



...because quality is paramount.



TRADITION COMPELS



Dear Reader,

the original „Händlmaier’s süßer Hausmachersenf“ (Händlmaier’s Sweet Homemade Mustard) is celebrating 100 years of success. What started as an insider tip in Bavarian kitchens has developed into a strong, globally-renowned brand. My great-grandmother Johanna Händlmaier provided the foundation for this. Her secret recipe from 1914 is still stored behind stainless steel doors in the company safe. Then as now, the red lid is the unchanged hallmark and symbol for high quality and a unique taste, sweetening the lives of millions of Weisswurst (white sausage) eaters and gourmets in the truest sense of the word. 100 years of tradition, care and attention to detail has lead our company to become an international market leader. In its fourth generation, we lead the company with commitment and enthusiasm, continually expanding our range of products.

In addition to ten different types of mustard and ten gourmet sauces, we have proven our spirit of innovation through our horseradish and exotic flavours such as the „Wild African“ series. Even our packaging is bold and imaginative - our squeeze bottles were honoured by consumers in 2012 as „Product of the Year“.

Good taste is important to us. In addition, there’s the connection to tradition and history that only a family can have. Our customers appreciate our products because they know they can always count on one thing: the proven Händlmaier quality.

Yours, Franz Wunderlich
Owner and Luise Händlmaier’s grandson



Quality is our Philosophy

All Händlmaier products are characterized by their high quality, reflected in the raw materials, in each production step and in the expertise of our employees. We are particularly proud of our employees. Many of them have been with us for decades and are responsible for our success.

To make their everyday work as pleasant as possible, we continually invest in our production locations and administration building and create a sense of well-being with the landscaped grounds.

Excellent Products

The synergy of innovative products and traditional ideology has led to frequent awards and prizes. For example, we have been awarded the most coveted award in the food industry for the third time. The „Top Brand“ award demonstrates that we were able to achieve the largest growth in reach of all competitors. All new products consistently focus on the needs of the consumer.



At Home in the Region

Due to our growth over the past 100 years, the original premises are no longer sufficient. Nevertheless, we remain true to the location, now producing in the nearby Haslbach industrial area. We export to over 30 countries from there. The Händlmaier name and products are closely tied to Regensburg - and will remain so.



100 YEARS HÄNDLMAIER - OUR SUCCESS STORY



1914

Sweet homemade mustard is born

In 1910, Karl and his wife Johanna Händlmaier establish their first own butcher shop in Regensburg. Johanna Händlmaier would like to offer their customers something special in addition to their sausages: So she creates the „sweet homemade mustard“ in 1914, thereby laying the foundation of the company you know today.

1949 - 1964

The Company grows under the 2nd Generation

In 1949, son Joseph and his wife Luise Händlmaier take over the butcher shop - the mustard making tradition continues of course. After a short time they open six stores of their own that are sold to the Ostermeier sausage manufacturer in 1964. That same year, Luise Händlmaier Senffabrikation GmbH & Co. KG is established.

1964 – 1981

Their mustard conquers the food markets

Fame of the mustard spreads through word of mouth. The dairy companies in Regensburg take over distribution in 1965 and deliver to approx. 400 food markets in the immediate area. When Luise Händlmaier dies in 1981 at the age of 70, her daughter Christa Aumer takes over management of the company.

1990-1992

Two Generations Managing Together

Two Generations Managing Together Franz Wunderlich and his mother Christa Aumer lead the company and have 15 employees. Growth needs space: we build new production facilities in the Haslbach industrial area.

2006 - 2008

Something New to Suit all Tastes

By expanding the range to include gourmet sauces and the exotic „Wild African“ brand, the company grows. Even our „Barbecue Mustard“, „Super Hot Mustard“ and „Sausage Mustard“ are tailored to the tastes of our customers. Numerous awards such as „Innovation Award 2009“, „Eco-Test: Very good“ and much more speaks to the quality of our products.

2010

The Location Continues to Grow

The ground-breaking ceremony for the new administration building follows. The resulting administrative office benefits production, optimizing work conditions for all employees.

2013

Investment in the Future

To cope with the increasing demand for our products, the production and warehouse area almost doubled from 5,000 sqm to 9,000 sqm.



THE WORLD OF GOOD TASTE



As a fourth generation owner-led company, we need to constantly amaze our customers. It does not matter to us whether our products are acquired in discount chains or gourmet shops, such as in London's traditional „Harrods“. You can't argue with good taste - especially when it concerns Händlmaier. Through our distinctive design, innovative flavours and trend-setting packaging, we have developed a special brand world that is appreciated and loved worldwide. We always focus on the needs of our customers and, alongside handy sachets for travelling, we offer large packaging for use in catering. A beautiful Händlmaier jar should be present in any home where sausages and grilled meats are enjoyed. Our fan clubs prove that we have now reached cult status with our products, which are available both in Bavaria and in the United States.

Händlmaier's store in Regensburg

To experience the full-on Händlmaier product and brand world, you should not miss the chance to visit our shop in the historic city of Regensburg. We carry all products, exhibit a small display and sell gift items and books.

Händlmaier's Laden

Hinter der Grieb 2 · 93047 Regensburg

Opening hours: Mon - Sat: 10.00 - 18.30

If Regensburg is too far away, there's a wealth of information and articles on our website where you can virtually immerse yourself in the Händlmaier world.

www.haendlmaier.de



THE HÄNDLMAIER WORLD OF PRODUCTS



Homemade Sweet Mustard - Number 1 Worldwide

Fresh, steaming white sausages, freshly baked pretzels, a fresh cool wheat beer and our „Händlmaier's Homemade Sweet Mustard“ are the best ingredients for a perfect white sausage breakfast. The sweet homemade mustard also tastes wonderful with meatloaf and enhances dressings with the incomparable taste for which it has been famous, for almost 100 years, even abroad.

Available in 100 ml jar, 200 ml jar, 335 ml jar,
100 ml tube, 200 ml tube,
225 ml squeeze tube,
1 kg bucket, 2.5 kg bucket, 5 kg bucket, 10 kg bucket
sachets





The Spicy Sweet One

It depends on the mix. Mixing sweet and medium-spicy mustard lends this mustard a very unique taste. Sweet and spicy combine to create a unique composition in which the intensive taste of both nuances can be distinguished.

Available in a 100 ml tube



Original Bavarian White Sausage Mustard

The perfect accompaniment to white sausage: Its special mildness and slight sweetness are well suited to this Bavarian delicacy and provide an authentic taste experience!

Available in 200 ml jar, 335 ml jar



Old Bavarian Mustard

Those looking for a traditional Bavarian flavour should not miss our Old Bavarian Mustard. The combination of aromatic horseradish and piquant juniper berries creates a unique sweet and spicy taste.

Available in 200 ml jar, 335 ml jar





Double-ground medium-spicy mustard, especially creamy

One of our most popular brands. Fresh mustard seeds are processed traditionally. The resulting pleasant spiciness makes it an all-rounder.

Available in 250 ml jar,
100 ml tube, 200 ml tube,
225 ml squeeze tube,
1 kg bucket, 5 kg bucket 10 kg bucket,
sachets



Sweet and Mild Organic Mustard

All ingredients in our organic mustard come from certified organic (DE-Öko-037) cultivation and are processed very carefully. Taste them yourself, with white sausages, hot dogs or meatloaf, to see that the taste is not sacrificed.

Available in 200 ml jar



OUR HORSERADISH



Thanks to its creamy, light mildness and pure spiciness, it suits both fish and meat dishes, as well as providing the best base for cold and hot sauces. Our elegant squeeze bottle will ensure the perfect amount.

Horseradish

Available in 200 ml jar,
2.5 kg bucket

Creamy horseradish

Available in 190 g jar

Horseradish Dream

Available in 225 g squeeze tube

Wasabi Horseradish

Available in 225 g squeeze tube





The Young & Wild

Our mustards contain a wide spectrum of spices perfectly suited for grilled meat and sausages.

Barbecue Mustard

Available in 200 ml tube

Sausage Mustard

Available in 200 ml tube

Extremely spicy mustard

Available in 100 ml tube,
200 ml tube

Wild African

A hint of adventure is in every bottle of our Wild African range, with which we write a new chapter of our sauces. Exotic flavours, based on the proven Händlmaier quality, deliver a real taste safari through Africa. We even go one step further with our Wild African Racing Team and experience this fascinating continent up close. More information can be found on www.wild-african-racingteam.de

Serengeti Sauce, Masai Sauce, Zulu Fire Sauce,
Dschibuti Sauce

Available in 200 ml bottle



OUR GOURMET SAUCES



Tradition Meets Innovation - Taste Meets Quality

To add sophistication to grilled meats, gastronomers like to apply our most popular gourmet sauces. We've got the perfect sauce for every gastronome. With spiciness ranging from fruity to mild our passion and curiosity for new recipes regularly results in new flavours, with which we continuously expand our product line.

**Paprika Sauce, Aioli Sauce, Tomato-Olive Sauce,
Chilli Sauce, Curry Sauce, Cocktail Sauce**

Available in 200 ml bottle

**Honey-Mustard Sauce, Dill-Mustard Sauce,
Orange-Mustard Sauce, Paprika-Mustard Sauce**
Available in 200 ml bottle,
225 ml squeeze tube



QUALITY ASSURANCE - QUALITY IN PERFECTION



To meet the great demand worldwide, automation has arrived with the construction of our modern production facility. The consistently high quality and the quantities required could no longer be handcrafted. Despite our extensive machinery, people are still at the core of our production. In spite of all automation, our 60 employees are instrumental in the production, as constant monitoring, plenty of experience and lots of time are needed to obtain from the best ingredients the best products such as our mustard and our gourmet sauces.





We are Grateful to our Partners

We would like to take this opportunity to thank our partners for their many years of loyalty. This intensive cooperation can only be maintained if both sides have a common goal in mind - to provide customers with the best quality.



BILNET
INTERNATIONAL PACKAGING COMPANY

Y.Dudullu Organize Sanayi Bölgesi
1. Cadde No: 12 Umraniye / İstanbul / Türkiye
T: +90 (216) 540 52 83 F: +90 (216) 540 77 93
www.bilnet.net.tr



STEININGER
BAUUNTERNEHMEN

Hochbau | Tiefbau | Ingenieurbau | Spezialtiefbau | Schlüsselfertiger Wohnhaus- und Gewerbebau |

Anton Steininger GmbH | Austraße 20 | 92431 Neunburg vorm Wald
Tel: 0 96 72 - 5 08 - 0 | Email: service@anton-steininger.de | anton-steininger.de



dbL merk
Miettextilien

Wir gratulieren zum Jubiläum und wünschen weiterhin viel Erfolg!

Merk Textil-Mietdienste GmbH & Co. KG
Albert-Einstein-Str. 30 | 90513 Zirndorf
tel. 0911/96074-0 | info@dbL-merk.de



Papier LIEBL
entdecke die Vielfalt

BÜROBEDARF VERPACKUNG & VERSAND BÜROTECHNIK
BÜROMÖBEL FACHMARKT

Papier LIEBL GmbH | Hermann-Geib-Str. 16 | 93053 Regensburg | www.liebl.de
Tel: 0941/78860-100 | Fax: 0941/78860-160 | Mo-Fr 9 - 20 Uhr | Sa 9 - 18 Uhr



Passionate Professional Perfectionist

Closing systems



tecnocap

Tecnocap GmbH
Niedernfelder Weg 13 · D-83250 Marquartstein
Tel. +49 (0) 8641/ 69 97 11
Fax +49 (0) 8641/ 69 97 13
info.de@tecnocapclosures.com
www.tecnocapclosures.com

PE Folien Beutel Abdeckhauben biologisch abbaubar
Hersteller Flachfolien Hersteller PE Säcke
Beutel Al... abbaubar
Verpackungsfolien Klappenbeutel Hersteller PE Säcke
Zuschnitte Flachfolien Beutel Sch... folien Hersteller
PE Folien Beutel Abdeckhauben biologisch abbaubar
Hersteller Verpackungsfolien Klappenbeutel PE Säcke

polyden Folien

damit Sie verpacken können

Sie suchen die optimale Verpackung für Ihr Produkt?
Dann sind Sie bei uns genau richtig!

Testen Sie uns mit einer Anfrage

Polyden Folienfabrik GmbH
Ansbacher Straße 38 91560 Heilsbronn
Tel.: +49 9872 808-0 Mail: info@polyden.de
Fax: +49 9872 808-66 Web: www.polyden.de

Löffler
Gabelstapler Verkauf und Service GmbH

Zentrale
Löffler Gabelstapler
Verkauf und Service GmbH
Niedertraubling Str. 1a
93083 Obertraubling
Tel: 09401 9630 0

Niederlassung
Löffler Gabelstapler
Verkauf und Service GmbH
Isarstr. 32
90451 Nürnberg
Tel: 0911 241144

WIR LIEFERN IHNEN

- Lagerhausgeräte und Schlepper
- Elektro-Gabelstapler 1.0-8.0 Tonnen
- Treibgas- und Diesel-Gabelstapler 1.0-8.0 Tonnen

 **TOYOTA**
INDUSTRIAL EQUIPMENT

 **BT**

E-Mail: info@loeffler-gabelstapler.de www.loeffler-gabelstapler.de

R-AU
Ihr IT-SYSTEMHAUS

Security und Datenschutz EDSB (externer Datenschutzbeauftragter) werden bei uns GROSS geschrieben.

Als IT-Systemhaus bieten wir mittelständischen Unternehmen innovative, effiziente und günstige IT-Lösungen sowie IT-Dienstleistungen. Von der Analyse über die Lösungsentwicklung und Realisierung bis hin zum Betrieb und zur Wartung Ihrer IT-Systeme stehen wir Ihnen als zuverlässiger Partner zur Seite.





R-AU-COMPUTERTECHNIK GmbH & Co. KG · Dachelhofer Str. 88 · 92421 Schwandorf · fon +49 (0) 9431 - 7160-0 · fax +49 (0) 9431 - 7160-40 · info@r-au.de · www.r-au.de

DIRRIGL & PARTNER

Versicherungsmakler

www.dirrigl-partner.de

50 JAHRE | 1963 – 2013

LAHME
Präzision in Kunststoff

DAMIT SIE IMMER GUT VERSCHLIESSEN KÖNNEN ...

Lahme GmbH & Co. KG
Präzision in Kunststoff
Telefon 02359 9084 0
www.lahme-praezision.de



 

Kunststoffverschlüsse für Stül- und Schraubdeckel in zahlreichen Größen und Formen

Kunststoffdeckel mit angespritzter Dichtlippe verschließen haltbare Lebensmittel wie Senf und Honig, Kosmetikprodukte oder ähnliches

Auf Wunsch liefern wir Ihnen Deckel mit IML-Dekoration sowie mit mehrfarbigem Druck

Überzeugen Sie sich von der Vielfalt!



Wolfgang Fellner

SERVICE FÜR DIE WASSERAUFBEREITUNG

Prüfung · vorbeugende Instandhaltung · Reparatur von
Wasseraufbereitungsanlagen · fachgerechte Probenahme

Wolfgang Fellner · Poststraße 15 · 94072 Bad Füssing · individualdosierung@web.de



Prock + Straubinger
Ingenieurgesellschaft mbH

www.prock-straubinger.de

0941 / 280 77 89 0

Hochbauplanung - Tiefbauplanung - Industrie- und Gewerbebau - Bauüberwachung

WE ARE FLEXIBLES



INDUSTRIEVERPACKUNGEN
KONSUMVERPACKUNGEN
TECHNISCHE FOLIEN

www.bk-international.com

SCHERBAUER
SPEDITION

Networkpartner of



SCHERBAUER
SPEDITION

Unitrans



Ihr Distributions-Netzwerk
für Deutschland und Europa

für Stückgut, Teilpartien und Ladungen, auch als kundengesteuerte
Einzugslogistik

www.scherbauer.de

SCHERBAUER SPEDITION GmbH • Oberheisinger Straße 7 • 93073 Neutraubling
Telefon 0 94 01 / 52 26-140 • Fax 0 94 01 / 52 26-149 • info@scherbauer.de



Die Essigfabrik Poiger in Straubing ist ein Tochterunternehmen der Burg Groep B.V. (NL) und produziert mit modernsten Methoden verschiedenste Essigsorten für die Sauerkonserven- und Feinkostindustrie.

Als langjähriger Partner gratulieren wir herzlich zum 100 jährigen Firmenjubiläum.

Essigfabrik Poiger GmbH · Preßburger Strasse 8 · 94315 Straubing-Sand · fon +49 (0) 9421/23048 · fax +49 (0) 9421/82387 · poiger@burggroep.com · www.essig-poiger.de



Luise Händlmaier GmbH

Eschenbacher Straße 2

93057 Regensburg

Telefon: 0941/ 6 95 54 0

Telefax: 0941/ 6 95 54 50

www.haendlmaier.de

