



Pick Szeged Zrt.



- Part of the Bonafarm Group
- Founded in 1869
- Hungary's biggest food company, based in Szeged
- Best known Hungarian food brand
- Turnover: EUR 250 M in 2009
 - domestic: 200 M



Production

- Primary and processed pork meat products:
 - Dry salamis and sausages
 - Coldcuts and frankfurters
 - Bacons
 - Liver patés
 - Mangalica
- 4 production sites
- Output: 70.000 tons/year



Quality Control

- IFS
- BRC A
- Salami production is USDA approved



It all started in 1869



Actually, earlier

- First salami factory of Szeged in 1841
- Reasons:
 - Good climatic conditions close to the Tisza river
 - Proximity of quality livestock and feed

- 1869- Márk Pick
 - Salami factory- wintersalami (téliszalámi) production



- 1900- World Exhibition in Paris
 - Major award



Pick – Szeged Wintersalami (Szegedi Téliszalámi)



- 142 years' of unchanged recipe
- Using the best pork (over 150kg) from the region for meat cuts (including mangalica) and secret spice recipe
- Smoked for 2 weeks on flames of beech wood that has been dried for 2 years
- Traditionally cured for 90 days
- Unique appearance and flavour due to the noble mould culture grown on the surface



Continued tradition





Application for PDO

- Hungary joins the EU in 2004
- Application for PDO as Szegedi Szalámi or Szegedi Téliszalámi
- Application to Hungarian National Patent Office
- Ministry of Agriculture grants national protection
- Application sent to Brussels
- EU Commission – 2005 - requests amendments to the application (explaining the region's uniqueness, more exact production process and raw material description, highlighting the link between the product and the region)
- Based on Council Regulation (EC) No 510/2006 of 20 March 2006
- Registered by the EU Commission (No 1485/2007) on December 14, 2007

Pick – Szeged Wintersalami – the image of Hungary



Thank you for your attention!