

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`cW`a cXYfbY`<UUg!K UZZY`VUW_ghfU»Y`a]h`Y]bYf
 @Àb[Y`j cb`%*`\$`A YhYfb`i bX`Y]bYf`?UdUn]h`À`h`j cb`' -`"*`\$\$`GhØW_
 K UZZY`b`dfc`Ghi bXY`gck]Y`Y]bYf`fi bX`%\$`\$`A YhYf`Ub[Ybž
 hfUX]h]cbY`Yb`Fi bX`Ài ZYf!6UW_Ub`U[Y`(") \$\$`GhØW_`C V`UhYb`dfc
 Ghi bXY`dfcXi n]Yfhž`VY[Ubb`]a``X\`fY`%, (-`U`g`_`Y]bYgž`j cb
 @Ycdc`X`D]gW]b[Yf`]b`K]Yb`*"ž`Gh]Y[Yb[UggY`, ž[Y[fØbXYhYg
 I bhYfbY`a Yb`"9f`U`b`hY`b]W`h`ja``9bhZYfbhYghYbž`XUgg`Yf`XUa`]h`U`g
 I bhYfbY`a Yf`; YgW]W`hY`gW`fY]VYb`k]fX``XYbb`D]gW]b[Yf`]gh
 \Yi hY`X]Y`À`hYghYž`bcW`Ua``A Uf_h`VYZ]bX`]W`Y`ÒghYffY]W]gW`Y

GØ» k UfYba Uf_Y"

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

Ð`XYb`%, , \$Yf`\fYb`ghY][h`XYf`fY]bn][YŁ`Gc`bž`C g_Uf`f[YV"
%, *` Łž`]b`XUg`j ĀhYf`]WkY`i bhYfbY`a Yb`Y]b`i bX`YfZ]bXYh`X]Y`]b
_i fnYf`NY]h`ja ` [Ubnyb`<UVgVi f[Yf!FY]Wk`VY_UbbhY`i bX`VY`]YVhY
D]gWk]b[Yf!HcfhY ž`X]Y`g]Wk`?U]gYf]b`9`]gUVYh`i "U"gc[Uf`V]g
bUWk`?Uf`gVUX`bUWkgYbXYb`]Y»""%, , , YfZ]bXYh`C g_Uf`D]gWk]b[Yf
X]Y`GhYZUb]Y!HcfhY`ni `9`fYb`j cb`?fc bdf]bnYgg]b`GhYZUb]Y`i bX
nU`fY]WkY`k Y]hYfY`GdYn]U`]hĀhYb`Zc`[Yb"

I bX`gWcb`XUa U`g`a i gg`g]Wk`XUg`i bhYfbY`a Yb`@`D]gWk]b[Yf`/
Gc`b`[Y[Yb`D`U[]UhY`i bX`BUWkU`a Yf`k Y`fYbž`k]Y
NY]hi b[gUi ggWkb]hhY`Ui g`X]YgYf`NY]h`VY`Y[Yb"

%, - *`gh]fVh`XYf`jfa Yb[fØbXYf`@Ycdc`X`D]gWk]b[Yf`i bX`Yf`YVh
`Y]XYf`b]Wkh`a Y`f`X]Y`9fbYbbi b[`gY]bYg`i bhYfbY`a Ybg`ni a` _"
i ""_`<cZ]YZfUbhYb`ja `\fY`%, - , "

5i Wk`k Ā`fYbX`XYf`hi fVi `YbhYb`NY]hYb`XYg`YfghYb`K Y`h_f]Y[g
dfcXi n]Yfh`C g_Uf`D]gWk]b[Yf`k Y]hYf`gY]bY`]a `Ð!`i bX`5i g`UbX
VY[Y`fhYb`HcfhYb!`i bX`K UZZY`gdYn]U`]hĀhYb/Yf`gh]fVh`Ua `+""`ĀbbYf
%- %- "

GY]b`Gc`bž`C g_Uf`D]gWk]b[Yf`† b"ž`ØVYfb]a a h`XUg`i bhYfbY`a Yb
i bX`dfcXi n]Yfh`Ui Wk`k Ā`fYbX`XYf`gWk]Yf][Yb`%- ` \$Yf
i bi bhYfVfcWkYb`a]h`jfa Ybg]hn`]b`K]Yb`L ž`Fch`Yb`cZ[Uggy`&- "

5V`%- () `dfcXi n]Yfh`X]Y`YgY`gWkUZh`C g_Uf`D]gWk]b[Yf`ZØf`fi bX`&\$
\fY`]b`K f""BYi ghUXhž`V]g`XUg`K Yf`_Ub`6YbgXcfd`Vnk ""]b`c`[Y
Ub`J]Wk`f`Gka]Xh`/`GØ`bY`ØVYf[YVYb`k]fX"

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

l bHyfbY\ a Yb/ ð\ UVYf'i bX'; YgWÅZhgzØ\ fYf']gh'GhY ZUb
; Ui XYfbU_ "

&\$\$('k]fX`X]Y`D]gWÅ]b[Yf`HcfhY`]b` \UbX`]WÅ Y`8fY]YW_Y` [YgWÅ b]hhYb
i bX`XYf`G`c[Ub` ` i a` '9W_Yb`VYggYf` 'k]fX`_fY]Yfh"

&\$*\$`ØVYfb]a a h`XUg: Ua `]Ybi bHyfbY\ a Yb< Y]bX` `XYb
hfUX]h]cbgfY]WÅ Yb`K]YbYf`K UZZY`gdYn]U`]ghYb`a]h`fi bX`' \$
A]hUfVY]hYf ð bYb`i bX`gYWÅ g`J Yf_Ui Zg`c_U`Yb"

< Y]bX` `Yfk Y]hYfh'gY]bYb`G]hn`]b`K]Yb`L L ==i bX`gc`_Ubb`]a` ð\ fY
&\$%&`X]Y` [YgUa hY`D]gWÅ]b[Yf!DfcXi _h]cb`]b`X]Y`< Y]bX`!NYbhfU`Y
ØVYfg]YXY`h`k YfXYb`" ð a` ð\ fY`&\$%' [Y\ h`XYf`YfghY`D]gWÅ]b[Yf!HJ!
K YfVYgdch` cb`U]f` "

GY]h`XYf`l a ghY`i b[`XYg[YgUa hYb`< Y]bX`!Gcfh]a Ybhg`Ui Z%\$\$`i
: U]fhfUXY! ? U_Uc`]a` < YfVgh`&\$%(ž`g]bX`U`Y`D]gWÅ]b[Yf
K UZZY`gdYn]U`]hÅ hYb`Ui WÅ` ` i a` '9W_Yb`ZU]fYf` "

5b`Àgg`]WÅ`XYg`%+\$! Å\ f][Yb`A Uf_Yb!6YghY\Ybg`k i fXY`Y]bY
ž V]`Ài a gXcgY`ja` F Yhfc!8Yg][b`a]hY]bYf`5i ZU[Y`j cb`%) "\$\$\$
GhØW_`Ui Z[Y`Y[hž`X]Y`]bbYf\U`V`k Yb][Yf`K cWÅ Yb`VYfY]hg
j Yf[f]ZZYb`k Ufž`gcXUgg`VYfY]hg`a]h`XYf`nk Y]hYb`5i ZU[Y`[YghUfhYh
k i fXY"

8]Y`D]gWÅ]b[Yf!ž V]`Ài a ghcfhY`]b`NU\`Yb_

- (ž* \$`A YhYf`l` %ž* \$`A YhYf`
- WU``&\$\$_[
- F i bX`' "\$\$\$`Dcfh]cbYb

.

6Ygi WÅ Yb`G]Y`i bg`Ui Z.`ZY]gWÅ i bXWŁ"Uh