

Congratulations : 25 years of traditional fine meats

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Another Christmas Recipe



Colonial Brawn, 1860

Take one pig's head, remove eyes and ears, singe off any hairs with poker (heated until red hot) and saw into two pieces. Take one shin of beef and saw into two or three lengths. Place pig's head and beef in large boiler, almost cover with water, add 1 dessertspoon salt and 1 dessertspoon whole allspice. Boil gently until meat falls off bones (6 hours approximately).

Lift out all meat including brains, discard fat and chop into small pieces, then place in bowls. Strain liquid off meat and add 1 teaspoon gelatine dissolved in half a cup boiling water. Add more seasoning if desired. Pour over meat in bowls and leave to set.

Country Women's Institute
from: *Christmas in New Zealand*

25 years of Traditional Fine Meats

It's been 25 years since Swiss Deli first opened for business. From small beginnings to the large Factory in East Tamaki, Swiss Deli continues to enjoy great success. Here are a few significant milestones in the history of the company.

Where it all began

The story of Swiss deli began in a butcher's shop behind the legendary Astor Pub and El Matador restaurant. The shop, known as the French Butchery, employed Roman Priore – a qualified small goods person. When the opportunity arose in 1982, Roman and business partner Hans Reiser bought the butchery and renamed it in honour of their Swiss heritage.

1980s - The hotel era

With the arrival of big international hotels such as the Sheraton, The Hyatt and Pan Pacific, the mid 80s saw Swiss Deli doing a roaring trade. The hotels European chefs sought the fine continental meats that only Swiss Deli could offer. German ships docking in Auckland harbour also became a solid customer base and little by little the company grew in both profit and reputation.

The move south

By 1987, Swiss Deli had outgrown its small premises on Symonds Street. It was time to move. The business relocated to a 700 sq metre purpose built small goods factory in East Tamaki, a suburb at end of South Auckland. The first few years were challenging, but the move south enabled Swiss Deli to expand its product line and workforce.

1990s - Supermarket success

In the early 90's, Swiss Deli got its first break into major supermarkets owned by Foodstuffs and Progressive. It was a significant milestone for the company and it exposed ordinary New Zealanders to the joys of continental meats. In 1994, with a staff of 30 and a growing demand for product, Swiss Deli expanded into the factory next door.

Rising from the ashes

Just one year after the expansion disaster struck. Fire, caused by an electrical fault destroyed the new addition. The building was completely gutted. There was never a possibility of throwing in the towel. With some encouragement and a determination to succeed, the new unit was rebuilt inside 4 months. During this time Swiss Deli never stopped trading.

Change of ownership

After 14 years in business, Hans decided to sell his shares to Robert Leitl. Sadly a year later Robert passed away. Roman continued with sole ownership until 2004, when Hans returned as an equal partner – Swiss Deli is now in the same hands as it was when it first began.

21 Century - Today and beyond

It's been a long enjoyable road for Swiss Deli. This year – 2007, is a celebration of 25 years in business. And there's sure to be more success to come. Looking forward the company hopes to see every supermarket in New Zealand with Swiss Deli products. The future looks bright.

From the very beginning we've had a passion for making the finest quality meats and smallgoods. Twenty-five years later the desire to make quality products is just as strong.



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P 09 274 4455 F 09 274 1203 W www.swissdeli.co.nz

PO Box 51-520 Pakuranga Auckland 2140