

Bon vivant

THE TASTE GUIDE THROUGH FRISCHEPARADIES



FRISCHE PARADIES

*It's easy to have good taste:
one is always satisfied with*

the best.

Oscar Wilde



FRISCHE PARADIES

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The pinnacle of premium

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BERLIN
PRENZLAUER BERG

ESSEN

FRANKFURT

FÜRTH

HAMBURG

HÜRTH/COLOGNE

INNSBRUCK

LEIPZIG

MUNICH

STUTTGART

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OUR
SUPPLIERS

Selected partners



RECENTLY, AT ONE OF OUR STORES:

➡ AN EXPEDITION INTO PARADISE.

Victor lets the door slide shut behind him as his senses are suddenly overcome with jubilation. An exotic mix of fruity aromas caress his nose and tickle his taste buds. Then, just a few steps further, he's sure he hears the powerful roar of the sea as a fresh Atlantic breeze fills his lungs. The next second, he blinks in disbelief as his inner eye reveals a rolling green pasture full of magnificent cattle. 'So this is the Paradise paradise!', he chuckles. ➡

We



DO A LOT OF THINGS
DIFFERENTLY
... AND BETTER



Almost all of our stores are home to an extra-special highlight - our bistros. Here, the menus go far beyond what you'd normally expect to find, with our innovative chefs using the freshest products to create truly exceptional dishes. Bon appétit!



Welcome. Allow us to tell you all about exquisite delicacies from all over the world - but first things first: when it comes to food, our philosophy is very simple. We always look for the very best. The very best manufacturers, the very best processing methods and the very best products. This is ensured every day by more than forty purchasers with an excellent eye for quality, a wide-reaching network of contacts, exceptional expertise and, most importantly of all, a deep-rooted passion for what they do.



OUR MOTTO: WE LEAVE NO STONE UNTURNED

We are dedicated to providing you with the freshest and widest selection of products. We firmly believe that wishes are there to be met. But our efforts go beyond this. We strive to be a source of inspiration and stimulation for professionals, gourmets and amateur chefs - and we think we succeed!

Our portfolio of some 12,000 fine foods speaks for itself. Whether fresh fish and seafood, succulent meat and poultry, exquisite cheese, mouthwatering ham specialities ... the list is endless. This magazine aims to whet your appetite, awaken your interest or simply put you in the mood for some delicious food.
Enjoy!





Freshness comes first!
From our store in Hamburg,
we even supply large ocean
cruise liners. Ahoy!



WHEREVER WE ARE, FRESHNESS IS AT *home*

Every year, we refrigerate more than 22,000 tonnes of food and transport it to our sites from all over the world. From there, we dispatch deliveries to locations throughout Germany and even further afield. After all, we are also a renowned and esteemed partner in the gastronomy sector in Austria, Poland, the Czech Republic, the Baltic States, the Netherlands and Majorca. The continuous cold chain is an outstanding feat. **What's more, everything we put in and take out represents unconquerable quality.**

We are happy to make
deliveries to you in urban
areas several times per
day. And yes, it goes
without saying that we are
available online 24/7.



All roads lead to Paradise

There's a lot going on behind the scenes here. Come and see for yourself.

Over 400 suppliers dedicate their daily efforts to ensuring that our markets are stocked with the very best, freshest products. Coupled with efficient, optimal logistics structures, our transshipment centres in Bremerhaven, Frankfurt and Paris guarantee smooth-running processes and the rapid transport of fresh foods.

LANDING OF GOODS



The majority of our annual sales volume of around 22,000 tonnes comes from our core business with the gastronomy, hotel and retail sectors. Fish and seafood is our most important product group, followed by meat.

INSPECTION OF IN-COMING GOODS



All incoming goods are thoroughly checked in terms of quantity and quality. Precisely defined standards ensure that our customers are guaranteed to get the highest levels of quality and freshness.

Sensitive products require a special degree of care and expertise. We make sure that everything arrives in the perfect condition you expect.



PICKING



The gastronomy, hotel and retail sectors need the freshest produce just as they are ready to use them. Our pickers are well-versed in 'just in time' procedures, and prove this more than 500,000 times every year.

INSPECTION OF OUTGOING GOODS



An outgoing goods inspection is then carried out to check everything that has been carefully compiled. After all, we expect our customers to actually receive what they ordered.

LOADING AND DISPATCH



Our 100 refrigerated trucks form part of the continuous cold chain between manufacturer and customer. Our own refrigerated trucks are used for deliveries within a radius of up to 200 km around each FrischeParadies site. Customers located further afield receive their orders through professional refrigerated transport.

We take our responsibility for the environment and its resources seriously. This is why the subject of sustainability has become a firm part of our corporate values.

OUT TAKE ON *sustainability*

RESPONSIBLE PRODUCTS AND PROCUREMENT

It starts with the selection of our suppliers – we have the utmost respect for every single one of our products. For us, species-appropriate animal husbandry is a matter of course – not to mention the only way to guarantee truly exceptional taste. Our own FrischeParadies and QSFP brands are prime examples of this, and permit simple product tracing all the way back to the producer. Most of our suppliers have already integrated sustainability into their philosophy, and some have been certified by MSC/ASC or the German Bio-Siegel organic seal. We constantly strive to increase the proportion of organic foods and thus uphold the pillars of sustainability.

Pillars of *sustainability*



RESOURCE EFFICIENCY AND CLIMATE PROTECTION

We do it. We implement various measures to reduce and, wherever possible, avoid emissions that are harmful to the climate. Our new and renovated buildings are fitted with intelligent lighting, innovative and sustainable cooling systems, heat recovery from waste heat or the use of green electricity in accordance with the latest energetic standards. Our packaging materials are reused for delivery and polystyrene is returned to the raw material cycle. Our stationary branches have switched to paper packaging wherever possible. As a member of United Against Waste, we are actively committed to avoiding food waste.

OUR EMPLOYEES

Socially exemplary. In order to embrace the challenges that arise in everyday business, our employees can make use of continuous further training and education programmes. We also have our own company health management system to keep us all fit and healthy.



OUR QUALITY AND SUSTAINABILITY SEALS PROVIDE ASSURANCE AND PEACE OF MIND

You can trust us to get it right: we use quality seals and certificates to prove our qualitative and ethical values.



MSC-C-51804

MSC – MARINE STEWARDSHIP COUNCIL. Independent, global and non-profit. Founded with the aim of finding a solution to the problem of overfishing. The organisation has developed and maintains a globally recognised standard for sustainable fishing.



LABEL ROUGE. This is a quality seal for first-class foods from France. It was established in 1965 at the request of French poultry producers who placed more emphasis on traditional and more natural animal husbandry. It is awarded on behalf of the French Ministry of Agriculture. Label Rouge is an official quality seal that is awarded independently of any trademarks.



ASC-C-01472

ASC – AQUACULTURE STEWARDSHIP COUNCIL. The turquoise logo of the Aquaculture Stewardship Council (ASC) identifies products from environmentally sound and socially responsible aquafarming.



DE-ÖKO-006

ORGANIC. When it comes to our assortment we opt for high-quality products. Foods that carry the EU Organic Label represent products that are made based on the idea of ecological farming in harmony with nature.



ICELAND RESPONSIBLE FISHERIES. Our Icelandic fish comes from sustainable marine fishing. This is guaranteed by the seal, which is controlled by independent organisations.



FRIEND OF THE SEA. An independent, non-profit organisation that makes a key contribution to preserving healthy oceans. Correspondingly certified products from the fish and seafood segment guarantee responsible and sustainable breeding.



INTERNATIONAL FEATURED STANDARD. One of the most comprehensive and demanding quality management and safety standards in the food industry.



THE GERMAN DIVERSITY CHARTER All areas of FrischeParadies are characterised by diversity and corresponding ethical and moral values. This is why it was important to us to sign the German Diversity Charter.



UNITED AGAINST WASTE An initiative for the food industry that develops practical solutions and demonstrates that reducing food waste is possible and can even save money.



We also maintain the highest standards as an employer. After all, the daily handling of premium foods and delicatessen products from all over the world calls for a certain amount of flair and dedication. We create the ideal conditions for this to flourish.

We value equal cooperation between employees and the company. We nurture the next generation, educate our employees and offer our most important resource – our team – suitable opportunities for development.

Working in paradise

The FrischeParadies Group is part of the Transgourmet Group, one of the largest cash & carry and food service specialists in Europe. Nevertheless, with some 700 employees, FrischeParadies is more akin to a medium-sized company in its day-to-day business – flat hierarchies, short decision-making paths, hands-on mentality, getting stuck in where needed and always being flexible.



Are you looking for an attractive employer and would like more information? Then visit our vacancies page on our website or call us!



We offer numerous job profiles. Are you interested in selling fresh products? Or would you rather work behind the scenes? Contact us. We're sure to find something to suit.



With Gusto for gastronomy

12.000
fine foods

From over
countries

70

20.000
gastronomy cus-
tomers per year

10

markets in urban areas and delivery
all over Germany

22.000 t
of food
turnover per year

8

diverse
product groups



We give our all for the gastronomy, hotel, catering and retail sectors.
Call us – we have over 80 telephone advisers on hand to help. We deliver our specialities all over Germany using our impressive fleet of over 100 cutting-edge refrigerated trucks, which are always on the move. Every day, 120 employees carefully compile orders using highly efficient logistical systems. So if you can't get to us, we'll make sure you receive exactly what you'd expect from our fresh paradise at FrischeParadies. Exceptional quality and service that more than lives up to its name.

”

I've enjoyed many years of reliable collaboration with my contact person at FrischeParadies. He always goes out of his way to find even the most exotic and unknown products for me.

Carmelo Greco, proprietor and head chef
1 Michelin star and 17 Gault Millau points

“



Quality assurance and ecological sustainability are a valuable asset. We ensure top performance in this area with a range of internal and external standards. And with various certificates, we can prove it, too.



We embrace customer orientation every day. Whenever you talk to us, you are conversing with an experienced chef. This means that specialist discussions are conducted at eye level – competence down to the very last detail.

1874

Our roots date back to the year 1874. When Carl Lindenberg opens a fish and delicatessen wholesale trade in Berlin, Kaiser Wilhelm I shows an interest in the fine products brought from far-off lands. Thus, 'Lindenberg' becomes Purveyor to the Imperial and Royal Court.

1995

The fish and seafood assortment is expanded and a full range of foods is offered to customers from the gastronomy sector. Warehouses are also established in Frankfurt and Berlin, giving customers the opportunity to view and pick the produce themselves. FrischeParadies is born and is now also accessible to private gourmets.

2015

Transgourmet Central and Eastern Europe GmbH acquires the Frische-Paradies Group. The company expands further and goes from strength to strength. New markets open in Leipzig and Fürth. The company continues to grow.

Paradies *in figures*



700

Every day, our employees give their all to ensuring that our high quality standards are always met without exception.

22.000 t

The bulk of our annual sales volume of approximately 22,000 tonnes of the finest foods is delivered to the gastronomy, hotel and retail sectors. In line with our core business area, fish and seafood assume the largest proportion, followed by meat.

OVER 12.000

exquisite products. Dive into our huge range of high-quality foods. Simply scan the QR code and get ready to enter the grand world of FrischeParadies gourmet pleasure.



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8 RANGES

1 2 3 4



5 6 7 8



Eight times the pleasure, inspiration, surprise, delight and especially freshness. Have a look through our paradise, or why not pay us a visit? **We look forward to seeing you!**

BRETAGNE, POINTE DE PENHIR:

➡ THE HUNT FOR SEA BASS.

The fishermen's small boats dance on the dark waves. Even in the finest weather, the tremendous tidal range shelters a danger that should not be underestimated. In this maelstrom, sea bass hunt for smaller fish, shrimps and crabs. And in the midst of it all, the men pull the long lines with their baited hooks through the blustering sea. ⬅

Fish and seafood



Nothing is more demanding and logistically challenging than ensuring first-class, fresh fish every day. At Frische-Paradies, we have been experts in the trade for many decades and know how to guarantee top quality – through excellent contacts, extensive experience, short routes and careful handling. We bring the complete range of fish and seafood straight to your kitchen using the shortest possible routes. And this is something you can feel, see, smell and taste.

A professional is able to tell whether or not a fish is fresh at very first glance. And it's even better if it comes from the best fishing grounds of the oceans.

By the way, make sure you look closely! In some of our stores, our fish departments are decorated with exclusive, hand-painted tiles by the artist Annelie Somborn. Every tile is unique. You get the picture – exclusive quality really is our thing.

A delicious work of art: FRESH FISH

One thing is clear – fish needs to be in perfect condition before it is brought to the table. This is what we strive for every day.

THE SKIN

is firm and moist. The transparent slime coat is intact with no signs of drying out. The fins are supple and not sticky and the scales are tightly attached to the body.

The flesh

is nice and supple. When pressed and released, it immediately bounces back to its original shape. Any residual blood is bright red.

The eyes

are clear, shiny, moist and bulging.

THE SMELL

is pleasant, fresh and not at all fishy. The best place to check the smell is the gills.

The gills

are shiny and bright red and the individual filaments are clearly visible.





All things fish

FRESHNESS IN EVERY CATEGORY

From lakes to the South Seas, we offer everything from specialities such as trout from the Taunus or Baltic salmon to more exotic varieties like parrotfish and mahi-mahi.

Whole or filleted: Do you prefer whole fish? Not a problem. But portions, elegant fillets, delicate loins and cheeks are equally possible – gastronomy is our way of thinking.

Traditional and innovative: Whether pickled herring and carp or cobia, the black salmon from the Atlantic and Indo-Pacific, we always impress with the highest quality.

Popular favourites and extraordinary exotics: Salmon, sea bream, tuna and cod are delicious highlights. But how about some blue whitefish or opah? There's always a new variety of fish to add to your menu – and FrischeParadies helps you to discover them.



The MSC seal stands for sustainable fishing. MSC is an independent organisation that has certified more than 300 fisheries in 36 countries all around the globe. This accounts for almost 12 per cent of the global catch. Of course, MSC is firm feature of our range.



ASC-certified farms work in harmony with nature and must not use any unnecessary chemicals or antibiotics. Feed comes from responsible sources. The farms are also obliged to maintain the water quality and offer their employees good working conditions.

DID YOU KNOW?

A big 'un: mahi-mahi, a large mackerel species that dwells in the tropical and subtropical seas, typically measure one metre in length and can weigh up to 40 kg.



Here are some more fish facts.



A palate for the sea: THE FISH SOMMELIER



When enthusiasts become experts – a passion and fascination for fish are a must for this captivating profession.

Interview with Jörg Jagode, FrischeParadies fish sommelier

Hello Jörg, what does a fish sommelier actually do?

Oh, it's a really diverse job. You could say I'm a certified fish expert dedicated to maintaining top-quality fish, optimal fishing conditions, the supply chain and the storage of this sensitive product.

So how do you become one?

It's no easy feat. To become a fish sommelier, you need to have in-depth background knowledge and lots of heart and soul. And then there's everything you have to learn – fishing, aquaculture, sustainability, sensor technology and much more. Once you've succeeded, the German Chambers of Commerce and Industry in Bremerhaven awards you with a corresponding certificate.

What is so special about fish from FrischeParadies?

The incredible freshness and special origins. Because of our very high turnover, we receive freshly caught fish from all over the world every day. And of course, this pays off. We also store our fish in special cold stores at zero degrees.

With such large quantities, can't things ever go wrong?

(Laughs) We do everything we can to prevent that. We have our continuous check system. We carry out regular, unannounced internal inspections of the entire fish process, from incoming goods through storage, all the way to sale and handling. This means that nothing can slip through the net.



ORTIZ

The family-run company Conservas Ortiz was founded in the north of Spain in 1891 and is dedicated to the manual preparation of premium-quality canned fish.



ABELMANN FISCHEFEINKOST

Abelmann Fischfeinkost stands for top-quality products and manual fish processing. The finest pickled herring, fish salad and delicatessen products with prawns and other seafood or the freshest fish with first-class quality.



FÖHRER MUSCHELN

Föhrer mussels are cultivated on continuously monitored mussel beds in the Wadden Sea zone of the North Sea. Immediately after harvesting, they are cleaned, cooled to two degrees in a saltwater cooling bath, packed alive and dispatched immediately.



GUYADER

Founded in Brittany, France in 1930, GUYADER Gastronomie is a leading brand in the delicatessen, fish and seafood, meat and smoked fish segments. Innovative and tempting.



HAMBURGER FEINFROST

With many years of experience and expertise in the prawn, fish, seafood and dim sum segments, Hamburger Feinfrost is a leading supplier in the deep-frozen seafood sector.



ICELAND SEAFOOD

Iceland Seafood flies freshly and sustainably caught, unique-quality fish from the clear waters of Iceland to Germany five times per week. Experience and a passion for the product make the difference.



AKI

Hold the salt – use caviar. According to AKI proprietor Markus Rüschi, it really is that simple. All you need is trout, salmon or beluga caviar and nearly 100 years of experience spanning three generations.



NEWSEA

NewSea S.r.l. is an expert in fish products. The company is founded on more than 20 years of experience in the fresh fish segment.



LUBIMAR

Lubimar has developed a unique marine aquaculture in which sea bream and sea bass are farmed across 800 hectares, allowing them to live and grow as they would in the wild.



ROYAL GREENLAND

As a Greenlandic company, Royal Greenland's quotas provide direct access to raw materials such as coldwater prawns, Greenland halibut, cod, lumpfish roe and snow crab.



SKAGERAK SALMON

Skagerak Salmon has specialised in the sale of high-quality fresh and deep-frozen salmon products. Quality and sustainability, also certified through the ASC seal, lie at the very core.



The faces of THE SEA

Fish is so wonderfully versatile. And we work with international experts to bring you everything from this rich world. Believe us when we say there's still much to discover. Our exquisite fish salads and terrines, for instance.



Elegantly smoked: upholding tradition.

The finest fish, traditionally salted and smoked by hand. Amidst the smoke of beech and vine wood, all imaginable flavour nuances are teased out of salmon, halibut, eel and trout.



Sashimi: the epitome of freshness.

Raw fish, served completely on its own – reduced to the pure taste and aromas of the sea. This requires an extra-special degree of freshness and dedication during preparation. It goes without saying that this is our forte. We supply salmon, tuna, cobia, Bavarian prawns and swordfish in sashimi-grade quality. Time to sharpen your Japanese knife!

THE BLACK GOLD FROM THE SEA

Caviar is on everyone's lips.

Nowadays, caviar only comes from aquafarming, which is certainly reflected in the more accessible pricing structure – with top quality included.

Caviar facts

Beluga caviar from the beluga or European sturgeon remains the highest-quality variety with the best grain size, structure and flavour. Its colour: anthracite.

Ossetra caviar from the Russian or Siberian sturgeon is slightly firmer than beluga. Its colour varies from brown to gold.

Sevruga caviar is more grey than black and has a thinner shell. Incidentally, the addition of 'Malossol' to the name means 'lightly salted'.

Our **Imperial caviar** comes from a cross between the Japanese and Siberian sturgeons and has a nutty note.

We also offer a range of other caviar varieties: trout caviar, keta salmon caviar, capelin roe with wasabi and much more.

DID YOU KNOW?

Caviar keeps its freshness best between minus two and two degrees.



BAY OF FUNDY IN THE CANADIAN PROVINCE OF NOVA SCOTIA

➡ CATCHING LOBSTERS.

The captain switches off the engine and steers the boat towards one of the buoys. Tugging on a hoist, he heaves the trap out of the water. There's an impressive specimen inside. The lobster is strong and extremely strong-spirited. Clearly in the mood for a fight, he snaps at the fisherman's hand with his huge claws. ⬅



Raw lobster meat with and without shell.

- ➡ Firm meat guarantees first-class flavour.
- ➡ Maximum meat content
- ➡ New, creative preparation techniques
- ➡ Needs-based, long-term stocking
- ➡ Simple preparation
- ➡ Reduction of labour costs
- ➡ Abolition of live transport
- ➡ No lobster killing in boiling water

High-pressure ➡ LOBSTER

Usable parts of a lobster



● 70 % of a lobster is shell and waste

30 % is edible meat, of which:

- 45 % lobster tail
- 35 % claws
- 10 % knuckle
- 10 % leg

Careful and efficient: the right way.

Freshly caught off the coast of Nova Scotia in Canada, the lobster is quickly killed through high-pressure processing and immediately frozen – completely naturally. In other words, you receive the freshest lobster without any additives or glaze. Yet another advantage is that the high-pressure process also dissolves the protein structure between the shell and the meat. This makes it incredibly easy to remove the hard shell – even when frozen.

First-class quality: perfectly conceived.

The high-pressure technology also kills any germs, making high-pressure lobster ideal for a wide range of preparation methods. For classic preparation, the lobster is delivered whole or halved. High-pressure lobster is only caught in the three months before moulting when the meat is particularly succulent. This way, we can always guarantee exceptional texture and intense flavour.

High-pressure lobster: products available from FrischeParadies.

This hard-shell quality is only available from us. After all, the process was developed by our partner Clearwater from Halifax, Nova Scotia. Our special focus was on quality, sustainability and animal welfare. And we think we've succeeded particularly well with this extraordinary product.



CLEARWATER

OUR ⇒ favourites



CRUSTA NOVA

Crusta Nova has been cultivating saltwater prawns in a land-based recirculation aquaculture system in the district of Erding in Bavaria since 2016. Four separate water circulation systems with their own biological water treatment minimise fresh water consumption. With a water temperature of 29 degrees and an air temperature of 30 degrees, thirty tonnes of white tiger prawns are cultivated from post-larval stage to full market size. The Bavarian prawns are cultivated in species-appropriate conditions without antibiotics and are never deep-frozen.



COBIA BLACK KINGFISH – OPEN BLUE

The cobia spends its entire life in a unique aquaculture free from pollution, pesticides and hormones. With minimal stocking rates, the fish are cultured in grow-out offshore pens, which offer ample freedom of movement. Their feed is completely natural, GM-free and sustainably produced. Thanks to its firm, white flesh, cobia is suitable for all methods of preparation. It has a beautifully fresh, slightly buttery taste served raw as sashimi. Or, if fried or steamed, it develops a delicate buttery flavour.



SAINT KERBER

The Saint Kerber oyster beds off the shore of Cancale have the ideal temperature conditions for the cultivation of premium-quality oysters. Once harvested, the oysters are washed and sorted according to size. Then, they are placed in pools of oxygenated saltwater to completely remove any possible sludge residues. The oysters are now edible. The 'sea gardeners' of Saint Kerber embrace sustainable thinking and respect the ecosystems in the Bay of Mont Saint-Michel.



TRISTAN LANGUSTE

The waters around Tristan da Cunha are cold and rich in oxygen, thus offering the perfect living conditions for spiny lobsters. Only strong, fully fledged lobsters are caught. Catch sizes are limited to ensure that stocks remain stable and healthy. Due to the optimal living conditions and gentle, rapid processing of the spiny lobsters, their meat is of particularly exceptional quality – even raw, it is a true delicacy that remains unrivalled by any other lobster!



MSC-C-51804



We're even experts when it comes to the exotics. Whether ostrich, kudu, kangaroo, crocodile, elk, chamois or bison, your wish is our command.



TAKING IT EASY IN THURINGIA:

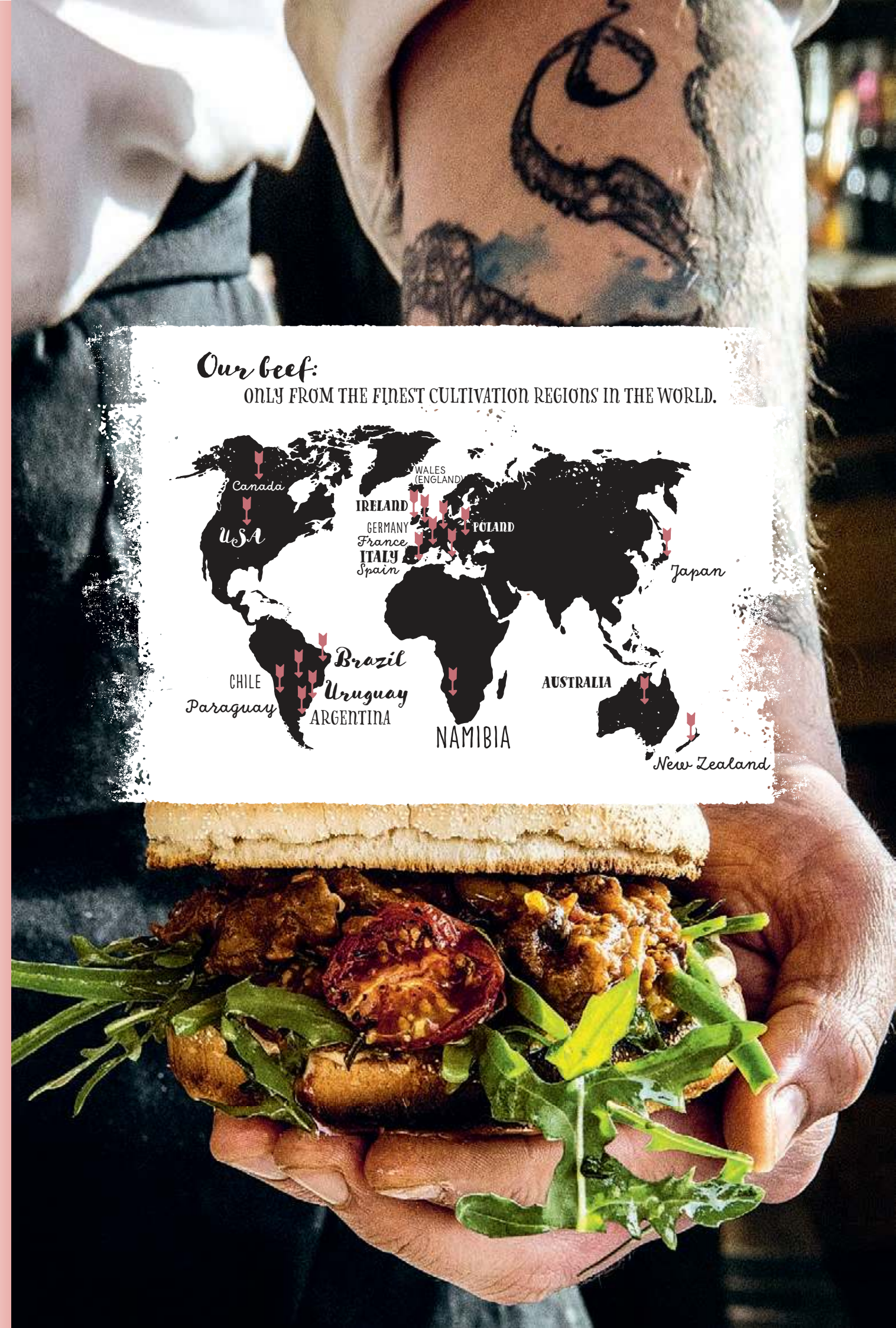
➡ LIFE'S GOOD FOR THE DUROC.

The Duroc boar rolls around contentedly in the fresh straw. Despite weighing a strapping 300 kg, the athletic, robust animal doesn't seem to struggle. Its mighty diaphragm rises and falls with grace; its breath is calm. But then, it's hardly surprising. You'd be hard pushed to find a happier, more relaxed pig than our boar here. The morning sun twinkles through the large window. Here, his life follows the natural rhythm of day and night. ←

Meat and poultry

We place utmost importance on animal welfare and the sustainability of all resources used. With us as your partner, you receive high-quality, authentic and pure ingredients for creative and exciting cuisine.

Origin and selection are the two magic words when it comes to meat and poultry. However, excellent quality and unique diversity don't just fall from the sky. They are the result of many years of personal collaboration with regional and international suppliers. Our impressive portfolio spans everything from Wagyu beef from the Vogelsberg and primeval lamb from the Eifel region to Spanish Iberian ham, Label Rouge poultry from France and Black Angus beef from the USA and Argentina.





→ A CUT ABOVE

The carving knife glides effortlessly through the succulent meat. Dry-aged on the bone for weeks, it has reached a level of tenderness that guarantees the full aroma experience for every connoisseur. A masterpiece has been created.



Our meat adviser provides assistance on everything to do with meat, and even helps you to find the right cut for your recipe.

From cheek to tri-tip, from sirloin to Frenched rack ... however you plan to enjoy your meat, we've got it. In the same high quality and any quantity you desire. When it comes to flavour, texture, colour and ageing, we don't make any compromises. Why should we?

We not only have the best suppliers in the world, but also numerous highly qualified meat experts all over Germany. And they understand their craft.

This is also reflected in our legendary selection of salami and ham. Whether Jamón Ibérico de Bellota de Pata Negra, Italian Coppa di Parma, Bresaola della Valtellina or famous Lardo cured back fat, everything is freshly sliced for you. Sometimes by hand, sometimes by machine, but always with endless passion and care.

Fancy something else? Visit our fresh counter with over 50 varieties of sausage and ham. We guarantee it'll be a mouthwatering experience!



SWABIAN HALL
FARMERS'
ASSOCIATION

The Swabian Hall Farmers' Association only uses its own grain, vitamin-enriched lime and pea and bean meal to feed its pigs. The slightly darker meat is firm, incredibly succulent and has a characteristically intense flavour.



HUBER TIROL

Class, not mass: this is the motto of Huber Tirol GmbH. The family-based company in St. Johann in Tyrol is one of the most modern slaughterhouses and cutting plants for high-quality beef and veal specialities.



LOEUL & PIRIOT

Loeul & Pirirot is the European market leader in rabbit and kid production. The animals are reared in France without the administration of hormones or antibiotics.



MONTANA ALIMENTARI

Montana Alimentari is one of the largest Italian companies in the European meat sector. It is characterised by the excellent quality of Italian foods.



SCHILLER FLEISCH

Schiller Fleisch – specialists in sirloin, fillet and entrecôte! Premium beef from Germany. Year-round first-class quality in selection and cut.

A little guide to ageing

Many of our stores host special ageing cabinets for dry-aged specialities. This means we can guarantee optimal storage and quality. We'd be happy to advise you – just ask!



The secret: HAPPY ANIMALS

There's no doubt about it – only a relaxed, happy animal can yield top-quality meat and unbeatable flavour. It all starts with species-appropriate rearing and feeding. Many of our animals even roam freely on pastures and meadows, such as Label Rouge poultry from France or the grazing cattle from the ranches of Argentina.

Spacious, immaculately kept barns, a stimulating environment and optimal lighting that supports the animals' natural rhythm are the fundamental pillars of animal welfare. High-quality feed and water are another prerequisite.

The feed used is often completely plant-based. Only the most important vitamins, minerals and amino acids may be added.

You get the idea – together with our partners, we uphold precisely the opposite to harmful, oft-criticised factory farming. After all, whether bullocks, pigs, hens or anything else, every single animal has the right to live a happy, species-appropriate life.



DE RAZA

Spain's leading company for Ibérico meat rears its black pigs in free-range semi-captivity. Their feed predominantly consists of grain and, when out on the mountain pasture, acorns and fresh grass.



KETTYLE

Nestled in the rural surroundings of County Fermanagh, this company is a specialist in carefully selected, high-quality cuts of meat and has been supplying top-quality products to gourmets all over Europe for more than 14 years.



KURTH

We are your partner for freshness and flavour. Kurth has been a traditional German brand since 1910 and stands for uncompromisingly high-quality meat.

Wet aged

Wet ageing is the most common procedure. After slaughter, the meat is cooled and removed from the bone. It is then cut and vacuum-sealed.

Dry aged

The meat ages on the bone and is cooled down to seven degrees after slaughter. It is then left to hang in specially constructed chambers with 85 % humidity for at least 21 days, and sometimes even longer.

Luma dry aged

Very few animals meet the stringent requirements of Luma. As with dry ageing, the cuts are aged on the bone. In this process, however, a special mould is hand-sprayed over the surface.

Tallow ageing

This is one of the oldest ageing methods, and involves wrapping the meat in several layers of beef fat. The aim is to completely cover the meat with the fat, allowing it to gradually mature in an insulated environment.

Ash ageing

An extremely time-consuming procedure. After all, before the meat is aged – usually in beech ash – it spends four to eight weeks inside a special ageing chamber.



WAGYU

Wagyu beef is reared in a natural, species-appropriate environment in Eastern Australia. This tender delicacy is distinguished by its unique marbling and full-bodied, sweet, buttery flavour.



VINOS BARRÓN
Feines aus Spanien

VINOS BARRÓN

Vinos Barrón has been delighting customers with Spanish delicacies for more than two decades. Its philosophy has remained unchanged throughout – bringing the flavours of the country in all their regional varieties to life.



VINZENZ MURR

With its Hofgut Schwaige brand, Vinzenzmurr has created standards for natural feeding and responsible animal welfare all the way down to short transport routes. This yields the very best beef.



INALCA

Premium veal from Italy. Inalca is Italy's market leader in the production of veal. The transparent production chain from farm to fork is managed by one single source.

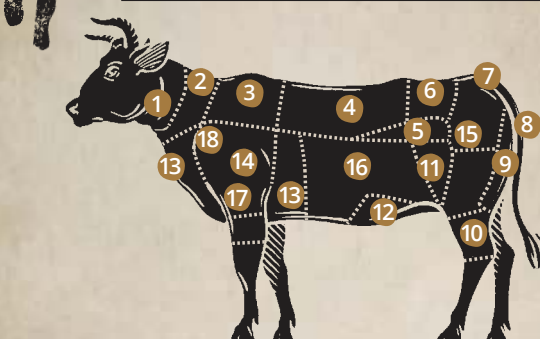


FLEISCHMANUFAKTUR DIETZEL

Manual processing and tradition are deep-rooted in the masterly expertise of Fleischmanufaktur Dietzel. Couple with constant innovation, creative craftsmanship is upheld day after day.

CUT with love

OX, BISON, BULLOCK, BEEF, HEIFER

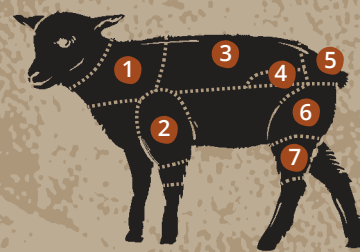


- | | |
|-------------------------|---|
| 1 Cheek | 10 Shin, shank |
| 2 Chuck | 11 Tri-tip, thick flank |
| 3 Forerib, entrecôte | 12 Flank steak |
| 4 Sirloin | 13 Brisket point, brisket, centre-cut brisket |
| 5 Fillet | 14 Blade, shoulder, clod |
| 6 Rump steak | 15 Ball tip |
| 7 Silverside/topside | 16 Short rib |
| 8 Tail | 17 Shank |
| 9 Topside, eye of round | 18 Flat iron steak |

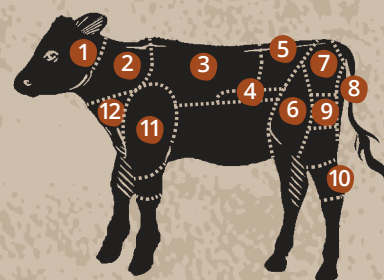
Lamb, suckling lamb, suckling goat kid



- | |
|----------------------|
| 1 Clod |
| 2 Chuck |
| 3 Rib, loin, chop |
| 4 Fillet |
| 5 Rump |
| 6 Silverside/topside |
| 7 Shin |

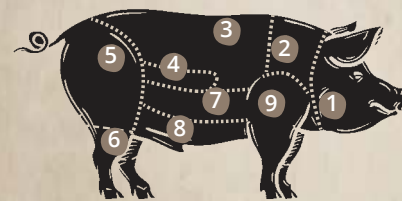


Bobby veal, veal, young beef



- | |
|-------------------|
| 1 Head, cheek |
| 2 Neck |
| 3 Rib, loin |
| 4 Fillet |
| 5 Rump |
| 6 Flank |
| 7 Silverside |
| 8 Eye of round |
| 9 Topside |
| 10 Leg |
| 11 Shoulder, clod |
| 12 Brisket |

- | | |
|-----------------------|-------------------|
| 1 Head, cheek | 6 Hock |
| 2 Neck | 7 Rib |
| 3 Rack, loin | 8 Belly |
| 4 Tenderloin | 9 Hand and spring |
| 5 Rump, leg, escalope | |



PORK, SUCKLING PIG



Germany's finest poultry.

When we make this promise, we're not exaggerating. We are well-versed in everything to do with poultry. For succulent, tender and aromatic dishes all year round.

But in winter, things get particularly festive here. This is when our Christmas fowl assume the limelight. Alongside classic goose, corn-fed capon and poulet princess are just some of the season's exquisite offerings.

Have you heard of capon?

Capon meat is tender, succulent and highly aromatic. The cockerels are lovingly hand-reared for at least 160 days. Capon is ideally prepared whole. And *voilà* – the perfect Christmas alternative to goose.

From our RANGE:

- Bresse chicken
- Black feather chicken
- Duck
- Quail
- Pigeon
- Poussin
- Corn-fed guinea fowl
- Turkey
- Pheasant
- Free-range goose



MAÎTRE COQ

Maitre Coq is the leading brand for high-quality poultry in France. Distinguished with the Label Rouge and always innovative, the brand constantly launches new products to delight connoisseurs.



CAILLES ROBIN

Since 1969, Cailles Robin has invested endless passion and care into the rearing and processing of quails and pigeons. The premium-quality birds are bred in the region of Pays de la Loire.



LÉON DUPONT

Through the perfect symbiosis of tradition and modernity, Léon Dupont ensures complete transparency from breeding to plate. Animal welfare and respect for animals and the environment are top priorities here.



ROUGIÉ

Rougié poultry products are processed with meticulous care, manual expertise and a great deal of skill. Refined compositions for discerning connoisseurs that are guaranteed to surprise and seduce.



FERMIERS LANDAIS

Fermiers Landais is the founder of the Label Rouge. Based in the department of Landes in south-west France, its poultry is reared and fed in accordance with optimal, animal-friendly conditions.



GEFLÜGELHOF MEYER

Poultry is a family matter – and has been since 1948! The Meyer family from the Oldenburg Münsterland stands for first-class poultry. Sustainable rearing and a gentle, animal-friendly fattening process yields a difference you can taste.

OUR → favourites



BÜFFEL BILL

Büffel Bill is our partner for the finest gourmet buffalo meat. As passionate meat lovers, the founders of Büffel Bill discovered the exquisite taste of tender, succulent buffalo meat while travelling. They felt that they couldn't possibly keep this unique meat with its subtly herbal aroma to themselves, and resolved to introduce it to gourmets and haute cuisine back home. Büffel Bill stands for hand-picked delicacies from all over the world – and only the highest quality will do.



GREATER OMAHA PACKERS

Greater Omaha Packers is based in the 'beef state' of Nebraska and has specialised in cattle breeding since 1920. The region's characteristic continental climate is perfect for growing corn, which forms the basis of the cattle feed. Only the finest breeds, Hereford and Angus, are reared here. This guarantees premium quality characterised by unbeatable flavour and succulent tenderness that is readily available.



PETER'S FARM

The calves on the thirty Peter's Farms are reared in herds of up to 60 animals. They decide for themselves when and how much to eat, when to play and when to sleep. As an inherent part of the Peter's Farm philosophy, dedicating time and attention to each calf is particularly important to the farmers. The species-appropriate, animal-friendly rearing of calves at Peter's Farm has long characterised the veal, which is beautifully tender with a truly excellent flavour.



FETTE ALTE KUH

Not normally a term of endearment, meat from fat, old cows is among the best in the world. With a live weight of around 1,000 kg, the Simmental cows spend up to 16 years grazing on the summer pastures of the Bavarian Forest, enjoying fresh grass and flavoursome herbs. Due to their slow growth, they develop intramuscular fat in the meat. After ageing for six weeks, an extraordinary taste experience unfolds, yielding a true delicacy for every type of cuisine.



VULCANO

At the heart of Austria's volcanic landscape in East Styria, the company Vulcano is dedicated to the production of the finest ham products. Their unique taste is thanks to manual processing and long ageing procedures at particularly high temperatures. The pigs used for the Vulcano meat are fed longer than usual with carefully selected, top-quality grains. Covered pigsties and ample room to roam are a firm part of their species-appropriate rearing.



SAMUT SONGKHRAM MARKET:

➡ THE FRAGRANCE OF FRUIT.

Wednesday morning in Thailand. Plump, bright Nam Dok Mai mangoes lie temptingly in the shade of the colourful stalls. One bite is enough to release a flood of fruity flavours onto the palate. As a visitor, the sight of the market alone is mind-blowing. An endless sea of papayas, lychees dragon fruits, pineapples and much more creates a captivating landscape that's impossible to resist. ➡



Fruit

and vegetables

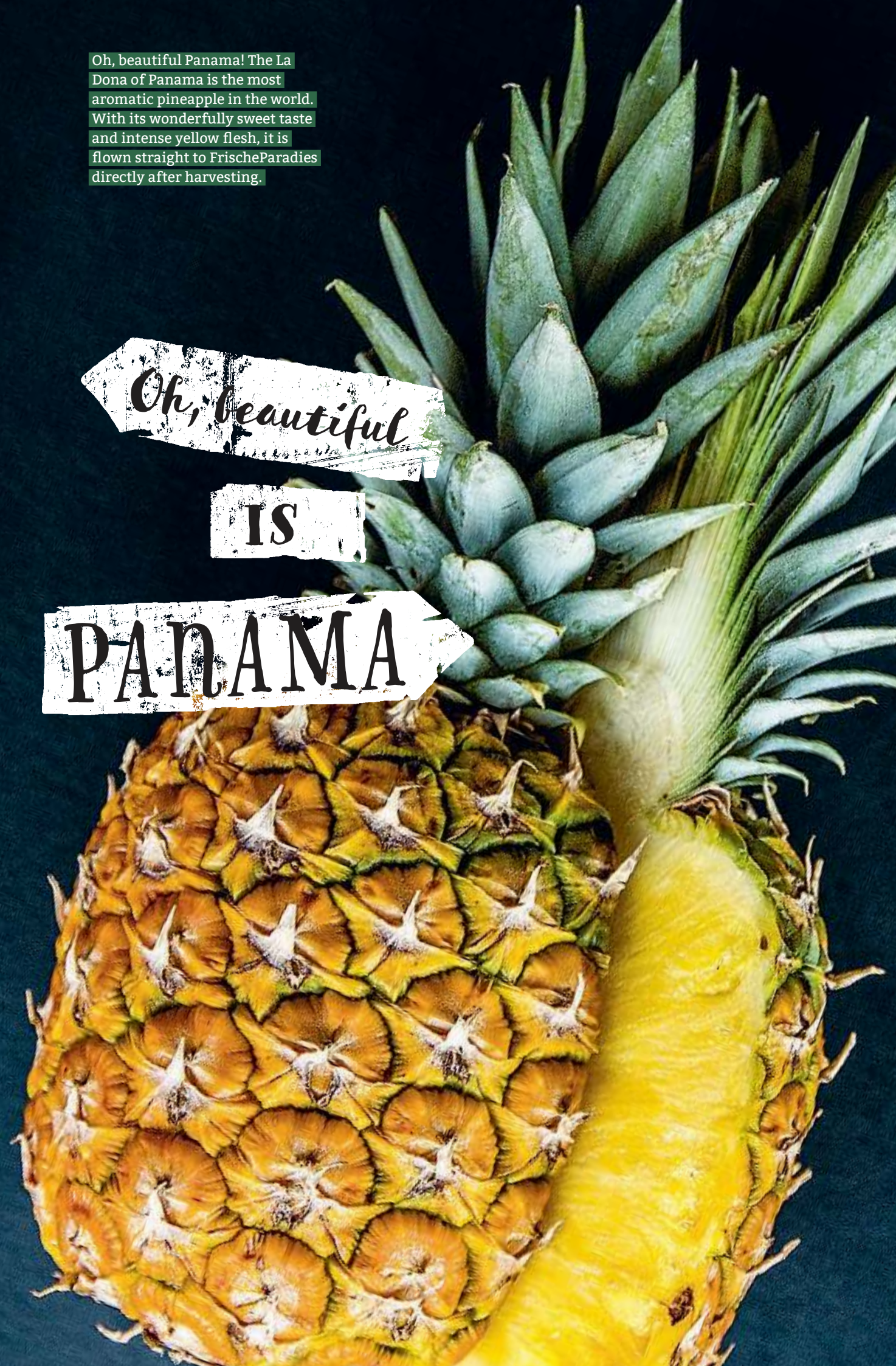
DID YOU KNOW?

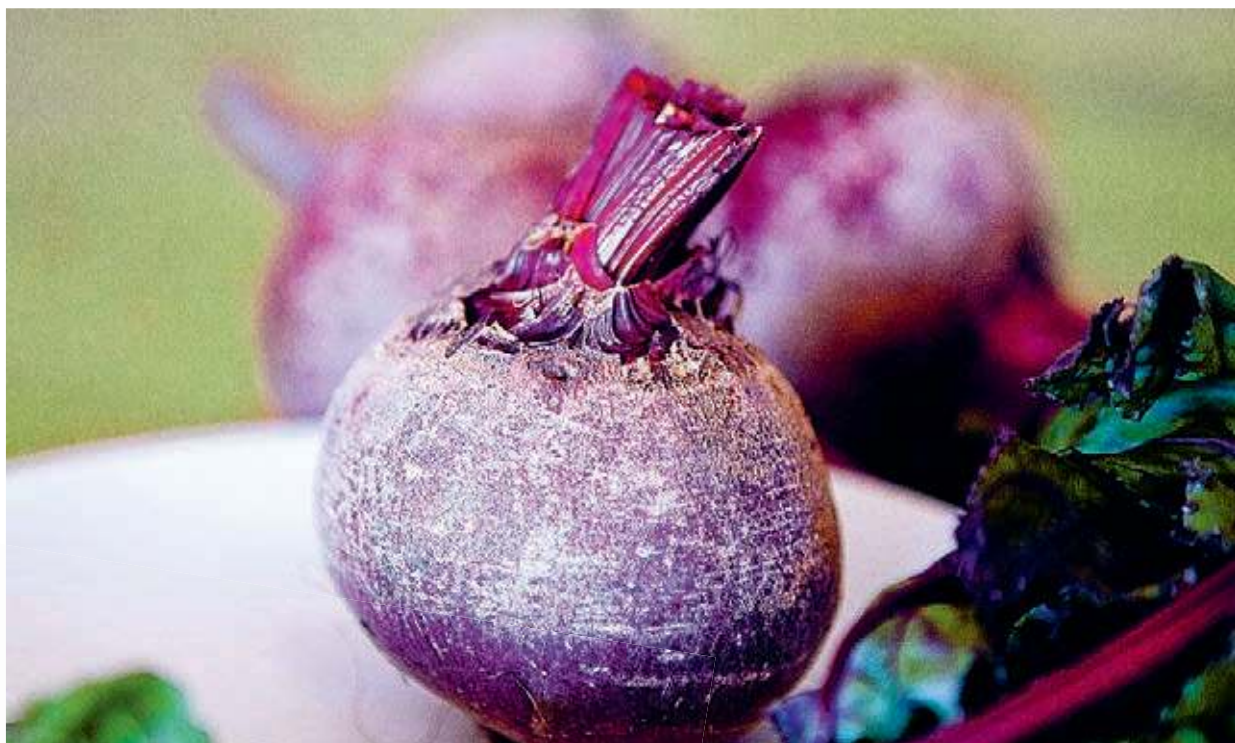
The largest papaya-cultivating countries in the world are India, Brazil and Mexico. Together, the three countries account for around 8 million tonnes of the annual global production. It goes without saying that we accept only the very best batches. And that's a promise!



Oh, beautiful Panama! The La Dona of Panama is the most aromatic pineapple in the world. With its wonderfully sweet taste and intense yellow flesh, it is flown straight to FrischeParadies directly after harvesting.

Oh, beautiful
IS
PANAMA





Creativity THE SEASONAL WAY



Locally picked wild herbs are currently enjoying a real comeback. Wild garlic has long been a firm part of fresh spring cuisine. But have you ever heard of ground-ivy, ribwort, silverweed or shepherd's purse? Let us surprise you – when it comes to different flavours, the sky really is the limit.

Regional and seasonal specialties offer an endless variety of unique features. Ecological cultivation methods and short delivery routes also meet sustainability requirements when dealing with regional products. This makes the typical seasonal dishes taste even more authentic. Whether asparagus and strawberries from the direct surroundings or intensely aromatic beetroot for a delicious Hamburg-style lobscouse casserole, if variety is what you're after, FrischeParadies is your first port of call. And this goes for both original, down-to-earth cuisine and innovative crossover creations. Kale with Bavarian prawns instead of Westphalian Mettenden sausages? It's entirely up to you – we deliver whatever you need. Always in top quality.

INTERVIEW WITH HERIBERT LENZ

Responsible for quality control and the fruit and vegetable range at FrischeParadies



'Italy's got it going on.'

Hello Heribert. You are our unequivocal expert on Italy. How did this come about?

Around twenty years ago, I was working in Munich and like many of my colleagues, I bought fruit and vegetables from traders in Austria. But I quickly realised that there had to be something else. So I joined a couple of colleagues who drove to the market in Verona every week and bagged really excellent quality there. I knew straight away that this was the future. So I bought a small van and the rest is history.

But why Italy?

Thanks to its geographical location, Italy has several optimal vegetation zones, meaning that sun-ripened fruit is available practically all year round. Italian producers also have a certain flair for naturally produced goods.

Which specialties are you referring to?

Above all, it's products like artichokes, classic varieties of tomatoes and courgette, old varieties of pepper, bell peppers, salad leaves like all varieties of radicchio, fennel, special veg like cime di rapa, romanesco, monk's beard, spinach, chard and, of course, truffle. And when it comes to oranges, Italy is the only country to produce such a wide variety, such as Moro, Sanguinelli, Tarocco, Navel, Ovali and many more.

So you're a true fan of Italy?

(Laughs) *Naturalmente!*



les vergers
boiron

LES VERGERS BOIRON

Les Vergers Boiron is dedicated to the production of deep-frozen fruit and vegetable purées and fruit sauces. The naturally derived products offer huge culinary potential.



BONDUELLE

As a long-term partner for tinned and frozen vegetables and fresh, prepared salads, Bonduelle listens carefully to what its customers want.



KOPPERT CRESS
Architecture Aromatique

KOPPERT CRESS

More than 20 varieties of cress, flowers and leaves from Koppert Cress have become an integral part of haute cuisine. They are sustainably cultivated with biological crop protection in the Dutch town of Monster.



MCCAIN

The huge variety of deep-frozen goods, chilled and twice-cooked potato products by McCain covers all requirements of a professional kitchen.



URBANI TARTUFI

Urbani Tartufi has been dedicated to the world of truffles since 1852. Thanks to the commitment of six generations, Urbani has become the global leader and expert in truffles and truffle-based products.



LA BILANCIA

The truffle hunter and his dog are on the hunt for fresh truffles. Only the very best of the harvest is freshly and gently processed to yield a natural product of the highest quality.



WHITE TRUFFLE
(Lat. tuber magnatum)



BLACK WINTER TRUFFLE
(Lat. tuber melanosporum)



SUMMER TRUFFLE
(Lat. tuber aestivum)



BURGUNDY TRUFFLE
(Lat. tuber uncinatum)



MUSCAT OR
WINTER TRUFFLE
(Lat. tuber brumale)



BIANCHETTOTRUFFLE
(Lat. tuber albidum)

➡ The white Lagotto Romagnolo paws at the ground with playful excitement. Pietro Sancuni's lively truffle hunter has found a magnificent tuber. And this scene is often repeated all day long. ⬅

HOME IS WHERE THE truffles grow!



The icon of taste: the truffle. As a subterranean fungus, it's notoriously difficult to find – but its aroma and flavour are more than worth the effort. If only the truffle fly would find a new dwelling place; the nasty little pest is slowly decimating truffle harvests. Nevertheless, it's still worthwhile – the white (or Alba) truffle season runs from September to New Year. The black truffle, on the other hand, is hunted between December and March. But what's the difference? Easy. White truffle has an extremely pungent smell and a subtly sweet, nutty taste. The black truffle, however, smells less intense, has a similarly nutty taste but with more body and an earthier flavour. Black winter truffles come from Périgord, Piedmont or Spain. Black summer or autumn truffles can be found in Italy, Spain, France, Romania and Hungary, and more seldom, in Germany. Several regions of Italy, Croatia and South East Europe are well-known truffle-hunting grounds.



And, of course, we supply all types of truffles required for your cuisine – in all quality grades. This also applies to truffle products such as truffle butter, oil, pesto and creams.



➡ Shimeji



➡ Lion's mane



➡ Pioppino

For when only something truly special will do, we stock a comprehensive range of exquisite, organic mushrooms from cultivated cultures. The unrivalled pinnacle of quality with flavour and freshness in a league of their own.



➡ Affilla Cress



➡ Chilli Cress



➡ Rock Chives

We source crisp, intensely aromatic leaves and special herbs from Keltenhof in Filderstadt and Koppert Cress, among others. Experiment with products like red oxalis, micro kale, corn chives and oyster leaf. Discover the exciting range of unusual flavours.

HOW TO PRESERVE delicious flavour

Storing fruit and vegetables for long periods of time leads to a loss of vitamins and moisture. We keep delivery and storage times as short as possible – and thus leave you room for your own stock, too. It's important to remember that fruit and vegetable can only unfold their characteristic aromas if kept in the best possible storage conditions.

Not to be stored in the fridge, but cool and dry:

Tomatoes, potatoes (store in a dark place), onions, garlic, apples, pears, stone fruits, citrus fruits and exotic fruits.

Refrigeration required for:

Berries, leafy veg, courgette, aubergine, cucumber, mushrooms and root vegetables.

OUR favourites



KELTENHOF

For over twenty years, Keltenhof has been cultivating original leaves and herbs on the fertile Filder Plain. Forgotten species were rediscovered, weeds recognised as delicacies and petals brought onto the market. With tender baby and micro leaves, Keltenhof sparked a culinary revolution, and continues to raise the bar with its own range, making it the perfect partner for salad leaves, vegetables and herbs for haute cuisine.



KELTENHOF
SALATE



LEHR ORGANIC MUSHROOMS

The family-run company Lehr Bio Speisepilzkulturen has been cultivating exquisite, organic mushrooms at the heart of Germany for four generations. The Lehr family's concept of good, healthy mushrooms is based on organic cultivation, deep conviction and a profound sense of responsibility for nature and society. No chemical additives are used in the production of the mushrooms. From the production of the organic mushroom substrate to the harvest and sale of the fresh mushrooms, everything is carried out by one single entity.



PANAMA PINEAPPLE

Not far from Gatun Lake, the La Dona of Panama pineapple is cultivated with meticulous care. The farmers attend to every single fruit until they reach perfect ripeness. Thanks to stable climatic conditions, an optimal water supply and abundant sun, La Dona of Panama unveils fantastic colouration with the perfect balance of sweetness and acidity. While normal pineapples tend to have a sweetness content (degree Brix) of approx. 11 per cent, the sweetness of this variety is over 15 per cent, which explains its unbelievably sweet, full flavour.



FRISCHE PARADIES



PRINCE DE BRETAGNE

Prince de Bretagne is an association of producers dedicated to the cultivation of high-quality vegetables from Brittany. The range spans some 25 different types of vegetables, a baby vegetable assortment and a selection of organic products. The baby vegetables are exclusively harvested by hand and thanks to their small size, enable precise grading and special cultivation techniques. They are harvested at a very early stage and therefore have a comparably mellow flavour.



AUVERGNE-RHÔNE-ALPES:

➡ IT'S ALL ABOUT THE EDIBLE MOULD.

It's early in the morning. Claude Dambroise pads his way down the creaking stairs into the ripening room in the cellar of the old country house. He smiles as the subtly tangy aroma of the Fourme d'Ambert fills his nostrils. Claude is an affineur, or cheese refiner. His experience and expertise unite to mature this coveted mould-ripened cheese into a culinary masterpiece. Gently, he turns and flips a small wheel in his strong hands. ⬅

Cheese and dairy products

DID YOU KNOW?

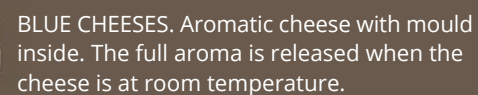
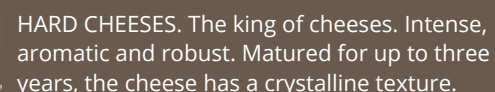
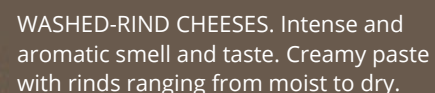
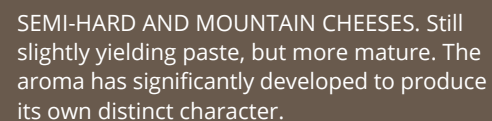
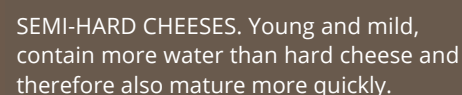
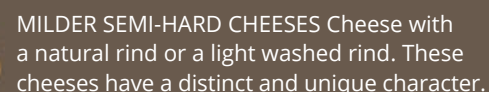
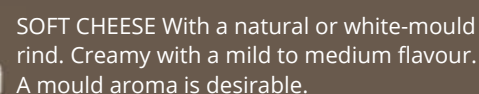
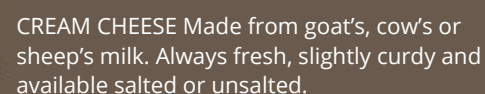
The first dairies were established as early as 5000 BC in Mesopotamia, the Black Sea Region, Asia Minor, Egypt and North Africa.



To make cheese, you need milk. This sounds reasonably simple. But what this humble ingredient can achieve is a veritable cosmos of flavour and sensation with infinite richness. Production, ripening and storage follow millennia-old traditions that continue to explore the limits of perfection – just as we do. We store and supply over 400 varieties of cheese, in addition to a special selection of dairy products. Surprise your guests with some delectable cheese for a diverse selection that can hardly be found anywhere else.



The cheese clock:
Round-the-clock pleasure



Palate logic

in cheese heaven

➡ Full o' anticipation, the four friends size up the expertly compiled cheese platter. What a fragrance, what a perfect sequence o' sensational varieties. Now this is what true excellence looks like! ⬅

Have you heard of ‘palate logic’? It is based on a deep and extremely tasteful principle. And it goes like this: the cheese that has just been consumed must not anticipate the next. Professionals therefore take painstaking care to compile cheese sequences from mild to pungent. The cheese clock helps to achieve this – read in clockwise direction starting at 7 o’clock, it’s impossible to go wrong.

By the way, cheese should always be rested at room temperature for around 30 minutes before consumption. This enables it to unfold all of its aromas.

And another tip: establish a theme for your cheese combination. You could go for a cheese platter of varieties with Protected Designation of Origin, for instance, or a light summer or hearty winter selection. Country-specific compilations also work well – why not try a Tour de France or typical English cheese board?



Agriform is our partner for exquisite Italian hard cheese. Grana Padano is a fine-grained hard cheese with a mild but distinctive flavour. Parmigiano Reggiano is left to ripen for longer and has a strong, yet delicate flavour.



Francia Mozzarella is made in a traditional process following age-old recipes. The cheese is still pulled by hand and no preservatives are used in its production.



CREAM

The fat content of the milk is separated and processed into cream. What is left is called skimmed milk.



CRÈME FRAÎCHE

The classic Cream is added to lactic acid bacteria. Creamy flavour with up to 42% fat.



DOUBLE CREAM

An even richer cream with 55% fat. Double by name, double by deliciousness.

SOUR CREAM

Milder and less sour than crème fraîche, and also lower in fat than its French relative.



YOGHURT

Delicately tangy, fresh flavour. Depending on the type of milk used, it has a fat content between 0.3 and 10%.



QUARK

Strictly speaking, quark is a type of cream cheese made from skimmed milk. The higher the fat content, the milder and creamier it becomes.

SKYR

The Icelandic all-rounder tastes like a mixture of low-fat quark and yoghurt. It has a slightly tangy flavour and a creamy consistency.

Lactose-free and unbelievably tasty

Cheese is made from milk and milk contains lactose. So does that mean that people with lactose intolerance can't enjoy cheese? Not at all – there are many varieties of lactose-free cheese. These include Appenzeller, mountain cheese, cheddar, old Gouda, Parmesan and raclette. The secret? The longer the cheese is left to ripen, the more lactose is broken down. In other words, this widespread dietary incompatibility by no means has to rain on the parade of splendid taste. Tell your guests!



Buffalo brilliance!

Let's talk about the best mozzarella in the world. Lots of products that carry the name of buffalo mozzarella have little to do with premium quality. Often, buffalo and cow milk are mixed, which has a detrimental effect on the taste. We opt for authentic Bufala Campana DOP. In other words, 100% pure buffalo milk from animals that are reared in species-appropriate, ethical conditions. Together with the traditional, gentle processing, this yields an intense taste sensation with an incomparably creamy consistency.



Regional and authentic

Specialities are at home with us.

In good weather, you could easily mistake the Wetterau for Tuscany. But we're in the heart of Hesse, at the Hungener Käsescheune cheese dairy. Here, manual craftsmanship and traditional methods combine to yield delectable and exquisite cheeses – and we deliver them straight to your door. From soft sheep's cheese to Cistercian cheese,

from Pinot Noir cheese to saffron cheese. Or how about a drive 14 hours south? Here in Campania, the best mozzarella in Italy is produced in the provinces of Avellino, Benevento, Caserta and Salerno. We know this because we are often there to buy only the best of the best. You can be sure of it.



Why is the specification of a cheese's fat in dry mass content (FiDM) required by law? The reason is quite simple. Cheese consists of dry matter and water. During ripening and storage, the cheese loses water through evaporation, so it becomes lighter. Specification of fat content based on cheese weight would be extremely impractical. The fat content in the dry matter, however, always remains the same.

AND IT RIPENS

and ripens and ripens ...

One last taste test, a quick press of the thumb to check texture, another smell of the wheel ... yes, it's perfectly ripe. May it melt in the mouth, call forth intense sensations and never be forgotten.



Our TIPS:

→ The perfect place is dark, cool and well ventilated. An air humidity level of 80-90 per cent is recommended.

→ Hard and semi-hard cheeses should be wrapped in a cloth soaked in brine.

→ For blue cheese, aluminium foil is the best companion.

→ For soft cheese, parchment paper is used and cream cheese is covered with cling film.

Cheese is a completely natural product, and its ripening does not just suddenly end. In fact, it continues to ripen. Some simple storage tips help to stop this process once the flavour has reached the point of perfection.

Our cheese specialists would be happy to explain this brief overview to you in more detail. Simply contact us – we look forward to hearing from you.



↓ OUR favourites



XAVIER DAVID

Since 1969, Xavier David has united expert knowledge, reliability, tradition and cutting-edge know-how in the production of cheese and unpasteurised cheese from France. Xavier David is dedicated to offering perfectly ripened cheese, each embodying a unique landscape and the manual craftsmanship behind it. The result of this traditional expertise is therefore a guarantee of truly extraordinary flavour.



NATURKÄSEREI TEGERNSEER- LAND

The pasture farmers in the Naturkäserei TegernseerLand e. G. cooperative carry out their agricultural work following very specific, strict criteria. They stand for sustainable land cultivation, the preservation of biodiversity and a partial return to traditional agriculture. They only use fresh pasture milk, natural rennet, cultures (e.g. lactic acid bacteria), sea salt and – depending on the variety – some herbs and spices.



Beyond the crunch – the crust. It improves shelf life, protects the bread and plays a key role in giving bread its characteristic taste. The crust is formed through the so-called Maillard reaction during baking. Through this, the special aroma and olfactory properties are developed that make fresh bread so irresistible.



FROM THE BBC STUDIOS IN LONDON, 1957:

➡ **WHERE SPAGHETTI GREW ON TREES.**

On 1 April 1957, eight million viewers watched a television documentary about the spaghetti harvest in Ticino. There, the long pasta strands grew on trees, were carefully picked by pretty young women and placed on the grass to dry. At the time, pasta was considered an exotic delicacy in the UK – but to this day it is still unknown how many viewers actually fell for the April Fool's joke. ◀

Pasta

and bread

Where hand craftsmanship comes into its own – a veritable treasure trove of experience has been gathered through centuries of making bread and pasta. The finest, freshest ingredients, perfect manual techniques, tips, tricks and regional quirks culminate in truly mind-blowing variety. Of course, we only focus on the best of the best. In our search for the highest quality, we have come across producers who inspire us – and bring exceptional goods straight to your kitchen.



More than a QUESTION OF SHAPE



Small, large, thick, thin, twisted, pulled, pressed ... the list of pasta types and shapes is endless. But when it comes to consistency and sauce combinations, every variety is unique.



We offer an ample selection of fresh and dried pasta varieties from De Cecco, Tressini and Rustichella d'Abruzzo, the artisan pasta manufacturer with 95 years of experience. By the way, cutters are used for the various pasta shapes. The best are made of bronze, which creates a beautifully roughened edge. This in turn ensures that the pasta perfectly catches the sauce. *Buon appetito!*



Some of our SUPPLIERS

- Surgital
- Mosna
- Tressini
- Gourmet Compagnie

Fresh and filled

Fresh, filled pasta is poetry personified. Whether with game, beef, lamb, poultry, mushrooms, cheese or other delicious combinations, the list of possible fillings really is infinite. Here, once again, your wish is our command. From cannelloni through crespelle to tortellone gigante, we have it all. Some of our exquisitely filled pasta creations are also available deep-frozen.

Pasta IN FIGURES

1295

is said to be when, while on his legendary travels, the Venetian Marco Polo first saw noodles being prepared in China.

100

different types of pasta are available in Germany. As many as 600 exist worldwide.

TEN, ONE HUNDRED, ONE THOUSAND

The perfect ratio for cooking pasta is 10 g salt, 100 g pasta, 1 litre of water.

25.10.

WORLD
PASTA DAY

8 kg

of pasta is consumed by the average German every year.



DE CECCO

The high-quality products from De Cecco are a standard feature in every kitchen. Through the use of fresh durum wheat semolina and clear mountain water, the products guarantee excellent consistency and bite.



RUSTICHELLA D'ABRUZZO

Since 1924, Rustichella d'Abruzzo has been dedicated to the creation of the finest pasta following age-old traditions. Dough from high-quality durum wheat and fresh spring water is pulled through bronze plates and dried at a low temperature for up to 50 hours.



PANEXPERT

panExpert is our reliable, expert partner for high-quality, deep-frozen baked goods, including handmade delicatessen baked goods, exquisite gourmet snacks and desserts.



LANTMÄNNEN UNIBAKE

The Schulstad Bakery Solutions brand belongs to Lantmännen Unibake, one of the largest European providers of high-quality baked goods for retail, wholesale and the gastronomy sector.

The name of pasta varieties gives clues regarding its appearance. Pasta types that end in 'ini' or 'ine' are thin, whilst those with an 'oni' are thick. If it ends in 'ette', it is narrow, and 'elle' means it will be wide.

Breadology IN FIGURES

3,238

types of bread have been officially recognised, along with 1,200 small baked goods.

2014

The German Bakers' Guild has done it! In 2014, German bread culture was included in the List of Intangible Cultural Heritage by the National Commission for UNESCO.

11,000

years ago, the cultivation of grain was 'invented'.

84.9 kg

of bread is consumed by Germans every year.

1 m² of grain cultivation space
is enough to make *1 kg of bread*



All

ABOUT BREAD

It's the variety of tastes that makes the difference – when it comes to carrying flavour and providing a filling meal, bread is a real all-rounder. Sweet or savoury, steeped in spices, airy and light or full-bodied and intense, there's really nothing quite like high-quality bread.

You'd like brioche, focaccia, pane arriba or onion baguette? No problem. We always have up to twenty different varieties of bread on our shelves. Fresh or deep-frozen, whatever your kitchen requires. Classic breads such as sourdough, rye, baguette and ciabatta also coincide with more unusual varieties, such as English raisin loaf with hazelnuts, rosemary and raisins. Whatever your requirements, we guarantee you'll find the perfect companion for every occasion. Whether for breakfast, as an accompaniment to salad for lunch or simply as a snack in between. That's the great thing about – bread always goes down a treat, especially when it comes from the assortment at FrischeParadies.

60



*The secret of
the finest bread:*

THE DOUGH PROCESS

Baking bread is an art. When it comes to quality, it all comes down to the dough process. But what does this actually involve?

The dough process describes all steps from mixing the fresh ingredients to removing the finished loaf from the delicious-smelling oven. And there's a lot to consider. It all starts with the preliminary dough stages. Is it a mother dough, a leaven or a soaker? Then we have to think about the temperature of the dough, its water content and, of course, the recipe.

Experts distinguish between different dough processes. These include indirect or straight dough, long or short fermentation and warm or cold proofing. The dough process can take anything from a few minutes to several days – and as always, patience pays off!



DID YOU KNOW?

What about gluten? Scientifically speaking, gluten is a mixture of proteins, lipids and carbohydrates. The name is Latin for 'glue'. Cereals that typically have a high gluten content are spelt and wheat. Unfortunately, many people suffer from gluten allergies or even life-long intolerance called coeliac disease. The good news is that practically all cereal products are available in gluten-free versions – even beer.

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Rice and grains

Who doesn't automatically think of the famous sack of rice? But this image does rice more than an injustice. Rice offers an unbelievable variety of flavours – and it's always delicious.

As your premium supplier, we are also on a constant hunt for exceptional products when it comes to rice and cereals. The result? Only the very best. Whether Basmati rice, paella rice, Vialone Nano risotto rice, red rice, black rice ... with such a huge variety, it's hardly surprising that rice is one of the greatest success stories of humankind.

Another variety that is not to be forgotten is, of course, sushi rice, which is used to create one of the most intricate masterpieces of gastronomy. We're also an excellent port of call when it comes to cereals: couscous, barley, millet, semolina, lentils, beans, legumes – and only in the highest available quality grades, some of which are organic.



ALTERNATIVE CEREALS

for varied cuisine:



BUCKWHEAT



QUINOA



BLACK
QUINOA



AMARANTH



EMMER
WHEAT



OUR favourites



TRESSINI

Since 1996, Tressini has been producing fresh pasta following original Italian recipes. The range includes all classic forms such as tortelloni, ravioli, tagliatelle and gnocchi. The filled varieties contain a range of ingredients, such as meat, fish, vegetables and even fruit. Their offer is rounded off with trendy and seasonal products. However, customised pasta creations also have their place in the portfolio.



PASTA SASELLA

Based in Rheinbach near Bonn, Sassella specialises in the production of premium-quality fresh pasta. Processed using a special bronze press, the pasta has a rough, rustic structure which is great for soaking up sauce and transporting flavour. No preservatives are used, just the highest-quality durum wheat semolina and eggs. Sassella pastas are incredibly filling and have a shelf life of six to eight weeks.



DENGG

The passion for the delicious cuisine of our native Tyrol is palpable throughout our production premises at the heart of the region. Using the perfect recipe of the finest ingredients and a large sprinkling of skill, we create unique Tyrolean specialities. Based on age-old traditions. Whether hearty and flavoursome or irresistibly sweet, there's an unmistakable dash of Tyrol in every one of our delicacies. And you can taste the difference!



Sundries

ASSISI IN UMBRIA:

➡ OIL PRODUCTION DONE DIFFERENTLY.

Slowly, almost leisurely yet with decisive power, the oil press extruder crushes the aromatic olives cultivated by Giuseppe Francesco. The heady scent of soil and freshly cut grass floats through the air. No more than three hours ago, the fruits still hung on the almost 500-year-old olive tree on the hill that shimmers in the heat. ◀

They season, flavour, marinate and refine: high-quality oils are multifaceted all-rounders in every kitchen. This is why we host an outstanding culinary repertoire of oils from the exceptional regions of Italy, Portugal, France and Greece along with its islands.

From Swedish Albaöl through almond oil, all the way to walnut oil. Rapeseed oil, grapeseed oil and pumpkin oil – everything you need for all creations, whether down-to-earth or lavishly extravagant. Here, we promise you'll find what you need. We are always looking for new products in all the major countries of origin. These include oils refined with lemon, chilli, truffles and other ingredients.



DID YOU KNOW?

What does the DOP seal actually stand for? PDO (Protected Designation of Origin) in English, it guarantees the cultivation, processing and production of olive oil within one region of Italy. Particular highlights are the premium products from Casa Basso in the Emilia-Romagna region, such as olive oils from Umbria, Tuscany and the Italian Riviera.

Cold-pressed and warmly received

The production of premium olive oil is a feat in itself. When pressing the fruits, great care must be taken to ensure that the temperature in the mill does not rise above 27 degrees Celsius. Otherwise, bitter substances are released that have a negative effect on the quality. A good example of top-quality, cold-pressed olive oil is our delicately fruity Olio di Amelie – a fantastic pairing for salads and antipasti.



PEPPER VARIETIES AND THEIR USES:



TELLICHERRY PEPPER
Perfect for hearty products from the sea, in addition to fruits like oranges. With a concise, intense heat.



TASMANIAN MOUNTAIN PEPPER
Pleasant and fruity, followed by intense heat. Perfect for meat stews, beans, squash, beef, game, lamb and exotic fruits.



MALABAR PEPPER
Full-bodied with ethereal freshness and a pleasant, warm heat. Delicious with wok dishes, steak & Mediterranean fish.



CUBEB PEPPER
A rare speciality from Java. Its high content of essential oils carries echoes of eucalyptus and mint. Perfect for Indian dishes, meat and vegetables, chutneys and cheese.



LEMON PEPPER
The heat of the black pepper meets refreshing acidity. Ideal for Asian cuisine, meat dishes, crisp salads and fish.



PINK PEPPERCORNS
From the Brazilian peppertree. Sweet and spicy and not at all hot. Perfect for fish, seafood and vegetable dishes, as well as sweet desserts such as ice cream.

High-quality vinegars entrust themselves only to the characteristic flavour of their starting product.

VENTURES
in vinegar



Like the gourmet vinegar from our partner Fruchtwerker. Whether cherry, strawberry or orange vinegar, distilled with meticulous care, the aromas unfold amidst the acidity to unveil a veritable firework of flavour. Or how about the highly coveted Aceto Balsamico Tradizionale? This speciality is aged for at least twelve years. After soaking in a barrel for a minimum of 25 years, it earns the distinction of 'extra vecchio'. One of our suppliers even uses a variety of barrels from the 16th and 17th centuries.

With their finely tuned marriage of grape must and wine vinegar, the Balsamic vinegars from Antica Acetaia della Marchesa are a special treat for the taste buds and are exclusively available from us.

SENSATIONAL
spices!

The taste of the world. Whether exotic or classic, mild, harmonious or infernally hot, our spice rack guarantees you'll meet your guests' every desire. And it's all gathered together from our trusted partners from every corner of the globe. Our collaboration with Altes Gewürzamt, the family-run spice producer owned by Ingo Holland, deserves special mention here, although the exclusive umami and tomato concentrates from Tomami are not to be missed either.



Ready made and
REALLY TASTY

Don't forget that FrischeParadies also offers a range of pastes and concentrates in its dry goods range.

You don't always need to do everything yourself. Especially at the buffet or on the starter menu, there's always space for our carefully selected specialities such as chutneys and deli salads. Discover the quality of our deli salads, sauces, dips, chutneys and many ethnic products for yourself. Our premium partners Gourmet Compagnie, Die Beste Köchin, Dahlhoff and Goedeken offer truly inimitable creations.



⇌ OUR favourites



CASA BASSO

Casa Basso is a family-run company based in Tuscany. The Basso family has been making superb extra virgin olive oil from Podere Bartolino olives for generations. Thanks to many years of experience, the range has also been expanded to include more olive-based products. Olio di Amelie, for instance, is another excellent product made by the Basso family. It is obtained exclusively through a mechanical process involving one single press using Fratoio, Leccino and Morchiaio varieties.



CASA RINALDI

The Rinaldi family, which owns the company Alis S.r.l., has been producing traditional Balsamic vinegar for generations. The Rinaldis boast one of the most impressive vinegar production plants. It hosts a wide array of wooden vinegar barrels that date back to the 16th and 17th centuries. They are still used for Balsamic vinegar production today. This ensures the creation of exquisite products with first-class quality.



GOURMET COMPAGNIE

The true gourmet experience. Fresh products, handmade with love. With tried-and-tested recipes and meticulous quality standards, the staff at Gourmet Compagnie create honest cuisine steeped in tradition. All products are made using fresh market ingredients, resulting in top-quality convenience goods. From pasta, soups and antipasti to deli salads, accompaniments and more.

gourmet
compagnie



TOMAMI

The classic TOMAMI® #1 and #2 seasoning sauces are made using 100% ripe tomatoes, without any additives or preservatives. They are naturally vegan and gluten- and lactose-free. As natural flavour intensifiers, they can be used in all types of dishes.

Featuring first-class spice blends from Ingo Holland, the TOMAMI® umami sauces whisk the taste buds off on a delicious culinary adventure around the world. TOMAMI makes food tastier and cooking easier.



SWISS GOURMET

Swiss Gourmet Waßmer is THE manufacturer in Germany and uses meticulously selected raw materials to prepare its exquisite pâtés and terrines. Our products are not only delicious and easily digestible, but also appropriately garnished, providing a veritable feast for the eyes. Pamper your guests with products from Swiss Gourmet. Our diverse range guarantees you'll be spoilt for choice!

swiss gourmet
waßmer



CHEF FONDS NESTLÉ PROFESSIONAL

When culinary masters and CHEF come together, true works of art can be created. After all, the CHEF products not only save professional cooks a lot of time-consuming work, but also provide a basis for dishes with a real 'wow' factor. Whether for a dash of intensity, creative seasoning or unique refinement, with their carefully selected ingredients and authentic flavour, the high-quality stocks, jus and sauces guarantee a special touch for every dish. Let your creativity flow. With CHEF.





PROVINCE OF ADAMAOUA, CAMEROON: ➡ HARVESTING LIKE 500 YEARS AGO.

With a precise blow of his machete, Amanuel slices the ripe cocoa pod from the tree. Before this, however, the 42-year-old seasoned expert had to determine the degree of ripeness. This is hard manual labour. After all, despite huge efforts with state-of-the-art technology, an effective cocoa harvesting machine has yet to be invented. But perhaps that's a good thing. After all, some things don't really need to change, do they? ➡

Sweet treats

Cocoa is a global bestseller – but quality can vary considerably. Truly outstanding varieties include Araguani and Manjari. These flavoursome wonders predominantly hail from Venezuela and Madagascar.



Sweet dreams are made of this. They look incredibly tempting – and they certainly don't disappoint in the mouth. We're talking about the chocolate and praline specialities from our premium suppliers Valrhona, Coppeneur and Läderach. Whether you have your own patisserie or want to offer stunning, ready-made dessert experiences, our delicate couverture chocolate blocks or chips, classic, elegant chocolate varieties and creative, perfectly harmonised pralines are guaranteed to delight you and your guests. Anyone for another?





Perfect preserves

From exquisite marmalades and delicious jams, it goes without saying that we stock them all, bringing an entire orchard straight to your breakfast table. And by the way, our range of high-quality convenience products in jars and tins awaits your discovery, too.

And now for dessert



Preserved fruit purées from our very own FrischeParadies brand or deep-frozen French fruit purées, smooth panna cotta, high-quality petit fours, desserts and much more – to round off a truly great meal, the perfect finishing touch is required. And that's what we provide. In this segment, too, we work exclusively with first-class suppliers who understand their craft and use only the finest-quality ingredients. You can taste the difference!

Café creme has an elegantly full-bodied and nutty flavour, whilst espresso is rich and chocolatey with delicate, fruity acidity.



Another coffee?

With only the highest quality in mind, FrischeParadies café creme and espresso come from a traditional roasting plant in Obertshausen/Offenbach am Main, where only the flavour of the finest beans finds its way into every cup.



Or tea?

Alongside our ample tea selection from the legendary Haus Kusmi, you can also find top-quality organic tea and iced tea blends from the Provence-based company Terre d'Oc.



BARRY CALLEBAUT

Barry Callebaut is the world's leading manufacturer of high-quality cocoa and chocolate products. Customer focus, passion, entrepreneurial thinking, team spirit and integrity lie at the heart of the company.



BINDI

For over 20 years, Bindi has been a reliable partner for original and premium-quality, deep-frozen convenience products from Italy. The range spans high-quality cake, dessert and ice cream specialities.



DREIMEISTER

'Top quality based on meticulously selected ingredients' is the principle used by DreiMeister in its choice of only the finest ingredients for its confiserie specialities.



VALRHONA

The high-quality cocoa varieties from the world's main cultivation regions form the basis of the truly extraordinary chocolate products by Valrhona. Quality and sustainability are the company's core focus.



UNTERWEGER FRÜCHTEKÜCHE

Apple, chokeberry, quince, strawberry, morello cherry and much more – there really is nothing the Tyrol-based company Unterweger Fruchteküche wouldn't transform into spectacular, intensely fruity jam.

ICE, ICE, BABY!

TASTY, MELTING, COOL –
WHETHER AS ICE CREAM OR SORBET...



The authentic Italian art of making ice cream is unrivalled anywhere in the world. The ice cream varieties made by the Ghisolfi family really take the biscuit. Here, the use of the finest raw materials is law of the land. Fresh milk and cream are the only base ingredients. The sorbets contain up to 68% fruit. And most importantly of all, they are completely free from artificial preservatives and colouring.

Italy's finest gelato, by
Giolito, for instance.



COPPENEUR

Confiserie Coppeneur et Compagnon has been dedicated to the production of sophisticated cocoa creations since 1993. As a pioneer in the production of the finest cocoa and chocolate products, Coppeneur only uses natural, premium-quality ingredients. The chocolates only contain cocoa butter and have a cocoa content of at least 72 per cent for dark varieties and at least 36 per cent for milk varieties. No soy lecithin is used in the production of chocolates in the Cru de Cacao range.



GIOLITO

The original, premium-class gelato from the company Giolito thrills the palate with its natural, pure flavour and unique aromas. *Giòlito* comes from Old Italian and translates as 'pleasure and enjoyment'. Authentic and honest *Italianità*. Top quality from all-natural production, linear and pure. All of our gelati are creamy and light with a beautifully firm structure. Our sorbets have a fruit content of up to 69 per cent and are also lactose-free.



COL DE BUSSANG, VOSGES:
➡ FROM SPRING TO WINE.

You'd be forgiven for overlooking the small, almost inconspicuous spring that quietly bubbles between the rocks 715 metres above sea level. Welcome to the source of the Moselle River. From here, the tributary weaves more than 500 km through the like-named wine-growing region until it reaches the Rhine. There, its crystal-clear waters reflect the sun onto the steep, fertile slopes adorned with glorious vineyards, helping to create stunning vintages year after year. ➡



Wine and more

DID YOU KNOW?

Artful wine!
Every year since 1945, the famous Mouton Rothschild winery has commissioned a world-famous artist to design its wine labels. Just some of those to decorate the bottles have been Picasso, Chagall, Miró and Kandinsky, in addition to Warhol, Niki de Saint Phalle and Keith Haring. And in return, each artist receives a batch of 'their' wine. Cheers!



The world of wine is vast, extremely vast. And that's why our selection is equally huge. **We'd even go as far as to say that such a wide range would be difficult to find anywhere else. Our shelves host more than 1,500 different wines, over 300 varieties of sparkling wine and champagne and more than 650 spirits from all over the world.** But we all know that size and selection aren't everything. Expert knowledge and assistance are also required.

Which wines suit your dishes? What is currently in fashion? Which champagne will elevate your menu? Our specialist consultants and sommeliers boast many years of experience and often have backgrounds in the gastronomy sector themselves. They know the real requirements on-site and speak your language. This ensures you will receive a top-quality compilation from our selection, customised entirely to your needs. You won't find this level of expertise anywhere else. Talk to them. Oh, and by the way, in addition to classics from the finest cultivation regions and exclusive vineyards, we love surprising you with something truly special now and again. For instance the best wine for fish, distinguished by *Falstaff*, the famous wine and gourmet journal.



OUR *cellars* ARE FULL

300

Sparkling wine
& champagne

705

WHITE WINE

795

Red wine

564

Spirits

135

Aperitifs & dessert wines

74

ROSÉ WINE

2,573 VARIETIES IN TOTAL



*A glass of tradition,
a glass of innovation...*

We are optimally positioned in the segment of traditional premium wines. We are familiar faces at the many vineyards and cellars, some of which have been used to store wine for many centuries. Whether in Europe, South America, South Africa or New Zealand, wherever excellent premium products are made, we are renowned as a passionate partner with in-depth expertise.

But we also dedicate our full attention to the young, wild wineries. Where do new and exciting trends emerge? What about sustainable production methods? Which new grape varieties are capable of surprising us, you and your guests? Let's take the chance. Get ready for exciting new experiences! And it goes without saying that we have a wide array of organic and vegan wines, too.

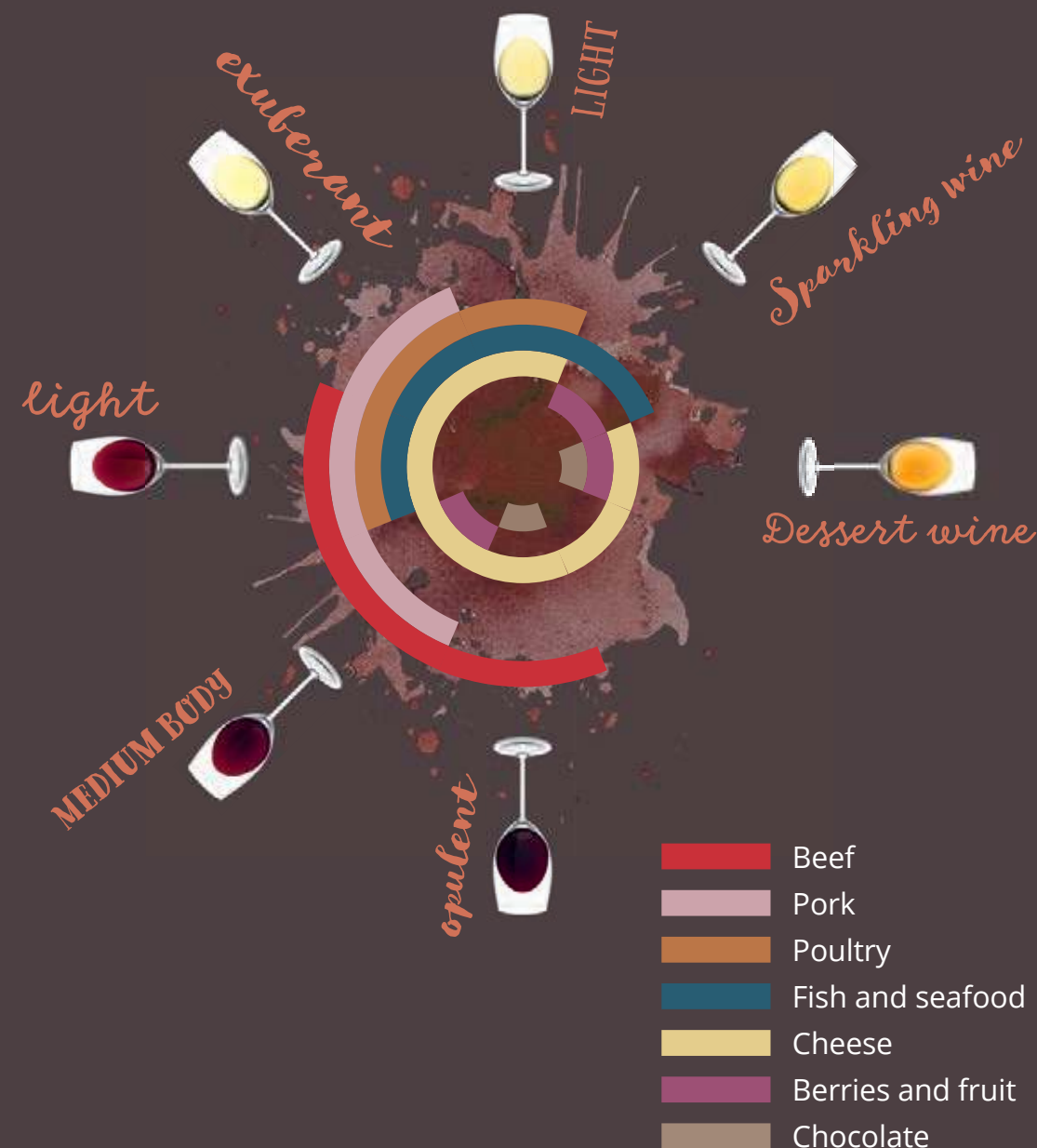
78

Advancing our range

We not only listen to the judgements of winemakers and critics. Through regular blind tastings, we often uncover new, highly attractive wines and sparkling wines in all price structures. This makes every visit to our premises a true voyage of discovery. We'd be happy to let you sample our products. Let us advise you.

FOOD AND WINE PAIRINGS

Matched to perfection





What do the names Mandarina Bavaria, Saphir, Opal, Smaragd, Perle, Nugget, Herkules, Spalter and Tettnanger have in common? Well, they are just nine of a total of 32 hops varieties available in Germany.



Fruit brandies SPIRITS AND MORE

Exquisite brandies from small distilleries enjoy an excellent reputation, such as our exclusive varieties from Haas. They unite natural fruit aromas to create incomparable flavour explosions. We stock a wide array of award-winning products. This includes all varieties of pomace brandy and brandy, whisky, rum, gin, vodka and much more. Let's share a glass together. We look forward to welcoming you.

That looks good! The herbal liqueur Dr. Jaglas Artischocken Elixier isn't just an unforgettable experience on the palate, its gift box was also awarded the German Design Award Special in 2017. Where can you get it? From us, of course!

Beer de luxe

The craft beer movement continues to storm the globe. Its aim is to combat standardised mass production with unique, discerning alternatives that offer an exciting variety of flavours. And as a firmly established trend, the increasing success of this is certainly clear to see. On our hunt, we came up trumps at small breweries and now offer you a fantastic range of traditionally brewed beers, adapted to local features from store to store.



ALCOHOL-FREE:

Syrups, tonics, fruit juices

There's nothing quite like authentic, hand-squeezed juice. Those who remain unconvinced need only take a sip of the creations from Obstkelterei Van Nahmen to agree – and they're available from us, of course. We also promise that our selection of alcohol-free beverages is sure to meet your high expectations. Whether for use in the kitchen, at the breakfast buffet, behind the bar or simply to enrich your drinks menu, we always have a trick up our sleeves. How about some alcohol-free PriSecco from Geiger? We think you'll love it – and your guests will, too.



What does the aromatic elderberry have to do with the Germanic goddess Holla? Well, in ancient Germanic times, forest fairies and 'herb witches' like Holla often used elderberry to treat people's ailments – the plant was believed to have healing powers. Holla thus became the goddess of protection and healing, and people often left offerings for her under the tree. While its miraculous healing powers might be questioned today, a glass of sparkling elderberry juice certainly works wonders when you're thirsty.



OUR 10 OWN BRANDS



Et voilà – the best of everything. This is our promise, and we keep our word. Are you looking for carefully selected premium quality? You'll be more than happy with our own brands – and your guests will, too. Have a look through our range and try it for yourself. Available in all of our stores throughout Germany.

We go the whole hog when it comes animal welfare – throughout their entire lifetime. After all, this is the only way to ensure truly unique quality on the table.



The Duroc pig hails from the Eastern United States. It has been farmed there since 1800 and, thanks to its high-quality meat, is an extremely popular breed. Around 1830, it was crossed with the Red Jersey pig from New Jersey. Since then, the breed has been synonymous with exclusive premium quality.



Duroc – THE MEAT OF THE MATTER

Our Duroc pigs lap up the good life. Following the natural rhythm of night and day, they happily romp around in spacious, hay-strewn bays. They are even provided with entertainment – toys made of wood, hemp and brush-wood provide a fun pastime between mealtimes. And they're an event in themselves – only native protein carriers like rapeseed meal and legumes are given to eat. No soy, no industrial feed, not even any antibiotics. This results in the very finest meat quality in terms of colour, texture and flavour.

Our dry goods range

- ➔ Spices
- ➔ Legumes
- ➔ Nuts
- ➔ Rice and grains
- ➔ Fruit purée

Whether lentils, beans, bulgur or quinoa, we search the entire globe for the very best flavours.

What would food be without charismatic spices and exquisite accompaniments? Thankfully, we don't really have to ask ourselves that question – after all, our own brands open up new horizons in this area, too.



Thai fruit and vegetables enjoy international popularity. The country's climate is perfect for cultivating a rich variety of high-quality produce. Often, harvests are still carried out by hand. The advantage of this is that with their expert eyes, harvesters can identify the optimal point of ripeness and their experience ensures that only perfectly ripe fruits are picked from the bushes and shrubs.

CRISP, FRUITY, DELICIOUS: FRUIT AND VEGETABLES FROM THAILAND



To find the best fruit and vegetables in Asia, you could travel around 8,670 kilometres to the finest markets in Thailand. But it's quicker if you come to us – and that's a promise!

Take the famous, mouthwateringly fragrant Nam Dok Mai mango, for instance. The quality of harvests is constantly checked by our local partners on the ground. But that's not all. Working conditions and supply chain standards are also closely examined and documented. Twice a week, the plane then takes off for Germany, bringing its stunning cargo directly to the FrischeParadies stores – irresistibly fragrant, scrumptious products with uncompromisingly premium quality. Try Thai fruit and vegetables for yourself – available from us as our very own brand.

TASTY, TASTIER Prawns

The world of prawns is enormous. There are around 6,000 different types of prawn, so you'd be forgiven for losing track. We don't though. That's because we focus only on the very best quality.

We guarantee:




- ➡ Only extensive farming
- ➡ Farmed prawns exclusively from monitored farms
- ➡ Free from antibiotics
- ➡ Only natural raw materials
- ➡ No unidentified and undeclared additives for soaking
- ➡ Cooked prawns are always completely cooked
- ➡ Processing only in audited plants
- ➡ No double-frozen raw materials
- ➡ Further processing only in audited plants
- ➡ Consistent controls, complete transparency
- ➡ Independent, on-site quality control and assurance



Demand for these small, delicate protein bombs is so high that wild fishing alone is no longer sufficient. However, this gives us the opportunity to produce first-class prawns in strictly controlled farms without quality fluctuations. Thanks to our proven expertise as fish and seafood experts, we know exactly what authentic premium prawns should look and taste like. The result? We allow our prawns to grow in the best, healthiest and strictly controlled conditions. You can taste the difference.

Varieties

Our prawns are available in the following varieties:

-  HLP ➡ headless, peeled
-  HLSO ➡ headless, shell on
-  HOSO ➡ head on, shell on
- Products with head ➡ Calibre incl. protective glaze per kilo
- Products without head ➡ Calibre incl. protective glaze per lbs., imperial pound (0.454 kg)

Calibrations

Here are the available calibrations of our prawns with details of quantity per unit:

Size	Headless	With head
4/6	9-13	
6/8	14-18	7-8
8/12	19-27	9-12
13/15	28-33	13-15
16/20	34-44	16-20
26/30	58-66	





A gift from the gods:
Oysters
Perles du Mont Saint-Michel

Visitors to Mont Saint-Michel are presented with three fantastic options: exploring the enchanting town, taking the ferry to the Channel Islands or – and this should be compulsory – sampling the area's truly exceptional oysters.

Here, oyster farmers are known as 'sea gardeners'. Centuries of experience and patience have made them the best in the world. The work is arduous and exhausting, but it's definitely worth it. The taste is sensational. First, the young oysters are placed on so-called oyster trays in thigh-deep sea in units of one thousand. Over a period of 18 months, the quantities are thinned out to 500, and then to 180 to allow more room for growth.



And then comes the tricky bit – the farmers carefully turn the oysters to the rhythm of the tides. This ensures perfect shell formation. These efforts culminate in our own FrischeParadies brand.



Alongside our high-quality standard range, we're no wallflower when it comes to caviar, either. Our own-brand caviar is the result of collaboration with exclusive suppliers. Together, we develop a truly extraordinary selection for your kitchen. A new storage concept guarantees the freshest caviar in three different, but equally exquisite varieties and several container sizes. We source selections for our FrischeParadies caviar from different origins.

A CLASS OF ITS OWN:
OUR CAVIAR



Imperial Caviar

Perfect aesthetic properties and a flavour with nutty nuances makes Imperial Caviar a favourite in haute cuisine.



Ossetra Caviar

Small, firm grains and a characteristically nutty flavour make Ossetra Caviar ideal for connoisseurs and gourmets.



Siberian Caviar

The smaller, dark grains at an attractive price make our Siberian Caviar the perfect choice for 'beginners' keen to sample caviar.

In Iceland, many people believe in elves and fairies. We could get used to that idea. We certainly believe in the excellent quality of their fish.

Glacierfish- fillets from Iceland



Shellfish



Pollock



Golden redfish



Cod



Wolf fish

Using responsible methods and under strict regulations, Icelandic fishermen focus their daily catches only on what is seasonally available. This includes, for instance, cod, wolf fish, golden redfish and haddock in complete accordance with the MSC regulations for sustainable fishing. Once it arrives on land, the day's catch is then filleted and portioned by hand and immediately glazed and deep-frozen untreated.

All in all, this enables us to supply unparalleled deep-frozen quality whilst maximising the marvellous taste of the sea and glacier freshness.

The finest smoked salmon comes from the Westerwald. No, you haven't misread.

Fished from the icy sea, optimally refrigerated and delivered directly to the processing plant – this is the best thing that can happen to a salmon. After all, it transforms a tasty fish into a true work of art. And because it's probably the best smoked salmon in the world, we stock it as our own brand for you.



This salmon is simply phenomenal

Refining products by hand is something that lies close to our premium partner's heart. Whether with delicate herbs, high-quality spices or other aromas such as acorn syrup, algae, orange zest or grappa, we guarantee you'll have mouths watering at the very thought.

Cut from a huge salmon fillet into handy portions and sealed to protect the aroma, you can look forward to receiving a whole range of delicious smoked salmon specialities straight to your kitchen.



The French poet. François
Coppée left good advice.
‘To make a good salad,
you need four characters:
a squanderer for the oil,
a miser for the vinegar,
a sage for the salt and a fool
for the pepper.’ If he had
tasted our vinegar, his tip
would probably have
been very different.

Let's talk about the exclusive vinegars from a small manufacturer in Kehl am Rhein. Here, five generations of the Berl family have been producing top-quality natural vinegar since 1868. Using a unique, slow and gentle process, the finest raw ingredients are blended and stored in century-old barriques for six to 12 months to yield veritable masterpieces. After natural sedimentation over several months, the vinegar is reduced by hand until it unveils a magnificent consistency and harmonious flavour. The vinegars must be uncompromisingly pure, without the addition of colourants, sulphur, histamine, E numbers, technological additives, bisulphite or aromas. This is precisely why we have chosen these vinegars to join our FrischeParadies range. After all, only the best is good enough for us.

Vinegar and oil

A tarantella on the palate

Frantoio, Leccino, Moraiolo – these are not the names of three Italian tenors, but rather a trio of exceptional olive varieties. And only these form the basis of the finest olive oils in Italy, the Olio di Amelie from the family-run company Casa Basso. The are hand-picked at optimal ripeness and gently cold-pressed to give this cuvée its premium-class aroma. It goes without saying that only oil extracted from the first pressing is used. Extra vergine – that says it all.



Whether exquisite chocolate, high-quality pralines or delectable baked goods, we only work with the most ambitious manufacturers. We strictly reject any kind of industrially made goods. You see, only when meticulous craftsmanship, unique recipes and the finest ingredients come together can real masterpieces be created.

Confiserie

When tasty just isn't good enough

An example of chocolate: we make sure that our partners only use high-quality cocoa varieties from the finest cultivation regions in the world. After all, our request is very simple: only the best, please.



Believe it or not, the USA celebrates
Mint Chocolate Day every year on
19 February. Exquisite confiserie
assumes the limelight on National
Pralines Day, held on 24 June. We,
on the other hand, prefer to celebrate
the sweet delights all year round.



THE TOP 9 PRIME PRODUCTS: OUR QSFP PREMIUM CLASS

1



2



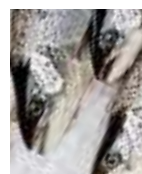
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4



5



6



7



8



9



Quality seal FrischeParadies or QSFP for short. This is more than a quality seal or promise. Behind our QSFP premium class stands meticulous care, first-class quality, maximum freshness and controlled ecological sustainability. The ultimate in artisanal excellence and premium class for gastronomy and amateur chefs.

MORE THAN A PEEK BEHIND THE SCENES: *Our suppliers* *create transparency*



Susanne Prangen, central purchasing and Dietmar Mükusch, QSFP scout, visiting salmon farms in Scotland.



Susanne Prangen, central purchasing, and Felicitas Yajjou, marketing, with farmers at Fermiers Landais.



FrischeParadies Managing Directors Christian Horaczek and Uwe Rößler visiting a Tyrolean calf.

QSFP also means we inspect everything. We visit our suppliers on-site and make everything transparent. Sometimes, we are joined by journalists, bloggers and customers. Our aim is to achieve the highest level of authenticity and clarity down to the very last detail. Our top producers know this already and are proud to present the many measures and services that are reflected in top quality. Take the QSFP Marensin chicken from Landes in south-west France, for instance. Several farmers have joined forces to breed and rear them. Here, the chickens are free to roam over meadows, fields and pine forests, pecking, dust-bathing and hunting for insects – in short, everything a happy chicken does.

However, we don't make do with a quick look around, but instead spend several days on-site, examining every stage from rearing to processing. The food experts that accompany us know their way around, ask questions and carry out careful research. This is the best way to gain a completely unobstructed view of the production conditions, which can later be read about in the press and, of course, on several social media channels.

We also have a peek over the shoulders of regional suppliers.coaxing out secrets of how to handle products. You learn something new every day, as they say.

Premium quality

Fish & seafood with the QSFP label – when the ocean knocks at the kitchen door.

Manually operated, registered fisheries. Rigorously selected, fresh catches, speedy processing and shipping – we deliver the sea's most delicious treasures straight to your door. From the moment the catch reaches the shore to its sale, an incredibly short period of time elapses – just 24 to 48 hours depending on coastal location and country.

The finest meat in QSFP quality – you can still smell the meadow.

Sustainably reared with regional feed, slaughtered and cut by hand, our meat and poultry specialties from Tyrol, the Eifel and France come from family-run companies where every single animal is cared for and appreciated. One hundred per cent regional and one hundred per cent traceable origin are just two of the yardsticks we use to distinguish QSFP quality.



Carefully selected top quality that fulfils the requirements of superior enjoyment and the protection of natural resources.

The FrischeParadies quality seal guarantees

- ➔ **Top quality**
- ➔ **The freshest products**
- ➔ **Careful processing**
- ➔ **Strictest quality controls**
- ➔ **Consideration of environmental sustainability**
- ➔ **Meticulously documented producer and transport data**



- ➔ Guaranteed freshness from daily catches
- ➔ Clean water
- ➔ Sustainable fishing methods
- ➔ Observance of close seasons
- ➔ Excellent taste

Fish from German waters

Mecklenburg-Vorpommern is an oasis for fish gourmets. Here, the mesmerisingly clear Bodden waters offer the ideal spawning and living conditions for Baltic salmon, pike, zander and others. In the flat, coastal areas, the fresh water from the rivers mixes with saltwater from the Baltic Sea, resulting in a nutritious cocktail with optimal algae growth.



Here, fish are considered a real delicacy, and with our QSFP requirements, we add another sprinkling of quality on top – available whole or filleted, depending on variety.

- ➔ *Perch*
- ➔ *Zander*
- ➔ *Herring*
- ➔ *Baltic salmon*
- ➔ *Pike*
- ➔ *Maraene*



- ➔ Traditional fishing methods
- ➔ Short delivery routes
- ➔ Rapid processing
- ➔ Continuous traceability
- ➔ Premium quality

Premium fish and seafood from Galicia

Galicia's coastal fisherman are rightly proud of their traditional craft and extraordinary products. The constant swell of the Atlantic along Galicia's coast provides the sea creatures with abundant oxygen and food – optimal conditions for the mussel farming that first originated here in the fjord-like estuaries.



Straight from Galicia's waters to our fish counters. Our fish and seafood come from daily or nightly catches where the boats stay at sea for a maximum of six hours. The catch is quickly landed, swiftly processed and taken to our fish counters via the shortest possible route. After all, fresh fish has to be fast to be QSFP.



- ➔ From the nature reserve
- ➔ Bred in natural conditions
- ➔ Exquisite quality and freshness
- ➔ Excellent taste

Andalusia à la carte: Cadiz Gilthead sea bream and sea bass



Skirting the Atlantic coast in Spain, La Breña y Marismas del Barbate Natural Park is home to the bays and lagoons of Andalusia, which are known as *esteros*. Our partner has developed a marine aquaculture that is unparalleled anywhere in the world. Here, sea bream and sea bass are bred and allowed to develop like their counterparts in the wild. Using traditional fishing nets, they are only taken from the water after our order and processed with the utmost care. Rapid transport guarantees supreme pleasure.



- ⇒ Top quality and uncompromising freshness from daily catches
- ⇒ Hand-refined premium class
- ⇒ Fish only from manually operated, registered fisheries
- ⇒ Continuous traceability

Fish and seafood from Brittany

Fish, shellfish and crustaceans from Brittany are a veritable feast for haute cuisine gourmets. In order to be awarded the QSFP label, fishermen can only carry out their work on Breton boats or *petit bateaux*, and this is what they love most. Our specifications and selection standards are demanding, but guarantee absolute premium quality.



- ⇒ Sea bass
- ⇒ Sole
- ⇒ Turbot
- ⇒ Red mullet
- ⇒ John Dory
- ⇒ Monkfish
- ⇒ Norway lobster
- ⇒ Scallops
- ⇒ Mussels



- ⇒ Exemplary, sustainable aquaculture
- ⇒ Guaranteed Scottish origin
- ⇒ Fillets in QSFP premium cuts
- ⇒ Excellent freshness and flavour

Salmon from glens of the Scottish Highlands

Pummelling down from the surrounding hills, the westerly wind whips into the saltwater loch, creating an unrelenting current. The salmon, however, have become adept at breasting it, resulting in beautifully firm and succulent meat.

Here, this nature-friendly aquaculture yields such unrivalled quality that back in 1992, it was the first and only non-French product to be awarded the Label Rouge, the quality seal for foods from traditional and natural husbandry.



- ⇒ Fish from the freshest catch
- ⇒ Finest selection
- ⇒ Perfectly cut loins and fillets
- ⇒ Gentle processing and rapid transport

Iceland's chosen ones

The cold, clear Greenland Current meets the warm Gulf Stream, creating the perfect habitat for stunning shoals of fish. In these exceptionally clean, oxygen- and nutrient-rich climes, cod, redfish, haddock, plaice and wolf fish are the undisputed kings of flavour. Also available whole.



Only a few hours lie between the wild catch, manual processing and aircraft transport – just as you'd expect from QSFP quality.

- ⇒ Cod
- ⇒ Golden redfish
- ⇒ Haddock
- ⇒ Plaice
- ⇒ Wolf fish



- ⇒ Unique rearing in the pine forests of south-west France
- ⇒ The finest natural, species-appropriate feed
- ⇒ Flavoursome, succulent meat

Marensin chicken

The fragrances of pine wood, resin, heather and broom dance through the air, carried on a spicy, fresh ocean breeze. Welcome to heaven on earth for chickens, guinea fowl and capons. There is no fencing to restrict the animals' habitat. Natural feed and optimal conditions result in birds that are full of life and vigour. QSFP Marensin chicken is also distinguished with the Label Rouge. The founder of this seal, the company Fermiers Landais, ensures that its poultry is reared and fed in accordance with optimal, animal-friendly conditions.



- ⇒ Corn-fed chicken suprême & leg
- ⇒ Corn-fed guinea fowl suprême & leg
- ⇒ Ready-to-cook corn-fed chicken
- ⇒ Corn-fed quail
- ⇒ Corn-fed guinea fowl
- ⇒ Corn-fed capon
- ⇒ and much more



- ⇒ Born, reared, slaughtered and cut in Tyrol
- ⇒ From small farms
- ⇒ White, fine-grained, low-fat meat
- ⇒ Transparent guarantee of origin

Tyrolean bobby veal

Amidst untouched nature, healthy meadow grass and fresh, clean air, cows graze at their leisure, absorbing the very best nutrients which are then passed on to their calves through their milk. Our renowned Tyrolean calves grow up without any hormonal growth promoters or antibiotics whatsoever. Some 2,300 small farms are home to the animals – none of which are kept in groups of more than seven conspecifics. Surrounded by over 500 mountain peaks and glaciers on alpine pastures spanning 6,000 km², the traditional farmers do a truly fantastic, incomparable job.

When only uncompromising premium quality will do, QSFP Tyrolean suckling veal is guaranteed to impress.



- ⇒ Natural, free-range rearing all year round
- ⇒ Regional and sustainable cultivation
- ⇒ Manual, traditional slaughter
- ⇒ Mild, well-rounded lamb aroma

Supreme: the Eifel primeval lamb

Untreated, natural grass, tasty herbs, protected surroundings, pure water from springs and streams, clean air and at the heart of it all, the bleating of Eifel lambs. This is what lamb should taste like – aromatic and mild with finely grained meat, an exceptional texture and well-balanced fat. Our QSFP Eifel primeval lambs are less than six months and weigh no more than 20 kg.

The result is the most exquisite lamb you will ever taste. We're sure of it.



Our branches

Our delicatessen stores showcase our core areas of expertise: fresh fish and seafood. In many of our branches, they are joined by a cold cut and fresh meat counter as well as a bistro. You'll also find exquisite cheeses, a wide range of both regional and exotic fruit and vegetables, pasta, antipasti, sweet treats and, of course, a selection of wines for perfect pairing.



BERLIN-CHARLOTTENBURG

Our longest-standing branch. Under the name Lindenberg, premium delicacies have been sold here since 1874 – and have even supplied the Imperial and Royal Court in Vienna. Today, we are Berlin's leading gourmet temple at the heart of the city. It is also home to the company's first ham counter, which offers 26 of the world's finest varieties.

ADDRESS: Morsestraße 2, 10587 Berlin, Germany

CONTACT: +49 (0) 30 390815-0 | bestellung-berlin@frischeparadies.de



BERLIN-PRENZLAUER BERG

Here, we pack like there's no tomorrow. After all, our delicacies are in high demand everywhere. This FrischeParadies is the Group's largest branch, where goods are packed and dispatched for the hospitality industry – travelling as far afield as Poland and the Baltic States. Spanning an area of 4,800 m², our extensive range is guaranteed to meet all of your needs.

ADDRESS: Hermann-Blankenstein-Straße 48, 10249 Berlin, Germany

CONTACT: +49 (0) 30 390815-0 | bestellung-berlin@frischeparadies.de



ESSEN

FrischeParadies at Großmarkt Essen – on an area stretching 3,000 m², we offer everything a connoisseur could desire. With its glass façade, the charismatic bistro invites shoppers to stop and enjoy some exquisite delicacies. Thanks to its location in Essen's Großmarkt farmer's market, we always have new fruit and vegetables to discover. In short, here you'll find everything that makes eating an authentic gourmet experience.

ADDRESS: Lützowstraße 24, 45141 Essen, Germany

CONTACT: +49 (0) 201 83134-0 | bestellung-essen@frischeparadies.de



FRANKFURT

Here, we draw from bountiful resources. FrischeParadies Frankfurt lies in close proximity to Frankfurt Airport and the Perishable Center, Europe's most modern transshipment station for the freshest foods. Whether fish from Indo-Pacific or fruit and vegetables from Asia, our FrischeParadies branch in Frankfurt leaves nothing to be desired.

ADDRESS: Lärchenstraße 101, 65933 Frankfurt am Main, Germany

CONTACT: +49 (0) 69 380323-0 | bestellung-frankfurt@frischeparadies.de



FÜRTH

From regional vine tomatoes to mango from Thailand, we provide first-class quality across all categories. Our partnership with SELGROS makes a key contribution to the further development of the premium food retail segment. Good news for everybody who values the special things in life.

ADDRESS: Hans-Vogel-Straße 113, 90765 Fürth (in der SELGROS), Germany

CONTACT: +49 (0) 911 97564-0 | bestellung-fuerth@frischeparadies.de



HAMBURG

From all over the world to all over the world. Located in the city's fish market, FrischeParadies Hamburg not only serves the region's fantastic Michelin chefs, but also prestigious cruise ships. Here, exceptional quality comes as standard. The dedicated bistro team also organises cooking courses and events.

ADDRESS: Große Elbstraße 210, 22767 Hamburg, Germany

CONTACT: +49 (0) 40 38908-0 | bestellung-hamburg@frischeparadies.de



LEIPZIG

The crème de la crème. Spanning just under 1,400 m², FrischeParadies Leipzig is a veritable cornucopia of diversity and exclusivity. As a shop-in-shop area inside SELGROS, it is accessible to end consumers. The bistro with seasonal menu and the lavishly stocked fish counter provide bountiful sources of inspiration and gourmet enjoyment.

ADDRESS: Maximilianallee 5, 04129 Leipzig (in der SELGROS), Germany

CONTACT: +49 (0) 341 14908-0 | bestellung-leipzig@frischeparadies.de



HÜRTH/COLOGNE

As the city's famous folk song goes, 'We're keeping the cathedral in Cologne', but our branch in the suburb of Hürth is more than happy to send our delicacies further afield – even by air all the way to Mallorca. Even if this branch doesn't have much in the way of space, its extensive range with the brand's trademark premium quality more than makes up for it. What's more, the personal atmosphere offers the ideal space for stimulating conversation and lots of inspiration.

ADDRESS: Max-Planck-Straße 44, 50354 Hürth, Germany

CONTACT: +49 (0) 2233 6996-0 | bestellung-huerth@frischeparadies.de



MÜNCHEN

Welcome to the FrischeParadies branch with the largest cheese counter. This is home to an endless variety of cheese and dairy products in a truly extraordinary atmosphere. Housed in a historic building in the city's iconic Schlachthof complex, the striking architecture alone is well worth a visit. But as always, it's what's on the inside that really counts: our products.

ADDRESS: Zenettistraße 10 e, 80337 München, Germany

CONTACT: +49 (0) 89 7671-0 | bestellung-muenchen@frischeparadies.de



INNSBRUCK FRISCHEPARADIES IM FRUCHTHOF

The Fruchthof shopping centre presents an extraordinarily diverse range of fruit and vegetables that leaves nothing to be desired – which just so happens to be our supreme discipline, too. Of course, we also boast an ample selection of fish, meat, cheese, spices, wine and many more delicacies. In short, everything the season has to offer and your heart desires.

ADDRESS: Josef-Wilberger-Straße 19, A-6020 Innsbruck, Austria

CONTACT: +43 (0) 512 2626-64 | www.fruchthof.at



STUTTGART

Greener shopping – at FrischeParadies in Stuttgart, you've struck gold. We not only place utmost importance on the ecological balance of our range, but also follow the highest standards of sustainability when it comes to the building itself. While our products inspire you in the store below, our green roof is busy contributing to energy efficiency and climate protection.

ADDRESS: Ulmer Straße 159, 70188 Stuttgart, Germany

CONTACT: +49 (0) 711 55300-0 | bestellung-stuttgart@frischeparadies.de



SELECTED PARTNERS

Collaboration with our carefully selected partners is distinguished by deep-rooted trust, mutual respect and endless passion for the finest foods.



Fish and seafood



Meat and poultry



Fruit and vegetables Pasta and bread



Cheese and dairy products



Sundries



Only those who work with the best partners can really offer their customers the best products.

Sweet treats



Wine and more



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