

## Fast 100 Jahre - und viel Schinken

90 Jahre Gissinger Schinkenmanufaktur in Wien: Josef und Julia Fröhlich führen das Traditionssunternehmen mit Prager Beinschinken, Handarbeit und klarem Zukunftsblick weiter.



Drei Generationen, drei Meisterbriefe: Julia, Gerlinde und Josef Fröhlich. © Gissinger / Carmen Trappenberg

A ]hhYb ]a '%\* "K ]YbYf'; Ya Y]bXYVYn]f\_ž]b XYf'C hhU\_f]b [ Yf'GhfU» Y VYhfY]VYb 'X]Y : fØ\`]Wg']b 'Xf]hhYf'i bX'j ]YfhYf'; YbYfUh]cb 'Y]bY YI ei ]g]hY 'GW ]b\_Yba Ubi ZU\_hi f'gUa h'YVYbgc`W Ya : UWX [ YgWÀZh"(&\$amp;) 'XUfZX]Y : Ua ])Y'ghc`n'Ui Z'Y]bY' - \$! À\ f][ Y ; YgW ]W hY 'ni fØW\_V`]W\_Yb 'i bX' [ 'Y]W nY]h][ 'cdh]a ]gh]gW ']b 'X]Y Ni \_i bZh'gW Ui Yb"

GhUfh']b 'hi fVi 'Yb hYb 'NY ]hYb

9g'VY[ Ub b'U`Yg]a 'JU\f'-%-' ) žU'g'>gYZ'i bX'5bbU'; ]gg]b[ Yf']b VYk Y[ hYb 'NY]hYb 'VYgW `cggybžUa ' \Yi h][ Yb 'GhUbXcfh'Y]b I bhYfbY\ a Yb 'ni '[ fØbXYb''8Yb '?f]Y[ '\Uh hYb 'X]Y'; ]gg]b[ Yfg

[ `ØW\_]WX Yfk Y]gY ØVYfghUbXYbžXUbUWX hfUh`Yfgha U`g`XYf`B Ua Y  
: fØ\`]WX ]b .9fgWX Y]bi b[ ``8Ug< UbXk Yf\_`XYg`GWX ]b\_Yba UWX Ybg  
\\Uh: `Y]gWX Yfa Y]ghYf`**æ**gYZ: fØ\`]WX .bÀa `]WX j cb`gY]bYf`A i hhYf  
; Yf`]bXY : fØ\`]WX [ YYfVh`G]Yž`U`g`HcWX hYf`XYf: fØbXYf`Y]bY  
[ YVcfYbY: ]gg]b[ Yfž`UhhY`XUa U`g`XYb`gY`VghghÀbX][ Yb  
: `Y]gWX Yfa Y]ghYf`5bhcB: fØ\`]WX \_YbbYb[ Y`Yfbhž[ Y\Y]fUhYh`i bX  
hfchñ`gdÀhYfYf`GWX Y]Xi b[ .`XYggYb`B Ua Yb`VY\U`hYb"

B UWX`XYa `ZfØ\`Yb`HcX`XYg: fØbXYfg`**æ**gYZ: ]gg]b[ Yf`ØVYfbU\`a  
A i hhYf: Yf`]bXY`XYb`6Yhf]YV`i bX`ZØ\fhY`]\`b`i bhhYf`XYf  
6YnY]WX bi b[ .`K ]hk YbVYhf]YV: ]gg]b[ Yfg`**æ**gYZK k Y``5bbU  
: ]gg]b[ Yf`k Y]hYf`Gc`\`Y»`Yfž`V]g`Gc\`b`**æ**gYZgY]bY`GWX ]b\_YbfY]ZY  
Yf`Ub[ h`UhhY`i bX`]a`**æ**U\`f`%- - \$`gWX`Y»`]WX`XUg`F i XYf`]b`XYf  
: `Y]gWX YfY`gY`Vgh`]b`X]Y< UbX`bY\`a Yb`\_cbbhY"

## GWX ]b\_Yb`XYf`9I hfU\_`UggY

8]YgYg`F i XYf`VYXYi hYhY`\_Y]bYgk Y[ g`X]Y` VYfbU\`a Y`Y]bYf`! !  
VY`]YV][ Yb : `Y]gWX YfY]``8]Y : `Y]gWX YfY]: ]gg]b[ Yf`]gh`Y]b  
fYbca a ]YfhYg`K ]YbYf`GWX ]b\_YbZU[ [ gWX ]ZZ`XYggYb`GhYi Yf`**æ**gYZ  
: fØ\`]WX ]b`ZØ`XYb : `Y]gWX YfghUbX`U`Yg`UbXYfY`U`g`fi` \][ Yb`NY]hYb  
ØVYfbU\`a ``: fY`]bUWX`XYa`A chhc`**æ**fUi Yf`XUg: U\`fk UggYfž`XYghc  
Ui g[ Y[ .`]WX YbYf`XYf`GhYi Yfa Ubb` `]Y`h`Yf`XYb`A Y]ghYfVYhf]YV  
b]WX h`bi f`Ui Z?i fgž`gcbXYfb`ZØ\fhY`]\`b`ni`Y]bYa`VYUWX h`]WX Yb  
5i ZgWX k i b[ "

K Yf`\`Yi hY`]b`K ]Yb`**6Y**]bgWX ]b\_Yb`[ Yb]Y`hž`UhhY]bY  
VYa Yf\_Ybgk Yfh`c\`Y`K U\`fgWX Y]b`]WX \_Y]hž`XUgg`X]YgYg`YX`Y`GhØW\_  
gY]bYb`YhnhYb`GWX`]ZZ]b`C hhU\_f]b[ `Yf`U`hYb`U`h`5b`X]Y`YfghYb  
`U\`fY`gY]bYf: YgWX ÀZhZØ\fYfhÀh][ \_Y]h`Yf]bbYf`g]WX`**æ**gYZ: fØ\`]WX  
bcWX`[ i h` I fgdfØb`]WX`VYhf]YVYb`k`]f`Y]bY`\_Ugg]gWX Y: `Y]gWX YfY]  
a`]h`J c`gcfh]a Ybh`i bX`UWX`[ YgWX ÀZh`6U`X`UVY`]WX`Yb`hgWX`YXYbž  
XUg: YgWX ÀZh`ni`gWX`Y`Yb`i bX`a`]WX`Ui Z< YfghY`i b[ .`i bX  
: fc`U`UbXY`ni`\_cbnYbhf]YfYb`9fgh`X]Y`XYi h`]WX`Yb`DfchYghY  
i bgYfYf`GhUa a \_i bXYb`ZØ\fhYb`ni`Y]bYf`?i fg\_cffY\_hi f`A Y]bY  
: fUi`9`]gUVYh`i bX`]WX`ghUfhYhYb`Y]bYb`\_Y]bYb`UVf]j`Yf`Ui Z`  
XYf`c`[ Y`ØZZbYhYb`k`f`ni`bÀWX`gh`Ub`Y]bYa`HU[ ž`gdÀhYf`a`]hhk`cWX!  
i bX`ZfY]hU[ j`cfa`]hhU[ g`j`cb` ,`V]g`%&`i` \`f``8Ug`Z`b\_h]cb]Yfh

\Yfj cffU[ YbXž'b]W\h ni `Yhnhž'k Y]`'k ]f'[ Ya Y]bgUa 'a ]h'i bgYfYf  
HcW\h Yf`'`]U'gY`Vgh]a ' ; YgW\h Z\h ghY\Yb"  
J ]g]hYb\_UfhY`'`Yf[ Àbnh'Xi fW\h Y]bYb '\Yfj cffU[ YbX'Y]b [ YZ\h fhYb  
C b`]bYg\cd"

## DfU[ Yf'5fh

K ]Ybg'ZY]bghYf'6Y]bgW\h ]b\_Yb 'k ]fX'bUW\h XYf'gc [ YbUbhYb'DfU[ Yf  
5fh'\Yf[ YghY``h''8UVY]k ]fX'X]Y ?Yi 'Y`\AbX]gW\h ØVYf'X]Y'5fhYf]Yb  
cXYf'a ]h'XYf'BUXY``a ]h'@U\_Yž'Y]bYf'GU'n`Ogi b[ ž]b'ñ]Yfh'`K Y`W\h Y  
A Yh\cXY'ni f'5bk YbXi b[ '\_ca a hž'gh``Yhnh`W\h ' ; YgW\h a UW\_ggUW\h Y  
'gY`Vgh'Z\h f': UW\h 'Yi hY' \_Ui a 'ni 'i b\h YfgW\h Y]XYb"9]bYg'gW\h ']Y» h  
«gYZ: f\h\`W\h 'YXcW\h 'Ui g. A ]h'Y]bYa 'D\h\_OY`]b'Y\_hcf'a ]ggVfUI W\h Y  
]W\h 'X]Y ?Yi 'Yb'b]W\h 'A UgW\h ]bYb 'UggYb'g]W\h 'b]W\h hZY]b '[ Ybi [  
ghYi Yfbž'i a 'XUg'[ Yk ØbgW\h Y'9f[ YVb]g'ni 'Yfn]Y'Yb"1 bgYf'K ]YbYf  
6Y]bgW\h ]b\_Yb'bUW\h DfU[ Yf'5fh'YbhghY\h'Ui ggW\h ']Y» ']W\h ']b  
< UbXUfVY]h"

**«gYZ: f\h\`W\h 'k Y» 'Ui W\h ž'k Ug'XYb'K ]YbYf'6Y]bgW\h ]b\_Yb'j cb  
XYggYb'J Yfk UbXhYb' ]b'XYb'6i bXYg'ÀbXYfb'i b\h YfgW\h Y]XYh' 8]Y  
6UmYfb'\UVYb' ]\fY'K Y]» k i fghž'k ]f'2 ghYffY]W\h Yf'i bgYfYb  
6Y]bgW\h ]b\_YbÀei Uhc'f'9f'j Yf'Ài Zh'i b[ YZ\h \f'Ybh'Ub[ 'XYf'; fYbnY  
nk ]gW\h Yb'B]YXYf! 'i bX'CVYfØghYffY]W\h 'VYn]Y\i b[ gk Y]gY'XYf  
GhY]Yfa Uf\_`8cfh'k ]fX'XYf'GW\h ]b\_Yb'f\h\Zh][ Yf'[ Yf'Ài W\h Yfh'i bX  
k Øfn][ Yf'\Yf[ YghY``h'K Ygh`W\h 'j cb'GU'nVi f[ 'Z]bXYh'a Ub'\_Ui a  
bcW\h '[ Y\_cW\h Yb'GW\h ]b\_Yb'a ]h? bcW\h Yb"6Y]i bg'\_ca a Yb  
Ui ggW\h ']Y» ']W\h 'D\h\_OY'gU'n'i bX'BUh f[ Yk ØfnY'ni a '9]bgUhn' 'XUg  
a UW\h ']\b'i bj Yf[ 'Y]W\h 'a ]`X"**

8Yf'GW\h ]b\_Yb' ]gh'XUg'5i g\Àb[ YgW\h ]Xž'XcW\h 'X]Y ; ]gg]b[ Yf  
GW\h ]b\_Yba Ubi ZU\_hi f'V]YhYh'k Y]h'a Y\f'U'g'YX'Y'6Y]bY"8Ug  
Gcfh]a Ybh'i a ZUggh'ZY]bY'K i fgh'k UfYbž'GdY\h gW\h a Ub\_Yf'b'i bX'5'h  
K ]YbYf'GdYn]U']h\h Yb"6YgcbXYfg'[ YZfU[ h'g]bX'5'h'K ]YbYf  
6'i h'k i fghž'6YYZ'HFhUfYž'6fUh ØfghY'ž'7i ffmk ØfghY'ž'6i XUdYghYf  
i bX'GUW\h Yfk ØfghY"9f[ Àbnh'k ]fX'XUg'5b[ YVch'Xi fW\h Y]bY'[ fc» Y  
5i gk U\``Ub': Yfh][ [ Yf]W\h hYb'i bX']b\h YfbUh]cbU'Yb'GdYn]U']h\h Yb"

I a gUhngY]h][ ``]Y[ h'XYf'GW\h k Yfdi b\_h'\_Uf'Ui Z'XYa ' ; fc» \UbXY``Ni

XYb'k ]WX h][ ghYb '?i bXYb 'nÀ\`Yb 'X]Y'[ Y\cVYbY'; Ughfcba ]YžXYf  
@YVYbga ]hhY`Y]bnY`\UbXY`gck ]Y'8Y`\_UhYggYb\ÀbX`Yf"

## Ni \_i bZh'[ Yg]WX Yfh

A ]h'HcWX hYf' **š** [U': fÒ\`]WX ž'X]Y'U`g': `Y]gWX Yfa Y]ghYf]b'XUg  
I b hYfbY\ a Yb'a ]hJ UhYf' x gYZ ZØ\ fhž]gh'XYf'6`]W\_bUWX j cfb'a Y\ f  
U`g`ni j Yfg]WX h`]WX ``=WX`V]b'a ]hj c``Ya '9`Ub'i bX'[ fc»Yf': fYi XY  
Y]b[ Ygh]Y[ Yb" A Y]bY'9`hYfb '\UVYb'a ]f'X]YgY'9bhgWX Y]Xi b[ ``Y]WX h  
[ Ya UWX hž'k Y]`g]Y'a ]WX`b]Y'[ YXfÀb[ h\UVYb"G]Y'\UVYb'a ]f'X]Y  
: fYi XY`Ub'X]YgYa '6Yfi Zj Yfa ]hhY`hž'c\ bY'X]Y'5bghfYb[ i b[ Yb`ni  
j YfgWX k Y][ Yb" `=b'X]YgYa 'G]b bY. '5i Z'X]Y'bÀWX ghYb' - \$'šU\ fY  
Y]bYf'[ fc»Ufh][ Yb': `Y]gWX YfY]"

**6Ygi WX Yb'G]Y'i bg'Ui Z.'Z'Y]gWX i bXWX"Uh**