

SalzburgMilch

DIE PREMIUM MILCHMACHER



**PREMIUM QUALITY
DAIRY PRODUCTS**



**Sustainable Living.
Animal Welfare.**

milch.com



OUR MANIFESTO

In a world where nothing is questioned, there are few answers. But we have some answers. Because we assume responsibility. Towards our customers and employees. For nature and our cows. For the best taste and our farming families. For honest interaction and fair pay. For the entire region. For ourselves. We see it as our duty to produce the best premium quality milk. Our actions are characterised by meticulous care and attention to detail. Pure taste is our main priority. Our farming families attach great importance to the health of their cows, which has been shown to result in the best milk. Why should we work together to make a change? Because we can accomplish more together. So let's all work together a little bit more – for the benefit of everyone.

SalzburgMilch
DIE PREMIUM MILCHMACHER
★★★★



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MIX

Papier aus verantwortungsvollen
Quellen

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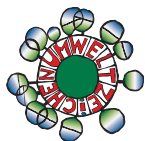


Dear Customer,
SalzburgMilch has
set itself the goal of
producing the best
premium dairy products

and to always do our best: for you, for our
farming families, the environment and, of
course, for the dairy cows. We are accepting
our responsibility and are actively committed
to animal health and sustainability. As
Austria's pioneer in animal welfare, we have
been setting new standards in the dairy
industry since 2017 with the **SalzburgMilch
Animal Health Initiative**, which far exceeds
the legal requirements. Because healthy
cows produce especially tasty milk, you
can also taste a special something in every
one of our SalzburgMilch Premium dairy
products.

The **SalzburgMilch sustainability programme** ensures that we can keep our own
CO₂ footprint as small as possible. To give
an example, 20% of our energy used in
Lamprechtshausen is provided by our own
photovoltaic system. Furthermore the switch
to innovative packaging saved us more than
220 tons of plastics over the last years.
We apply our motto **“Sustainable Living.
Animal Welfare.”** and hope that you can
enjoy an indulgent moment or two with
SalzburgMilch Premium and **Bio Premium**
products!

Andreas Gasteiger,
Managing Director of SalzburgMilch



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The SalzburgMilch Premium range
comprises more than a hundred pro-
ducts and brings a wide variety of culi-
nary delights to your table. Whether
you choose our milk, yoghurt, sour
cream, curd cheese or any of our other
products, you can be sure of one thing:
you will be receiving a product which
was locally produced from the very
best premium milk! Find out all about
our ingredients here:

www.milch.com/premium





**SALZBURG'S
LARGEST
ROOFTOP
PHOTOVOLTAIC
SYSTEM**

SUSTAINABILITY

In everything that we do, we should not only think of tomorrow, but also of the day after tomorrow and consider the impact of our activities. The same applies to the intended long-term business development of SalzburgMilch

As **one of the State of Salzburg's largest employers**, which is **wholly owned by dairy farmers**, we have a great responsibility to bear – not only an ecological responsibility, but also an economic and social responsibility to our employees, their families, the farmers' families and our consumers.

The **SalzburgMilch sustainability programme** allows us to keep our ecological footprint to a minimum. We are one step closer to this goal with the installation of **Salzburg's largest rooftop photovoltaic system** on the roof of our dairy in Lamprechtshausen.

The electricity it generates is equivalent to the annual electricity consumption of around 460 private households and more than 99% of it is used directly for dairy operations.

From early 2020, we have been using cardboard cups instead of the previous plastic trays to package the cheese slices of SalzburgMilch premium cheeses. These consist of around 80% cardboard and 20% plastic. The **carton cups** are coated in a thin film which, together with the cover film of the packaging, can be entirely separated from the carton. **100% of the cardboard cups can be recycled** with waste paper. Compared to a conventional plastic tray, **this saves around 80% of the plastic, reducing our CO₂ footprint by around 66%.**

This innovative packaging was nominated for the **Smart Packaging State Prize** in 2020.

Visit our **website** www.milch.com/nachhaltigkeit to find detailed information on how to correctly recycle and dispose of the packaging.

You can also read our **SalzburgMilch sustainability blog** at www.milch.com/blog where our sustainability manager writes on a whole range of interesting topics.



The digital **SalzburgMilch Sustainability Report** is available online: www.milch.com/nachhaltigkeit (available in German)



ANIMAL WELFARE

The health of the dairy cows is very important to us. Only with monitored and healthy cows can we produce **the best quality, richest milk that meets our strict criteria** for the Premium products of SalzburgMilch.

That's why **the health of all SalzburgMilch dairy cows is checked on a regular basis**. Taking such thorough precautions is the only way **to ensure that a farm's entire herd is permanently healthy** and that, ultimately, the milk produced is of premium quality and has the best and purest taste.



As Austria's one and only dairy, SalzburgMilch developed strict animal health guidelines together with the farming families and leading experts back in 2017 and has consistently implemented them ever since.

This is what our animal health initiative stands for:

- appointment of an Animal Health Advisory Board consisting of Austrian experts, veterinarians and dairy farmers
- small-scale farms with fewer than 20 cows per farm
- personal human-animal relationship
- at least 120 days a year of outdoor grazing
- palm-oil-free feed
- regular animal health check
- evaluation and action if required to improve animal health

We are working constantly to improve these parameters even further, to reduce the use of animal medicines and to expand the range of homoeopathy courses for prevention and early detection.

Moreover, as a ground-breaking innovation, our in-house vet also provides support and expertise.

This makes SalzburgMilch a pioneer in the industry.

Katharina Lichtmannsperger grew up on a dairy farm in Thalgau and now works with the SalzburgMilch team as a qualified vet. Above all, she deals with the animal health initiative, whereby optimum utilisation of the animal health checks, both for the farmers and for the farm vets, represents a key area of her work.

Together with our dairy farmers, she is constantly striving to find and implement further possibilities for improvement in the context of animal health.



"We can only ever become better if we are willing to ask ourselves critical questions. The SalzburgMilch Animal Health Initiative enables us to actively face up to our responsibility as a company for the welfare of our dairy cows. That's why we have set ourselves the goal of doing even more than others to become Austria's pioneer in animal health and make a lasting difference. To achieve this, we start where the legal requirements end, in order to create ideal conditions for the health of our dairy cows."

Katharina Lichtmannsperger
SalzburgMilch Veterinarian

OUR VET:
DR. MED. VET.
KATHARINA
LICHTMANNSPERGER

Would you like to know more about our
animal health initiative?
www.milch.com/en/animal-health-initiative





FROM FAMILIES FOR FAMILIES

All **SalzburgMilch family farms** are **small-scale operations** and have been **run by the families for generations**.

Dairy cows live in small herds, which means that the farmers know everything about the animals. Because of this special relationship, the cows are happier and produce better quality milk. The family's work is characterised by authenticity, personal commitment, and proximity to the animals.



Through their daily work and the cultivation of meadows and fields, the regional dairy farmers also make an important contribution to preserving our natural habitat. SalzburgMilch is majority-owned by these farming families, and decisions are made for generations. Taste this passion in our Premium products and treat your family with them. As a distinguished regional milk refiner, we are proud to manufacture premium products for countless families.

MILK AND BUTTERMILK

Premium Milk

The diverse uses of milk are also reflected in a diverse product range. With our **alpine milk** which is **milked fresh daily**, special care is taken to preserve **the natural fat content**. This fluctuates throughout the year, depending on the season and what the cows are eating.

The “**fresh for longer**” label on the other milk pack means that the milk is heated briefly in a gentle process and then cooled again. This preserves all the valuable ingredients and the fresh taste of the milk while still ensuring a longer shelf life

Premium Breakfast Hay Milk

Premium Breakfast Hay Milk originates from **dairy cows fed on hay**, which lead a very special life in the State of Salzburg. They have complete **freedom of movement 365 days a year** in open runs or grazing outdoors on the pasture.
So these cows are never tethered.

In addition, they are fed exclusively on **fresh grasses and herbs in summer and sun-dried hay in winter**, which is why Premium breakfast hay milk bears the TSG – **Traditional Speciality Guaranteed** – EU quality seal. As the name suggests, Premium Breakfast Hay Milk with a **3.5% fat content** is a must for any breakfast table.

Premium Buttermilk

SalzburgMilch Premium Buttermilk with **only 1% fat content** is easy to digest and wonderfully refreshing. Some of the lactose in our best premium milk is converted into lactic acid by the purest lactic acid bacteria, thereby creating buttermilk with its typical taste.

To make it easier for you to tell them apart, our SalzburgMilch milk packs are designed in different colours that refer to the unique characteristics of each one:

- **Premium Buttermilk 1%**
in light-green for a light, refreshing taste
- **Premium Fresh Alpine Milk**
in red for a full, natural taste
- **Premium Breakfast Hay Milk 3.5%**
in dark green for full-bodied breakfast enjoyment
- **Premium Alpine Milk 3.5%**
in dark-blue for a consistent, rich taste
- **Premium Alpine Milk 1.5%**
in light-blue for a light, low-fat taste

*Collect loyalty points and
redeem them for great rewards!*

You can also find all the information
about our products in the
SalzburgMilch app. Collect loyalty
points and redeem them for great
rewards or take part in competitions.



Discover the many inspiring recipes with fresh dairy products!

Do you love meat dishes or do you have a sweet tooth? Volumes 1 and 2 of "Das Kochbuch" contains numerous ideas for you to enjoy, alongside rich illustrations and **simple step-by-step instructions**. Available at shopping.at and in the SalzburgMilch Milchladen. (available in German)



Children's recipe booklet „Heute koche ich“ (available in German)

SOUR CREAM, WHIPPING CREAM

Premium Sour Cream

The Premium Sour Cream from SalzburgMilch with **15% fat content** is a highly versatile kitchen companion. With its typical, slightly sour taste, it is perfect for dressings, spreads, soups, sauces, and many other dishes. Premium Sour Cream is available in a 250 g pot and a 500 g pot.

Premium Whipping Cream

Whipping cream makes a delicious topping on any dish, be it a main course or a sweet dessert. The 100% natural product impresses with its **full, pure taste**. And with just **36% fat content**, it is easy to whip up. Our fresh Premium Whipping Cream is available in a 250 ml pot, while our extended shelf life whipped cream comes in a 330 ml pack with screw top.



CURD, SCHOTTEN

Premium Curd

With its natural taste, SalzburgMilch Premium Curd is a firm favourite in the kitchen, whether **for spicy dishes or sweet desserts**. To meet the various requirements when cooking and baking, SalzburgMilch Premium Curd is available with **four different levels of fat content**:

- low-fat curd
- curd 10% FDM
- curd 20% FDM
- curd 40% FDM

Premium Schotten

This **Salzburg speciality** is made from pasteurised buttermilk and cream, is 100% GMO-free and can be used for the popular “Salzburg Schotten soup” or herb spreads.



**SALZBURG
SCHOTTEN
SOUP**
MILCH.COM
/REZEPTE

CREAM CHEESE

The **multi-award-winning premium cream cheese** spreads especially well, making it a truly creamy treat. It is available in two flavours, “**plain**” and “**herbal**” – which contains the best local herbs.

We know how hard it is to get enough of them, so the two varieties are also available in the convenient 300 g family pack or, if you are an even more frequent user, in the 1kg tub.

The premium cream cheese is an absolute must for cooking, fillings and for every “Brettljause”.



SKYR



The new **Premium Breakfast Skyr** is a **morning pick-me-up** of the particularly creamy kind!

Rich in protein but low in fat, it provides an enjoyable energy boost. Enjoy it straight up with muesli, as a small snack between meals, or as a baking and general cooking ingredient. Whatever you choose to do, the Premium Skyr will open up previously unimagined enjoyment for everyone!

Our Premium Skyr uses premium hay milk from cows with complete freedom to roam 365 days a year, either in open sheds or outdoors, on the pasture.



PLAIN YOGHURT

The SalzburgMilch Premium Natural Yoghurts have always been pure natural products, they are especially creamy and full of flavour. Finest premium milk exclusively from monitored and healthy cows is used as the raw material. With an improved recipe and a new, particularly gentle production process, this is then made into highquality natural yoghurt.

Our **creamy plain yoghurt** has a particularly **mild taste, with a pleasant yoghurt note** in the finish, making it a pure pleasure: eaten straight up, with fresh fruit or muesli or as an addition to salad dressings and sauces.

The **firmer premium plain yoghurt**, acidified with *Lactobacillus Bulgaricus* and ripened in the cup, has a **pleasant, slightly sour taste**.

Our natural yoghurts suit any purpose and taste. Whether creamy or semi-hard, 1% fat content or 3.6% fat content, in a small pot or in a large pot – we have the right product for everyone. You can also recognize the different fat content of our yoghurts from a distance: the less fat the yoghurt contains, the lighter the blue packaging is.



FRUIT YOGHURT

The Premium fruit yoghurt from SalzburgMilch offers a diverse range of flavours. Not only does it come in a high-quality cardboard pot and the new Premium design, it also tastes **especially creamy and fruity**. The Premium fruit yoghurt is made from the finest premium dairy milk from cows who undergo regular health checks, as well as from **GMO-free fruit**, using a **particularly gentle process**.

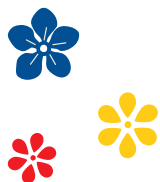
Enjoy the delicious Premium Fruit Yoghurts in 11 different varieties:

- blueberry
- coffee
- cherry
- strawberry
- raspberry
- Bircher muesli
- chocolate
- peach and passion fruit
- vanilla
- stracciatella
- wild berries

The varieties **strawberry, wild berries, cherry, vanilla, Bircher muesli and stracciatella** are also available in a **convenient, resealable 1 kg tub** for lasting enjoyment. So there's sure to be something for everyone's taste!

*It's possible!
Less sugar with the same taste!*





SalzburgMilch accepts its responsibility as a food producer and has been working for years to reduce the amount of sugar in its products. Since 2020, we have worked together closely with **SIPCAN** as well as **zucker-raus-initiative.at** and, when developing

recipes, we make sure not only to comply with the recommended guideline values, but to go below them if possible. We have been able to **reduce the sugar content** of SalzburgMilch **premium puddings** and **premium fruit whey**, as well as **premium fruit yoghurt**, by an average of 20%.



DRINKING YOGHURTS, WHEY DRINKS

Premium drinking yoghurt

The **lactose-free** SalzburgMilch Premium drinking yoghurt contains **lots of fruit** and now also has a **lower sugar content**. With their **refreshing, pleasantly fruity note** and **creamy consistency**, the strawberry and blueberry-vanilla varieties are the ideal treat between meals.



The fruit varieties are also ideal for breakfast muesli, creamy smoothies or to add to your favourite muesli or fresh fruit.



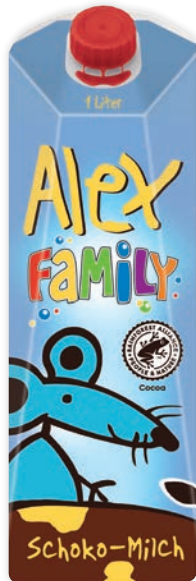
Premium Whey Drinks

An easily digestible treat made with **natural whey and selected fruits**. The two Premium Whey Drink varieties mango and passion fruit are made in a particularly **gentle production process**, which **preserves the valuable nutrients** in the milk. **High-quality protein and numerous vitamins and minerals** make SalzburgMilch whey drinks an important part of a well-balanced diet.

ALEX & LISA, PUDDING

Alex & Lisa

The high-quality chocolate milk and vanilla milk drinks from SalzburgMilch are a real treat for young and old alike. Whether in a 250 ml carton with straw, or in a litre pack with screw cap. Alex Chocolate Milk and Lisa Vanilla Milk are ideal for families, nurseries, parties and breakfast buffets. Alex Chocolate Milk is made using only **Rainforrest Alliance certified cocoa** and can also be enjoyed warm.



Premium Pudding-Genuss

The “**Pudding Genuss**” (“Pudding Delight”) from SalzburgMilch tastes irresistibly creamy thanks to its **cream pudding recipe**. And because you can never get enough of it, the **chocolate and vanilla flavours** are available in generous 400g cups.

As a particularly refined creation, the pudding delight with a layer of fruits is available in **chocolate-cherry** and **vanilla-raspberry** flavours.

Packaged in a high-quality 170g cup, this product innovation combines **creamy pudding with premium fruits**, making it the perfect dessert for any occasion.



SEMI-HARD CHEESE



Premium semi-hard cheese assortment for the cheese counter

SalzburgMilch's Premium design can also be seen at cheese counters and stands for the finest tasting cheese. Finest premium milk exclusively from cows examined for health is also used as the raw material in the many different cheese varieties. Whether in blocks, slices or small pieces: the fine-tasting cheese in the SalzburgMilch Premium range can

be recognised by the fresh design and the high-quality, luxurious matt packaging.

Edamer and **Käse Holländer Art** (Dutch cheese) are semi-hard cheeses made from pasteurised milk. They have an especially smooth and creamy consistency and a deliciously mild and pleasant taste.

Mild Tilsiter is a semi-hard Tilsiter-type cheese with typical fine eyes, which differs in taste from conventional types of Tilsiter with its distinctive mildly sweet character. For those who prefer their Tilsiter to be tasty and spicy, the **Bergtilsiter** is the right choice. The wild **garlic cheese** gets its fresh and spicy note from the chopped wild garlic leaves.



Premium Almkönig

The Premium Original Almkönig from SalzburgMilch is a delicate semi-hard cheese with the **typical cherry-sized holes** and a harmoniously **subtle, slightly sweet aroma**. Available in many packaging sizes and at the cheese counter.

And now, this popular large-hole cheese is **also available as a smoked version!** This characterful cheese gets its hearty smoked

flavour from a special smoking process over natural beech wood in which it matures for five weeks. The Original Almkönig has earned the **Käsekaiser award several times** as the **best large-hole cheese** in the semi-hard cheese category. Many other awards – such as the **World Cheese Award** – also demonstrate the quality of the Premium Almkönig.

Premium Gouda

Premium Gouda from SalzburgMilch is a **semi-hard, rindless cheese** made from high-quality pasteurised milk with no genetically modified ingredients. It is available in blocks, slices and from the cheese counter. This **particularly smooth and creamy cheese** has the pleasantly **mild taste** typical of Gouda, making it one of Austria's most popular cheese varieties. The all-rounder is used extensively in the kitchen for seasoning, for au gratin dishes and as a melted cheese topping.

NEW
PRODUCT





HARD CHEESE

Thanks to the special colour code, the packaging provides an early indicator of how SalzburgMilch's **Premium hardcheese specialities** will taste. For example, **Premium Emmentaler**, with its mild nutty flavour, comes in a classy brown, while the two strong and piquant varieties **Original Bergkäse** and Heujuwel appear in striking red and yellow/green respectively.



Only the best hay milk TSG is used to make our Premium hard cheese, a **particularly authentic and traditional** manufacturing method.

Do you want to become an expert?

All you ever wanted to know about cheese and – most important – how to arrange the perfect cheese board that will surely impress your friends and guests. (available in German)



Find out more on
www.milch.com/kaese

Premium Heujuwel

Premium Heujuwel is made from the finest hay milk and is **left to ripen for at least five months**. During this time, it is expertly handled and develops its fine red culture flavours and its strong and piquant taste. Premium Heujuwel is especially popular due to its soft, smooth and creamy consistency



Premium Emmentaler und Premium Bergkäse

Our **Premium Emmentaler** and Premium **Original Bergkäse** are made from **raw hay milk** in accordance with long-standing tradition and an age-old recipe. With the utmost care, craftsmanship and awareness of tradition, these premium cheese specialities are created and **matured on spruce wood boards** for several months. Its hearty, piquant character makes the **Bergkäse** an ideal accompaniment for dry, barrel-fermented red wines and a great melted topping for baked dishes. Fine, nutty **Emmentaler** is ideal for cheese platters, but also in the kitchen as a melted cheese topping, and makes a great combination with red wines, nuts and grapes.

SALZBURGMILCH MILCHLADEN



A warm welcome
always awaits you at our
MILCHLADEN in Salzburg.
Where you can **grab a snack**
or **enjoy a coffee** while disco-
vering our **specialised range**
of dairy products.

SalzburgMilch Milchladen
Milchstraße 5, A-5020 Salzburg
Monday to Friday
from 6:30 a.m. to 3:00 p.m.

www.milch.com/milchladen



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SalzburgMilch

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