

AMERICA'S FINEST SAUSAGE SINCE 1880

2017

WWW.USINGER.COM 1800 558 9998 ON THE COVER: THE CROWD PLEASER, P.7

Antio on.



## WELCOME TO Usingers

AFTER 137 YEARS, OUR COMMITMENT TO QUALITY HAS MADE US FAMOUS! WE ARE HAPPY TO OFFER A WIDE SELECTION OF HOLIDAY GIFTS FOR EVERYONE ON YOUR LIST– HANDCRAFTED IN WISCONSIN!

SHIPPING

INCLUDED

ON THESE GIFTS

DETAILS ON P.15

#### TASTY TIDBITS #81

Just enough for snacking and sharing. The essential tidbits-summer sausage and cheese.

Beef Summer, Beef Salami, Wisconsin Cheddar Cheese.

15 oz. \$25.99 (shipping included)

#### LET THE USINGER ELVES DO THE WORK!

They'll take all the worry out of your gift giving, if you select their gift assortments to send to your most discriminating friends and business associates.

Usinger's Famous Sausage has been pleasing the fussiest "Feinschmeckers" (gourmets) since 1880. Each sausage is seasoned just right with the finest imported natural spices and delicately smoked to perfection. The taste-tempting goodness of Usinger's sausage is sure to be enthusiastically welcomed by everyone on your holiday list and enjoyed by their entire family.

The assortments are packed in distinctive cartons. That extra touch of thoughtfulness is evident as most sausage is brightly wrapped in sparkling foil or scenic boxes. It's fun to open our gift boxes!

Based on the complimentary comments made by recipients, we can confidently say that these assortments are the perfect giftno better way to say, "Best Wishes for a Happy Holiday Season!"

-The Usinger Elves

#### NORTHERN Comfort #83

The perfect gift to showcase the best in Wisconsin comfort.

Beef Summer, Beef Salami, Thueringer Summer, Wisconsin Co-Jack Cheese, Wisconsin Pepper Jack Cheese, Gourmet Snack Crackers, Sausage Knife.

**2 lbs. 7 oz. \$47.99** (shipping included)

1 800 558 9998

OR

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## ELVES' CHOICE

A SAMPLING OF OUR SUMMER SAUSAGES COMPLEMENTED BY THREE CLASSIC CHEESES.

#### THE ELVES' CHOICE #15

#### The Elves know Usinger's better than anyone. Here are their fav<u>orites!</u>

Beef Summer Sausage, Beef Salami, Summer Sausage, Wisconsin Cheddar, Wisconsin Monterey Jack, Wisconsin Colby, Sausage Knife

2 lbs. 5 oz. \$32.99



CUSTOMER *Holiday* Favorite



124576.8

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A FAMILY TRADITION 👜 137 YEARS



Enjoy this perfect combination of flavors from Usinger's and other Wisconsin favorites.

Beef Summer Sausage, (2) 2 pc. Hickory Sticks, Wisconsin Cheddar, East Shore Sweet and Tangy Mustard, East Shore Thick Dipping Pretzels, Sausage Knife

1 lb. 12 oz. \$30.99

#### 1880

Frederick Usinger buys his employer's butcher shop on Third Street.

FLAT-RATE SHIPPING

#### 1879

Thomas Edision invents the light bulb.

1870's

Frederick Usinger moves

to Milwaukee with four

hundred dollars in cash

and his favorite sausage recipes, which he had learned as an apprentice "wurstmacher" (sausage

maker) in Frankfurt.



1880

#### 1906

The plant and offices undergo extensive remodeling to look like the Usinger's you know today.



#### 1908

Henry Ford's Model T automobile was introduced.

Frederick Usinger dies and passes the business to his son, Frederick Usinger Jr.

1930



#### .

1900





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#### **NIBBLER'S BONANZA #6**

A holiday favorite-our best-selling holiday gift has some of our most popular items in a beautiful holiday gift box.

Beef Summer Sausage, Beef Salami, Thueringer Summer Sausage, Wisconsin Cheddar, Swiss Almond Cheese Spread. Gourmet Snack Crackers, Sausage Knife

2 lbs. 13 oz. \$35.99



#### 1935

Usinger's Sausage became one of the earliest members of the Better Business Bureau, and is still a member today.

Siblings Debra and Fritz Usinger, great-grandchildren of Fred Usinger, take over leadership and continue the 100 year commitment to quality.

**EARS** 

1988



eli-catessen





2017

CRACKEUELIN CRACKERELIN GOULEN

#### 2016

Usinger's was awarded Best Brat in the USA Today 10 Best Readers Choice Awards



#### 1955 A bustling Usinger's



The Usinger's tradition of quality continues with an award for Best Sausage Shop from the Shepherd Express Best of Milwaukee Readers' Choice Poll. In addition, the 135-year old Usinger's classic recipe took the crown for best Wisconsin-made brat. Credit: Courtesy of Milwaukee Magazine/ Photo by Adam Ryan Morris.

2015



sausage kitchen.

1980

The company

celebrates its centennial.



Frederick Usinger III

takes over leadership

of the company. It was

the genial Frederick who introduced the elves to the world, and gave Usinger's its current identity.

#### A FAMILY TRADITION DI 137 YEARS

## GIFTS FROM ISCONSI



South Land

#### THE FEAST #21

#### An exquisite array of summer sausage and cheese.

Beef Summer Sausage, Beef Salami, Thueringer Summer Sausage, (2) 6 pc. Hickory Sticks, Wisconsin Shaped Cheddar, Wisconsin Colby, Wisconsin Monterey Jack, Honey Mustard, Sausage Knife

3 lbs. 13 oz. \$46.99

CUSTOMER Holiday FAVORITE

**WANNEDD** 



#### HOLIDAY HEAT #33

A great combination for those who prefer it spicy. Andouille Spicy Cajun Style Sausage, Smoked Bratwurst with Cheddar & Jalapeño, All Natural Spicy Cilantro Chicken Sausage, Beef Summer with Jalapeño, Hot Hickory Sticks, Sausage Knife.

3 lbs. 4 oz. \$44.99





#### THE CROWD PLEASER #2

Plenty of choices to please the whole crowd.

Leona Bologna, Yachtwurst, Mortadella, Beef Summer Sausage, 6 pc. Wieners, Braunschweiger Liver Sausage, Wisconsin Cheddar, Gourmet Snack Crackers, Sausage Knife

4 lbs. 13 oz. \$46.99

A FAMILY TRADITION DI 137 YEARS



## THE COLLECTION #26

Truly a gift to impress. Beautifully packaged, ready to open and enjoy in the office or at home.

Beef Summer Sausage, Beef Salami, Thueringer Summer Sausage, Italian-Style Summer Sausage, (4) 2 pc. Hickory Sticks, Wisconsin Monterey Jack, Wisconsin Colby, Swiss Almond Cheese Spread, Cheddar with Port Wine Cheese Spread, East Shore Pretzels, East Shore Sweet and Tangy Mustard, Gourmet Snack Crackers, Troubadour Cowboy Cookies, Sausage Knife. All packaged in an attractive Wicker Basket.

5 lbs. 10 oz. **\$76.99** 



SOME THINGS JUST SHOULDN'T CHANGE-MANY OF OUR RECIPES REMAIN UNCHANGED SINCE OUR FOUNDER ARRIVED IN MILWAUKEE 137 YEARS AGO.

#### OLD WORLD MEDLEY #4

Old world recipes that our founder brought from the homeland around 1880.

Beef Summer Sausage, Braunschweiger Liver Sausage, Pumpernickel Rye Bread, Sausage Knife

3 lbs. 9 oz. \$34.99

### Holiday Entertaining

## ENOUGH SAUSAGE FOR ALL OF YOUR GUESTS.

#### THE SAUSAGE MAKER #5

A giant sausage great for sharing at the holiday table. 3 lb. Beef Summer Sausage

and a Sausage Knife

\$32.99

#### ALSO AVAILABLE... A YARD OF SUMMER #7

An even bigger summer sausage-one yard long!

3 lbs. 4 oz. Beef Summer Sausage and a Sausage Knife

\$36.99

CUSTOMER Holiday FAVORITE

9

A FAMILY TRADITION DE 137 YEARS

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Usinger L



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#### THE SNACKER'S DELIGHT #1 Perfect snacks for around the holiday table with friends and family.

Mortadella, Beef Summer Sausage, 6 pc. Wieners, Braunschweiger Liver Sausage, Wisconsin Cheddar, Gourmet Snack Crackers, Sausage Knife.

3 lbs. 11 oz. \$39.99

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#### SMOKEHOUSE TRIO #91

In the tradition of our legendary Smokehouse Number 17.

Smokehouse 17 Beef Summer with Roasted Garlic, Smokehouse 17 Beef Summer with Jalapeño, Smokehouse 17 Summer Sausage, Sausage Knife

> 2 lbs. 14 oz. \$48.99 (shipping included)

### USINGER SPECIALTIES, SMOKED TO PERFECTION.

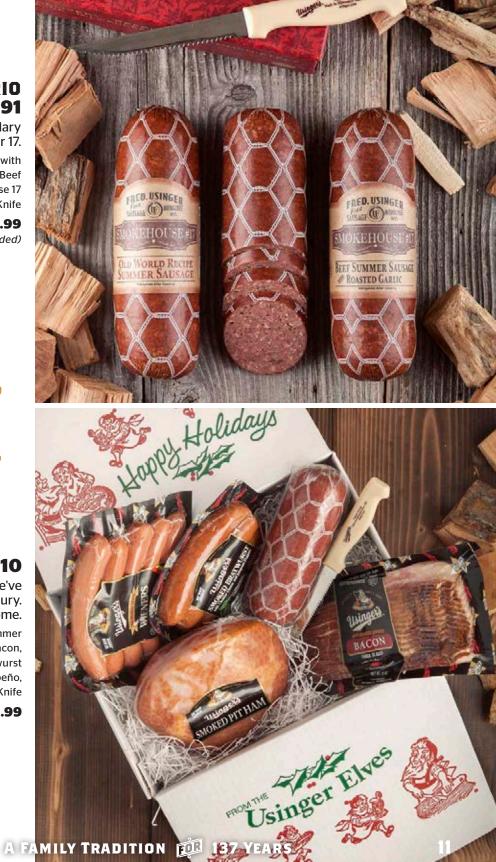
#### PIT SAMPLER #10

Freshly smoked the way we've done it for over a century. From the pit to your home.

Smokehouse #17 Summer Sausage, Applewood Smoked Bacon, Petite Pit Ham, Smoked Bratwurst with Cheddar & Jalapeño, 6 pc. Wieners, Sausage Knife

5 lbs. 3 oz. \$51.99

### GIFTS 韓 SMOKED SAUSAGE LOVERS



# HOLIDAY Brunch



#### **RISE AND SHINE #16**

#### PICTURED TOP

The ultimate wake up breakfast-just start the Bacon and Fritzies sizzling in the pan and watch the morning dawdlers assemble!

Sliced Canadian Bacon, Applewood Smoked Sliced Bacon, Fritzies, Pancake Mix, Maple Syrup, Clover Honey, 2 pks. Colectivo Coffee

5 lbs. \$58.99

#### **BACON SENSATION #51** PICTURED BOTTOM

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Three flavors of our delicious thick-cut bacon. Sliced Honey Glazed Bacon, Sliced Peppered Bacon, Sliced Applewood Smoked Bacon 2 lbs. 2 oz. \$31.99

CUSTOMER Holiday FAVORITE

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OR





#### APPLEWOOD SMOKED PIT HAM #18

Hand-trimmed boneless ham sweet cured with honey and maple syrup. Slowly smoked over aromatic, applewood fires in our two story pit smoke houses. An old fashioned "tear drop" shaped ham.

6 lbs. 8 oz. \$59.99

#### SEMI-BONELESS HAM #19

Presenting our Old World Holiday Ham... Carefully seasoned, cured, then delicately smoked over a hardwood fire. The result, a classic ham born out of the tradition of yesterday.

12 lbs. **\$84.99** 

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*Please see shipping	g information on pag	ge 15 for rates	<u>c</u>	ARD HOLDER'S SIGNATURE**:							
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#### **ORDER INFORMATION**

#### **GENERAL INFORMATION**

• We guarantee deliveries in good condition to correct addresses only. Please be certain all addresses are current, complete and correct. If the address provided is incorrect, an additional charge will be billed to you when we replace the gift.

• The recipient of your gift is notified by post card. This postage paid return card is provided for the recipient to return, notifying us of the gift's safe arrival. These return cards will be sent to you so that you may enjoy the comments made about your gift.

• We can ship only gifts 5, 6, 8, 15, 21, 22, 24, 25, 26, 27, 29, 30, 31, 32, 47, 52, 81, 82, 83 and 91 to a P.O. box or to Alaska and Hawaii.

• We are unable to accept any orders to ship outside the United States.

• If you wish to pay now please make your check payable to Fred Usinger, Inc. Mastercard and Visa are also accepted.

• Usinger's reserves the right to substitute items of equal or greater value, without notification, in case necessary ingredients cannot be obtained.

#### **PLACING YOUR ORDER**

• Fill out the order blank as completely as possible including a daytime and evening phone number.

• We will print your personal message on the gift label. Please print the message as it should appear on each individual gift package. We are sorry, but we cannot accept your personal greeting or business cards.

• If you'd prefer to place your order by phone please call us between the hours of 8:00 a.m. and 5:00 p.m. CST at (414) 276-9105 or 1-800-558-9998.

- You may also place your order on our website at usinger.com.
- Gift prices are good through February, 2018



Time tested favorites ready for gifting.

Beef Summer Sausage, Beef Salami, Thueringer Summer Sausage, 2 pc. Beef Hickory Sticks, 2 pc. Hickory Sticks, Wisconsin Co-Jack, Sausage Knife

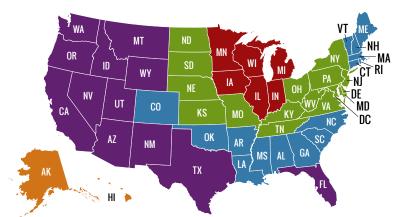
#### 1 lb. 7 oz. \$26.99

#### **SHIPPING INCLUDED ITEMS**

The gifts marked as Shipping Included have no additional shipping charges. These items generally ship via USPS and should arrive within 3 days of shipping date.

#### SHIPPING INFORMATION





	AREA B	AREA C	AREA D	AREA E	AREA F
For arrival prior to Christmas at standard shipping cost order must be received by	12/18	12/17	12/17	12/13	12/17
Standard Shipping Cost	9.99	9.99	9.99	9.99	29.99
Expedited Shipping (FedEx <sup>®</sup> 2-Day) Available for Areas B, C, D and E. Order must be re- ceived by 12/19 for arrival prior to Christmas.	29.99	29.99	29.99	29.99	N/A
For shipping included gifts, for arrival prior to Christmas order must be received by	12/18	12/18	12/18	12/18	12/18

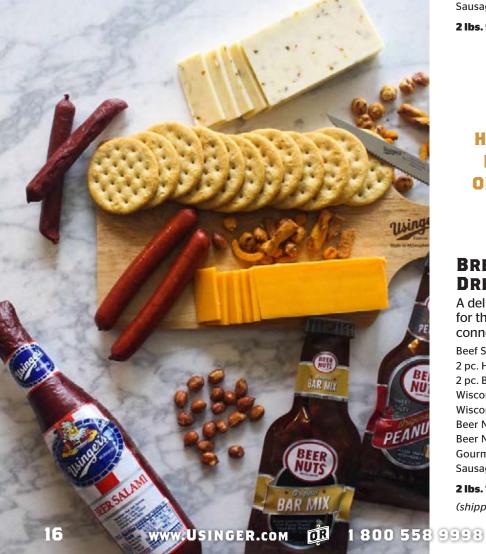
#### **SHIPPING DETAILS**

• During the Christmas season all gifts ship to any state (except Alaska and Hawaii) for \$9.99 per gift (does not apply to Shipping Included gifts). To qualify for \$9.99 shipping orders must be received by the deadlines listed. After deadlines, gifts may still ship using Fedex\* 2-Day for \$29.99 per gift, as long as the order is received by December 19th. Gifts sent to Alaska and Hawaii always ship Fedex\* 2-Day for \$29.99.

• For shipments at times other than Christmas, gifts sent to most states (Areas B, C and D) will ship for \$9.99 per gift. Gifts sent to some states (Areas E and F) may have to be shipped via Fedex<sup>®</sup> 2-Day delivery service for \$29.99 per gift. The method of shipment is dependent upon the weather and the area to which the gift is being shipped. Include a daytime phone number so we may notify you if the gift must be shipped via Fedex<sup>®</sup> 2-Day.

• We'll attempt delivery as close as possible to your specified arrival date. Due to varied schedules in delivery services and the perishability of our product, the actual shipping date must be left to our discretion. Gifts for Christmas delivery may begin arriving in early December.







#### THE BIG CHEESE #47

Classic Wisconsin cheeses from the heart of the cheese state.

Wisconsin Cheddar, Sartori® Bella Vitano Gold Cheese, Sartori® Bella Vitano Gold Cheese with Cracked Black Pepper, Swiss Almond Cheese Spread, Cheddar w/Port Wine Spread, East Shore Pretzels, East Shore Sweet and Tangy Mustard, Gourmet Snack Crackers, Sausage Knife

2 lbs. 9 oz. \$39.99

#### OUR SUMMER SAUSAGES ARE HARDWOOD SMOKED FOR TWO DAYS THE OLD FASHIONED WAY!

## BREWMASTER'S DREAM #32

A delicious and unique gift for the sausage and beer connoisseur in your life.

Beef Salami Beer Bottle, 2 pc. Hickory Sticks, 2 pc. Beef Hickory Sticks, Wisconsin Pepper Jack, Wisconsin Cheddar, Beer Nuts Bar Mix, Beer Nuts Peanuts, Gourmet Snack Crackers, Sausage Knife 2 lbs. 11 oz. \$49.99

2 lbs. 11 oz. \$49.99 (shipping included)

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**DETAILS ON P.19** 

#### **THE FEINSCHMECKER #3**

#### Before epicure, gastronom and foodie... It was feinschmecker. For those who appreciate fine food.

6 pc. Hickory Sticks, Beef Salami, Leona Bologna, Yachtwurst, Mortadella, Thueringer Summer Sausage, 6 pc. Wieners, Braunschweiger Liver Sausage, Wisconsin Cheddar, Miller Pretzel Bread, Sausage Knife

6 lbs. 1 oz. \$55.99

# FEINSCHMECKER

{ GOURMET }

CUSTOMER Holiday FAVORITE



A FAMILY TRADITION DI 137 YEARS

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# **WURSTMACHER**

CUSTOMER Holiday FAVORITE

#### **THE WURSTMACHER #20**

Classic customer favorites that have stood the test of time.

Beef Summer Sausage, Summer Sausage with Garlic, Braunschweiger Liver Sausage, Old Fashioned Liver Sausage, Wisconsin Cheddar, Wisconsin Monterey Jack, Sausage Knife

2 lbs. 8 oz. \$35.99



and a



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QUALITY

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#### TREATS TO GO #31

A generous sampling of our favorite snack sticks.

Two 6 pc. Traditional Hickory Sticks 6 pc. Hot and Spicy Hickory Sticks Two 6 pc. All Beef Hickory Sticks 6 pc. Summeroni Sticks Sausage Knife.

> 2 lbs. 14 oz. \$45.99 (shipping included)



FREDERICK USINGER III AND HIS SON, FRITZ, REPRESENT THE THIRD AND FOURTH GENERATIONS IN THE FAMILY-OWNED BUSINESS.

#### THE PALATE TEASER #22

All of the basics for a delicious evening in front of the fire. Beef Summer Sausage, 2 pc. Hickory Sticks, Wisconsin Shaped Cheddar, Honey Mustard, Butter Crackers, Sausage Knife

1 lb. 5 oz. \$26.99

HICKORY STICK

## HOLIDAY GIFTS P

# TOUCH DOWN

#### THE TOUCHDOWN #52

For the football fans in your life. A Wisconsin favorite.

Beef Salami, Football Summer Sausage, 6 pc. Hickory Sticks, Football Shaped Wisconsin Cheddar, Gourmet Snack Crackers, Sausage Knife

#### 2 lbs. 11 oz. \$40.99

FLAT-RATE SHIPPING

DETAILS ON P

#### HOLIDAY FUN #30

Perennial customer favorites perfect for sharing with friends and family around the holidays.

HOLIDAY FUN

Beef Summer Sausage, Beef Salami, 6 pc. Beef Hickory Sticks, Wisconsin Co-Jack, Elf Shaped Wisconsin Cheddar, Gourmet Snack Crackers, Sausage Knife

2 lbs. 6 oz. \$34.99

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## EVERYONE <u>on</u> YOUR LIST



#### THE TRAIL BLAZER #27

Perfect snacks for on the trail or at home. Beef Summer Sausage, 6 pc. Hickory Sticks, Swiss Almond Cheese Spread, Cheddar w/Port Wine Cheese Spread, Gourmet Snack Crackers, Sausage Knife

3 lbs. \$36.99

#### MILWAUKEE'S FAVORITES #23

MILWAUK FAVORIT

After over a century in Milwaukee, we've come to know what Milwaukee loves.

Beef Summer Sausage, Braunschweiger Liver Sausage, 8 Cooked Bratwurst, 2 pc. Hickory Sticks, Wisconsin Cheddar, Sausage Knife

2 lbs. 15 oz. \$34.99

#### A FAMILY TRADITION 🗰 137 YEARS



#### PARTY TRADITIONS #25

The perfect complement to any party spread.

Beef Summer Sausage, Beef Salami, Thueringer Summer,
(2) 6 pc. Hickory Sticks, Wisconsin Cheddar, Wisconsin Monterey Jack, Wisconsin Colby, Swiss Almond Cheese Spread, East Shore
Sweet and Tangy Mustard, 2 pkgs East Shore Pretzels, Gourmet Snack Crackers, Sausage Knife.

5 lbs. 3 oz. **\$57.99** 

#### NEW YORK STRIP STEAKS #53

*Certified Angus Beef*<sup>®</sup> is world famous for its outstanding quality, exceptional flavor, tenderness and juiciness. A gourmet experience awaits you.

(4) Certified Angus Beef  $^{\circ}$  "New York Cut" Sirloin Strip steaks

2 lbs. 8 oz. \$79.99

22

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## CERTIFIED ANGUS BEEF STEAK



CRAUR

"HAVE ALWAYS THOUGHT - SINCE THE FIRST ORDER - THAT YOUR SAUSAGES WERE THE BEST WE'VE TASTED"

#### FILET MIGNON STEAKS #54

Enjoy this addition to our *Certified Angus Beef*<sup>®</sup> Collection. Wonderful flavor and melt-in-your-mouth tenderness.

(4) Certified Angus Beef® Filet Mignon

2 lbs. \$84.99

#### THE GOURMET ACCENT #82

Experience classic Old World taste with a contemporary twist.

Beef Summer, Thueringer Summer, Landjaeger, Sartori<sup>®</sup> Bella Vitano Gold Cheese, Sartori<sup>®</sup> Bella Vitano Gold Cheese with Cracked Black Pepper, Gourmet Snack Crackers, Sausage Knife.

2 lbs. 13 oz. \$54.99 (shipping included)

#### NATURAL CASING WIENERS #11

Natural casing Wieners-the perennial American favorite. Voted #1 in the country by The Book of Bests. (6) packages (30 links) of Natural Casing Wieners

3 lbs. 10 oz. \$37.99

## FAMOUS BI SAUSAGE AN

#### **GRILLING FAVORITES #14**

Enjoy this collection of Wisconsin's grilling favorites.

MADE

Beef Franks (4 links), Wieners (6 links), Knackwurst (5 links), Smoked Polish Sausage with Garlic (4 links), Cooked Bratwurst (4 links)

4 lbs. \$41.99



#### TRADITIONAL COOKED BRATS #12

The traditional German favorite. Finely ground pork and veal. Distinctive white color. (6) packages (24 links) of Cooked Brats

4 lbs. 6 oz. \$35.99



# RATWURST, ID WIENERS

#### **THE QUARTET #9**

A quartet of fresh style links. Get the grill ready for this mouth-watering combo.

Fresh Bratwurst (5 links), Cajun Style Bratwurst (5 links), Fresh Italian Sausage (5 links), Brat N Onion (5 links)

4 lbs. \$37.99

25

#### FRESH BRATWURST #13

The choice of Wisconsinites! Fresh (uncooked) sausage of coarse ground, lean pork. Seasoned only as Usinger's knows how. Fresh Bratwurst (approximately 24-28 links)

6 lbs. \$42.99

A FAMILY TRADITION DE 137 YEARS

### HOLIDAY FAVORITES YEAR AFTER YEAR

PERENNIAL CUSTOMER FAVORITES WITH SOMETHING FOR EVERYONE!



TREAT TIME #29

Time tested favorites ready for gifting.

Beef Summer Sausage, Beef Salami, Thueringer Summer Sausage, 2 pc. Beef Hickory Sticks, 2 pc. Hickory Sticks, Wisconsin Co-Jack, Sausage Knife

1 lb. 7 oz. \$26.99

26



#### THE ENTERTAINER #17 >

An impressive assortment that will keep all of your holiday guests happy. Yachtwurst, Leona Bologna, Summer Sausage, 6 pc. Hickory Sticks, 6 pc. Hot Hickory Sticks, Mortadella, Beef Summer Sausage, Beef Salami, 6 pc. Wieners, Braunschweiger Liver Sausage, Wisconsin Cheddar, Wisconsin Monterey Jack, Wisconsin Colby, 12 piece Grandma Reilly's Chocolates, Honey Mustard, Gourmet Snack Crackers, Sausage Knife

8 lbs. 5 oz. \$84.99

#### SUMMER SAMPLER #8

Enjoy this tempting trio of Old World classics.

Summer Sausage, Summer Sausage with Garlic, Wisconsin Cheddar, Butter Crackers, Sausage Knife

1 lb. 9 oz. \$25.99

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Made in Milwaukee Since 1880



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A FAMILY TRADITION DE 137 YEARS



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PRST STD U.S. POSTAGE PAID USINGER'S

#### **SMOKEHOUSE TRIO #91**

#### In the tradition of our legendary Smokehouse Number 17.

Smokehouse 17 Beef Summer with Roasted Garlic, Smokehouse 17 Beef Summer with Jalapeño, Smokehouse 17 Summer Sausage, Sausage Knife

2 lbs. 14 oz. \$48.99 (shipping included)







FRED. USINGER

SHIPPING

INCLUDED

ON THIS GIFT

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BEEF SUMMER SAUSAGE & ROASTED GARLIC



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