

170 Jahre Pischinger - eine einzigartige Erfolgsgeschichte

Wiener Erfolgsgeschichte: Was im Jahr 1849 in einem kleinen Wiener Geschäft begonnen hat, feiert dieser Tage mit der weltgrößten Pischinger-Torte den 170. Geburtstag. Happy Birthday!



...

K Ug`\Yi hY`U`g`\c\W\ a cXYfbY`< UUg!K UZZY`VUW_ghfU» Y`a]h`Y]bYf
@Ab[Y`j cb`%* \$`A YhYfb`i bX`Y]bYf`? UdUn]hAhj cb` - " * \$\$`Gh\W_
K UZZY`b`dfc`Ghi bXY`gck]Y`Y]bYf`fi bX`%\$\$`A YhYf`Ub[Ybž
hfUX]h]cbY`Yb`F i bX`Ai ZYf!6UW_Ub`U[Y`(") \$\$`Gh\W_`CV`UhYb`dfc
Ghi bXY`dfcXi n]Yfhž`VY[Ubb`]a` \fY`%`(-`U`g`_`Y]bYgžj cb
@Ycdc`X`D]g\W]b[Yf`]b`K`]Yb`* "ž`Gh]Y[Yb[UggY` , ž[Y[fØbXYhYg
I`bhYfbY\ a` Yb`"9f`U\`b`hY`b]W\h`]a`9bhZYfbhYghYbž`XUgg`Yf`XUa`]h`U`g
I`bhYfbY\ a` Yf`;` Yg\W]W\hY`g\W`fY]VYb`k`]fX` `XYbb`D]g\W]b[Yf`]gh
\Yi`hY`X]Y`À`hYghYž`bc\W`Ua` `A`Uf_h`VYZ]bX`]W\Y`ÒghYffY]W\]g\W`Y

GØ» K UfYba Uf_Y"

J cb '5bZUb['Ub 'j YfgØ» h@Ycdc`X`D]gWX]b[Yf`XUg`@YVYb`XYf
K]YbYf]bbYb`i bX`K]YbYf`a]h`Y]bYa`a]hh`Yfk Y]Y`hfUX]h]cbY`Ybz
gØ» Yb`7\f]ghVUi a VY\Ub[ž`XYf`XYfY]bgh`Ui WX`X]Y`7\f]ghVÀi a Y
j cb '9fn\Yfnc['F i Xc`Zi bX`gY]bYf`fUi `GhYZUb]Y`gck]Y`YbYb`j cb
? U]gYf]b`9`]gUVYh\`gWX a ØW_Yb`Xi fZhY"

≠`XYb`%, , \$Yf`J\`fYb`ghY][h`XYf`fY]bñ][Y£`Gc\`bž`C g_Uf`f[YV"
%`*`ž]b`XUg`j`AhYf]WX Y`b`bHfbY\`a`Yb`Y]b`i`bX`YfZ]bXYh`X]Y`]b
_i fnYf`NY]h`a`[UbnYb`<UVgVi f[Yf!F Y]WX`VY_UbbhY`i`bX`VY`]YVhY
D]gWX]b[Yf!HcfhY`ž`X]Y`g]WX`?U]gYf]b`9`]gUVYh\`i`"U"`gc[Uf`V]g
bUWX`?Uf`gVUX`bUWX`gYbXYb`]Y»`%, , , `YfZ]bXYh`C g_Uf`D]gWX]b[Yf
X]Y`GhYZUb]Y!HcfhY`ni`9\fYb`j`cb`?fc`bdf]bñYgg]b`GhYZUb]Y`i`bX
nU\`fY]WX`Y`k`Y]hYfY`GdYn]U`]hÀhYb`Zc`[Yb"

I`bX`gWX`cb`XUa`U`g`a`i`gg`g]WX`XUg`I`bHfbY\`a`Yb`@`D]gWX]b[Yf`/
Gc\`b`[Y`[Yb`D`U`[]UhY`i`bX`B`UWX`U\`a`Yf`k`Y\`fYbž`k`]Y
NY]hi`b[gUi`ggWX`b]hH`Ui`g`X]YgYf`NY]h`VY`Y`[Yb"

%`-`*`gh]fVh`XYf`f`]fa`Yb`fØbXYf`@Ycdc`X`D]gWX]b[Yf`i`bX`Yf`YVh
`Y]XYf`b]WX`h`a`Y\`f`X]Y`9fbYbbi`b[`gY]bYg`I`bHfbY\`a`Ybg`ni`a`_`
i`"`_`<cZ]YZYfUbhYb`]a`J\`fY`%,`-`"

5i`WX`k`À\`fYbX`XYf`hi`fVi`YbhYb`NY]hYb`XYg`YfghYb`K`Y`h_f]Y`[g
dfc`Xi`n]Yfh`C g_Uf`D]gWX]b[Yf`k`Y]hYf`gY]bY`]a`≠`!`i`bX`5i`g`UbX
VY`[Y\`fhYb`HcfhYb`!`i`bX`K`UZZY`gdYn]U`]hÀhYb`/Yf`gh]fVh`Ua`+`>ÀbbYf
%-`%-`"

GY]b`Gc\`bž`C g_Uf`D]gWX]b[Yf`↑`b`ž`ØVYfb]a`a`h`XUg`I`bHfbY\`a`Yb
i`bX`dfc`Xi`n]Yfh`Ui`WX`k`À\`fYbX`XYf`gWX`k`]Yf`[Yb`%-`\$Yf
i`bi`bH`f`V`fc`WX`Yb`a`]h`:]fa`Ybg]h`]b`K`]Yb`Lž`F`ch`Yb\`cZ`[UggY`&-`"

5V`%-`(``dfc`Xi`n]Yfh`X]Y`;`YgY`gWX`UZh`C g_Uf`D]gWX]b[Yf`ZØf`fi`bX`&\$
J\`fY`]b`K`f`B`Yi`ghUXhž`V]g`XUg`K`Yf`Ub`6YbgXcf`Vnk`]b`c`[Y
Ub`J`]W`h`f`GWX`a`]Xh`/`GØ\`bY`ØVYf`[YVYb`k`]fX`"

5V`%-`(``YI`]gh]Yfh`D]gWX`]b[Yf`k`]YXYf`U`g`Y`[Yb`ghÀbX`[Yg

I b hYfbY\ a Yb/\#UVYf\ i bX\; YgW\ AZhgZ\ fYf\]gh\GhY\ZUb
;Ui XYfbU_"

&\$\$(`k]fX`X]Y`D]gW\]b[Yf\HcfhY\]b\UbX\]W\Y\8fY]YW\Y\`[YgW\ b]hhYb
i bX\XYf\G\c[Ub\`i a\`9W\Yb\`VYggYf\`k]fX\`fY]Yf\h"

&\$\$*`ØVYfb]a a h\XUg: Ua\`]Ybi b hYfbY\ a Yb<Y]bX\`XYb
h\UX]h\c\bgfY\]W\Yb\`K\]YbYf\`K\UZZY\gdYn]U\`]ghYb\`a\`]h\fi\`bX\`\$
A\]h\UfVY]h\Yf\#bYb\`i bX\`gY\W\g\`J\Yf\`Ui\`Zg\`c\`U\`Yb\`"

<Y]bX\`Yfk\`Y]h\Yf\`gY]bYb\`G]h\`]b\`K\]Yb\`L\`L\`=i\`bX\`gc\`_Ubb\`]a\`\'\`U\`fY
&\\$%&\`X]Y\`[Yg\Ua\`hY\`D]gW\]b[Yf\`Dfc\`Xi\`_h]cb\`]b\`X]Y\`<Y]bX\`!NYb\`h\U\`Y
ØVYfg]YXY\`h\`k\`Yf\`XYb\`\"a\`\'\`U\`fY\`&\\$%`[Y\`h\`XYf\`Yf\`ghY\`D]gW\]b[Yf\`HJ\`
K\`Yf\`VYg\`d\`ch\`cb\`U]f\`"

GY]h\`XYf\`I\`a\`ghY\`i\`b[\`XYg\`[Yg\Ua\`hYb\`<Y]bX\`!Gcfh]a\`Yb\`hg\`Ui\`Z\`%\$`I\`
:U]f\`hf\`UXY\`?U\`Uc\`]a\`<Yf\`Vgh\`&\\$%(`\`g]bX\`U\`Y\`D]gW\]b[Yf\`
K\`UZZY\`gdYn]U\`]h\`h\Yb\`Ui\`W\`\"i\`a\`9W\Yb\`ZU]fYf\`"

5b\`Àgg\`W\`XYg\`%+\$!`À\`f][Yb\`A\`Uf\`Yb\`!6YghY\`Ybg\`k\`i\`fXY\`Y]b\`Y
`V\`Ài\`a\`gXcgY\`]a\`F\`Yhfc\`8Yg][b\`a\`]h\`Y]b\`Yf\`5i\`ZU[Y\`j\`cb\`%)`\"\$`\$`\$`
Gh\`ØW\`Ui\`Z[Y\`Y[h\`X]Y\`]b\`bYf\`U\`V\`k\`Yb\`[Yf\`K\`c\`W\`Yb\`VYfY]hg\`
j\`Yf\`[f]ZZYb\`k\`Uf\`g\`c\`XUgg\`VYfY]hg\`a\`]h\`XYf\`nk\`Y]h\`Yb\`5i\`ZU[Y\`[Yg\`h\`Uf\`h\`Yh\`
k\`i\`fXY\`"

8]Y\`D]gW\]b[Yf\`À\`V\`Ài\`a\`ghc\`f\`hY\`]b\`NU\`Yb\`.

- (\`z\`\$`A\`YhYf\`I\`%z\`\$`A\`YhYf
- W\`U\`&\\$`\$`_`[
- F\`i\`bX\`\"\$`\$`\$`Dcfh]cb\`Yb

6Ygi\`W\`Yb\`G]Y\`i\`bg\`Ui\`Z\`Z\`Y]gW\`i\`bX\`W\`"Uh