

PICK Wintersalami

Category: agricultural-agrobusiness

HUNGARICUM

Outstanding national value

Motto: 'I spread about the good fame of Szeged in Los Angeles, I always tell people that I was born in here, and the world-famous Pick salami and the Szeged paprika are made here.'

(Vilmos Zsigmond – Academy Award winner cinematographer)

PICK Wintersalami has been made since the 1880s. It is made on the basis of a secretly protected, unique recipe, which was developed by Márk Pick, entrepreneur of Szeged. It is named as wintersalami because people had time only in winters to work in a factory, in the other three seasons, they worked in the fields. To make wintersalami, it is needed to have the fresh air of Tisza, cold, noble-mould on the surface of the salami and the appropriate pig. Read further and you can know how the uniquely delicious Pick delicacy is made.

Did you know?

1. The 'salami' word has Italian origin.
2. It is made only from pork meat.
3. The pig – from which the salami is made – has to be at least 150 kg.
4. The pork meat is cut not minced.
5. The salami - which is made on the basis of a secret recipe - is filled in casing and smoked for two weeks.
6. Beech-wood - which has been dried for two years - is used for smoking the salami.
7. In one of the 63 meters high maturing tower's room, under special conditions does the unique greyish-white noble-mould emerge on the surface of the salami, which is so typical of the Pick Wintersalami.
8. The salami is matured for 3 months.
9. The Pick Wintersalami got its first award in 1888.
10. Szeged wintersalami can be found on the shelves of shops in 35 countries.
11. The Pick group processes more than 350 000 pigs and nearly 15 000 cattle every year, thus it sells more than 45 000 tons finished product.
12. About 3 million Pick Wintersalami are sold yearly.
13. The two most significant salami brands in Hungary is the Pick and the Herz.

History of PICK Wintersalami

The Pick Wintersalami is made on the basis of a secretly protected, unique recipe, which was developed by Márk Pick. The Pick family founded their business in 1869, in the beginning, they dealt with trading paprika, then with producing salami. In 1883, they produced salami in a larger amount with workers coming from Italy (as the salami is a food with Italian origin). They began the mass production of the salami in 1885. The salami factory was built to Felső Tisza-part in Szeged in 1900. The always cool Tisza-air ensured favourable climatic circumstances for the maturing process.

In the first decade of the 20th century, the salami became the leader product of the company. In the interwar period, the Pick factory has become one of the most significant food processing company in Hungary and the Pick salami has become a world-famous brand, as well. Jenő Pick led the salami factory alone from 1934 under the name of 'Márk Pick' until the nationalisation.

The recipe of the famous wintersalami is secret. The only person who knows it is the salami master.

The Pick brand, which has 144 years long past, is the oldest meat industry brand in Hungary. It deserves to be a Hungaricum because its first-rate quality promotes the value of the Hungarian meat industry products all over the world.

What is the salami?

PICK Wintersalami: a product, which is made on the basis of a century old product tradition, it is made with secret spices, cold smoking, dry ripening process, in casing filled, it is a product with a special noble-mould on the surface.

Why is it named as wintersalami?

In the beginning, a long time ago, the wintersalami was made only in winter. The salami was produced beside rivers because the process needed water. At one time, refrigeration could be solved only with water/ice. In Szeged, ice was gathered from Tisza. The salami got its name for this reason. In summer, people worked in fields and in winter, they worked in factories.

Who is the salami master?

The salami master is the person who controls the process of producing salami from the very beginning to the end, from making the paste to the maturing. He decides which product is suitable for transporting after 100 days.

(References: www.pick.hu)

How the Pick Wintersalami is made? You can watch it in the following video:

<https://www.youtube.com/watch?v=CVT0HRjYC5Y>

Wintersalami:

Why is the Pick Wintersalami of Szeged different from other companies' products? It can be summarized in 5 points:

Source material:

The source material of Wintersalami is a heavy pig, which is at least one year old and its weight is more than 150 kg. The colour of the meat is dark red, free from stress and has relatively loose structure. During the preparation, the meat is boned in a unique, warm way in order to help the efficient maturing of the meat. In case of producing the boneless pork meat, sinews and fats are removed carefully. This kind of source material cannot be bought, it can be produced only for ourselves.

Paste

The paste which will be filled in the casing is free from every kind of additives, it consists only of spices. During the processing, such special equipment are used, which preserve the meat and fat in order to get the most perfect cutting-surface during the consumption.

Smoking

During the smoking, the used beechwood billets have been dried for minimum 2 years. Smoking takes about 12-14 days, which contributes to the forming of the specific colour and taste of the salami and it destroys the undesirable micro-organisms, as well. This kind of powerful taste of smoke cannot be found in any other products.

Maturing, forming of mould

The traditional, drying maturing of the Wintersalami happens during 24 hours of the day under strict controlled circumstances. The specific mould culture consists of different kind of moulds. This maturing way cannot be found in practice in any other place of the world in case of mass production. With this method, the ready-made salami will be free from every kind of by-flavour (e.g.: sour), its taste will be pure. The 100 days long maturing – owing to the technology - is unique in contrast with the 20-40 days long maturing with starter culture.

(References: <http://www.hungarikum.hu/>)

Worldwide fame

The PICK Wintersalami is exported to 35 countries all over the world (it can be found in the European, American, Asian continent, as well). This is the only Hungarian food brand which can be found in the West-European and Asian food retail.

Its main markets:

Germany, Russia, Austria, Czech Republic, Slovenia, Sweden, Japan, the United Kingdom, the Netherlands, Slovakia, Poland, the United States



Awards of the Pick Wintersalami:

It won the first gold medal in 1888 in Pécs, in the General Art, Industry, Product and Animal Exhibition. In 1890 in Arad, in the General Exhibition of the Great Plain and southern Hungary, it won a medal and a diploma.

In 1900, in the World Exhibition of Paris, it won bronze medal.

In 1927, in Thessaloniki, it won a diploma.

In 1935, in Brussels, in the World Exhibition, it won a diploma.

In 1970, it won 1st prize in the 67th National Agricultural and Food Industry Exhibition.

In 1971, it won 1st prize in the 26th Industrial Fair and Exhibition of Szeged.

In 1977, in the International Fair of Budapest in autumn, it won Excellent Product prize.

In 1978, it won Grand prize in the Industrial Fair and Exhibition of Szeged.

In 1979, in the International Fair of Budapest in autumn, it won Excellent Product Forum prize.

In 1980, in „Agra” of Leipzig (GDR), in the 81st International Agricultural Exhibition, it won gold medal.

In 1981, in the Industrial Fair of Szeged, it won Excellent Product Forum prize.

In 1984, in the International Fair of Budapest in autumn, it won Grand prize.

In 1985, in the 70th National Agricultural and Food Industry Exhibition, it won Excellent Product Forum.

In 1992, in the Hungaropack Hungarian Packaging Competition, it won the special prize of the Agricultural Minister.

In 1992, in Foodapest '92: Foodapest-Grand Prix: excellent quality food prize.

In 1996, in Foodapest '96: Novelty prize: sliced skin Wintersalami

In 1998, in the Food Industry Trade Fair in Vienna: gold medal.

In 1998 SIAL: SIAL D'or prize for the sliced 50gramms Wintersalami in a modified atmosphere packaging.

In 2000, PackPrint packaging competition: diploma for the Wintersalami packaged in round-tray.

In 2003, Hungarian Product Grand Prize - sliced PICK Wintersalami.

In 2006, it became a member of the „CoolBrands” brands.

In 2007, the origin of Szeged Wintersalami became protected by the European Commission

In 2010, it won 1st prize in the meat competition in the 1st Sustainable Food Chain World Summit.

Between 2004-2012, the PICK brand won the Superbrands title every year.

In 2005, according to the Young&Rubicam's research of brands, the PICK brand is one of the most powerful, honoured and unique brand in Hungary.

In 2007, the Pick salami was the first Hungarian food product which got protection from the European Union, after it had become protected by the European Commission.

In 2013, in the brand research of Millward Brown market researcher agency, it was between the top 10 brands.

Since 2014, it has been a Hungaricum.



PICK Salami and Szeged Paprika Museum

The history of PICK brand which has powerful past, fills a museum, as well.

In this museum, beside the 144 years long history of PICK Salami, the history of the paprika trade of the company is also opened to the public. It is mostly visited by pupils, families, foreign tourists arriving to Szeged. Beside PICK Salami, the history of Szeged Paprika can also be viewed on the first floor of the Museum.

www.pickmuzeum.hu

Address: 6721 Szeged, Felső-Tisza part 10.

Links:

Sipos Péter és Mann Miklós: „A Szegedi Szalámigyár száz éve”. - Szeged : [Pick Szegedi Szalámigyár], 1970

Ifj. Lele József: „Pick szalámi és parasztkolbász”. - Szeged : Pick Szeged Szalámigyár és Húsüzem, 2002

www.pick.hu

www.youtube.com/watch?v=93a8C0p7iD0

www.pickmuzeum.hu

www.telisalami.hu

The official website of the national value: www.pick.hu

<http://www.hungarikum.hu/ertek/7d896b65e5fc68d9921b95f92b0986e7b8a94112>