades that give grilled food an aromatic and spicy flavor, an appetizing appearance and protection against dehydration. Choose from a wide selection of easy-to-use oil marinades in a variety of flavors. Also discover our emulsion-based marinades, which are ideal for pre-packed specialties thanks to their integrated shelf-life extension.

## Marinades liquid

Product name	Product description							Dosage	Item no. Content	Symbol	Type
<b>Oil marinades</b>											
<b>Primobel Brazil</b>	<b>W</b> • elegant, piquant with lime and lemon • E330	✓	✓	✓				70–100 g	<b>294526</b> 4 kg		
<b>Primobel Chili</b>	<b>W</b> • solid, piquant with chili	✓	✓	✓	✓			70–100 g	<b>294538</b> 4 kg		
<b>Primobel Italia</b>	<b>W</b> • full-bodied with tomato, onion and rosemary	✓	✓	✓	✓			70–100 g	<b>294568</b> 4 kg		
<b>Primobel Herbs</b>	<b>W</b> • full-bodied with parsley, basil and rosemary	✓	✓	✓	✓	✓		70–100 g	<b>294627</b> 4 kg		
<b>Primobel Herb Butter Style</b>	<b>W</b> • solid with herbs and a hint of butter • E621	✓	✓	✓	✓	✓	✓	70–100 g	<b>294651</b> 4 kg	7	
<b>Primobel Mexico</b>	<b>W</b> • aromatic taste with paprika, onion and a hint of cumin	✓	✓	✓				70–100 g	<b>294630</b> 4 kg		
<b>Primobel Plus Ribs</b>	<b>W</b> • rustic, piquant with garlic and caraway • with integrated shelf life extension • E262, E300, E331	✓	✓					70–100 g	<b>294632</b> 4 kg		
<b>Primobel Plus Steaks</b>	<b>W</b> • aromatic with thyme, onion, pepper and a hint of chili • with integrated shelf life extension • E262, E300, E331	✓	✓					70–100 g	<b>259065</b> 4 kg		
<b>Primobel Smokey BBQ</b>	<b>W</b> • aromatic, smoky with paprika and mustard	✓	✓	✓				70–100 g	<b>294647</b> 4 kg	GF, 11	
<b>Primolio Chicken</b>	<b>W</b> • pleasantly spicy with a hint of curry			✓	✓			70–100 g	<b>294652</b> 4 kg		
<b>Primolio Grilled Chicken</b>	<b>New</b> <b>W</b> • aromatic with roast- /grill flavor and poultry note			✓		✓		80–100 g	<b>294851</b> 4 kg		
<b>Primolio Gyros Red</b>	<b>W</b> • solid, piquant with onion, garlic and herbs	✓	✓	✓	✓			70–100 g	<b>294654</b> 4 kg		
<b>Primolio Picante</b>	<b>W</b> • aromatic with herbs and a hint of onion	✓	✓					70–100 g	<b>294655</b> 4 kg		
<b>Primolio TexMex</b>	<b>W</b> • solid with a hint of onion and paprika	✓	✓					70–100 g	<b>294663</b> 4 kg		
<b>Primolio Verde</b>	<b>W</b> • full-bodied with a hint of garlic and herbs	✓	✓	✓	✓	✓	✓	70–100 g	<b>294664</b> 4 kg		
<b>Pure oil – without palm oil/without hydrogenated fat</b>											
<b>Akropolis Gyros Marinade Pure Oil</b>	• solid with paprika, onion and origanum	✓	✓	✓	✓	✓		80–100 g	<b>286896</b> 4 kg		
<b>Al Funghi Marinade Pure Oil</b>	• aromatic with paprika, champignons and parsley	✓	✓	✓	✓		✓	80–100 g	<b>290412</b> 4 kg		
<b>American Marinade Pure Oil</b>	• aromatic, sweet with onion, pepper and paprika	✓	✓					80–100 g	<b>292723</b> 4 kg		
<b>Arkansas Marinade Pure Oil</b>	• aromatic, meaty with pepper, paprika and coriander	✓	✓					80–100 g	<b>292720</b> 4 kg		

AF: without allergenic ingredients (according to EU regulations No. 1169/2011) GF: without added taste enhancing additives

Novapure: AF, GF Pure Plus: AF, GF, without yeast extracts, stocks, condiment and added flavoring substances Gewürzmüller product

**W** WIBERG product available in buckets allergen labeling: 7. Milk and dairy products (including lactose) 11. Mustard and mustard products

# Marinades liquid

Product name	Product description						Dosage	Item no. Content	Symbol	Type
<b>Bärlauch Marinade Pure Oil</b> 	• full-bodied with wild garlic, onions and garlic	✓	✓	✓	✓	✓	80–100 g	<b>290623</b> 4 kg 		
<b>Bombay Marinade Pure Oil</b> 	• aromatic with ginger, coriander and curry	✓	✓	✓	✓		80–100 g	<b>290426</b> 4 kg 		
<b>Café de Paris Marinade Pure Oil</b>  	• full-bodied with characteristic buttery note and fine herbs	✓	✓		✓	✓	80–100 g	<b>294850</b> 4 kg 	OG, 10	
<b>Churrasco Marinade Pure Oil</b> 	• strong with pepper, paprika and jalapeño	✓					80–100 g	<b>290437</b> 4 kg 		
<b>Curry Marinade Pure Oil</b> 	• aromatic with curry, coriander and ginger	✓	✓	✓	✓	✓	80–100 g	<b>292716</b> 4 kg 		
<b>Kräuter-Knoblauch Marinade Pure Oil</b> 	• solid with garlic, parsley and thyme	✓	✓	✓	✓	✓	80–100 g	<b>292714</b> 4 kg 		
<b>Louisiana Marinade Pure Oil</b> 	• full-bodied, meaty with paprika, onion and pepper	✓	✓	✓	✓	✓	80–100 g	<b>266962</b> 4 kg 		
<b>Lucullus Marinade Pure Oil</b> 	• solid with pepper, nutmeg and caraway	✓	✓				80–100 g	<b>290435</b> 4 kg 		
<b>Ludwig Bayrische Marinade Pure Oil</b> 	• rustic with caraway, garlic and marjoram	✓	✓				80–100 g	<b>290407</b> 4 kg 		
<b>Mango-Chili Marinade Pure Oil</b> 	• full-bodied, lightly hot with mango flavor, chili and ginger	✓	✓	✓			80–100 g	<b>290421</b> 4 kg 		
<b>Mexiko Marinade Pure Oil</b> 	• solid, piquant with paprika, pepper, cumin and chili	✓	✓	✓			80–100 g	<b>290434</b> 4 kg 		
<b>Naturale Marinade Pure Oil</b> 	• full-bodied with paprika, coriander and rosemary	✓	✓	✓	✓	✓	80–100 g	<b>290432</b> 4 kg 		
<b>Paprika Marinade Pure Oil</b> 	• full-bodied, piquant with paprika, pepper and coriander	✓	✓	✓		✓	80–100 g	<b>292727</b> 4 kg 		
<b>Reichenau Kräuter Marinade Pure Oil</b> 	• full-bodied with parsley, thyme and a hint of butter	✓	✓	✓	✓	✓	80–100 g	<b>292725</b> 4 kg 		
<b>Roma Marinade Pure Oil</b> 	• aromatic with tomato, paprika, origanum and a hint of sage	✓			✓		80–100 g	<b>290419</b> 4 kg 		
<b>Rubiera Marinade Pure Oil</b> 	• full-bodied with pepper, paprika and onion	✓	✓	✓		✓	80–100 g	<b>290430</b> 4 kg 		
<b>Spare Ribs Smoky Marinade Pure Oil</b> 	• strong with pepper, paprika and a hint of honey and smoke	✓	✓			✓	80–100 g	<b>292721</b> 4 kg 		
<b>Steak Star Marinade Pure Oil</b> 	• strong with pepper, paprika and mustard	✓	✓			✓	80–100 g	<b>235345</b> 4 kg 	GF, 11	
<b>Summer BBQ Marinade Pure Oil</b> 	• elegant with lemon, lemongrass, turmeric and paprika	✓	✓	✓	✓		80–100 g	<b>279748</b> 4 kg 		
<b>Texas Marinade Pure Oil</b> 	• full-bodied, meaty with onion, pepper and paprika	✓	✓			✓	80–100 g	<b>292718</b> 4 kg 		
<b>Thai Lemon Marinade Pure Oil</b> 	• full-bodied with onion, ginger and a hint of lemongrass		✓	✓	✓		80–100 g	<b>290418</b> 4 kg 		
<b>Western Marinade Pure Oil</b> 	• strong with paprika, tomato and coriander	✓	✓			✓	80–100 g	<b>290427</b> 4 kg 		

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 Novapure: AF, GF  Gewürzmühle Nesse product  Gewürzmüller product  available in buckets

allergen labeling: 10. Celery and celery products 11. Mustard and mustard products

# Marinades liquid

Product name	Product description	AF	GF	NP	PP	W	Dosage	Item no. Content	Symbol	Type
<b>Braumeistermarinade</b>	• full-bodied, meaty with paprika, onion and hops • E202, E330	✓	✓			✓	80–100 g	<b>290425</b> 4 kg	OG, 4	
<b>Primofresh Bangkok</b>	• elegant with a hint of curry and ginger • E270, E330, E415, E473		✓	✓			80–100 g	<b>294666</b> 4 kg		
<b>Primofresh Garlic and Herbs</b>	• solid with garlic and herbs • E270, E415	✓	✓	✓			80–100 g	<b>259080</b> 4 kg		
<b>Primofresh Marinated Pork</b>	• full-bodied with a hint of onion and coriander • E270, E412, E415	✓	✓				80–100 g	<b>259083</b> 4 kg		
<b>Primofresh Mushroom</b>	• full-bodied with a strong hint of mushroom • E270, E412, E415, E473	✓	✓			✓	80–100 g	<b>294667</b> 4 kg		
<b>Primofresh Paprika</b>	• full-bodied with paprika and onion • E270, E415	✓	✓	✓			80–100 g	<b>259082</b> 4 kg		
<b>Primofresh Spare Ribs</b>	• full-bodied with a hint of tomato and onion • E270, E412, E415	✓	✓				80–100 g	<b>259085</b> 4 kg		

## Seasoning cream

<b>Marinade Curry</b>	• aromatic, fruity with curry, honey and ginger • with integrated shelf life extension • E270, E330, E415	✓	✓	✓			80–100 g	<b>259090</b> 4 kg	GF, 4, 7, 10, 11, 13	
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## Marinade oils

<b>Marinade Oil</b>	• full-bodied with paprika	✓	✓	✓	✓	✓	30–50 g	<b>219748</b> 5 kg		
<b>Würzöl OK Fix und Fertig</b>	• mildly aromatic with coriander and paprika	✓	✓	✓	✓	✓	10–30 g	<b>235231</b> 5 kg	GF, 10	



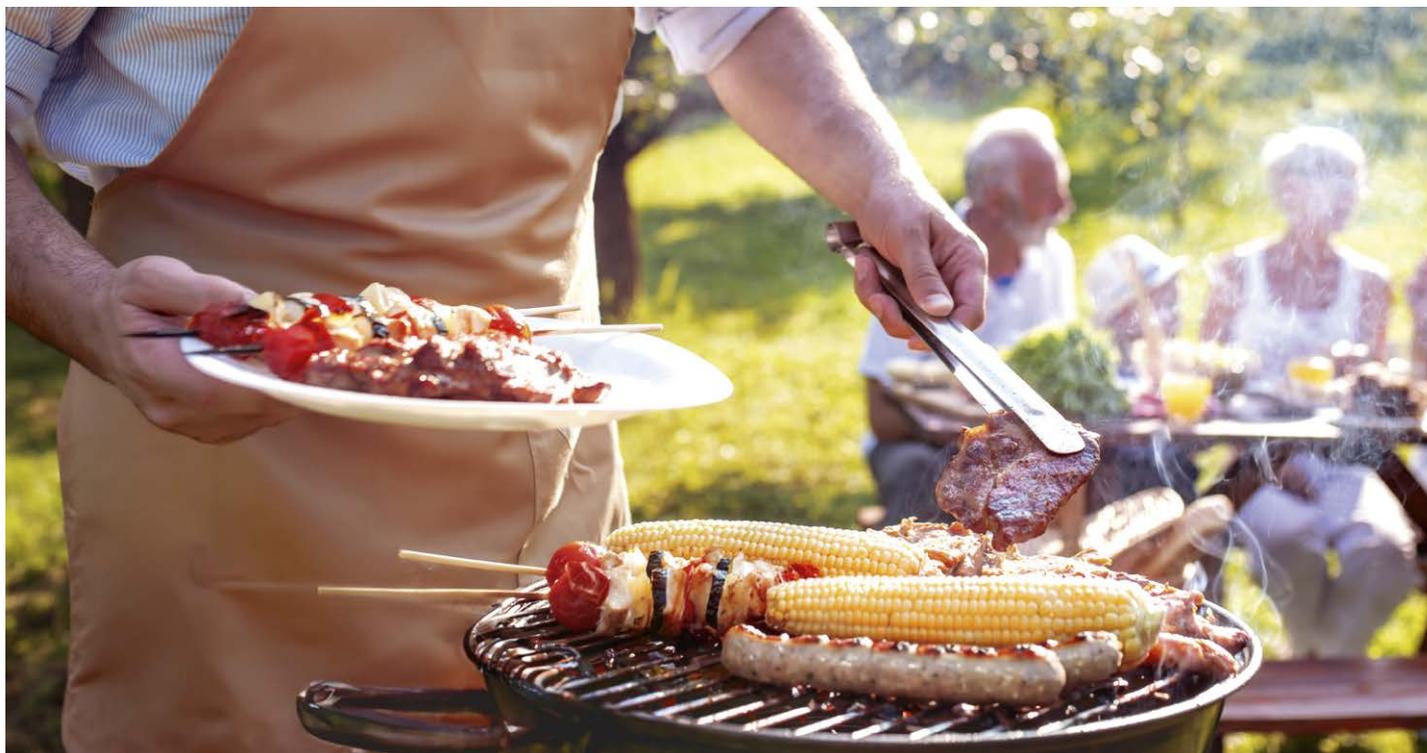
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Novapure: AF, GF Pure Plus: AF, GF, without yeast extracts, stocks, condiment and added flavoring substances Gewürzmüller product

**W** WIBERG product available in buckets available in canisters allergen labeling: 4. Grains containing gluten, and products derived from them  
7. Milk and dairy products (including lactose) 10. Celery and celery products 11. Mustard and mustard products 13. Soy and soy products

# Naturally organic

High-quality meat, preferably organic, is a must for many barbecue fans. Premium quality and organic certification should therefore also extend to marinades. With our organic marinades, you can bring the flavors of the world into your meat range – from Mediterranean to Mexican, from elegant to hearty. Certified organic quality, color intensity and a precisely balanced oil content characterize these products.



## Marinades liquid organic

Product name	Product description							Dosage	Item no. Content	Symbol	Type
<b>Oil marinades</b>											
BIO Würzmarinade Bärlauch	• solid with wild garlic, onion and garlic	✓	✓	✓	✓	✓	✓	80–100 g	235254 4 kg		
BIO Würzmarinade Geflügel	• full-bodied with paprika, caraway and coriander		✓		✓			70–100 g	235383 4 kg		
BIO Würzmarinade Gyros	• full-bodied with thyme, oregano and garlic	✓	✓	✓	✓	✓	✓	80–100 g	235253 4 kg		
BIO Würzmarinade Ingwer Limette	• elegant with ginger, lime and a hint of chili	✓	✓	✓	✓	✓	✓	80–100 g	236049 4 kg		
BIO Würzmarinade Lamm	• strong with pepper, coriander and rosemary				✓	✓	✓	70–100 g	236048 4 kg		
BIO Würzmarinade Mediterran	• full-bodied with paprika, oregano and garlic	✓	✓	✓	✓	✓	✓	80–100 g	235385 4 kg		
BIO Würzmarinade Mexico	• full-bodied with paprika, pepper and a hint of caraway	✓	✓	✓	✓	✓		80–100 g	235250 4 kg		
BIO Würzmarinade Sommer	• aromatic with onion, paprika and pepper	✓		✓	✓			80–100 g	235252 4 kg		
BIO Würzmarinade Spare Ribs	• full-bodied, piquant with paprika, pepper and honey taste	✓					✓	80–100 g	235251 4 kg		
BIO Würzmarinade Steak Star	• full-bodied with paprika, onion and caraway	✓	✓	✓	✓	✓	✓	70–100 g	235384 4 kg		
BIO Würzmarinade Texas	• full-bodied with paprika, pepper and onion	✓	✓	✓	✓	✓	✓	75–100 g	235389 4 kg		

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Pure Plus: AF, GF, without yeast extracts, stocks, condiment and added flavoring substances Pure Spice: only spices give the product its taste profile

Gewürzmühle Nesse product available in buckets

# Spicy-tender barbecue pleasures

Blends with perfectly harmonized seasoning – such as the WIBERG Grillfix marinades – have many advantages: As practical dry products, they can not only be stored for a long time but are also always quickly mixed in the right quantity and therefore ready to use exactly when needed. Natural ingredients make the meat tender and keep the specialties for the grill fresh for longer.



## Marinades dry with integrated preservation

Product name		Product description					Dosage	Item no. Content	Symbol	Type
Grillfix Argentina	<b>W</b>	• full-bodied, piquant with pepper, onion and garlic	✓	✓			35–40 g	193145 1 kg		
Grillfix Budapest	<b>W</b>	• full-bodied, piquant with paprika and tomato • E262, E331	✓	✓			35–40 g	180404 1 kg		
Grillfix Churrasco	<b>W</b>	• full-bodied, piquant with paprika, pink pepper and a hint of smoke • with coarse spice components	✓	✓			35–40 g	257445 1 kg		
Grillfix Herb Butter Style	<b>W</b>	• full-bodied with herbs with a hint of butter • E262, E331	✓	✓	✓	✓	35–40 g	180408 1 kg		
Grillfix Hot Chili BBQ	<b>W</b>	• solid with chili, coriander and smoky note	✓	✓			35–40 g	286540 1 kg		
Grillfix India	<b>W</b>	• full-bodied with curry • E262, E331	✓	✓			35–40 g	180415 1 kg		
Grillfix Orient	<b>W</b>	• pleasantly spicy with anise, cinnamon und allspice	✓	✓			35–40 g	286544 1 kg	OG, 4, 13	
Grillfix Mustard	<b>W</b>	• solid with mustard, garlic and pepper	✓	✓	✓		35–40 g	241218 1 kg	GF, 11	
Grillfix Pepper Steak	<b>W</b>	• full-bodied, piquant with a slight hint of pepper • E262, E331	✓	✓			35–40 g	193652 1 kg		
Grillfix Rosemary	<b>W</b>	• full-bodied with rosemary • E262, E331	✓	✓			35–40 g	180407 1 kg		
Grillfix Sicilia	<b>W</b>	• full-bodied with Italian herbs and tomato • E262, E331	✓	✓			35–40 g	180413 1 kg		

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Novapure: AF, GF Pure Plus: AF, GF, without yeast extracts, stocks, condiment and added flavoring substances **W** WIBERG product available in bags  
allergen labeling: 4. Grains containing gluten, and products derived from them 11. Mustard and mustard products 13. Soy and soy products

# Our new products for the barbecue

We present two new trendy marinades for the coming barbecue season. Try these delicious newcomers!



## Smoky barbecue flavor for poultry BBQs

Grilled Chicken is the new flavor in the Primolio range. The purely plant-based Primolio oil marinades coat the food evenly, providing flavor and protection in one. These marinades are heat-stable and ideal for pan-fried cuts and barbecues.

The red, full-flavored Primolio Grilled Chicken Marinade is perfect for chicken, turkey and vegetables with its roast and grilled flavor with a hint of poultry taste. It contains only natural flavorings and has a subtle smoky note. With no E-numbers, palm oil, allergens or flavor enhancers, it is right on trend. Detailed product information can be found on page 3.

## Pure barbecue enjoyment with French flair

Café de Paris is the new addition to the Pure Oil marinade range. Pure Oil stand for enjoyment without added palm oil or hydrogenated fats. The Pure Oil marinades impress with their unadulterated flavor and use rapeseed oil to give the food an appetizing appearance.

The Café de Paris Pure Oil marinade has a characteristic buttery flavor with fine herbs. The green oil marinade harmonizes perfectly with poultry, lamb and pork as well as vegetables. It also contains only natural flavors and does not contain any E-numbers or flavor enhancers. Detailed product information can be found on page 4.

**Beef Fillet** with onion and kale



**Chicken Breast** with mashed potatoes and potato chips



Café de Paris Marinade Pure Oil



**Lamb Chop** with Oriental couscous, hummus, and feta cheese



# The classic for the grill

Bestseller

For many, it's part of a successful barbecue – the bratwurst!

But it's not just a favorite fresh from the grill, it's also popular at home at the dining table or on the go as a snack in a roll to take away. Our range offers characteristic flavorings for the barbecue classic. The flavor spectrum ranges from elegant to rustic. Typical spices such as coriander, pepper, caraway and co. make the sausage a real treat.

**Bratwurst Wrap** with potato-mustard-mash, sauerkraut, and fried onions



## Cooked sausage

Product name	Product description	Dosage	Item no. Content	Sym-bol	Type
<b>Seasonings coarse</b>					
<b>Bratwurst Nuremberg Style</b> Spice preparation	<ul style="list-style-type: none"> <li>elegant seasoning with coriander, Thuringian marjoram and a hint of ginger</li> <li>with aromatic lemon taste</li> <li>with visible herb and spice components</li> <li>E621</li> </ul>	4 g	<b>136246</b> 1 kg	11	
<b>Thüringer Rostbratwurst</b> Spice preparation	<ul style="list-style-type: none"> <li>aromatic seasoning with pepper, nutmeg and caraway</li> <li>with visible herb and spice components</li> <li>E621</li> </ul>	6 g	<b>226960</b> 1 kg	AF	
<b>Seasonings coarse</b>					
<b>Meisterklasse Excelsior</b> Spice preparation	<ul style="list-style-type: none"> <li>elegant seasoning with ginger, pepper and nutmeg</li> <li>suitable for poultry fried sausages</li> </ul>	5 g	<b>226954</b> 1 kg		
<b>Merguez</b> Seasoning with reddening agent	<ul style="list-style-type: none"> <li>solid seasoning with paprika, pepper and garlic</li> <li>seasoning contains salt, reduce salt quantity if necessary</li> <li>E300</li> </ul>	50 g	<b>226063</b> 1 kg		

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 GF: without added taste enhancing additives Pure Plus: AF, GF, without yeast extracts, stocks, condiment and added flavoring substances Gewürzmüller product  
**W** WIBERG product aromatic elegant solid available in bags

● **Bratwurst** with greek farmer's salad and feta cheese

● **Bratwurst** on crispy ciabatta with olives and mediterranean antipasti vegetables



# Perfectly mixed

Our mix seasonings combine herbs, spices and salt in a balanced ratio. Anyone looking for intense flavor for grilled dishes, gyros, steak and so on will find what they are looking for in this extensive range. Choose from a variety of seasoning salts for a wide range of applications.



Lemon pepper

## Dry seasonings

Product name	Product description	Dosage	Item no. Content	Symbol	Type
<b>Barbecue Chicken Seasoning</b> Spice preparation	<b>W</b> <ul style="list-style-type: none"> <li>aromatic seasoning with paprika, curry and celery</li> <li>for grilled and roast chicken and other poultry specialties</li> <li>E621</li> </ul>	15–25 g	<b>135375</b> 1 kg	7, 10, 11	
<b>Roast Chicken Seasoning</b> Spice preparation	<b>W</b> <ul style="list-style-type: none"> <li>full-bodied seasoning with curry, pepper and paprika</li> <li>for grilled and roast chicken and other poultry specialties</li> <li>E621</li> </ul>	10–15 g	<b>135555</b> 1 kg	10, 11	
<b>Cevapcici</b> Spice preparation	<b>W</b> <ul style="list-style-type: none"> <li>rustic, piquant seasoning with pepper and garlic</li> <li>for cevapcici and other minced meat specialties</li> <li>E621</li> </ul>	6–8 g	<b>135028</b> 1 kg	11	
<b>Diana Wildwürzung OG AF</b> Spice preparation	<ul style="list-style-type: none"> <li>rustic seasoning with juniper, coriander and allspice</li> <li>with visible herb and spice components</li> <li>for specialties of venison</li> </ul>	10 g	<b>227726</b> 1 kg		
<b>Meat Seasoning Universal</b> Spice preparation	<b>W</b> <ul style="list-style-type: none"> <li>solid seasoning with paprika, coriander and garlic</li> <li>with coarse spice components</li> <li>for pan-fried cuts, stir fries and all kinds of roasts</li> </ul>	30 g	<b>210953</b> 1 kg		
<b>US Spare-Ribs OG</b> Spice mixture	<ul style="list-style-type: none"> <li>full-bodied seasoning with paprika, pepper and onion</li> <li>for spare ribs and other pork specialties</li> </ul>	25 g	<b>227167</b> 1 kg		

## Seasonings with salt

<b>Roast Chicken</b> Seasoning salt	<b>W</b> <ul style="list-style-type: none"> <li>mildly aromatic seasoning with paprika and a hint of caraway</li> <li>for grilled and roast chicken and other poultry specialties</li> <li>E621</li> </ul>	15–25 g	<b>135429</b> 1 kg	AF	
<b>Hähnchen Gold OG</b> Seasoning salt	<ul style="list-style-type: none"> <li>aromatic, meaty seasoning with paprika</li> <li>for grilled and roast chicken and other poultry specialties</li> </ul>	20 g	<b>227095</b> 1 kg		
<b>Argentina OG</b> Seasoning salt	<ul style="list-style-type: none"> <li>aromatic seasoning with pepper, coriander and nutmeg</li> <li>for pan-fried cuts, stir fries, all kinds of roasts and side dishes</li> </ul>	25 g	<b>227110</b> 1 kg		
<b>Bacon-Würzung OG</b> Seasoning salt	<ul style="list-style-type: none"> <li>rustic, smoky seasoning with coriander, caraway and onion</li> <li>with coarse spice components</li> <li>for spare ribs and other barbecue pork specialties</li> </ul>	25 g	<b>231311</b> 1 kg		
<b>Barbecue Spice OG</b> Seasoning salt	<ul style="list-style-type: none"> <li>aromatic seasoning with coriander, paprika and onion</li> <li>with visible herb and spice components</li> <li>for pan-fried cuts, stir fries and all kinds of roasts</li> </ul>	25 g	<b>233132</b> 1 kg		
<b>Spice Salt Barbecue</b> Seasoning salt	<b>W</b> <ul style="list-style-type: none"> <li>aromatic seasoning with paprika und pepper</li> <li>for pan-fried cuts, stir fries and all kinds of roasts</li> <li>E621</li> </ul>	20–25 g	<b>135492</b> 1 kg	AF	
<b>Roast Seasoning</b> Seasoning salt	<b>W</b> <ul style="list-style-type: none"> <li>full-bodied seasoning with paprika, pepper and a slight hint of caraway</li> <li>with visible herb components</li> <li>for pan-fried cuts, stir fries and all kinds of roasts</li> <li>E621</li> </ul>	20–25 g	<b>135154</b> 1 kg	AF	
<b>Country Mix OG</b> Seasoning salt	<ul style="list-style-type: none"> <li>aromatic seasoning with paprika, thyme and caraway</li> <li>with visible herb components</li> <li>for pan-fried cuts, stir fries and all kinds of roasts</li> </ul>	25 g	<b>230337</b> 1 kg		
<b>Gewürzsalz 70</b> Seasoning salt	<ul style="list-style-type: none"> <li>full-bodied seasoning with paprika, onion and caraway</li> <li>for pan-fried cuts, stir fries, all kinds of roasts and potato products</li> </ul>	20 g	<b>230399</b> 1 kg		

AF: without allergenic ingredients (according to EU regulations No. 1169/2011) GF: without added taste enhancing additives Novapure: AF, GF  
 Pure Plus: AF, GF, without yeast extracts, stocks, condiment and added flavoring substances Gewürzmüller product **W** WIBERG product available in bags  
 allergen labeling: 7. Milk and dairy products (including lactose) 10. Celery and celery products 11. Mustard and mustard products

# Dry seasonings

Product name	Product description	Dosage	Item no. Content	Symbol	Type
<b>Barbecue Udoversum</b> Seasoning salt	<b>W</b> <ul style="list-style-type: none"> <li>• rustic seasoning with coriander, pepper and paprika</li> <li>• with coarse spice components</li> <li>• for pan-fried cuts, stir fries and all kinds of roasts</li> <li>• E621</li> </ul>	20–25 g	<b>135507</b> 1 kg	11	
<b>Barbecue Professional</b> Seasoning salt	<b>W</b> <ul style="list-style-type: none"> <li>• aromatic seasoning with paprika and a slight hint of thyme</li> <li>• for pan-fried cuts, stir fries and all kinds of roasts</li> <li>• E621</li> </ul>	20–25 g	<b>136198</b> 1 kg <b>286065</b> 5 kg	AF	
<b>Gyros Mykonos OG</b> Seasoning salt	<ul style="list-style-type: none"> <li>• solid seasoning with oregano, garlic and rosemary</li> <li>• with visible herb components</li> <li>• for gyros and stir fries</li> </ul>	25 g	<b>227098</b> 1 kg	GF, 10, 11	
<b>Husarensteak OG</b> Seasoning salt	<ul style="list-style-type: none"> <li>• rustic seasoning with pepper, paprika and caraway</li> <li>• with visible herb and spice components</li> <li>• for pan-fried cuts, stir fries and all kinds of pork and lamb roasts</li> </ul>	25 g	<b>232413</b> 1 kg		
<b>Indonesia OG AF</b> Seasoning salt	<ul style="list-style-type: none"> <li>• aromatic seasoning with curry, pepper and onion</li> <li>• for pan-fried cuts, stir fries, all kinds of roasts, poultry products as well as salads, sauces and rice dishes</li> </ul>	25 g	<b>231310</b> 1 kg		
<b>Joelito</b> Seasoning salt	<ul style="list-style-type: none"> <li>• solid seasoning with paprika, garlic and pepper</li> <li>• with coarse spice components</li> <li>• typical, American-style steak seasoning</li> <li>• for pan-fried cuts, stir fries, all kinds of roasts and potato dishes</li> </ul>	25 g	<b>227106</b> 1 kg		
<b>Knoblauchpfeffer Fein OG</b> Seasoning salt	<ul style="list-style-type: none"> <li>• solid seasoning with pepper, garlic and parsley</li> <li>• with visible herb components</li> <li>• for beef and pork specialties</li> </ul>	25 g	<b>230377</b> 1 kg		
<b>Mexicana OG</b> Seasoning salt	<ul style="list-style-type: none"> <li>• solid seasoning with paprika, cumin and garlic</li> <li>• with coarse spice components</li> <li>• for pan-fried cuts of beef and pork as well as chilli con carne</li> </ul>	25–30 g	<b>232412</b> 1 kg		
<b>Spare Ribs</b> Seasoning salt	<b>W</b> <ul style="list-style-type: none"> <li>• solid, meaty seasoning with coriander, pepper and fried onion</li> <li>• with visible herb components</li> <li>• for spare ribs and other pork specialties</li> <li>• E621, E627, E631</li> </ul>	20–25 g	<b>135318</b> 1 kg	4, 10, 13	
<b>Steak Herbs</b> Seasoning salt	<b>W</b> <ul style="list-style-type: none"> <li>• full-bodied seasoning with pepper, onion and a slight hint of rosemary</li> <li>• with visible herb components</li> <li>• for all kind of roasts</li> <li>• E621</li> </ul>	20–25 g	<b>135145</b> 1 kg	AF	
<b>Steak Pepper</b> Seasoning salt	<b>W</b> <ul style="list-style-type: none"> <li>• full-bodied seasoning with pepper, paprika and a slight hint of vanilla</li> <li>• with coarse spice components</li> <li>• for beef specialties</li> </ul>	20–25 g	<b>189548</b> 1 kg		
<b>Steak Pfeffer OG</b> Seasoning salt	<ul style="list-style-type: none"> <li>• strong seasoning with pepper, paprika and coriander</li> <li>• with coarse spice components</li> <li>• for beef specialties</li> </ul>	25 g	<b>232403</b> 1 kg		
<b>Top Mix Rot OG</b> Seasoning salt	<ul style="list-style-type: none"> <li>• aromatic seasoning with paprika, coriander and caraway</li> <li>• for pan-fried cuts, stir fries, all kind of roasts and poultry dishes</li> </ul>	25 g	<b>227123</b> 1.1 kg		
<b>Weinbauer OG</b> Seasoning salt	<ul style="list-style-type: none"> <li>• strong seasoning with paprika, pepper and coriander</li> <li>• with coarse spice components</li> <li>• for beef and pork specialties</li> </ul>	25–30 g	<b>230335</b> 1 kg		
<b>Zitronenpfeffer OG</b> Seasoning salt	<ul style="list-style-type: none"> <li>• strong mixture with pepper, onion and a hint of lemon</li> <li>• with coarse spice components</li> <li>• for all kind of meat and fish specialties, salads, butter, dressings and dips</li> <li>• E330</li> </ul>	25 g	<b>227737</b> 1 kg	GF, 11	

## Seasonings with coated salt

<b>Barbecue Roast Secco</b> Seasoning salt	<b>W</b> <ul style="list-style-type: none"> <li>• solid seasoning with onion, garlic and paprika</li> <li>• with coated salt</li> <li>• for pan-fried cuts, stir fries and all kinds of roasts</li> </ul>	20 g	<b>207665</b> 1 kg		
<b>Garlic Pepper Secco</b> Seasoning salt	<b>W</b> <ul style="list-style-type: none"> <li>• solid seasoning with garlic, pepper and mustard</li> <li>• with coated salt</li> <li>• with coarse spice components</li> <li>• for pan-fried cuts, stir fries and all kinds of roasts</li> </ul>	20–25 g	<b>135358</b> 1 kg	GF, 10, 11	

AF: without allergenic ingredients (according to EU regulations No. 1169/2011) GF: without added taste enhancing additives Novapure: AF, GF  
 Pure Plus: AF, GF, without yeast extracts, stocks, condiment and added flavoring substances Gewürzmüller product **W** WIBERG product available in bags  
 allergen labeling: 4. Grains containing gluten, and products derived from them 10. Celery and celery products 11. Mustard and mustard products  
 13. Soy and soy products

# A pleasure to look at

Give your barbecue specialties a colorful touch with our decor seasonings. These mixes are a convenient and easy way to add flavor to any barbecue dish. They are colorful and available in a wide variety of flavors Tip: Herb butter can be easily prepared with the decor seasonings.

## Decor seasonings

Product name	Product description	Dosage	Item no. Content	Symbol	Type
<b>Bärlauch Top</b> Spice mixture	 <ul style="list-style-type: none"> <li>• solid seasoning with wild garlic, chive and garlic</li> <li>• with visible herb and spice components</li> <li>• for all kind of meat specialties, salads, dressings and dips</li> </ul>	according to taste	<b>226900</b> 0.5 kg 		
<b>Bruschetta II</b> Spice preparation	 <ul style="list-style-type: none"> <li>• full-bodied seasoning with tomato, garlic and oregano</li> <li>• with visible herb components</li> <li>• for bruschetta, salads, sauces, dressings and dips</li> </ul>	according to taste	<b>239441</b> 1 kg 	GF, 10	
<b>Bunter Pfeffer gewalzt</b> Spice mixture	 <ul style="list-style-type: none"> <li>• strong seasoning with pepper and paprika</li> <li>• with coarse spice components</li> <li>• universally applicable</li> </ul>	according to taste	<b>238800</b> 1 kg 		
<b>Campagna</b> Spice mixture	 <ul style="list-style-type: none"> <li>• aromatic seasoning with paprika, parsley and thyme</li> <li>• with visible herb and spice components</li> <li>• for all kind of meat specialties, salads, dressings and dips</li> </ul>	according to taste	<b>227113</b> 1 kg 		
<b>Decor Mix Pepper</b> Spice mixture	<b>W</b> <ul style="list-style-type: none"> <li>• characteristic pepper taste</li> <li>• for all types of meat, vegetables, pasta, sauces and dressings</li> </ul>	according to taste	<b>136150</b> 1 kg 		
<b>Deko Seasoning Mexico</b> Spice mixture	 <ul style="list-style-type: none"> <li>• solid seasoning with paprika, mustard and caraway</li> <li>• with visible herb and spice components</li> <li>• for all kind of meat, sausage and fish specialties, especially smoked mackerel</li> </ul>	according to taste	<b>238597</b> 1 kg 	GF, 11	
<b>Decor Seasoning</b> Spice mixture	<b>W</b> <ul style="list-style-type: none"> <li>• strong seasoning with pepper, paprika and mustard</li> <li>• with coarse spice components</li> <li>• for all types of meat, vegetables, pasta, sauces and dressings</li> </ul>	according to taste	<b>135160</b> 1 kg 	GF, 11	
<b>Deko Churrasco (Pulled Meat)</b> Spice preparation	 <ul style="list-style-type: none"> <li>• solid, smoky seasoning with pepper, garlic and pink pepper</li> <li>• with coarse spice components</li> <li>• universally applicable</li> </ul>	according to taste	<b>227544</b> 1 kg 		
<b>Peprika</b> Spice preparation	<b>W</b> <ul style="list-style-type: none"> <li>• aromatic seasoning with paprika and pepper</li> <li>• for all types of meat, vegetables, pasta, sauces and dressings</li> <li>• E621</li> </ul>	according to taste	<b>135335</b> 1 kg 	10	

GF: without added taste enhancing additives  Pure Spice: only spices give the product its taste profile  
 Gewürzmühle Nesse product  Gewürzmüller product **W** WIBERG product  available in bags  
 allergen labeling: 10. Celery and celery products 11. Mustard and mustard products





Tomahawk Pork Steak  
with bruschetta butter

## Tip for more flavor:

Spice and herb butter can be easily enhanced with decor seasonings – for example, with the seasoning blend Bruschetta II.

# Burgers, cevapcici & co.

Grilled burgers are a general favorite. Whether classic with onion, pickles and lettuce, spiced up with tomato, bacon and cheese or with creative ingredients such as jalapeños, mushrooms and blue cheese – enjoyment is guaranteed. Those who prefer savory Balkan cuisine will also get their money's worth when grilling cevapcici. For minced meat dishes, we offer a wide variety of mixtures with characteristic spices. We assure you a delicious outcome.



## Minced meat

Product name	Product description	Dosage	Item no. Content	Symbol	Type
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### Seasonings

<b>Cevapcici</b> Spice preparation	<b>W</b> • rustic, piquant seasoning with pepper and garlic • for cevapcici and other minced meat specialties • E621	6–8 g	<b>135028</b> 1 kg	11	
<b>Cevapcici OA</b> Spice preparation	 • rustic seasoning with coriander, paprika and caraway • for cevapcici and minced meat specialties • E621	10 g	<b>226129</b> 1 kg	AF	
<b>Sierra</b> Spice preparation	 • strong, meaty seasoning with pepper, paprika and nutmeg • for burger patties and meat balls • E621	6 g	<b>227105</b> 1 kg	AF	

AF: without allergenic ingredients (according to EU regulations No. 1169/2011) Gewürzmüller product **W** WIBERG product rustic strong  
 available in bags allergen labeling: 11. Mustard and mustard products

# Grilled cheese – the vegetarian version

Cheese is a must-have wherever grilling happens. All grill cheese variations can be made with Optimizer grill cheese. Ideal bite and firm consistency are guaranteed. We also have the right ingredient for making plant-based grill cheese!

**Grilled  
Cheese Variation**  
with spicy summer  
vegetables

Product name	Product description	Dosage	Item no. Content	Symbol	Type
<b>Optimizer Grilled Cheese</b> Compound of additives 	<ul style="list-style-type: none"> <li>• texturizer for grilled cheese products</li> <li>• for ideal firmness</li> <li>• for a stable structure and improved bite</li> <li>• for all variations of grilled cheese</li> <li>• E461</li> </ul>	65 g	281848 1 kg 	 1	

GF: without added taste enhancing additives  functional ingredient  NovaTaste product  neutral  available in bags  
allergen labeling: 1. Eggs and egg products

# Plant-based for BBQs

If you follow a plant-based diet, you don't have to miss out on BBQ flavors! Our products make it easy for butchers to offer their customers a plant-based alternative to meat products. Vegan Bratwurst Fine, Vegan Mayonnaise and the tried-and-tested classic Vegan Burger impress with 100% plant-based ingredients and outstanding flavor.

## Plant-based expanded butcher's assortment

There are many ways to enjoy with a good conscience. On one hand, the range of goods offers high-quality meat, while on the other hand, there are now numerous tasty plant-based meat alternatives that rival conventional specialties in terms of enjoyment. Those who have always relied on expertise, enjoyment, and quality from their trusted butcher are well taken care of – even when it comes to plant-based products.

## Plant-based specialties in no time

Our products make it easy for butchers to offer their customers a plant-based alternative to meat products. The two new products, Vegan Fine Sausage and Vegan Mayo, as well as the classic Vegan Burger, impress with 100 % plant-based ingredients and excellent taste.

## Vegan products

Product name	Product description	Dosage	Item no. Content	Symbol	Type
<b>Vegan Burger</b> Compound of ingredients	<ul style="list-style-type: none"> <li>• aromatic, meaty mixture with a hint of smoke</li> <li>• protein base: pea</li> <li>• for the production of vegan burger patties, cevapcici etc.</li> <li>• production possible without a cutter</li> <li>• E460, E461</li> </ul>	300 g	<b>276297</b> 1.5 kg		
<b>Vegan Fried Sausage Fine</b> Compound of ingredients	<ul style="list-style-type: none"> <li>• full-bodied, meaty mixture with onion, pepper und a hint of caraway</li> <li>• protein base: pea</li> <li>• E407a, E425, E461</li> </ul>	215 g	<b>293271</b> 2.15 kg		
<b>Vegan Majo</b> Compound of ingredients	<ul style="list-style-type: none"> <li>• neutral mixture</li> <li>• to mix with water, oil, vinegar and mustard</li> <li>• for the production of vegan salad creams, dips and gourmet salads</li> <li>• E415, E1414, E1450</li> </ul>	75 g	<b>293259</b> 1 kg		

AF: without allergenic ingredients (according to EU regulations No. 1169/2011) GF: without added taste enhancing additives  
 Novapure: AF, GF functional ingredient NovaTaste Produkt neutral full-bodied aromatic available in bags

**Vegan  
Burger**

**Vegan  
Majo**



# Our services at a glance

Are you interested in our products and services? We are your partner for customer-specific solutions – simply ask your contact person!



## Quality Our guiding principle

We define ourselves through the high quality of our products; they provide us with the incentive to offer our customers optimal solutions. You can recognize the importance of this claim in every step of our work, from incoming raw materials inspection to the finished product - a team that works hand in hand!



## Food laws and legislation Paragraphs made easy

We will be happy to advise and assist you on issues concerning food labelling and identification as well as the design and verification of product labels and declarations. Do you need reports, certificates or simply competent support in the complex field of food law for your production or further processing? Please contact us for confidential advice and support. Whether with RSPO-certified palm oil or marinades without added palm oil – you have the choice.



## Technical sales team Service has a face

Our creative butchers, technologists and application specialists can together provide support at any time with efficient, innovative and individually tailored product solutions, practical tips in the field of industrial manufacturing processes as well as manual applications.



## Laboratory At the heart of the best quality

In our in-house laboratories, we use a wide range of chemical and microbiological analysis methods. Every single raw material has its own individual, risk-based test plan. This means the company's experts don't miss anything when it comes to safety. Our independence from other laboratories means that we can act quickly and efficiently according to the situation at hand.