Usingeris

AMERICA'S FINEST SAUSAGE

SINCE 1880

BERISHARIE DRUS URARIE DELANDRONE

REFERENCES IN THE STREET ST

Thueringer





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WWW.USINGER.COM

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USINGE

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AFTER 139 YEARS, OUR COMMITMENT TO QUALITY HAS MADE US FAMOUS!

We are happy to offer a wide selection of holiday gifts for everyone on your listhandcrafted in Wisconsin!

LET THE USINGER'S 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

THE SNACKER'S DELIGHT #1

Perfect snacks for around the holiday table with friends & family.

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

3 lbs. 12 oz. \$43.99

THE FEINSCHMECKER #3

Before epicure, gastronome 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 Cheese, Miller Pretzel Bread, Sausage Knife.

> > 6 lbs. 1 oz. \$61.99

OLD WORLD MEDLEY #4

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

Beef Summer Sausage, Braunschweiger Liver Sausage, Miller Pretzel Bread, Sausage Knife.

3 lbs. 9 oz. \$37.99







THE CROWD PLEASER #2

Plenty of choices to please the whole crowd.

Summer Sausage, 6 pc. Wieners, Braunschweiger

Leona Bologna, Yachtwurst, Mortadella, Beef

Liver Sausage, Wisconsin Cheddar Cheese,

Gourmet Snack Crackers, Sausage Knife.

4 lbs. 13 oz. \$52.99

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 Cheese, Swiss Almond Cheese Spread, Gourmet Snack Crackers, Sausage Knife.

2 lbs. 13 oz. \$39.99



2019

Emily Usinger, great-greatgranddaughter of Fred Usinger, joins the 139 year old company. Emily, like her dad Fritz, has one making tradition and the other confidently stepping toward the future. (Photo credit: Bob Elbert,



10 Best Readers Choice Awards



foot firmly planted in our sausage taken at Iowa State University)





the official sausage of The National Mustard Museum.

2018



2016 Usinger's was awarded Best Brat

Named



grandchildren of Fred Usinger, take over leadership and continue the 100 year commitment to quality.

2015



1988

1961

1955

A bustling Usinger's

sausage kitchen.

Saturday Evening Post by

Renowned photographer

Arnold Newman.

Siblings Debra and

Fritz Usinger, great-

1980 The company celebrates its centennial.



The Usinger's tradition of quality continues with an award for Best Sausage Shop from



Credit: Courtesy of Milwaukee Magazine/ Photo by Adam Ryan Morris.

ELFIN TREATS #24

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

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

1 lb. 12 oz. \$34.99

1935

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

1930

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

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

1906

1880 1880 Frederick Usinger buys his employer's butcher shop on Third Street.



1870's

4

1879 Thomas Edison invents the light bulb.

> 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.



1900 At the turn of the century, Milwaukee's 1908

Model T

was

Henry Ford's

automobile

introduced.

German aristocracy did their shopping on Third Street, and Usinger's became a popular stop.





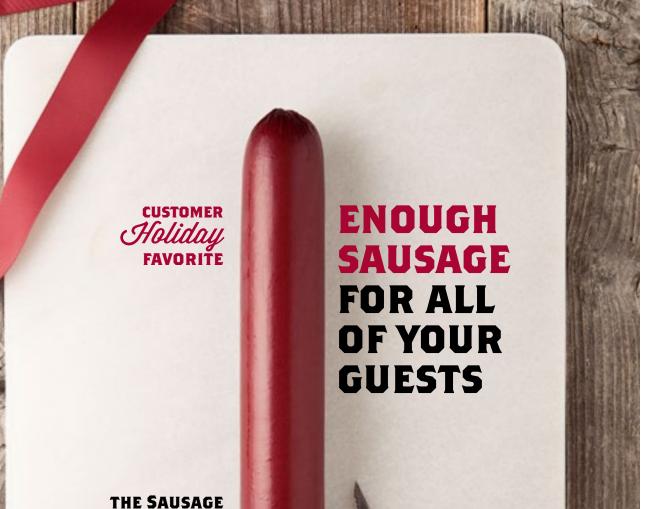
1953

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.



5

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MAKER #5

A giant sausage great for sharing at the holiday table.

2 lbs. 12 oz. Beef Summer Sausage and a Sausage Knife.

\$34.99

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

An even bigger summer sausage

3 lbs. 8 oz. Beef Summer Sausage and a Sausage Knife.

\$40.99

SUMMER SAMPLER#8

Enjoy this tempting trio of Old World classics.

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

1 lb. 9 oz. \$28.99



SOME THINGS JUST SHOULDN'T CHANGE-MANY **OF OUR RECIPES REMAIN UNCHANGED SINCE OUR** FOUNDER ARRIVED IN MILWAUKEE 139 YEARS AGO.

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. \$55.99





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. \$42.99 FLAT-RATE SHIPPING \$999

FAMOUS BRATWURST, SAUSAGE, AND WIENERS

GRILLING FAVORITES #14

Enjoy this collection of Wisconsin's grilling favorites.

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

4 lbs. \$45.99



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. \$42.99

FRESH BRATWURST #13

The choice of Wisconsinites! Fresh (uncooked) sausage of coarse ground, lean pork. Seasoned only as Usinger's knows how. Fresh Bratwurst (20 links) 5 lbs. \$42.99 THE QUARTET #9

A quartet of fresh style links. Get the grill ready for this mouthwatering combo.

> Fresh Bratwurst (4 links), Cajun Style Bratwurst (4 links), Fresh Italian Sausage (4 links), Brat 'N Onion (4 links)

> > 4 lbs. \$39.99

RISE AND SHINE #16

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 pkgs Colectivo Coffee.

5 lbs. **\$62.99**

guests happy.

THE ENTERTAINER #17 An impressive assortment that will keep all of your holiday

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 Cheese, Wisconsin Monterey Jack Cheese, Wisconsin Colby Cheese, 12 piece Grandma Reilly's Chocolates, Honey Mustard, Gourmet Snack Crackers, Sausage Knife.

8 lbs. 5 oz. **\$93.99**

(THE ELVES' CHOICE #15

The Elves know Usinger's better than anyone. Here are their favorites!

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

2 lbs. 5 oz. \$36.99



CUSTOMER Holiday Favorite





THE ELVES' CHOICE #15

A PARTA

ELVES' CHOICE

A SAMPLING OUR SUMMER SAUSAGES COMPLEMENTED BY THREE CLASSIC CHEESES.

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. \$61.99

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. \$89.99

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 Cheese, Wisconsin Monterey Jack Cheese, Sausage Knife.

2 lbs. 8 oz. \$40.99

CUSTOMER *Holiday* Favorite

THE PALATE TEASER #22 All of the basics for a delicious

evening in front of the fire.

Beef Summer Sausage, Beef Salami, Sartori® Sharp White Cheddar Cheese, Butter Crackers, Sausage Knife.

1 lb. 9 oz. **\$29.99**

WURSTMACHER

HOLIDAY FAVORITES YEAR AFTER YEAR

FLAT-RATE SHIPPING

\$<u>999</u>°

A FAMILY TRADITION 139 YEARS



BLE

Thueringer

MILWAUKEE'S FAVORITES #23 After over a century in Milwaukee, we've come to know what Milwaukee loves.

GREETINGS E

Beef Summer Sausage, Braunschweiger Liver Sausag 4 Cooked Bratwurst, 6 pc. Hickory Sticks, Wisconsin Cheddar Cheese, Sausage Knife 2 Ibs. 9 oz. \$38.99

> **BEST** SELLER

HICKORY STICK

GIFTSFROM WISCONSIN

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THE FEAST #21 An exquisite array of summer sausage and cheese.

Salam

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

3 lbs. 13 oz. \$51.99

Usingers

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TREET						EVENING PHONE () -				
CITY STATE / ZIP				EMAIL ADDRESS							
ORDER SUMMARY TOTAL PRODUCT COST FOR ALL ORDERS TOTAL FREIGHT FOR ALL ORDERS (\$9.99 PER GIFT*)				PAYMENT INFORMATION My Usinger's Account # Check (Payable to Fred Usinger, Inc.) Email							
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				CARD HOLDER'S NAME: PHONE:							
*Please see shippi	ng information on page	e 17 for rates		CARD HOL	DER'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.

• 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, 74, 80, 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, Visa, American Express and Discover 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, 2020



ELF BOBBLEHEAD #74

The perfect gift for anyone who appreciates the history and charm of our 139 year old family sausage shop.

The Usinger Elf stands just about 6 % inches tall. (Elves are short)

Beautifully boxed and includes the Usinger story.

\$19.99 shipping included.

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

Trustwave

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 \$34.99 per gift, as long as the order is received by December 17th. Gifts sent to Alaska and Hawaii always ship FedEx* 2-Day for \$34.99.

 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[®] 2-Day delivery service for \$34.99 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[®] 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.



	AREA B	AREA C	AREA D	AREA E	AREA F
For arrival prior to Christmas at standard shipping cost order must be received by	12/16	12/15	12/15	12/11	12/15
Standard Shipping Cost	9.99	9.99	9.99	9.99	34.99
Expedited Shipping (FedEx* 2-Day) Available for Areas B, C, D and E. Order must be received by 12/17 for arrival prior to Christmas.	34.99	34.99	34.99	34.99	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



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 with Port Wine Cheese Spread, Gourmet Snack Crackers, Sausage Knife.

3 lbs. **\$38.99**

PARTY TRADITIONS #25

The perfect complement to any party spread.

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

5 lbs. 3 oz. \$61.99



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, 2 pc. Hickory Sticks, 2 pc. Hot Hickory Sticks, 2 pc. Beef Hickory Sticks, 2 pc. Summeroni, Wisconsin Monterey Jack Cheese, Wisconsin Colby Cheese, Swiss Almond Cheese Spread, Cheddar with Port Wine Cheese Spread, East Shore Pretzels, Genuine National Mustard Museum Mustard, Gourmet Snack Crackers, Troubadour Cowboy Cookies, Sausage Knife. All packaged in an attractive Wood Tray.

5 lbs. 10 oz. **\$82.99**





HOLIDAY FUN #30

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

Beef Summer Sausage, Beef Salami, 6 pc. Beef Hickory Sticks, Sartori® Montamoré Cheese, Sartori® Mild White Cheddar Cheese, Gourmet Snack Crackers, Sausage Knife.

2 lbs. 11 oz. \$37.99

✓ 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 Cheese, Sausage Knife.

1 lb. 7 oz. \$29.99





TREATS TO GO #31 A generous sampling of our 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. \$47.99

(shipping included)

SHIPPING INCLUDED ON THIS GIFT

DETAILS ON P.17

OUR SUMMER SAUSAGES ARE Hardwood Smoked Beef Salan attle Garlle FOR TWO DAYS 與 OLD FASHIONED WAY!

Thueringer

Beef Summer Sausage



TREAT TIME #29

Www.USINGER.com 竝 1800 558 9998 20

DUSINGER INC: VAUKEE, WI 5320-

SHIPPING INCLUDED

BREWMASTERS Dieam



Holiday HEAT

22

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 Cheese, Wisconsin Cheddar Cheese, Beer Nuts Bar Mix, Beer Nuts Peanuts, Gourmet Snack Crackers, Sausage Knife.

2 lbs. 11 oz. \$51.99 (shipping included)



HOLIDAY HEAT #33

Andouille Spicy Cajun Style Sausage, Smoked Bratwurst with Cheddar & Jalapeño, All Natural Spicy Cilantro Chicken Sausage, Beef Summer Sausage with Jalapeño, 6 pc. Hot Hickory Sticks, Sausage Knife.

3 lbs. 4 oz. \$45.99



RED. USINGER BACON D'ARAGE

THE BIG CHEESE #47 (TOP)

Classic Wisconsin cheeses from the heart of the cheese state.

Sartori® Bella Vitano Gold Cheese, Sartori® Bella Vitano Gold Cheese with Cracked Black Pepper, Swiss Almond Cheese Spread, Cheddar with Port Wine Cheese Spread, Sartori® Sharp White Cheddar Cheese, Sartori® Montamoré Cheese, Gourmet Snack Crackers, Sausage Knife.

2 lbs. 9 oz. **\$42.99**

BACON SENSATION #51 (BOTTOM)

Three flavors of our delicious thick-cut bacon.

Sliced Honey Glazed Bacon, Sliced Peppered Bacon, Sliced Applewood Smoked Bacon.

2 lbs. 2 oz. \$33.99



NEW YORK STRIP STEAKS



TASTE OP SUMMER



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

2 lbs. 11 oz. \$42.99

NEW YORK STRIP STEAKS #53

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

(4) Certified Angus Beef® "New York Cut" Sirloin Strip steaks.

2 lbs. 8 oz. \$84.99

FILET MIGNON STEAKS #54 Enjoy this addition to our Certified Angus Beef* Collection. Wonderful flavor and melt-in-your-mouth tenderness.

(4) Certified Angus Beef® Filet Mignon.

2 lbs. \$89.99

TASTE OF SUMMER #80

Four of our best summer sausages in a beautiful holiday gift box.

All Beef Summer Sausage, All Beef Salami, Summer Sausage with Garlic, Thueringer Summer Sausage (family favorite).

SHIPPING INCLUDED ON THIS GIFT DETAILS ON P.17

1 lb. 4 oz. \$31.99 (shipping included)



MIDNIGHT SNACKER



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SHIPPING INCLUDED ON THESE GIFTS DETAILS ON P.17

MIDNIGHT SNACKER #81 (TOP)

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

Beef Summer Sausage, Beef Salami, Wisconsin Cheddar Cheese.

15 oz. \$28.99 (shipping included)

THE GOURMET ACCENT #82 (BOTTOM)

Experience classic Old World taste with a contemporary twist.

Beef Summer Sausage, Thueringer Summer Sausage, Landjaeger, Sartori[®] Bella Vitano Gold Cheese, Sartori[®] Bella Vitano Gold Cheese with Cracked Black Pepper, Gourmet Snack Crackers, Sausage Knife.

2 lbs. 9 oz. \$55.99 (shipping included)

NORTHERN COMFORT #83 The perfect gift to showcase the best in Wisconsin comfort.

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

2 lbs. 7 oz. \$51.99 (shipping included)

ED. USIN

SMOKEHOUSE TRIO #91

In the tradition of our legendary Smokehouse Number 17.

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

2 lbs. 14 oz. \$50.99 (shipping included)



PRST STD U.S. POSTAGE PAID USINGER'S

1030 North Old World Third Street Milwaukee, WI 53203 1-800-558-9998 www.usinger.com





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 Cheese, Wisconsin Monterey Jack Cheese, Wisconsin Colby Cheese, 12 piece Grandma Reilly's Chocolates, Honey Mustard, Gourmet Snack Crackers, Sausage Knife.

8 lbs. 5 oz. \$93.99