

Mit Geschmack um die Welt: Internationale Wurstspezialitäten für die Theke

Internationale Wurstspezialitäten wie Sucuk, Chorizo oder Salsiccia bringen Urlaubserinnerungen in die Theke. Tipps für Fleischer, wie sie mit globalen Klassikern Vielfalt schaffen, Kunden begeistern und nachhaltig punkten – inklusive Infos zu Naturdarm und Verkaufsstrategien.



Wer in oder nach der Urlaubszeit seinen Kund:innen internationale Wurstspezialitäten anbietet, ist gut beraten. © Unsplash / Danielle Suijkerbuijk

A]h`K i fghgdYn]U`]hÀhYb`i a `X]Y`K Y`h` i bX
X]fY_h`]b`X]Y`< YfnYb`XYf`? i bXgWÅ UZh

J]Y`Y`A YbgWÅ Yb`j YfV]bXYb`]\fY`gWÅ ÖbghYb`l f`Ui VgYf]bbYfi b[Yb
a]h`_i`]bUf]gWÅ Yb`; YbØggYb`"9]b`6]ggYb`7\cf]nc`i bX`gWÅ cb`]gh
XUg`HUdUg!9f`YVb]g`Ui g`GdUb]Yb`k]YXYf`XU`"9]bY`[YVfUHybY`
GU`g]VW]U`Yf]bbYfh`Ub`]hU`]Yb]gWÅ Y`Gca`a YfUVYbXYž`k`À\fybX`X]Y
k Øfn][Y`A Yf[i Yn`j ca` ; f]`XYb`8i Zh`a Ufc__Ub]gWÅ Yf`A`Àf_hY`]bg

; YXÅW hb]g'fi Zh"A Yhn[YfY]Yb`_ÖbbYb`X]YgYg'i f`Ui Vg[YZØ\`X]fY_h
]b`X]Y`H\Y_Y`\c`Yb` `a]h`]bhYfbUh]cbU`Yb`K i fghgdYn]U`]hÅhYbž`X]Y
b]W h`bi f`[YgW a UW_]W`ØVYfnYi [Ybž`gcbXYfb`Ui W`Ya`ch]cbU`
VYfØ\fyb"

Jcf`U`Ya`k Å\fybX`Vnk ""bUW`XYf`i f`Ui VgnY]hig]bX`?cbgi a YbhYb
cZYb`ZØf`BYi Ygžj cf`U`Ya`k Ybb`Yg`i a`hfUX]h]cbY`Y`DfcXi`_hY`k`]Y
K i fgh[Y`h`K`Yf`a`]h`]bhYfbUh]cbU`Yb`Gc`fhYb`UfVY]hYhž`nY][h
K`Y`hcZYb\Y]hi bX`<UbXk`Yf`_g`i bgh` `i bX`gdf]W h`VYgcbXYfg
Øb[YfYž`YbhXYW`i b[gZfYi`X][Y`N]Y`[fi`ddYb`Ub`"9bhgW`Y]XYbX`]gh
X]Y`Ui`h\Ybh]gW`Y`<YfghY`i b[ž]XYU`Yfk`Y]gY`]a`B`Uhi`fXUfa`ž
_ca`V]b]Yfh`a`]h`Y]bYf`_i [Yb`DfÅgYbhUh]cb`i bX`_fYUh]j`Yb`⇒YYb`ZØf
XYb`J`Yf`_Ui`Z`

⇒bhYfbUh]cbU`Y`K i fgh`_`Ugg]_Yf`]a` , VYfV`]W_

8]YgY`GdYn]U`]hÅhYb`gcf[Yb`ZØf` : Yfbk`Y`\Ub`XYf`H\Y_Y` `i bX
di b_hYb`a`]h`\UbXk`Yf`_]W`Ya`DfcZ`].

Gi W`_`fHØf`_Y]Ł`GhUf`_`[Yk`ØfnhY`F`c`k`i`fgh`Ui`g`F`]bXZY]gW`ž
j`YfZY]bYfh`a`]h`DUdf]_Už`?bcV`Ui`W`i`bX`?fYi`n_Øa`a`Y`"
Hmd]gW`Yfk`Y]gY`i`Zh[YhfcW`_bYh`i`bX`]b`F`]bXYfXUfa` `[YZØ`h`"⇒b`XYf
DZUbbY`cXYf`Ui`ZXYa` `; f]`Y]b`VY`]YVhYf`?`Ugg]_Yfž`XYf`Ui`W`]b`XYf
Øb[YfYb`?i`bXgW`UZh`VYghYbg`Ub`_ca`a`h"

- Gi W`_`fHØf`_Y]Ł`GhUf`_`[Yk`ØfnhY`F`c`k`i`fgh`Ui`g`F`]bXZY]gW`žj`YfZY]bYfh`a`]h`DUdf]_Už`?bcV`Ui`W`i`bX`?fYi`n_Øa`a`Y`" Hmd]gW`Yfk`Y]gY`i`Zh[YhfcW`_bYh`i`bX`]b`F`]bXYfXUfa` `[YZØ`h`"⇒b`XYf`DZUbbY`cXYf`Ui`ZXYa` `; f]`Y]b`VY`]YVhYf`?`Ugg]_Yfž`XYf`Ui`W`]b`XYf`Øb[YfYb`?i`bXgW`UZh`VYghYbg`Ub`_ca`a`h"
- 7\cf]nc`fGdUb]YbŁ`_DUdf]_Uk`i`fgh`a`]h`]bhYbg]j`Ya`5fca`U`i`bX`Yi`W`hYbX`fchYf` : UfVY`"@`Zh[YhfcW`_bYh`cXYf`Y]W`h`[YfÅi`W`Yfh` `]XYU`U`g`5i`ZgW`b]hž; f]`k`i`fgh`cXYf`Ni`hUh`ZØf`a`YX]hYffUbY` ; Yf]W`hY"
- A`Yf[i`Yn`fA`U[\fyVŁ`_GW`UfZ`[Yk`ØfnhY`6fUhk`i`fgh`Ui`g`F`]bX`i`bX`@Ja`a`žhfUX]h]cbY`]a`GW`UzgXUfa`""6Y`]YVh`VY`66E`! : Ubgi`bX`]XYU`ZØf`H\Y_YbU_h]cbYb`ni`f` ; f]`gU]gcb"
- GU`g]W]U`fH`U`]YbŁ` ; fcVY`6fUhk`i`fgh`a`]h` : YbW`Y`Ufca`Už

- a Y]gh]a 'GWk Y]bYXUfa "'DUggh'dYfZY_h'ni 'DUghUž'F]gc hhc cXYf'; f]`[Ya ØgY' 'Y]b'YWXhYg'5`fci bXhU`Ybh"
- @]b[i]ÅU'f6fUg]']YbŁ. 'FUi WX][Y'K i fgh'a]h?bcV`Ui WXž DZYZYf'i bX'DUdf]_U"'i bj Yfn]WXhVUf'VY]a '7\i ffUgWŁ' 'Y]b ; Y\Y]a h]dd'ZØf'a i h][Y'; Yb]Y»Yf.]bbYb"
- 6cYfYk c f g'fGØXUZf]_UŁ. 'Gd]fU'ZØfa][Y': Ufa Yfk i fgh Ui g'F]bXZY]gWX'a]h?'cf]UbXYfž'B Y`_Y'i bX'A i g_Uh''9]b 6`]W_ZUb[']b'XYf'H\Y_Yž'XYf'ZØf'; Ygd fÅWX gg hc ZZ'gc f[h']XYU'ZØf'; f]'`k cWX Yb"
- @Ud'7\Ycb['f7\]bUŁ. 'GØ»`]WX!k Øfn][Y'GWk Y]bYk i fgh a]h'Gc'UgUi W'`i bX'FY]gk Y]b''9]bY'GdYn]U`]hÅh'ZØf bYi []Yf][Y': ccX]Yg'i bX'5g]U_ØWX Yb!: Ubg"
- GU]`I U'fH\U]'UbXŁ. 'GWUfZ]Ufca Uh]gWXY'6fUhk i fgh'a]h N]hfc bYb[fUgž'7\]']i bX'?i f_i a U'`_i`]bUf]gWXYg 5VYbhYi Yf']b_`i g]j Y"
- 5bXci]`Y'fll G5#@ci]g]UbUŁ. ; YfÅi WX YfhY GWk Y]bgk i fgh'a]h[fcVYf'Ghfi _hi f'`dYfZY_h'ZØf'9]bhØdZY i bX'_fÅZh][Y'; Yf]WX hY"
- 7\ci f]Āc'fDc fhi [U`Ł. 'J Yfk UbXh'a]h'7\cf]ncž'UVYf'cZh [fcVYfž'k Y]b`Ugh][Yf'i bX'a]h'ghUf_Yf'DUdf]_UbchY"'`XYU' ZØf'XYZh][Y'9]bhØdZY"
- ?c`V½gn'fll b[UfbŁ. 'DUdf]_Uk i fgh'a]h'HfUX]h]cb'`]XYU' U`g'`i Zh[YhfcW_bYhY'GdYn]U`]hÅh'cXYf'ZØf'9]bhcdZ[Yf]WX hY"
- A c fW]`U'f15f[Ybh]b]YbŁ. '6'i hk i fgh'a]h'Nk]YVY'b'i bX ; Yk ØfnYb'`Y]bY'GdYn]U`]hÅh'ZØf'?YbbYf.]bbYb gØXUa Yf]_Ub]gWXYf'; f]'`_i`hi f"

8]YgY`J]Y`ZU'h`Āggh'g]WX'gU]gcbU`ž'h\Ya Uh]gWX'cXYf'U`g k YWXgY`bXY' K i fgh'XYf'K cWX Y` \Yfj cffU[YbX']b'GnYbY'gYhnYb' a]h'_UfYf'6YgWX]'XYfi b[ž'FYnYdh_UfhYb'cXYf'DfcV]Yf\UddYb" 6YgcbXYfg'k]f_i b[gj c``. 'Y]bY'?i bXYbUVgh]a a i b[ž'k Y`WX Y'GcfhY U`g'BÅWX ghYg]bg'Gcfh]a Ybh'Ui Z[Ybca a Yb'k]fX"

B Uhi fXUfa 'U`g'E i U`]hÅhga Yf_a U`'bi hnYb

hYfbUh]cbU`Y'K i fghgdYn]U`]hÅhYb'`YVYb'j cb'5i h\Ybh]n]hÅh'`i bX [YbUi ` \]Yf'gd]Y'h'**B Uhi fXUfa** 'Y]bY'nYbhfU`Y'F c``Y"'C V'GU]h]b[ž' GWk Y]bY!'cXYf'F]bXYfXUfa . '8]YgY'<Ø`Yb'ghY\Yb'ZØf

\UbXk Yf_]WXY`HfUX]h]cbž; YgWka UW_ž`B UW\U`h][_Y]hi bX`XYb
VY`jYVhYb` ?bUW_YZZY_h "

5bXYfg`U`g`?i bghXÀfa Y`Yfa Ò[`]WXYb`BUhi fXÀfa Y`Y]bY`cdh]a U`Y
FY]Zi b[ž`VYggYfY`5fca YbV]`Xi b[`i bX`Y]bYb`gYb]gcf]gWXYb
I bhYfgW]YXž`XYf`gdØfVUf`]gh"
; YfUXY`VY`]bhYfbUh]cbU`Yb`GcfhYb`k]Y`Gi W _ž`A Yf[i Yn`cXYf
GU`g]WU]`gh`XYf`BUhi fXUfa `HY]`XYf`fY[]cbU`Yb`XYb]hÀh`K Yf`XUg
cZZb`_ca a i b]n]Yfh` `Yhk U`Ui Z`H\Y`YbgW]`XYfb`cXYf`]b`GcW]U`
A YX]U` ` _Ubb`XUg`J YfhfUi Yb`]b`X]Y`E i U`]hÀh`ni gÀh`]W`ghÀf`_Yb"

DfUI]gh]ddg`ZØf`XYb`H\Y`_YbU``hU[

?`Y]bY`5_h]cbgZÀWY`[YghU`hYb.`9]b` K Y`h!K i fgh !6YfY]W`a]h
@UbXYgZU[[Ybž`Vi bhYb`GW]`XYfb`i bX`dUggYbXYb`8Y`c!
9`Ya YbhYb`a UW`h`bYi []Yf]["

- DfcV]Yf\UddYb`UbV]YhYb.`K Yf`gWka YW_hž`_Ui Zh`Y\Yf`
XYU`]b`?ca V]bUh]cb`a]h`Y]bYf`_i fnYb`9f`_Àfi b[`ni a
DfcXi _h"
- FYnYdh`UfhYb`Ui g`Y[Yb.`9]bZUWY`XYb`k]Y` DUghU`a]h
GU`g]WU]`cXYf` 7ci gWci g`a]h`A Yf[i Yn`nY][Yb`X]Y
J]Y`gY]h][_Y]h`XYf`DfcXi _hY"
- K i fgh`XYf`K cWY.`XY`K cWY`Y]b`bYi Yg`@UbX` `dYf
5i g\Ub[`cXYf`GcW]U`A YX]U`Ub[Y_ØbX][h"
?i bXYb`Y]bV]bXYb.`A]h`5Vgh]a a i b[Ybž; Yk]bbgd]Y`Yb
cXYf`HfYi Y`UfhYb`k]fX`Ui g`XYa`9]b`_Ui ZY]b`9f`YVb]g"
- GhcfmhY``b[`bi`hnYb.`9fnÀ`Yb`G]Y`Yhk Ug`ni f`<Yf`_i bZi`
XUg`V`Y]Vh]a`?cdZi bX`ZØfXYfh`XYb`K]YXYf`_Ui Z"

A Uf`_Yh]b[]XYb`ZØf`a Y`f`5i Za Yf`_gUa _Y]h

ØhYfbUh]cbU`Y`K ØfghY`g]bX`b]W`h`bi f`_i`]bUf]gW`gdUbbYbXž
gcbXYfb`Ui W`]XYU`Y`5i Z`Àb[Yf`ZØf`_fYUh]Y`?ca a i b]_Uh]cb"
9]bY` A YX]hYffUbY`K cWY` `a]h`7\cf]ncž`GU`g]WU]`/`7c`"cXYf`Y]bY
5Zf]_Ub]gWY`66E`!K cWY` `a]h`6cYfYk cfg`i bX`A Yf[i Yn`VY`YVYb
X]Y`H\Y`_Y`"8Uni `dUggYbXY`; Yk ØfnYž`6Y]`U[Yb`cXYf`; YhfÀb`_Y]a
7fcgg!GY``]b[`fi bXYb`XUg`5b[YVch`UV`"5i W`Ui Z`ØghU[fUa`i bX

: UWVcc_`gcf[Yb`6]`XYf`Ui g`XYf`H\Y`_Y`cXYf`F`YnYdh]ddg`a`]h
]bhYfbUh]cbU`Yb`GdYn]U`]h`hYb`ZØf`F`Y]Wk`Y]hY`i` bX`B`A`Y`ni` f
?i` bXgWk`UZh`"

≠bhYfbUh]cbU`Y`K`i` fghgdYn]U`]h`hYb`g]bX`k`Y]h`a` Y`f`U`g`bi`f`Y]b
_i` `]bUf]gWk`Yf`HfYbX`"G]Y`g]bX`Y]b`K`Yf`_nYi` [ži`a` `?i`bXYb
Ya`ch]cbU`ni` `V]bXYbž`XUg`Gc`fh]a` Ybh`ni` `X]ZYfYbn]YfYb`i` bX`bYi` Y
N]Y`[fi`ddYb`Ubni`gdFYWk`Yb`"K`Yf`Gi`W`_ž`7`cf]nc`/` `7c`" `i` [
df`AgYbh]Yf`h`nY][`h`b]Wk`h`bi`f`K`Y`hc`ZYb`Y]h`ž`gcbXYfb`Ui` Wk
`UbXk`Yf`_]Wk`Y`9I`nY`Ybn`"9]bY`≠j`Ygh]h]cbž`X]Y`g]Wk`VYnU`h`a` UWk`h
`b]Wk`h`bi`f`[YgWk`a` UW`_]Wk`ž`gcbXYfb`Ui` Wk`k`]fhgWk`UZh`]Wk`"

6Ygi` Wk`Yb`G]Y`i`bg`Ui`Z`Z`Y]gWk`i`bXWk`"Uh`