

# FEINSCHMECKER

SPECIAL EDITION

*Johann Lafer*

# 20

*Lieblings-  
Rezepte*

Schnitzel, Rouladen  
und Pannfisch

**Kuchenglück**

*So gelingen*

*Sachertorte & Co  
perfekt*

*Reisen mit  
Genuss*

- *Londons beste Adressen*
- *Europas Kultlokale*
- *Großartiges Graz*

**Österreichs  
Weinlegenden**

Veltliner und Riesling  
von Spitzenwinzern



# What exactly does a culinary ambassador do?

Three questions for Manfred Müller, culinary ambassador of Dicke Gourmet Konzepte

## How do you find top artisanal producers and how do you choose them?

**Manfred Müller:** As a culinary ambassador, my goal is to discover producers distinguished by exceptional quality and a deep passion for their craft. My search for top artisanal producers is based on thorough research, utilizing both traditional knowledge and modern resources. I regularly attend trade fairs, leverage networks of industry experts, and seek recommendations from colleagues and gourmets.

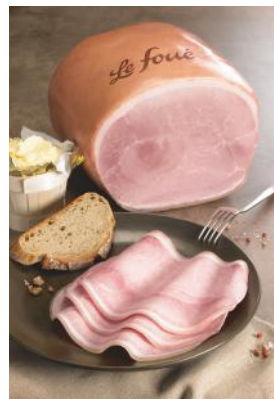
When selecting producers, I place particular emphasis on their use of sustainable practices and their commitment to using regional and high-quality raw materials as much as possible. Authenticity and the preservation of artisanal traditions are as important to me as the ability to innovate and reinterpret classic techniques. Another crucial factor is the transparency of their production processes. I prefer producers who open their doors and provide deep insights into their working methods, fostering trust and showcasing the love and care that goes into every product. This creates a genuine connection between producers, products, and consumers.

## How can consumers recognize top quality in a convenience product?

**Müller:** Recognizing top quality in convenience products can be challenging, but there are some indicators that consumers can look for:

- **Ingredients list:** A short and understandable list is often an indicator of quality. Products made from a few, easily recognizable, high-quality ingredients are generally of higher quality.
- **Transparency and origin:** High-quality products provide clear information about their origin and production sites. This includes quality seals such as AOP, IGP, VPF, Label Rouge.
- **Freshness and Taste:** Products should taste fresh and highlight the natural flavors of the ingredients.
- **Price:** The price often reflects the investment in high-quality ingredients and careful production processes.

By paying attention to these characteristics, consumers can distinguish between average and high-quality products and make more informed purchasing decisions.



Two Premium Products of Top Quality:

Le Foué, an original French quality cooking ham, and the lean Italian salami Golfetta – number one in Italy.



## How can you best train employees? Through tastings? Workshops?

**Müller:** We support gourmet food shops and train their staff so they can regularly offer tastings and workshops. These events are led by experienced employees who share their knowledge and passion. An established mentorship program allows experienced staff to pass on their knowledge to new or less experienced team members. This promotes the exchange of experience, learning from each other, and contributes to the continuous improvement and deepening of expertise.

## What are your top three best sellers?

**Müller:** Premium convenience items (such as French Quiche Lorraine, Swiss Rösti, and Italian Truffle-Risotto). International ham and salami specialties (such as French Bayonne IGP ham, Italian "Golfetta" salami, Spanish Pata Negra). Traditional cheese specialties (such as French Comté AOP cheese, Italian Spoon-Gorgonzola DOP cheese).



Cheese maturer Jean-Charles Arnaud in the maturation cellar for Comté AOP cheese at Fort de Rousses.

# Premium gourmet recommendations

Alsatian Traiteur specialties from the KIRN artisanal factory, and Italian delicacies from BEN FATTO.

## Alsatian Quiche Lorraine

Kirn's repertoire includes a variety of exquisite specialties such as pies, tarts, gratins, and Rösti of the highest quality. Among them is an icon from Alsace: the Quiche Lorraine. Handcrafted according to traditional recipes, the delicate buttery shortcrust pastry is lovingly filled with finest ingredients including savory juicy ham, flavorful cheese, fresh cream, and eggs. The Quiche Lorraine embodies the pinnacle of Alsatian culinary art as a delicacy.



Since 1904, the Kirn family has placed special emphasis on authentic and traditional craftsmanship. Kirn uses fresh, select ingredients for its premium products to delight and inspire the palates of international gourmets.



## Alsatian Rösti

The popular Alsatian Rösti, traditionally handmade from coarsely grated local potatoes, impresses with its crispy and flavorful character. Whether classic vegetarian Rösti with applesauce or savory Rösti with tender salmon, they are a feast for the senses as both a main course and a side dish. For meat dishes, we recommend Rösti with bacon and Emmental cheese.

## Italian Truffle-Risotto

Prepared in just a few minutes and a true premium convenience: Truffle-Risotto from BEN FATTO. The delicious and distinctive character of black truffle pieces meets high-quality Italian risotto rice, seasoned with PDO Parmesan cheese (Parmigiano Reggiano DOP). A typical and unmistakable taste experience.



Ben Fatto by Golfera combines quality and the craftsmanship of innovative Italian chefs. Thanks to high-quality ingredients and modern techniques, the natural taste is preserved without the addition of preservatives.



## MANFRED MÜLLER

Culinary ambassador

We ensure that fresh and select premium specialties from France, Italy, Spain, and England are available and presented in the counters of German gourmet food stores.

Let our expert Manfred Müller, chef, master butcher, and cheese sommelier, inspire you and experience the refined taste of traditional exclusive delicacies.

Contact:  
[info@gourmet-konzepte.com](mailto:info@gourmet-konzepte.com)

