



THE EXTRAVAGANZA #28, P. 20

• 2025 HOLIDAY GIFTS •

WELCOME TO OUR 2025 USINGER'S HOLIDAY CATALOG!

Sausage making is our family passion! This small family owned business, 145 years old, is making sausage using many of the original recipes Fred Usinger brought to Milwaukee from Germany in 1880. Now the fifth generation of his family works daily, hands on, to continue the family tradition of making great sausage.

Whether you are giving a gift, entertaining family and friends, or just making yourself the best sausage sandwich, you will be glad you chose Usinger's. We have said it before, we will say it again, the best you can give is our "wurst" made with our family skill and pride! That's why we have been named America's finest sausage.

Any of our 40 attractively packaged gift assortments will delight your recipients. The surprise arrival of a gift is surpassed when the box is opened and the sausages within are enjoyed. Our sausages are made with choice meats, seasoned with the finest domestic and imported spices, then finished over natural hickory, oak or applewood slabs in one of our 17 two story brick pit smokehouses.

Whether new to Usinger's or a loyal returning customer, you can depend on our family to help make your gift giving meaningful and memorable. By adding pleasure to holiday celebrations that make everyone feel good, and thankful for being together, whether across the table or connecting across the country, we are pleased to be a part of your gift giving.

We say thank you and enjoy! Happy holidays!

The Usinger Family



THE SNACKER'S DELIGHT #1

A tasty treat for friends and family.

Contents —

- Mortadella
- Beef Summer Sausage
- Wieners (1 pkg, 5 links)
- Braunschweiger Liver Sausage
- Black Creek Cheddar Cheese
- Gourmet Snack Crackers
- Sausage Knife

3 lbs. 11 oz. **\$60.99**



THE CROWD PLEASER #2

A selection of specialty sausages and smoked meats.

Contents —

- Leona Bologna, snacking size pork and beef bologna
- Summer Sausage
- Mortadella
- Beef Summer Sausage
- Pastrami Sliced
- Black Forest Ham Sliced
- Hickory Sticks (1 pkg, 6 links)
- Black Creek Cheddar Cheese
- Sausage Knife

4 lbs. **\$66.99**



"When we opened Milwaukee's newest luxury hotel, The Trade, we needed a partner that shared our homage to the hardworking history and modern spirit of today's Milwaukee. Usinger's has been a part of Milwaukee since 1880 and we are delighted to have them at The Trade today."

— Alex Schubert
Director of Operations, The Trade



THE FEINSCHMECKER #3

A unique selection of our sausage makers' favorites.

Contents —

- Hickory Sticks (1 pkg, 6 links)
- Beef Salami
- Leona Bologna, snacking size pork and beef bologna
- Yachtwurst, coarse cut pork and beef with garlic and pistachios
- Mortadella
- Thueringer Summer Sausage
- Wieners (1 pkg, 5 links)
- Braunschweiger Liver Sausage
- Black Creek Cheddar Cheese
- Gourmet Snack Crackers
- Sausage Knife

5 lbs. 14 oz. \$83.99



THE SAUSAGE MAKER #5

Almost 24" of all beef summer! This is sure to get their attention.

Contents —

- Beef Summer Sausage
- Sausage Knife

2 lbs. 14 oz. \$50.99



OLD WORLD MEDLEY #4

Same recipes Fred Usinger brought from Germany in 1880.

Contents —

- Smokehouse 17 Summer Sausage
- Smokehouse 17 Thueringer Summer Sausage
- Braunschweiger Liver Sausage
- National Mustard Museum Mustard
- Sausage Knife

3 lbs. \$49.00



NIBBLER'S BONANZA #6

A great combination of customer favorites.

Contents —

- Beef Summer Sausage
- Beef Salami
- Thueringer Summer Sausage
- Sartori Farmhouse Cheddar Cheese
- Pine River Swiss Almond Cheese Spread
- Gourmet Snack Crackers
- Sausage Knife

3 lbs. 2 oz. \$58.00





SUMMER SAMPLER #8

Enjoy this handpicked combination of flavors.

Contents —

- Summer Sausage
- Summer Sausage with Garlic
- Shullsburg Mild Cheddar Cheese
- Gourmet Butter Crackers
- Sausage Knife

1 lb. 12 oz. \$41.00



THE QUARTET #9

Some favorites from our family of fresh links. Great on the grill.

Contents —

- Fresh Bratwurst (1 pkg, 4 links)
- Cajun Style Bratwurst (1 pkg, 4 links)
- Fresh Italian Sausage (1 pkg, 4 links)
- Brat 'N Onion (1 pkg, 4 links)

4 lbs. \$50.99



NATURAL CASING WIENERS #11

Perennial American favorites. Usinger's wieners voted #1 in the *Book of Bests*.

Contents —

- Natural Casing Wieners (6 pkgs, 30 links)

3 lbs. 12 oz. \$56.99



PIT SMOKEHOUSE SAMPLER #10

A curated selection of products, hardwood smoked the way we have done it for 145 years.

Contents—

- Smokehouse 17 Summer Sausage
- Applewood Smoked Bacon
- Petite Pit Ham
- Smoked Bratwurst with Cheddar & Jalapeño (1 pkg, 4 links)
- Wieners (1 pkg, 5 links)
- Sausage Knife

5 lbs. \$72.99



TRADITIONAL BRATWURST #12

The true German classic pork and veal finely chopped "white" bratwurst.

Contents —

- Cooked Brats (6 pkgs, 24 links)

4 lbs. 8 oz. \$56.99



FRESH BRATWURST #13

Wisconsin style coarse ground brats, seasoned as only Usinger's knows how.

Contents —

- Fresh Bratwurst (4 pkgs, 20 links)

5 lbs. \$53.99



"I love a great hot dog. They are synonymous with traditional American food. When I was selected as the Food Service Director for the Olympic Winter Games in 2002, I knew we had to serve the best hot dog in the country. Our search led us to a small family-owned sausage company in Milwaukee. It was unanimous: Usinger's would be served at the Olympics. The finest hot dog you will ever eat."

— Don Pritchard
Food Service Director
2002 Winter Olympics



GRILLING FAVORITES #14

A variety of links selected for the grill master.

Contents —

- Beef franks (1 pkg, 4 links)
- Wieners (1 pkg, 5 links)
- Fresh Bratwurst (1 pkg, 4 links)
- Smoked Polish Sausage with Garlic (1 pkg, 4 links)
- Cajun Style Bratwurst (1 pkg, 4 links)

4 lbs. 2 oz. \$60.99



THE ELVES' CHOICE #15

A great pairing of sausage and cheese.

Contents —

- Beef Summer Sausage
- Summer Sausage
- Sartori Sharp Aged Cheddar Cheese
- Beef Salami
- Sartori Farmhouse Cheddar Cheese
- Sausage Knife

2 lbs. 6 oz. \$50.99



RISE AND SHINE #16

We've selected everything you need for a memorable holiday breakfast.

Contents —

- Sliced Canadian Bacon (2 pkgs.)
- Applewood Smoked Sliced Bacon (2 pkgs.)
- Fritizes (2 pkgs, 14 links)
- Pancake Mix
- Maple Syrup
- Kallas Clover Honey
- Colectivo Coffee (2 pkgs.)

5 lbs. 5 oz. \$81.99

"One of my fondest memories of growing up in Milwaukee is when we would visit the Usinger shop on 3rd Street to buy sausage. Now, at 105 years old and living in Pennsylvania, I still look forward to receiving a Usinger gift box of my favorite sausage during the Holidays."

— Ruth M.



Never too young to shop at Usinger's.



A BRIEF HISTORY OF USINGER’S

1880 ▶

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

1870'S ▶

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

1906 ▶

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

1930 ▶

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

1935

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

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.

1961 ▶

Saturday Evening Post features Usinger's in an article with photo by renowned photographer Arnold Newman.

1980 - 100 YEARS

The company celebrates its centennial.

1981 ▶

Germanfest Established in Milwaukee.

"When you're cooking for 80,000 at Milwaukee's Germanfest, only America's Finest will do. Usinger's is the Official Sausage of Germanfest and has been served to our guests since 1981."

-Mike Wagner, Germanfest Food Director

1988 ▶

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

2002

Usinger's Beef Hot Dogs were the official Hot Dog of the Salt Lake City Winter Olympics.

2015 ▶

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.

2016

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

2018 ▼

Named the official sausage of The National Mustard Museum.

2019 ▶

Emily Usinger, great-great granddaughter of Fred Usinger joined the company in 2019. Emily like her dad Fritz, has one foot firmly planted in the family sausage making tradition and the other confidently stepping toward the future.

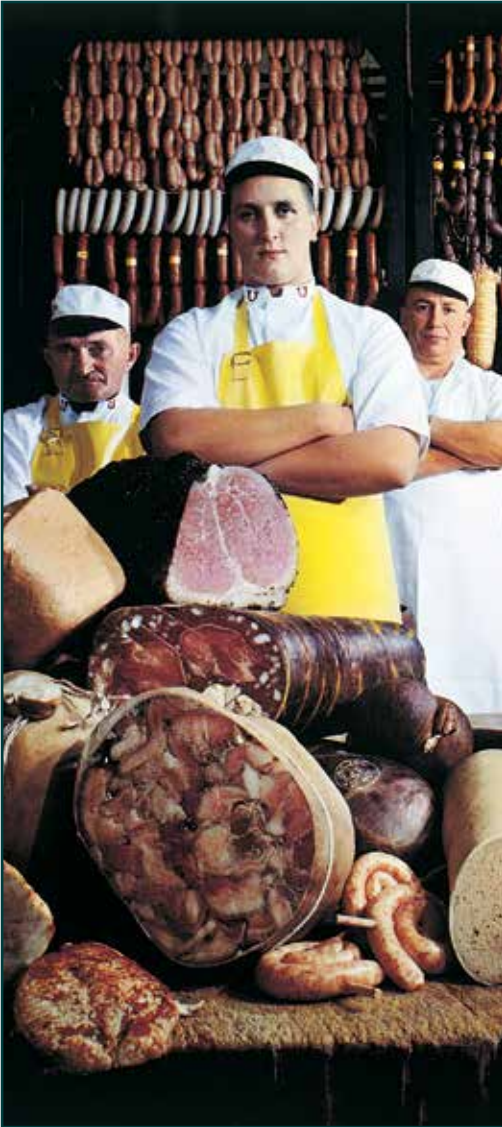
Photo credit: Bob Elbert, taken at Iowa State University.

2021 ▶

Usinger's Famous Sausage voted winner in "Brats, Hot Dogs, Sausage" category of the Milwaukee Journal Sentinel's 2021 Top Choice Awards.

2025

Usinger's bratwurst named one of Milwaukee's iconic products in the Milwaukee Journal Sentinel.



THE ENTERTAINER #17

All the items needed to build your own charcuterie board.

Contents —

- Yachtwurst, coarse cut pork and beef with garlic and pistachios
 - Leona Bologna, snacking size pork and beef bologna
 - Summer Sausage
- Hickory Sticks (1 pkg, 6 links)
 - Hot Hickory Sticks (1 pkg, 6 links)
 - Mortadella
 - Beef Summer Sausage
 - Beef Salami
- Braunschweiger Liver Sausage
 - Shullsburg Mild Cheddar Cheese
 - Shullsburg Monterey Jack Cheese
 - Shullsburg Colby Cheese
- Burke Chocolate Sea Salt Caramels (6 pcs.)
 - Kallas Honey Mustard
 - Gourmet Snack Crackers
 - Sausage Knife

7 lbs. 12 oz. \$120.99





SPIRAL CUT 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 smokehouses. Spiral cut for easy serving.

6 lbs. 8 oz. **\$76.99**



SEMI-BONELESS HAM #19

Made just for the holidays, this flavorful bone in ham is carefully seasoned then smoked over smoldering fires of hardwood slabs in our two story pit smokehouses.

12 lbs. **\$109.99**



THE WURSTMACHER #20

Classic customer favorites that have stood the test of time.

Contents —

- Beef Summer Sausage
- Braunschweiger Liver Sausage
- Shullsburg Mild Cheddar Cheese
- Sausage Knife
- Summer Sausage with Garlic
- Old Fashioned Liver Sausage
- Shullsburg Monterey Jack Cheese

3 lbs. **\$57.99**



Smoke Master Josue checks out a rack of beef franks in one of our 17 brick pit smokehouses. Our sausages are smoked over smoldering hickory, oak or applewood fires. This traditional smoking process permeates the sausages with a "campfire flavor," that is the real deal, no artificial smoke flavor in any of our products.





THE FEAST #21

A tasty mix of our pit smoked summers paired with Wisconsin cheeses and mustard.

Contents—

- Beef Summer Sausage
- Beef Salami
- Thuringer Summer Sausage
- Hickory Sticks (1 pkg, 6 links)
- Wisconsin Shaped Cheddar Cheese
- Shullsburg Colby Cheese
- Shullsburg Monterey Jack Cheese
- Kallas Honey Mustard
- Sausage Knife

3 lbs. 13 oz. \$66.99



THE PALATE TEASER #22

Pairings for a great tasty treat.

Contents —

- Beef Summer Sausage
- Beef Salami
- Sartori Sharp White Cheddar Cheese
- Butter Crackers
- Sausage Knife

1 lb. 11 oz. \$41.99



MILWAUKEE'S FAVORITES #23

Enjoy a great combination of traditional sausages that Milwaukeeans have praised for 145 years.

Contents —

- Summer Sausage
- Braunschweiger Liver Sausage
- Smoked Bratwurst with Cheddar and Jalapeño
- Hickory Sticks (1 pkg, 6 links)
- Black Creek Cheddar Cheese
- Sausage Knife

2 lbs. 12 oz. \$54.99





PARTY TRADITIONS #25

All the goodies needed for a great party.

Contents —

- Beef Summer Sausage
- Beef Salami
- Thueringer Summer Sausage
- Hickory Sticks (2 pkgs, 12 links)
- Black Creek Cheddar Cheese
- Sartori Farmhouse Cheddar Cheese
- Pine River Swiss Almond Cheese Spread
- East Shore Sweet & Tangy Mustard
- East Shore Seasoned Pretzels (2 pkgs.)
- Gourmet Snack Crackers
- Sausage Knife

5 lbs. 5 oz. **\$84.00**



THE COLLECTION #26

For any celebration! When the food is gone you still have a hardwood cutting board.

Contents —

- Beef Summer Sausage
- Beef Salami
- Thueringer Summer Sausage
- Italian-Style Summer Sausage
- Hickory Sticks (1 pkg, 6 links)
- Sartori Montamoré Cheddar Cheese
- Sartori Farmhouse Cheddar Cheese
- Pine River Swiss Almond Cheese Spread
- Pine River Port Wine Cheddar Cheese Spread
- East Shore Seasoned Pretzels
- National Mustard
- Museum Mustard
- Includes 9" x 12" x ¾" North American Hardwood Cutting Board with beeswax and mineral oil finish and engraved with the USinger logo.
- Troubadour Cowboy Cookies
- Gourmet Snack Crackers
- Sausage Knife

6 lbs. **\$115.00**



THE TRAIL BLAZER #27

Snacks for on the go, picnics, office or home.

Contents —

- Summer Sausage
- Hickory Sticks (1 pkg, 6 links)
- Beef Hickory Sticks (1 pkg, 6 links)
- Pine River Swiss Almond Cheese Spread
- Pine River Port Wine Cheddar Cheese Spread
- Gourmet Snack Crackers
- Sausage Knife

2 lbs. 14 oz. **\$64.99**
(shipping included)





THE EXTRAVAGANZA #28

Our largest selection of sausage, cheese and crackers to please every palate.

Contents—

- | | | | |
|--------------------------------|------------------------------------|--------------------------------------|-----------------------------------|
| • Beef Summer Sausage | • Summer Sausage with Garlic | • Sartori Sharp White Cheddar Cheese | • National Mustard Museum Mustard |
| • Beef Salami | • Beef Summer with Jalapeño | • Black Creek Cheddar Cheese | • Gourmet Snack Crackers |
| • Thuringer Summer Sausage | • Landjaeger (2 pkgs, 4 links) | • Shullsburg Colby Cheese | • Gourmet Butter Crackers |
| • Italian-Style Summer Sausage | • Sartori Montamoré Cheddar Cheese | • Shullsburg Monterey Jack Cheese | • Gourmet Water Crackers |
| • Summer Sausage | • Sartori Farmhouse Cheddar Cheese | • Kallas Honey Mustard | • Sausage Knife |

9 lbs. 4 oz. \$162.00
(shipping included)



TREAT TIME #29
Customer favorites big on flavor! A great gift.

Contents—

- Beef Summer Sausage
- Summer Sausage with Garlic
- Thuringer Summer Sausage
- Landjaeger (1 pkg, 2 links)
- Black Creek Cheddar Cheese
- Sausage Knife

1 lb. 12 oz. \$43.99



HOLIDAY FUN #30

A selection of favorites to share with friends and family.

Contents—

- Beef Summer Sausage
- Beef Salami
- Beef Hickory Sticks (1 pkg, 6 links)
- Sartori Montamoré Cheese
- Sartori Farmhouse Cheddar Cheese
- Gourmet Snack Crackers
- Sausage Knife

2 lbs. 11 oz. \$54.99





TREATS TO GO #31

A generous selection of our pit smoked snack sticks.

Contents —

- Hickory Sticks (1 pkg, 6 links)
- Hot & Spicy Hickory Sticks (1 pkg, 6 links)
- Beef Hickory Sticks (1 pkg, 6 links)
- Summeroni Snack Sticks (1 pkg, 6 links)
- Honey Ham Sticks (1 pkg, 6 links)
- Sausage Knife

2 lbs. 6 oz. \$62.99
(shipping included)



SIGNATURE SUMMERS #33

From our brick smokehouses, enjoy four of our most popular summer sausage flavors.

Contents —

- Beef Summer
- Summer Sausage with Garlic
- Summer Sausage
- Thueringer Summer Sausage
- Sausage Knife

2 lbs. 8 oz. \$57.99
(shipping included)



BREWMASTER'S DREAM #32

A fun, unique gift for the beer and sausage lover.

Contents —

- Beef Salami Beer Bottle
- Hickory Sticks (1 pkg, 6 links)
- Renard's Pepper Jack Cheese
- Pine River Sharp Cheddar Spread
- East Shore Thick Dipping Pretzels
- Beer Nuts Bar Mix
- Beer Nuts Peanuts
- Can Coolers (2)
- Sausage Knife

3 lbs. 2 oz. \$71.99
(shipping included)



THE BIG CHEESE #47

A selection of Wisconsin cheeses and cheese spreads.

Contents —

- Sartori Original BellaVitano Cheese
- Sartori BellaVitano Cheese with Cracked Black Pepper
- Pine River Swiss Almond Cheese Spread
- Pine River Port Wine Cheddar Cheese Spread
- Sartori Sharp White Cheddar Cheese
- Sartori Montamoré Cheese
- Gourmet Snack Crackers
- Sausage Knife

2 lbs. 13 oz. \$57.99





BACON SENSATION #51

Four flavors of our small batch, pit smoked, sliced bacon.

Contents —

- Applewood Smoked Bacon
- Hickory Smoked Bacon
- Peppered Bacon
- Hatch Chili Bacon

3 lbs. \$57.99



At Usinger's we honor the traditional smoking methods of past generations. Our bacon is slow smoked over actual wood fires in our 2-story brick smokehouses. You will taste the difference – this is not like the fast, weak flavors of many of today's brands of bacon.

TASTE OF SUMMER #80

Snack size varieties of summer sausage from our pit smokehouses.

Contents —

- Beef Summer Sausage
- Beef Salami
- Summer Sausage with Garlic
- Thueringer Summer Sausage

1 lb. 4 oz. \$43.99
(shipping included)



THE TOUCHDOWN #52

For entertaining on game day!

Contents —

- Beef Salami
- Football Summer Sausage
- Hickory Sticks (1 pkg, 6 links)
- Football Shaped Wisconsin Cheddar Cheese
- Gourmet Snack Crackers
- Sausage Knife

2 lbs. 9 oz. \$56.99



MIDNIGHT SNACKER #81

A combination of snack sized smokehouse summers and cheese.

Contents —

- Beef Summer Sausage
- Beef Salami
- Black Creek Cheddar Cheese

1 lb. 1 oz. \$41.99
(shipping included)



"I've been chef/exec chef at some of the finest German restaurants in the country. Everywhere I go, I take along my hometown favorite: Usinger's, America's finest sausage."

— Dennis Stukel
ACF Chef of the Year 2023
Bavarian Bierhaus, Glendale, WI



THE GOURMET ACCENT #82

Unique pairing of aged Wisconsin cheese with our pit smoked favorites.

Contents —

- Beef Summer Sausage
- Thueringer Summer Sausage
- Landjaeger (1 pkg, 2 links)
- Sartori Original BellaVitano Cheese
- Sartori BellaVitano Cheese with Cracked Black Pepper
- Gourmet Snack Crackers
- Sausage Knife

2 lbs. 10 oz. \$72.99
(shipping included)



NORTHERN COMFORT #83

A trio of summers complimented with crackers and Wisconsin cheese.

Contents —

- Beef Summer Sausage
- Summer Sausage
- Theuringer Summer Sausage
- Black Creek Cheddar Cheese
- Sartori BellaVitano Tomato Basil Cheese
- Gourmet Snack Crackers
- Sausage Knife

2 lbs. 10 oz. \$69.99
(shipping included)



THE RESERVE COLLECTION #91

Four summer sausage flavors made once a year in our legendary smokehouse 17 just for the holidays.

Contents —

- Smokehouse 17 Beef Summer Sausage with Roasted Garlic
- Smokehouse 17 Summer Sausage
- Smokehouse 17 Thueringer Summer Sausage
- Smokehouse 17 Beef Summer Sausage
- Sartori Farmhouse Cheddar Cheese
- Sartori Old World Cheddar Cheese
- Black Creek Cheddar Cheese
- Sartori Montamoré Cheese
- Gourmet Butter Crackers
- Gourmet Water Crackers
- Sausage Knife

5 lbs. 12 oz. \$114.00
(shipping included)



Usinger's Fine Sausage
1030 N. Dr. Martin Luther King Jr. Drive
Milwaukee, WI 53203
1-800-558-9998
www.usinger.com

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THE ELVES' CHOICE #15

A great pairing of
sausage and cheese.

Contents —

- Beef Summer Sausage
- Beef Salami
- Summer Sausage
- Sartori Farmhouse Cheddar Cheese
- Sartori Sharp Aged Cheddar Cheese
- Sausage Knife

2 lbs. 6 oz. \$50.99



TO RECEIVE GIFTS BY CHRISTMAS SEE ORDER DEADLINES, PAGE 16.



"WISCONSIN PROUD"

Usinger's is still located at the site of the original 1880 Milwaukee store! We proudly feature "Made in Wisconsin" products in our gift assortments. Cheeses, mustards, pretzels, maple syrup, honey, chocolates and Colectivo Coffee.

**SCAN HERE TO
BROWSE OUR
GIFT PACKAGES!**

