

# Speck Alto Adige PGI in Poland.

Warsaw  
September 12<sup>th</sup>, 2023  
Radisson Collection Hotel



Jedyny i niepowtarzalny.

## Speck Alto Adige ChOG: oryginalny z Dolomitów.

Dojrzewająca szynka  
delikatnie wędzona:  
**mało soli, mało dymu**  
i dużo świeżego powietrza.



Nasz Speck Alto Adige ChOG, czyli dojrzewająca szynka delikatnie wędzona, jest:



Gwarantowany przez Konsorcjum Ochrony Speck Alto Adige ChOG i rozpoznawalny dzięki znakowi „Alto Adige” wytłoczonemu na skórce.



Kontrolowany na każdym etapie wytwarzania w tradycyjny sposób.



Idealną symbiozą nordyckiego wędzenia i śródziemnomorskiego dojrzewania dla uzyskania łagodnego i delikatnego smaku.



Jedyny, tak jak kompozycja przypraw, którą każdy producent nadaje osobisty akcent swej delikatnie wędzonej dojrzewającej szynce.



Uniwersalny w kuchni. Jest doskonały sam w sobie i idealny jako dodatek w niezliczonych przepisach.



Znakomitą okazją do wzrostu sprzedaży, ponieważ jego smak nie ma sobie równych wśród europejskich wędlin.

# Message from the Ambassador of Italy



Embassy of Italy  
Warsaw

I am very glad to introduce the “Consorzio Tutela Speck Alto Adige”, founded 30 years ago and composed by 28 companies from Trentino - Alto Adige/Südtirol, an Italian region that our Polish friends love particularly.

Trentino-Alto Adige/Südtirol welcomes indeed thousands of Polish tourists every year, especially in the winter season, and this is one of the reasons why its products are quite well known in Poland.

“Speck Alto Adige”, which is one of the symbols of the region, can be considered also as a synthesis of ham products in Europe. Milder in taste than the Nordic hams, because of the long air drying, and more aromatic than the very mild Mediterranean ones, because of the light smoking and the mixture of spices, its secret family recipe contains also the use of salt in a very limited quantity.

The acronym PGI stands for “protected geographical information”, a designation awarded by the European Union to selected products which are manufactured in compliance with a traditional method in a specific area. Since 1996, the designation “Speck Alto Adige PGI” has been reserved to ham produced in Alto Adige only from the pig thigh, in compliance with traditional processes.

The “Speck Alto Adige PGI” is an Italian quality product and its Consortium aims, in particular, at defining quality standards, protecting the brand and implementing promotional activities.

I wish therefore a full success to the mission of the “Consorzio Tutela Speck Alto Adige” in Poland.

Luca Franchetti Pardo  
Ambassador of Italy in Poland

# Message from the Director of the Italian Trade Agency in Warsaw



Dear Italian food lovers, dear friends,

It is my pleasure to greet you on the occasion of the SPECK ALTO ADIGE PGI promotional initiative in Poland organized by ITA - Italian Trade Agency in collaboration with the Speck Alto Adige Consortium.

Speck is a cured meat produced with the pork leg that is first smoked and then cured. The true authentic speck is known as Speck Alto Adige PGI that is one of the Italian products of excellent, from the valleys at the foothills of the Dolomites in Alto Adige/South Tyrol, the northernmost province of Italy.

Speck Alto Adige PGI label guarantees the product's authenticity and quality, as each ham must be carefully inspected by the Speck Alto Adige Consortium. There are currently 28 authorized producers of Speck AA PGI, which their profiles and contacts are included herein this catalogue. Speck AA PGI is one of the most popular cured meats outside Italy which 31.2% of all production is exported, particularly to Germany (24.7%), United States (2.7%) and France (1.7%).

In the recent years exports of Speck AA PGI are growing promisingly also to Poland.

In general, referring to the HS Code 02101981 (customs code which includes also Speck AA PGI) Italy is the 1st Poland's supplier of dried or smoked boneless domestic swine meat with a market share of about 51%. In the last five years Poland's imports of such products from Italy have grown from 3.6 million euros in 2018 to a record value of 10.3 million euros in 2022 (+30.4% compared to 2021).

The purpose of our initiative is to make Speck AA PGI better known in Poland. Thence our promotional program includes advertisements in the main local specialized magazines; a masterclass held by Martin Knoll, director of the Speck Alto Adige Consortium; and, last but not least, a special dinner based on Speck AA PGI prepared by Herbert Hintner, Michelin-starred Chef of the Zur Rose restaurant in San Michele Appiano – Bolzano.

Have a great time!

Paolo Lemma  
Director of the Italian Trade Agency in Warsaw

# Message from the Director of The Speck Alto Adige Consortium



The association, known as the “Consorzio Tutela Speck Alto Adige,” was formed in 1992 by 17 producers. In 1996, Speck Alto Adige was granted the designation “Protected Geographical Indication” by the EU. In 2003, the Consorzio Tutela Speck Alto Adige was officially authorized by the Italian Ministry of Agriculture and Forestry to represent the interests of speck producers, pursuant to Law 526/99. Today the Consortium protects the interests of 28 producers of Speck Alto Adige.

The activities of the Consorzio Tutela Speck Alto Adige include quality policy, brand protection and promotional initiatives. To carry out these activities, the Consortium actively cooperates with various institutions both locally and nationally. Therefore, we are very proud and grateful for the collaboration with ICE and their support in the promotion of Speck Alto Adige PGI in Poland.

Speck Alto Adige PGI in Poland, with its balanced taste between the sweetness of seasoning and the aroma of light smoking, is very popular with Polish consumers, and our producers are registering high potential. We have also seen significant growth in the export of Italian cured meats to this market in recent years in general. This has also triggered a growing demand from local buyers and importers for our product. Considering the important dimension in the Central European area, our Consortium has given special importance to Poland and initiated first activities for the development of this important market also in the long term. On behalf of all consortium producers I would like to express our gratitude to ICE in general and the Warsaw team for the excellent cooperation now and in the future.

Martin Knoll  
Director of The Speck Alto Adige Consortium

## Speck AA PGI Producers

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# Butchery Christanell



When great-great grandfather Mathias Christanell founded his butcher's business in 1903, he laid the ground stone for a Christanell principle that still distinguishes the company to this day: The whole family are involved, and all the most important tasks are dealt with by family members in person.

Present-day owner Josef Christanell took over the company from his father and, together with his brother, went on to become one of the first large-scale speck producers in South Tyrol. Today, the whole company is in the hands of Josef's family, and four of his children work with him. One son works in the production department, the other two in purchasing and sales. His daughter works in the office, their mother takes care of the customers at the shop in Naturns/Naturno, and master-butcher, Josef manages production. Direct contact with customers is central to the family's sales philosophy, and another member of the family delivers all of their outstanding fresh meat, top-quality cooked products, home-made specialities such as ham, "kaminwurzen" smoked, dried sausages, all types of sausages imaginable and, of course, Speck Alto Adige. Their customer base comprises gastronomy businesses, delicatessens, wholesalers and distributors.

Speck Alto Adige is dear to the hearts of the family, and they are currently planning to expand their production. There's certainly no lack of demand, and they have already built a new production facility in Plaas, near Naturns. The family's ultimate goal is to produce Speck Alto Adige PGI with protected geographical indication, which must be cured for longer than conventional speck. This will give their customers the option to choose from a softer speck with shorter curing times and the cured, firmer speck so beloved by locals and speck connoisseurs.



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# Butchery Gruber



Werner Gruber opened his butcher's shop in the centre of Meran/Merano in 2013, followed two years later by another branch in Latsch/Laces in the Vinschgau/Val Venosta Valley: A courageous step forward for the young master butcher, who won the 2008 regional championship in his trade. He is also the youngest boss at the Gruber butcher's in St. Ulrich/Ortisei.

Werner's father Lorenz demonstrated the same entrepreneurial spirit when he founded the family company in St. Ulrich, Gröden/Ortisei, Val Gardena in 1993. In the early days, the business comprised only Mr and Mrs Gruber and a third member of staff. Five years later, Lorenz established a production facility on the family farm in Villanders/Villandro, and from that moment onwards the Gruber family began to produce their whole range of sausage products, hams and cured meats such as speck, salami and smoked, dried "kaminwurzten" sausages.

As the company continued to expand their workforce followed suit, and the initial three-man enterprise went on to become a prosperous company with 12 employees and three branches.

Werner Gruber joined the family company in 2004. Today, father and son work together to create new, innovative products. One such example is their "Kellerspeck," which Werner Gruber is immensely proud of: Like the company's traditional speck, the Kellerspeck is an authentic Speck

Alto Adige PGI which means that it has protected geographical indication, a status which is assigned only after stringent independent monitoring of the meat, its salt content and aroma, outer appearance and curing process.

Gruber butcher's offer countless homemade and allergen-free specialties in their range, totalling far more than 100 products. They also sell 500 hams of authentic Speck Alto Adige PGI each week. Offering his clients only the very best of speck is extremely important to the butcher: "We love our work and our customers, and identify one hundred percent with our product."



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# Butchery Gstör



It's a rare sight to see: The Tschenett family in Algund/Lagundo do it all themselves, from start to finish. The process begins with the animals at their small livestock farm, which are then slaughtered in the family's own slaughterhouse, sold in the family butcher's shop and served for tasting sessions in the family's guest houses: The Hotel Gstör, the Grill-Garten, the Residence Pension Sonnenbichl, the Töllerhof, the Mexican Restaurant and the Gstör Pizzeria all belong to the family company.

The quality of their speck is particularly important to the Tschenett family, and it must be cured for a specific length of time: The famed seal of quality which is fire-branded onto Speck Alto Adige is applied to the ham only after 25 weeks of curing. This makes the speck wonderfully juicy - a fatty speck is better than a lean one. The perfect speck, or so they say here, should be the colours of the South Tyrol flag - half red, and half white.

All this didn't all just fall into the Tschenett family's lap: Their grandfather bought the farm, where the company premises are still located to this day. His son died very young, leaving his wife widowed with four children: One of these children was Franz Tschenett's father who wanted to build upon his grandfather's dream. With his wife by his side to help him along,

he constructed his buildings single-handedly and now, together with Franz, carries his life's work onwards.

The family are not planning to expand their butcher's business or selling to supermarkets or wholesalers; the Tschnetts are much more interested in producing the very best of quality and focussing their energies on local products.



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# Butchery Mair

# MAIR

It all began with a great-uncle: Adolf Mair. He knew that if one wants to provide outstanding meat, the finest of sausages and the very best of speck, a good relationship of mutual trust with the farmers is of the highest importance. Adolf and his wife had no children of their own, and their inheritance was passed on to their niece Margit. She and her husband Ernst Kuenrath modernised the premises and continued to nurture their good relationship with the farming community, a tradition which was also upheld by the third generation, Karoline and Roland Kuenrath. Roland went on to expand the business by opening a new butcher's in Mals/Malles, where the family also ran the Obervinschgau/Alta Val Venosta Valley slaughterhouse, while Karoline was one of the first women in South Tyrol to become a fully-qualified butcher.

The Mair butcher's slaughter their meat themselves in the Mals slaughterhouse, but have to buy in their meat as there are no large-scale pig breeders in the region. The pigs are inspected and evaluated by Ernst Kuenrath in person. In order to stay in business, they offer their customers an array of fringe services, including Vinschger Fingerfood, a speciality catering service which supplies, amongst others, speck, cheese and Schüttelbrot rye flatbread. They also sell gift boxes packed with regional specialities, which are extremely popular.

70 - 80 % of Mair speck is sold to private customers, and the remainder goes to the local hospitality industry. Speck is and remains the mainstay of the company, and the recipe they use has been tweaked to perfection over the decades: father Ernst has a permit to harvest the juniper bushes which he uses to smoke the meat. The purity of the herbs is paramount, as this is what gives their speck its magnificent aroma.



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# Butchery Rinner



## Gold-medal speck

"I only sell what I like myself," says Alexander Rinner with a smile. In his company, the butcher from Latsch/ Laces places the utmost of importance on quality, and rapid, artificial curing has no place in his production of Speck Alto Adige PGI. Quite the reverse: He seasons his hams with a mild mixture of herbs and spices, and stores it in the brine room for 14 days. Afterwards, the speck is smoked on beech wood and then stored in the climate-controlled cellar for a minimum of 7 months.

In 1955 Alexander's parents founded a small village butcher's shop in Latsch, where they worked day and night with barely a break. Their son Alexander had to help out right from the beginning, and even at that time he knew what he wanted to do: To take a step away from classic butchering trade and build up a company which specialised in speck. It was then that he began to think about producing exclusively smoked and seasoned products. "I saw great opportunities for growth in this sector," says Alexander, now 53 years old.

In 2008 the family built a further production facility, and Alexander's son Max began to learn the butchering trade. Max, now 26 years old, joined the family company 3 years ago. "There's a bit of friction now and again,"

says Alexander, "But that's normal between two generations. We work well together, because we have the same philosophy." The family company in Latsch offers an astounding array of products. Alongside chilli pepper, garlic and truffle salami, they also produce chamois, mouflon and venison salami. Their speck, on the other hand, is more traditional: First, the top-quality underside is salted and seasoned with garlic, pepper, salt and coriander and then it is smoked on beech wood, as tradition dictates. We use only our own organic blend," explains Rinner. Their speck is sold throughout South Tyrol and North Tyrol.



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# Butchery Silbernagl



Three brothers, one shared passion

Christian, Heinz and Thomas Senoner are the names of the three brothers who run the traditional Silbernagl butcher's in Kastelruth/Castelrotto. Quality, naturalness and well-treated animals are their priorities.

Christian Senoner, the official owner of the butcher's business, was just 14 years old when he began to work at the Silbernagl butcher's in Kastelruth. It was then that he learnt to appreciate both good recipes and high animal welfare standards.

In 2008 the three brothers joined forces and purchased the butcher's, each bringing their own skills to the table.

"High-quality meat is the prerequisite for good quality," emphasises the butcher as he explains the company philosophy. Since the end of 2016, their range has comprised a traditional product from South Tyrol: Silbernagl now produce Speck Alto Adige PGI. This speck obtains its seal of quality only after stringent controls of the meat they select, the mixture of herbs and spices they use and the curing process. Many of Silbernagl's recipes have been the fruit of Christian's creativity, one

being their "Metzet Speck": The production of this variety of traditional speck takes eight or nine months, and the pork must be sourced from the local area.

Today, the brothers produce everything you could possibly make with top-quality meat: A variety of types of fresh meat, speck, salami, boiled sausages, cooked ham and more.

Quality and a united family lie at the heart of the Senoner family business: In addition to the three brothers, other members of the family also work in the 20-man company.



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# Butchery Steiner



The traditional taste of speck

Only a handful of companies in our region are committed to producing original Alto Adige Bauernspeck, and in the Pustertal/Val Pusteria Valley. 58 year-old Josef Steiner is the owner of Steiner and the third generation of his family to run the company, which owns not only two branches in the idyllic Antholz /Anterselva , a side-valley of the Pustertal Valley but also the Hotel Adler.

Bauernspeck is an exclusive, gourmet product for discerning consumers and as such, is produced in small quantities. Delicate in taste with a low salt content, the Steiner family's speck is seasoned with natural herbs and spices and smoked to perfection.

Bauernspeck is produced using traditional methods and is subject to stringent quality criteria regarding the sourcing of pork, the fodder used by farmers - which must be GM-free - the slaughtering process, the processing and storage of the meat and, finally, the sales process. After butchering, the fresh meat is chilled to the right temperature and sectioned. During the 3-week brining phase which follows, the speck is salted, turned over three times and then hung. It is then cold-smoked at 18-20°C in a smoke room and, finally, cured for 28 weeks in a climate-controlled room. In addition to pork thigh which bears the fire-branded PGI seal, the neck, shoulder loin and belly cuts may also be used in the production of Bauernspeck.

One particularly decisive factor in the Steiner family's speck production is, in Josef's opinion, their unique location: "The good air, the green countryside, the uniqueness of the Dolomites - in short, the climate of the Val Pusteria - all influence the curing process."

The circle comes to completion with another matter close to the Steiner family's heart: That the farmers receive a fair price for their animals, and that they are happy. Environmentally-friendly production methods together with ecological sustainability are a guarantee of top quality for the lucky customers who make the choice to eat ethically-conscious, gourmet foods.



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# Butchery Windegger



Speck isn't just speck: On one hand, it is important to give customers the taste they want. On the other hand, there are a lot of different kinds to choose from. Every family also has their own family recipe, which makes the product endlessly interesting.

Windegger was founded in 1901, and has been handed down to three sons since. Günther Windegger has been running the family business for eleven years now and has always had his priorities straight: He wanted to build upon what his father had created. The family recipe passed down from his great-great grandfather is still used today, and gives the Windegger Speck a very special flavour; over the past 100 years the recipe has been honed to perfection, but has not been substantially altered in any way. With its distinctive mixture of herbs and spices and long curing process, Windegger speck is something truly special. The perfect curing point is vital in the production of Speck Alto Adige PGI; producers also have to take the utmost of care during process in order to guarantee a consistent product. Günther Windegger eschews rapid drying of his meats, opting instead to leave them hanging for a couple of months longer so that he can achieve the precise consistency and the unmistakable aroma that he wants. Customers can choose from a variety of specks at the Winde-

gger butcher's: Speck Alto Adige PGI and South Tyrol Bauernspeck, using pork sourced from local farms.

Around half of Windegger's speck production is sold over the counter in the two butcher's shops owned by the family, while the remainder is sent out to quality supermarkets and delicatessens in northern Italy. For the past 8 years or so, the Windegger family have also been receiving international orders.



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# Christanell



Christanell GmbH have been producing Speck Alto Adige in Naturns/ Naturno for over 20 years. Today, Speck is one of South Tyrol's biggest exports – not to mention one of the most rigorously-controlled quality products in the whole of Italy. The quality of Speck Alto Adige was also recognised by traditional company Handl Tyrol in the neighbouring North Tyrol when they bought over Christanell GmbH in Naturns in 1992. The change of management has not led to any significant changes in the running of Christanell GmbH. "The workers are the same, the production processes likewise," says Josef Wechner, Managing Director of Handl Tyrol.

Today at the premises in Naturns, around 50 employees produce 12,000 pieces of pork speck every week, year-round. The main markets for the company are, as ever, Austria and Germany, but their Speck Alto Adige finds its way to every corner of Europe. And their success can always be traced back to their outstanding quality. The "Speck Alto Adige PGI" seal of quality can be used only if producers adhere to rigid criteria: Only the very best of fresh meat from monitored farms may be used, the meat and fat content and the quantity of salt must come within the correct parameters, and the curing period must be a minimum of 22 weeks, in order to give the speck its mild taste. "It is precisely this gentle curing in the fresh

South Tyrol air together with the mild Mediterranean climate that makes Speck Alto Adige so distinctive," says Josef Wechner with conviction. To date, very little has changed in their traditional production methods, and at Christanell GmbH the hams are still gently salted and seasoned by hand. Machinery is only used for quality control, and, above all, to ensure a constant temperature and humidity throughout the curing phase.



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# G. Siebenförcher



When it comes to making speck quality control is a tricky business and, as you would expect, modern technology plays a big role in carrying it out. Florian, the youngest son of the family, graduated from the food technology in Kulmbach; he is the guardian of the Siebenförcher speck family recipe and samples it speck regularly in person. 4 or 5 sample pieces are monitored regularly for a number of criteria including outer appearance, colour, smell and taste, in a well-planned quality control system which enables the family to develop their product constantly. A few parameters are regularly changed slightly for a few test hams: A little less smoke may be used, or different proportions of seasonings. These test hams are then tasted and evaluated in comparison to the company's regular traditional speck.

Gottfried Siebenförcher founded a small butcher's under the Meran/Merano arcades in 1930, and also owned a production facility in Gratsch/Quarazze. When the family inheritance was split between his two sons in the 1970s, Gottfried inherited the butcher's in the city centre, while the production premises went to his brother. Shortly afterwards, Gottfried began to produce his own speck in his own premises in Untermais/Maia Bassa and, in the 1990s, his children began to work for the company. With

his whole family contributing the company has continued to expand, and they have now opened another premises in Gargazon/Gargazzone.

Naturally, the Siebenförcher family have plans for the future. With their three premises, they are in a position to maintain contacts with all types of clients. Gargazon supplies fine food retailers throughout South Tyrol, the gastronomy industry and big clients, while the retail shop caters to private customers.



## Butchery Siebenförcher

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# Galloni



The butcher brothers Andreas and Thomas Galloni produce Speck Alto Adige PGI with natural ingredients, made to a recipe which has been closely guarded for generations. In addition, they also produce an organic range and lactose and gluten-free specks.

The brothers no longer work in a small butcher's shop as their father before them, but in the new production premises in the Untermais/Maia Bassa artisan district in Meran/Merano. Even as young lads, the Galloni brothers worked in their father's company whenever they could: They fell in love with their father's profession at an early age, and went on to train as butchers themselves. "The butcher's trade is not what it used to be; we have to measure values constantly and every step has to be documented," says Thomas Galloni. And just as production methods have changed over the course of the years, consumer tastes are also different – and the company has adapted to suit. Customers used to prefer a fattier speck, but the speck of today must be lean.

Galloni speck is supplied to both the domestic market and abroad, including amongst others Austria, Germany, France and England. "The market is growing, but the requirements are becoming increasingly stringent and we have to adjust to that," says Thomas Galloni. If producers want to sell PGI speck, they have to follow certain regulations. Galloni speck is cured for longer than the minimum period laid out in the guidelines: From fresh meat to finished speck takes 24 to 25 weeks.



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# Koflers Delikatessen



Secret ingredient: Fresh air from a pilgrimage site

The family company was founded back in 1976. At that time Walter, the father of the family, founded the company together with his brother, and ran a retail store in Meran-Untermals/Merano-Maia Bassa. Later, he moved to Unsere Liebe Frau im Walde/Senale, a pilgrimage site located at an altitude of 1,400m, close to the Gampenpass/Passo Palade.

2005 brought sweeping changes: The two brothers went their separate ways and the company was renamed "Kofler Speck OHG des Kofler Walter."

In 2006 new production facilities were built at the shop in Unsere Liebe Frau im Walde, managed with the greatest of love and care by mother Irma. One advantage of this location is the healthy, clean, cool mountain air - you could say that the natural mountain air is one of the secret ingredients of Kofler speck. However, it was only the fact that he was not alone, and could count on the support of his family, that Walter was able to expand the business. "We've built it all up as a family, and it's brought us closer together," reflects Walter. "In 2002 and 2010 respectively, our sons Klaus and Lukas qualified as master craftsmen," he tells us.

"Three of our children work in the family business today," Walter says with pride. "It's only our son Tobias that still has to decide." His son Klaus is involved in the distribution of speck, meat and sausage products to local catering concerns and retail outlets. Walter and his son Lukas take care of product quality, and work hard to optimise production. Daughter Martina, on the other hand, is involved in the administrative side of the business, and is also often to be seen at the weekly markets throughout the region. Kofler Speck also attend trade fairs and the Meran Christmas market.



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# Martin Speck



With hard work and passion

Around 20 years ago, Martin Dipauli laid the foundation stones for Martin Speck. It all began when Martin purchased a small grocery store, but the qualified butcher had always had a clear plan in mind: He wanted to establish his own company in his own home town. When around 1000 square metres of land came up for sale in the Artisan area of Aldein/Aldino Dipauli didn't have to think for long, and the land became the first part of his company premises. Today, the company covers an area of almost 10,000 metres, a magnitude which fills Dipauli with pride.

The secret of his success is a good blend of calculated risk, a pinch of luck and a lot of experience. "In my grocery store, I learnt how to sell," says the Aldein man, "and that got me off to a good start with my own speck business." In contrast to the traditional shelving units of supermarkets, from day one Dipauli set great store by high-quality, well-stocked wooden shelves which also provided an eye-catching display for the shop. "At first, I just produced a small amount of speck. I didn't want to risk any mistakes in production, and didn't want to take any rash steps," he recalls. Then he began, slowly but surely, to increase the quantity.

Precision-cut and attractively packaged: Martin Speck have always aimed to produce a high-quality product at a slightly higher price. For this reason, Dipauli avoids all and any compromise in production quality. "Customers who have bought another brand of speck because of the price always come back sooner or later, when they aren't satisfied with the quality of cheaper products," he says.



## Martin Speck

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# Meraner Wurstwaren



In 1929 the Siebenförcher butcher's was found by Gottfried Siebenförcher, grandfather of today's master butcher. In later years, the family business was split between the two sons – Gottfried Jr., who today runs the Siebenförcher butcher's under the Meran/Merano arcades, and Max Siebenförcher who ten years ago handed down the butcher's shop in Gratsch/Quarazze, which has borne his name since 1970, to his son Peter. Today, Peter Siebenförcher employs 16 members of staff in the butcher's. His wife Claudia manages the retail side of the business, while Peter is in charge of production. "Customer preferences are very different to how they used to be," Siebenförcher has noticed. "There is an increasing trend towards lean speck." However, as he points out, fat is an excellent flavour-carrier. "Italian consumers often prefer a softer speck," the master butcher reports. In production, Siebenförcher says, there have been few changes over the last few years. "The speck is still produced by hand. The meat is hand-chopped, hand-seasoned and brought to the smoking room. Technology is of assistance above all in the warehouse," Peter ex-

plains. In the past speck was hung in the cellar, but the quality suffered if the summer months were a little too hot. In the storage facilities of today the temperature and humidity can be adjusted as required, preserving the speck perfectly.



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# Merano Speck



Inge Rauch has no intention of retiring. She has always worked in “Merano Speck” the family company which her husband founded 26 years ago, and her favourite food of all is - and how could it be otherwise - their own speck.

Every occasion is a good one to serve speck at the Rauch family’s table. “We eat it from morning to night,” laughs Inge Rauch. “And if we feel peckish through the night, we get up and cut ourselves a few slices of speck.”

Inge Rauch is the owner of Merano Speck, a family-run company who set great store by tradition. Born in Germany, Inge is still fully involved in the company: She has always managed the German export side of the business, and regularly travels between the Ruhr region of Essen and Naturns/Naturno.

Inge’s husband Albert Rauch founded the company in 1989. “He always said that with a surname like Rauch, he had to produce a product which was smoked, and cured over a long period,” says his smiling wife - by happy coincidence, the German ‘Rauch’ means ‘smoke’. In 1964, the qualified master butcher founded the company Albert Rauch GmbH, laying the foundations for the sales group R&S. which Merano Speck belongs

to today. Albert Rauch was a great lover of the local countryside, the traditions and the people of South Tyrol. When he discovered that there weren’t many suppliers of rindless speck in Germany, he put his plans into practice and went on to become one of the pioneers in the field: The production of retail-ready, rindless speck.

In Germany, hams are generally machine-sliced into ultra-thin slices, as Inge Rauch herself once did. “Today, however, I do as the South Tyroleans do and cut thicker slices from smaller cuts of speck, preferably from a speck with a hearty portion of ‘white meat’ or lard,” she says.



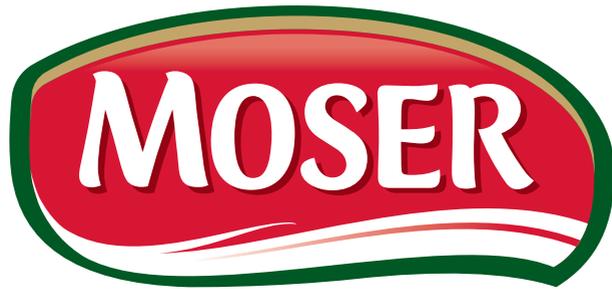
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# Moser Speck



It all began in the 1970s, when Walter and Adolf Moser started to produce speck from their farm for family and friends. A year later, the brothers opened their company in Plaus, near Naturns/Naturno. And today, the second generation is carrying on the work.

The special feature of the Moser family's speck is the gentle smoking process. There is a growing preference amongst consumers for a less smoky speck, and it is precisely here that Moser differs from other producers. Moser's competition is not the other Speck Alto Adige manufacturers, but the companies which produce cured hams.

Moser produce three lines of speck: Speck Alto Adige PGI, "Moser Speck" and "Premium Nummer 1 Speck." For some time now, they have also been producing a limited quantity of Speck Alto Adige from Parma ham pork thighs. These are larger than the standard size and the minimum curing period, at 8 months, is correspondingly longer. The limited quantity produced is extremely popular with gourmards and is sold instantly. "Turbo-boosted Speck Alto Adige," the Moser family call it. The family's line of organic Speck Alto Adige is also an interesting addition to their

array: All the meat for this product is sourced exclusively from organic farms. Moser also benefit from another strong, strategic partner: Fratelli Beretta, Italy's largest family company in the meat and sausage industry. While Moser distribute their speck in Italy, Germany and Austria, Beretta cover all the other markets. Today, Moser speck is consumed in over 50 countries.



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# Nocker



In 1960, Anton Nocker founded his butcher's business and shop, together with a neighbouring hotel and restaurant in Toblach/Dobbiaco. The butcher division of the business focussed on meat processing, with a heavy emphasis on the production of speck, sausages and ham. Anton Nocker worked with immense dedication and foresight, going on to become, from his village butcher beginnings, a company in constant expansion. In the 1970s he built a new cutting-edge production premises, and the single-man company Anton Nocker went on to become a general partnership in the form of A. Nocker & Co. OHG. The foundations were thus laid for a future-oriented, family-run company. Today, the third generation of the family work together in the company, thus securing the future of A. Nocker & Co. OHG.

Since 1960, the name Nocker has been a hallmark not only of the tradition of meat products from South Tyrol, but also of outstanding quality and unique, tasty, healthy products. Food safety and traceability of ingredients and raw materials are of paramount importance. The Nocker family produce speck which has undergone a variety of curing times, ranging from 16 to 30 weeks. The low salt content, the cold-smoking at a maximum temperature of 20°C, the 22-week minimum curing period and

the eschewal of accelerated, aggressive production techniques guarantee the unmistakeable taste of their Speck Alto Adige PGI.

In 1994 the DLG "Deutsche Landwirtschafts-Gesellschaft" (German Agricultural Society) honoured the Nocker family with their first award and in the years to follow the company received no less than 17 Gold awards from this society alone. The secret behind their success is hard work, a clear awareness of tradition and optimal, modern production standards. Nocker distribute to wholesalers, retail vendors, butcher's and delicatessens, restaurants and hotels in South Tyrol, Italy and abroad.



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The founding date of his company was June 2nd, 1980: That was the day when Gottfried Pfitscher began his one-man enterprise, producing traditional speck on his farm. In the early days he produced only 20 to 30 hams per week but the request continued to grow and some time later Gottfried had the opportunity to move the business to Meran/Merano. The store which he acquired was both good luck and a burden; it entailed significant costs, in part due to the necessary conversions and construction of an extension with a warehouse. This period was followed by a number of difficult years. When a company in Burgstall/Postal closed down in the year 2000, the Pfitscher family seized their chance: They took over the company, and all the staff along with it. They gave up their Meran business, and focuses fully on production. The Burgstall premises are now given over fully to production, rounded off with a retail outlet.

The family still see a lot of growth potential for the export market. Pfitscher export to a number of countries, including Europe, Japan, Korea, China, India, North Africa and South Africa, and their turnover has doubled in the last few years. The company also deliver to delicatessens, wholesalers, small supermarket chains and importers: Ultimately, this is a special, niche product of a certain quality, and should be valued as

such. Quality does not comprise only freshness and impeccable health and safety standards, but also a traditional production technique, and the patience to cure the product slowly. Lukas Pfitscher wants to control the company's growth; the family want to provide their customers with the very best at all times, even if this means foregoing higher sales.



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# Raich Speck



In the industrial area of Partschins/Parcines, you will see a small, green house: This is where the Raich family produce their speck, along with other meat and sausage products. It all began in 1989 in Schenna/Scena, above Meran/Merano, where the family decided to open a small shop.

Small in size and with a marked family atmosphere, the company centre their attentions on quality rather than quantity. For now, the export market is not a prospect which concerns Raich Speck overly much, and their main focus remains very much at a local level. In addition to two butcher's shops in Schenna and Algund/Lagundo, which have brought the family a large, steady customer base, Raich Speck also attend numerous local markets, one being the Friday market in Meran.

In every other way, the company stays true to the family tradition. "Wherever possible, we try to avoid using machinery. We do practically everything by hand here: From seasoning, right through to the finished speck." Machines are only required for packaging. The family source their meat primarily from select slaughterhouses in Austria and Bavaria. Occasionally, they opt for local animals.

Since 2015, the company has been one of the 29 producers of speck in South Tyrol to produce Speck Alto Adige PGI. This speck receives the PGI seal guaranteeing its protected geographical region of origin only after it has undergone stringent independent controls regarding the meat, the blend of seasoning and the curing process. The precise formula for their mixture of herbs and spices is a secret family recipe. During the smoking phase, Raich Speck also set great store by their own family traditions, which give the finished product its characteristic taste. The curing period is also of vital importance: "Each piece of speck needs its own curing time which, naturally, we take into account," says Nadine Raich, "But in any case, we cure our speck for a minimum of six months."



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# Recla

# Recla

At 3,905 m, the Ortler/Ortles is the highest mountain in South Tyrol, and its north face is the longest ice wall of the Eastern Alps. But why is this important for Recla speck? The company in Schlanders/Silandro is located between the massifs of the Ortler and the Weisskugel/Palla Bianca; the glaciers in this area have a considerable effect on the climate, and the air is exceptionally dry, fresh and pure. When drying and curing, Recla use 90% of this outdoor air. The exceptional curing process which this meat undergoes is, then, closely linked to the local area and its climate. And that's why there is a picture of the Ortler on the packaging of Recla speck.

Today, they continue to produce Speck Alto Adige by following the five steps that mountain farmers have always used. It is lightly smoked and cured for a minimum of 22 weeks. The seasonings are a family secret, and have remained unchanged for years on end. The Recla company belongs 100% to the Recla family. The tradition of producing sausage meats has been handed down from generation to generation, and the initial company was founded in the 19th century. The father of the current owner opened his own, independent business in Schluderns/Sluderno. In 1985

they opened their first export company in Schlanders. In 1995, they took over another production facility in Tschars/Ciardes and, in 2000, expanded the headquarters in Schlanders. One particular milestone in the history of the company came in 2004, when Recla received a permit to export to the USA. Italy and Italian products have always held a special place in the hearts of Americans. However, when it came to speck, the company had to start from scratch. Their first client was a specialist food shop in Little Italy, in Manhattan. Since then, Recla speck has even supplied McDonalds.



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# Schmid Speck



Schmid Gourmet LLC has its headquarters in Plaus near Naturns/Naturno, and is an artisan family company. For brothers Thomas and Joachim Schmid, quality and passion come first and foremost.

Thomas Schmid, a trained chef, initially had no intention of working in the family company. Today, however, he is delighted that he changed his mind. "When you make your own speck, sell it well and even win awards for it, it makes you very proud," says the smiling 49 year old. Hanging on the wall behind him is the diploma that he received for the first comparative tasting of Speck Alto Adige.

"We are just one of many speck producers," says Thomas, well aware that his company needs to produce the highest of quality at all times. "We distinguish ourselves from other companies in our traditional recipe and the experience that has been handed down to us over the generations."

The brothers do not sell as many whole hams as they did in the past, but meet the growing request for vacuum-packed cuts of speck. "We do everything that our clients want," smiles Thomas. He personally delivers their product to their clients in South Tyrol, to butcher's and to the Pur

Südtirol/ Pur Alto Adige gourmet market. "Direct contact with customers is very important to me," he says.

As one would expect, speck makes a regular dinner-table appearance for Thomas and his brother Joachim. "We are a family of butchers, so we eat a lot of meat," he laughs. "When you have friends, speck and a good glass of wine, an evening is always a special event," adds Joachim.



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# Senfter



The Salumifici Granterre Ltd. is the result of many years of development. It all began with a small butcher's shop belonging to the current-day owners' grandfather, which went on to become one of the biggest companies in the Italian food industry. In 1856 grandfather Senfter inherited a butcher's shop and slaughterhouse from his uncle in Innichen/San Candido. He slaughtered the pigs himself, sold some of the meat fresh and, to gain a longer shelf life, processed other parts into speck.

At the beginning of his career Franz Senfter attended Business College but went on to learn the butchering trade and took over his father's business. When he observed that the rapidly-developing tourism industry in South Tyrol was highly receptive to Speck Alto Adige, and that commercial partnerships were waiting to be made, he expanded his production of Speck Alto Adige. By means of modern technology, Franz Senfter laid the foundations for standardisation and quality assurance in their speck.

Slowly but surely, he built up a steady network throughout Italy. Entry into the German market brought significant changes for the company: In the habit as German consumers were of consuming smoked meat products, Speck Alto Adige was of even greater appeal there than it was

in Italy. Today, Salumifici Granterre Ltd. is one of the largest companies in the meat-producing sector in Italy, and the largest speck producer in South Tyrol.

Speck is extremely service-friendly and can be eaten and served in myriad ways: as a niche product, finely sliced, sliced into strips or chopped into cubes. So what is it that distinguishes the quality of Speck Alto Adige? The speck must be cured to a specific point, and the curing phase lasts five, six or seven months. Salt is also extremely important in speck production: It draws the water from the meat, preserves it and brings out the flavour of the seasonings, giving the speck its delectable taste.



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# Stephan Von Pföstl



When Stefan von Pföstl looks back on the many generations of butchers who preceded him and the changes that have taken place, he has a lot to tell. His grandfather was a slaughterer, and travelled from farm to farm; in the mornings, he slaughtered one pig every hour, and in the afternoons he boned and sectioned the meat. The farmers then processed the meat themselves. Some of them were masters of the art, and the young butcher learned a great deal from them. When the new generation came along, the process of specialisation began. Butchering techniques today call for a great deal of highly-specific knowledge and high investment. However, the contextual circumstances of the profession are not the only thing to have changed: Speck production itself is also very different to former days. In the past, farmers aspired to own the biggest, fattest pigs, while consumers today show a marked preference for lean, firm pork. How the pigs are fed is central to achieving this. Today, Pföstl sources his fresh meat from a slaughterhouse in Bavaria, and is consistently impressed with the quality.

The company was founded by Stephan's grandfather in 1908, when he purchased a farm and tavern with a butcher's premises in Algund/Lagundo. His son Stefan von Pföstl took over and renovated the company

in 1978, after having worked with his father for 15 years. He built a new premises with a modern butcher's, which also housed the traditional tavern area. Quality has always been Stefan's uppermost priority: He had always wanted to produce speck which was free of preservatives, and carried out endless experiments in order to reach the results he aspired to. If a ham shows the slightest bit of aesthetic imperfection, it is not put up for sale. Alongside top quality, the visual appeal of a product is also paramount; first and foremost, customers look for a "good-looking" piece of speck.



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# Viktor Kofler



Andrea Kofler from Lana was practically born making speck: For three generations the family company has been producing, alongside a wide range of meat and sausage products, the full-flavoured Speck Alto Adige.

Many years ago, Andreas Kofler's grandfather made his own speck for the family. His father Victor and his uncle were the first in the family to make a profession out of speck production; the brothers went into business together around 30 years ago. In the early days, they worked together at a butcher's shop in Untermais/Maia Bassa, after which Andreas' uncle went on to sell his speck at the Gampenpass/Passo Palade while Andreas and his father now own their own shop at the entrance to the town of Lana.

The family company - and their speck - are distinguished by a perfect fusion of traditional recipes handed down from generation to generation together with modern production technology. A lot has changed since his grandfather's days, when speck was cured in a smoky cellar, says Andreas. When asked what it is that makes Kofler speck so special, his smiling answer comes back in a flash: "Because it tastes so good."

The company has been a member of the Consorzio Tutela Speck Alto Adige for two years, and as such, they are authorised to use the "Speck Alto Adige PGI" seal of quality. At Kofler's, it takes 22 weeks for the fire-branded ham to become vacuum-packed cuts of speck ; during this time, from seasoning, to smoking in beech and juniper, to vacuum packaging, there are a lot of steps in the production process. Hand-processing has been a priority for every generation of the Kofler family, as has the family philosophy: Never stand still, always improve. "We give our best every day," says Kofler Jr. "And together with one family secret or another, that's how we manage to keep making our speck better and better."



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# Viumser Speck



“The best things comes in small packages.” It was in the spirit of this guiding motto that Robert Priller opened Viumser Speck butchers, which he has been running together with his business partner Florian Überbacher since 2004.

The pigs he sources for his much sought-after speck are exclusively barley-fed, which gives the fat its distinctive grainy texture – an unmistakable hallmark of quality for Priller and his customers.

“The recipe for our speck and the traditional means of making it were handed down from my father,” says the master butcher, who sets the highest of importance on natural ingredients. He holds no truck with artificial ingredients.

In a process which lasts a number of months, the hams are first rubbed with salt, herbs and spice, soaked in brine and then hung, dried, smoked and left to cure in a curing room. Viumser Speck follow this exacting procedure to the letter in their production of 12,000 – 15,000 hams of speck per year, in a range which is rounded off with an array of other meat products. They are also one of the producers who guarantee genuine Speck Alto Adige PGI.

The customers in Viums/Fiumes are served by the boss in person: Customer trust is vital to the success of the company.

“Actually, it was just pure chance that when I was looking for a job as a cook or gardener in Brixen/Bressanone I couldn’t find one. I carried out an apprenticeship at the Amort butcher’s in Vahrn/Varna instead, and learned the trade during the ten years I spent there,” he says.



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# Vontavon



“The butcher’s profession is a wonderful job,” says Paul Vontavon. “You feed people, and produce high-quality foods.” As he speaks, you can see that producing speck is a life’s passion for Paul Vontavon. Even as a young boy he worked in his father’s company, and at 12 years old he already knew a lot of the tricks of the trade. Paul Vontavon is a true early bird: He’s always at the company by 5am to take care of the incoming goods and check the raw materials. At 7am the staff arrive and the machinery is switched on, after which he monitors every phase of production.

All of this remains feasible only because the company, despite constant expansion since its founding days, has maintained manageable dimensions. The Vontavon butcher’s was founded by Paul’s parents in 1957. At that time, the family produced speck on their own farm in Feldthurns/Velturno in winter. Today, only a small amount of speck is stored on the farm. The new production facility in Brixen/Bressanone was kitted out with all the requisite technology to expand their reach to year-round production, and to monitor it closely during every phase. Paul Vontavon guards his father’s family recipe close to his heart, and the seasonings he uses have remained unchanged over the years. This is of great importance to him because, as he says, it is the recipe and seasonings that express

the company’s bond with their homeland. Every part of South Tyrol has its own traditions, which means that every speck bears the distinctive flavour of its origins.

One of the Vontavon’s own family creations is the Hay Speck which they have been making since 2004 and which they season with the hay from their own farm in Villnöss/Val di Funes. This speck has proved extremely popular with consumers. A large part of the company’s hay-speck production is sold to Germany, and is instantly recognisable by its labelling and packaging: It is packaged in no less than Villnöss hay.



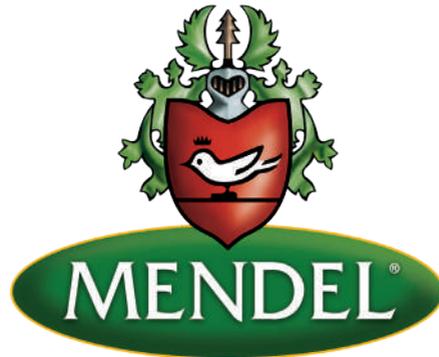
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