

Thum Schinken

A PASSION FOR

TRADITION AND **Q**UALITY



Wilhelm W. Kohl
&
Barbara Meyer zu Altenschildesche

ROYAL.MANGALITSA.COM



- THUM SINCE 1860 -

There is a very distinct sophistication displayed in the Thum retail store, and the personnel certainly reinforces this first impression.

Jara Thum, and her sister in law Denise, not only know every detail of the products on offer, but are quite familiar with every step of the production process taking place only a few meters behind the retail displays. Roman Thum, Jara's husband, the fifth generation butcher, who took over the family business from his parents in 2010, is not just continuing the family tradition, but slowly expanding it as well.

Started in 1860 by his great-great grandfather Raimund Thum, all of the Thum hams are based on the original family recipes, and the preparation of every single ham is done by hand.

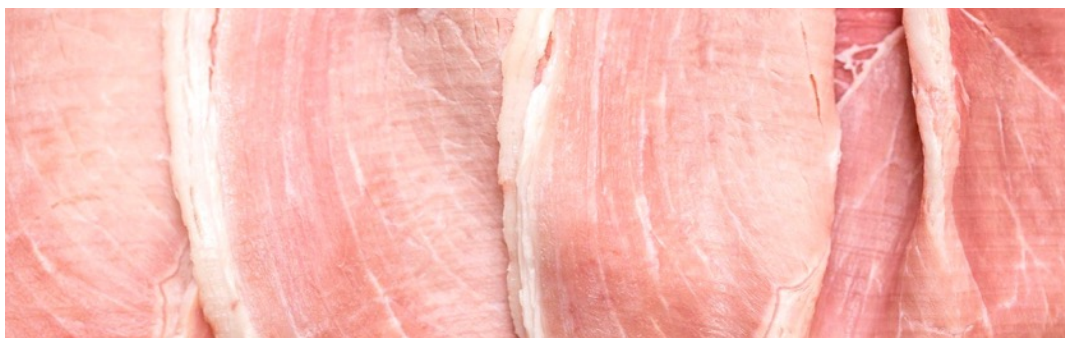


Delicious hams from generation to generation since 1860



All ingredients used are completely natural, from the spices to the Lingonberries or Styrian hulless pumpkin seeds. The process of “Adernpoekeln”, the traditional way of injecting the salt mixture carefully through the existing arteries, guarantees that every single muscle stays intact. This untouched muscle structure in return provides every single ham with its unrivaled flavor profile.

Once the hams are lightly smoked over beech wood in the smoking chamber and gently steam cooked, they are ready for the customers.



Thums cooked Mangalitsa hams are famous in all of Austria



Marko Mijacevic, head butcher at the factory, and our tour guide, clearly presents the passion for quality at the Thum operation. Hailing from Croatia, but trained in Vienna, he just keeps on talking how different their operation truly is. A true craftsman, he is proud to explain that his hams are not injected through a machine and dozens of needles, compromising the integrity of the meat. No industrial production methods in his shop, only traditional craftsmanship, barely practiced or known in most places any more.

But Marko also knows where the pigs come from, be it his favorite Mangalitsas or the black pigs from Serbia, close to his family home in Slavonia. He has visited the farms, knows the farmers and the way the pigs are raised and treated, just like his boss Roman. All of their Mangalitsa products are also “bio”, from certified organic production, and clearly marked as such.



Thum exclusively uses pasture raised Mangalitsa pigs

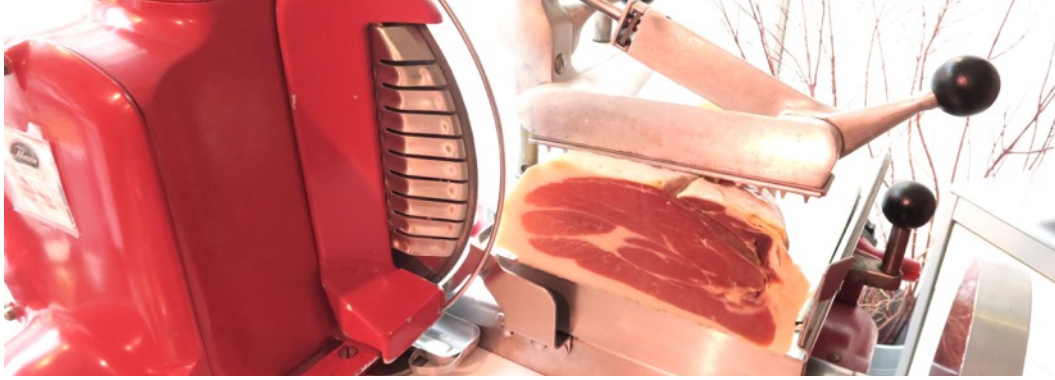


We were served some Mangalitsa ham and the extremely popular Lardo, the cured white backfat of the Mangalitsas, the ever popular “Speck”, so much part of the Austrian diet. It tasted even better knowing that the animal was raised at the Goeltl Farm in Burgenland, we had visited last year, and greatly enjoyed exchanging ideas about raising Mangalitsas.



The Thum staff is actually quite an international group, very representative of the way the city of Vienna, the capital the old Austro-Hungarian Empire, residence of the Habsburg Dynasty, is recreating itself. Vienna, the city best known in the USA for its coffee shops and great restaurant, Christmas markets and shopping streets, has become a magnet for many eastern Europeans again. The cities proximity to much of Eastern Europe, and long term ties revived since the fall of the Iron Curtain in 1989, have reopened the borders, and completely revitalized the city.





What they all have in common of course is their love for offering their customers high quality pork, keeping the famous “Thum Beinschinken” the super premium product its reputation demands.



SOME OTHER SPECIALTIES FROM AUSTRIA



Mangalitsa Lard Sandwich with cracklings



Viennese tradition: cooked Mangalitsa ham with horseradish



Jara & Roman Thum

THUM SCHINKENMANUFAKTUR



Royal Mangalitsa

USA - 216 E SHOESMITH RD, HASLETT, MI 48840

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