



Franconian

BRATWURST Experience World

Everything here is BRATWURST –

essentially more than just a sausage in the pan or on the grill.

A Franconian uses the concept BRATWURST not only for sausages which are cooked or grilled. What he means is all the types of sausages which are made with the same ingredients (meat and spices) as the classic sausage for the pan or the grill.

According to how it is handled afterwards, the word BRATWURST receives then a little addition, such as "smoked" or "air-dried" or "canned".

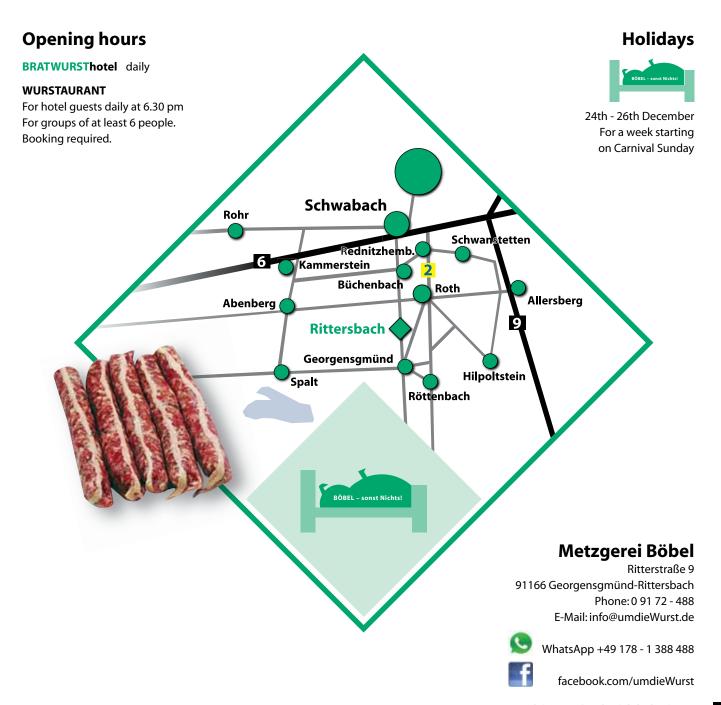
Discover here all of the other things **BRATWURST** can be.





Welcome everyone

Claus Bobel



The Franconian BRATWURST

The BRATWURST is the quintessential Franconian product.

We make our BRATWURST fresh every day on following to an old family recipe (with natural spices).

Typical for the Franconian BRATWURST is minced pork meat. The »Bändel« is the thin layer on the outside of the pork intestine.

This natural skin is only used in Franconia.

The spiced minced meat is often eaten raw on a slice of bread (with onions and paprika powder on top).

TIP: »Perfect for grilling«

Videos on: youtube.de/umdieWurst

Short production information

We make our Bratwurst with lean and marbled pork meat, which is carefully selected, seasoned, salted, coarsley minced and filled in the natural pork skin.

Ready is the Franconian BRATWURST

Our calculated analysis values by using the software www.nuts.at:

100 g (raw) contain:

- ca. 14 g (meat) proteins
- ca. 28 g fat
- ca. 1330 kJ (318 kcal) calorific value

Ingredients:

Pork, salt, spices (including celery, mustard), flavour enhancer: natrium glutamate E621.

You will find the data sheets for all our products here:

www.umdie Wurst.de/produkt in fo.php

Enter the product number to read all about it.

BRATWURST

Fresh



(450 g – 5 pieces)

Best within: 3 days at max +4°C

Nr. 1011

8.25€

BRATWURST

»dry aged« air-dried



(125 g – pair)

Best within: 14 days at max +16°C

Nr. 0340

5.65€

BRATWURST

smoked



(175 g - pair)

Best within: 14 days at max +16°C

Nr. 0341

4.55€

BRATWURST

Mould ripened



(100 g – pair)

Best within: 21 days at max +16°C

Nr. 0342

5.65€

Horseradish	Chili	Hazelnut	Pumpkin seed	Plum
Chocolate	Cheese	Potato	Apple	Whiskey
Dry Aged	Beer	Coffee	Caraway seed	Gingerbread
Pepper	Roasted onion	Wild garlic	Tomatoe	Rose petal
Spätzle	Raisin	Sauerkraut	Mustard	BRATWURST Price (120 g - 2 units) Best within: 3 days at +4°C 3.90 €



One free for every room

Send a culinary greeting of the BRATWURST experience world:

We will send a smoked BRATWURSTheart along your handwritten greeting card.

You can get the card at the reception or from an employee.

As a hotel guest you can find the card in your room. Write the card and give it to us, we will take care of the rest.



Nr.3344 7.50 €

Breakfast

ROOM SERVICE FOR THE BREAKFAST +7.00 EURO / PERSON

Monday to Saturday 7am – 10am Sunday/Holidays 8am – 10am

Let us know if you'd like to have your breakfast earlier or later.

The maxim of our breakfast is »small but great« and of course many variations of BRATWURST are included.

Hot drinks from Südtirol:

coffee from Caroma www.caroma.de tea from Kräuterhof Wipptal www.biowipptal.it

Milk, butter, and yoghurt of the Kneißel farm located in Rengersricht. www.hofmolkerei-kneissel.de

The daughter of a butcher runs the farm.

Apples and other fruits, plus the fruit spreads www.obsthof-winkler.de

(depending on the season) from the fruit Winkler farm located in Gustenfelden

Bread and other baked products from the Menzel bakery in Spalt www.baeckerei-menzel.de

Hazelnut cream from FrankenGeNuss/Stiegler family www.franken-genuss.com

Sausages from the Böbel butcher shop next door www.umdieWurst.de ;-)

Enjoying BRATWURST

You can really enjoy the BRATWURST here:

BRATWURSTAURANT

It's our small and special sausage restaurant with the devise »BROUDWUARSCHD - nothing else!«.

One large table for max. 12-14 persons.

Gastronomy as a meeting and communication space.

Everybody can sit down if there is room.

You and your group can request to witness the preparation of BRATWÜRSTE right in front of your eyes. And if you want to, you can even do it by yourselves (under our guidance)

ALTE WURSTKÜCHE (OLD SAUSAGE PRODUCTION)

A separated room for up to 6 persons.

BRATWURSTTISCH (BRATWURST TABLE)

Hotel guests can take a seat in their room at the **»BRATWURSTTABLE**« Platz nehmen to eat their BRATWURST undisturbed (room service no extra charge).

BRATWURSTHIMMEL (BRATWURST SKY)

There is a BRATWURST above each bed for you to bite into.

BRATWURSTBAR (CULINARY MINIBAR)

You will find a self-service BRATWURSTbar with cold snacks and cold/hot drinks in the hallway.

You will pay at the checkout. You do not need to write down the items you consume.

We trust you.

Snacks

All our snacks come with farmhouse bread BRATWURSTbread

BUTTERPRETZEL WITH BRATWURST SPICED BUTTER	THREE EURO
BRATWURST MIX BREAD	FIVE EURO
The classic, raw BRATWURST mix on farmhouse bread with onions on top	
SNACK PLATES	ELEVEN EURO
Different BRATWURST products with bread	
Starters	
BRATWURST SOUP	FIVE EURO
Slices of pan-fried BRATWURST in a classic beef stock with vegetable strips	
BRATWURST SALAD	FIVE EURO
Pan-fried slices of BRATWURST with onions, radish, and chives in a vinegar-oil marinade	
BRATWURST SKEWERS	SEVENANDAHALF EURO
BRATWURST matured in three different ways: • mould-ripened for months	
BRATWURST ASPIC	FIVE EURO
Pan-fried slices of BRATWURST in homemade aspic	
BRATWURST MEAT CARPACCIO	SEVENANDAHALF EURO
Very thin dry-aged pork belly slices with balsamic vinegar and spices/herbs	
Classic	
TWO PAN-FRIED BRATWURST	TEN EURO
With sauerkraut, potato salad or German fried potatoes	
TWO SOUR BRATWURST	NINE EURO
Two classic BRATWÜRSTE cooked in vinegar sour broth. With (BRATWURST) bread and buns	
OTHER TYPES OF BRATWURST	TWOANDAHALF EURO
Hazelnut sausages contain <u>hazelnuts</u> and cheese sau Not all Bread contains <u>wheat</u> and <u>rye flour</u>	usages contain cheese (<u>milk)</u> that's logic ;-) Semmeln and Brezen contain <u>wheat flour</u>

Main dishes

BRATWURSTBUN	THREEANDAHALF EURO
A pan-fried BRATWURST in a bun	
COOKED BRATWURST WITH HORSERADISH AND BREAD	NINE EURO
Our hot little sausage:	
Two smoked BRATWÜRSTE cooked in sausage broth, served with horseradish and bread	
BRATWURST SPÄTZLE	TEN EURO
Cooked spätzle with slices of BRATWURST	
BRATWURST KNÖDEL	TEN EURO
Little pieces of BRATWURST in a Kloß (dumpling) with sauce	
ONION ROST BRATWURST	THIRTEEN EURO
Two pan-fried BRATWÜRSTE with generous amounts of onions, sauce and bread	
JÄGER BRATWURST	THIRTEEN EURO
Two BRATWÜRSTE cooked in gravy with mushrooms	
With (BRATWURST) bread and buns	
BRATWURST SHASHLIK	THIRTEEN EURO
Chunks of pan-fried BRATWURST on a skewer with bacon and onions	
With (BRATWURST) bread and buns	
BRATWURST SCHNITZEL	THIRTEEN EURO
Flattened BRATWURST in a crispy breadcrumb coating, with potato salad or German fried potatoe:	5
TWO PAIRS OF PAN-FRIED BEEF BRATWÜRSTE	FIFTEEN EURO
100% dry-aged beef meet in sheep casing, with potato salad or sauerkraut	
BRATWURST CASSEROLE	TEN EURO
Gratin layers of BRATWURST mix and sauerkraut with cheese	

Hazelnut sausages contain <u>hazelnuts</u> and cheese sausages contain cheese <u>(milk)</u> that's logic ;-)
Bread contains <u>wheat</u> and <u>rye flour</u>
Semmeln and Brezen contain <u>wheat flour</u>

Not all dishes are always available!



Main dishes

TASTING DISH WITH OUR »SPECIAL«- BRATWÜRSTEN

THIRTEEN EURO

Three of your choice

Side dish of choice German fried potatoes, potato salad or sauerkraut

EACH ADDITIONAL BRATWURST

THREE EURO



Simply tick on the enclosed »bookmark«.

Not all dishes are always available! Hazelnut sausages contain <u>hazelnuts</u> and cheese sausages contain cheese <u>(milk)</u> that's logic ;-)
Bread contains <u>wheat</u> and <u>rye flour</u>
Semmeln and Brezen contain <u>wheat flour</u>

Dessert

BRATWURSTDUO BLACK AND WHITE	FIVE EURO
A scoop of BRATWURST ice cream with a BRATWURST praline	aw Fubo
CHOCOLATE BRATWURST IN VANILLA SAUCE	SIX EURO
BRATWURST STRUDEL WITH VANILLA SAUCE	SIX EURO
BRATWURST APPLE WITH CHOCOLATE SAUCE	SIX EURO
BRATWURST SEMOLINA PUDDING	SIX EURO

BRATWURST drinks ;-)

Let us surprise you

BRATWURST APERITIF (WITH ALCOHOL) Stylishly served in a wurst can	FOURANDAHALF EURO
BRATWURST BEER In a glas, in part for scooping out ;-)	FIVE EURO
BRATWURST SCHNAPS Exceptionally colourful	THREEANDAHALF EURO
BRATWURST SPICED TEA	THREE EURO

Hazelnut sausages contain <u>hazelnuts</u> and cheese sausages contain cheese <u>(milk)</u> that's logic ;-)
Bread contains <u>wheat</u> and <u>rye flour</u>

Semmeln and Brezen contain <u>wheat flour</u>

Desserts contain <u>milk</u>, <u>eggs</u> and <u>nuts</u>

Further information available on request at any time.

Not all dishes are always available!

Drinks

Rittersbacher tap water		FOR FREE
Frankenbrunnen sparkling mineralwater		TWOANDAHALF EURO
Non-alcoholic drinks (orange lemonade, apple spritzer, cola-mix)	0,5 liter	THREE EURO
Coffee, Tea – different sorts	cup	TWOANDAHALF EURO
Schnaps (plum, apple, pear, hazelnut)	2 cl	TWOANDAHALF EURO

Franconian wine in a Bocksbeutel

From the winemakers' cooperative in Sommerach:

The winemakers in Sommerach run a model wine school where you can learn a lot about wine: www.winzer-sommerach.de

Sommeracher Silvaner trocken	0,7 liter	NINETEEN EURO
	0,25 liter	SEVEN EURO

In typical Franconian fashion, a BRATWURST needs a beer.

From the brewery in Spalt:

Spaltor Vallbiar Spaltor Dunkal Spaltor Padlar	0.5 litor	THREEANDAHALF EURO
Spalter Vollbier, Spalter Dunkel, Spalter Radler	0,5 liter	I HREEANDAHALF EURO

We have produced unique beer-sausage-products in cooperation with the brewery of Spalt.

Every product contains original Spalter beer.

You can buy these products here, in the BeerMuseum (Hopfenbiergut) in Spalt and online.



For groups with more than 6 members (ONLY with reservation)

YOUR VERY INDIVIDUAL BRATWURST CREATION

BRATWURST-meatloaf your own BRATWURST creation fried in the form

Mix ingredients of your choice among the BRATWURSTmass.

Then this creation is baked in the mold. In addition potato salad and bread.

BRATWURSTFONDUE (including starter and dessert)

An assortment of BRATWURST pearls to grill in a fondue pot, served with different sauces.

You get sauerkraut, potato salad and bread as side dish

BRATWURSTPIZZA AUS DEM TISCHOFEN (including starter and dessert)

Thin rolled BRATWURST dough instead of pizza dough with a variety of toppings, served with mixed salad.

BRATWURSTRACLETTE (including starter and dessert)

Grill your mini BRATWURST and vegetables in a pan.

ELEVEN EURO

TWENTYFIVE EURO

TWENTYFIVE EURO

TWENTYFIVE EURO

Don't feel like having BRATWURST?

OUR RECOMMENDATIONS FOR OTHER RESTAURANTS:

Gasthaus Grünes Tal

(Mon.-Wed. closed)

Phone: 0 91 72-26 18

91166 Georgensgmünd-Untersteinbach

Bürgerhaus Krone

(Monday closed)

Phone: 0 91 72-66 33 53

91166 Georgensgmünd

Landgasthof zum Böhm

(Sunday evening/Monday closed)

Phone: 0 91 71-9 71 50

91154 Roth-Rothaurach

Goldener Schwan

(Monday/Tuesday closed)

Phone: 0 91 71-89 23 01

91154 Roth

Hazelnut sausages contain hazelnuts and cheese sausages contain cheese (milk) that's logic ;-) Bread contains wheat and rye flour Semmeln and Brezen contain wheat flour

Single rooms

TRADEFAIRS +30.00 EURO WEEKEND +30.00 EURO





CUDDLE ROOM SUGGERLA

NO.4 BRATWURST-variations
NO.5 BRATWURST-destinations

The little ones, each bed 140 cm wide Wallpaper with little pigs: every guest can design one.

ROOM 4:

Information on **BRATWURST** variations from all **over the world** (Thüringer, Schlesische, Merguez, Salsiccia)

ROOM 5:

BRATWURST destinations **around the world** (Thüringer BRATWURSTmuseum, Last BRATWURST before Amerika,...)

AS SINGLE ROOM 78.00 EURO

AS CUDDLE ROOM FOR TWO 98.00 EURO

THE PRICE PER ROOM AND NIGHT breakfast including

All rooms have LAN, WIFI, TV, Butcher-style luggage rack and hall-stand BRATWURSTpillow and »BRATWURSTsky« (= air-dried BRATWURST is above your bed for you to bite into)

Double room

TRADEFAIRS +30.00 EURO WEEKEND +30.00 EURO





DOUBLE ROOM BRATWURST

NO. 1 BRATWURST-Raw Ingredients

NO. 2 BRATWURST-Production

NO. 3 BRATWURST-History(-ies)

Double room with BRATWURST wallpaper all over Shower/toilette

ROOM 1:

Raw ingredients for the **BRATWURST** production

ROOM 2:

Production of Franconian BRATWURST à la Böbel

ROOM 3:

History of Franconian BRATWURST

AS SINGLE ROOM 78.00 EURO

AS DOUBLE ROOM 98.00 EURO

THE PRICE PER ROOM AND NIGHT breakfast including

All rooms have LAN, WIFI, TV, Butcher-style luggage rack and hall-stand BRATWURSTpillow and »BRATWURSTsky«

(= air-dried BRATWURST is above your bed for you to bite into)

Double room

TRADEFAIRS +30.00 EURO WEEKEND +30.00 EURO





DOUBLE ROOM SAUSTARK

NO.6 BRATWURST-recipes
NO.7 BRATWURST Traveling

The »interactive« double rooms with recipes or travel pictures from guests Shower/toilette and bathtub

ROOM 6:

Put YOUR recipe of a BRATWURST on the wall. Let us know how you prepare or produce BRATWÜRSTE. We'll print it out and put it on the wall and ceiling.

ROOM 7:

Grab one of our BRATWURST cans and take a picture of it in your home town or at your next travel destination. We'll then place the pictures on the walls of the room.

AS SINGLE ROOM 98.00 EURO

AS DOUBLE ROOM 118.00 EURO

THE PRICE PER ROOM AND NIGHT breakfast including

All rooms have LAN, WIFI, TV, Butcher-style luggage rack and hall-stand BRATWURSTpillow and »BRATWURSTsky« (= air-dried BRATWURST is above your bed for you to bite into)

Meeting



WURST

Our »large« one

- = the guestroom exclusive for you
- for 12-14 persons
- canvas, beamer, LAN



WÜRSTCHEN

Our little meeting room

- = in the old sausage production
- for up to 6 persons
- LAN

CONFERENCE FLAT-RATE

inclusive drinks and a little BRATWURST-snack

Individual flat-rates / framework-programmes on request

28.00 EURO er person/day

PUBLICITY À LA CLAUS BÖBEL

Conference from and with Claus Böbel

He explains you his special internet strategy: »small talk instead of big data «,

which has helped him to reach with a low financial investment 100000 visitors per month who are also buying online!

Furthermore, he talks about the digitalisation backwards and the upload of his model online.

More details live!





567.89 EURO

PROMOTIONAL PRESENTS MADE BY YOURSELF

Make delicious presents for your customers working as a team. Doing every step of the process by yourself under the direction of Claus Böbel you can produce cans or pieces of ham for your business partners and / or clients.

Price example: 100 cans BRATWURSTgehäck (standard label) à 190 g









345.67 EURO base price/group

+3.30 EURO each can

GROUP EVENTS more than 6 persons

FOR YOUR GROUP

We can organise a wide range of BRATWURST events

EVENTS

for individuals: **WURSTerlebnis.de**

WURSTErlebnis: From a quarter of a pig to a 7 course BRATWURST menu. You will be making Franconian BRATWURST in our production room, doing all the steps of the process on your own with introductions from Claus Böbel (dissecting the meat-seasoning-mincing-filling the sausages). After this you can enjoy a 7 course BRATWURST menu in the butchery kitchen.





duration 5 hours

96.00 EURO per person

Bratwursttasting: Taste 7 different sausages

One basic BRATWURST 7 spices: allspice-caraway seeds-macis-pepper-marjoram

chili-cardamom

or: One sausage 6 kinds of meat: pork-beef-lamb-chicken-venison-rabbit

or BRATWURSTmeets Franconian sausages

Can you distinguish different Franconian sausages in a blind tasting?

BRATWURSTdough cooked • Presssack • liver sausage • smoked ham

homemaker Stadtwurst • house salami

with Claus and / or Monika Böbel

44.00 EURO per person



From the BRATWURST to the beer (Spalter)

Transport to Spalt the city of hops and beer.

Visit to the »Hopfenbiergut« museum with a little beer tasting.

Subsequently a walk back to Rittersbach with a short culinary stop.

Distance: 10 km (optional WURSTTAXI-Shuttle with additional charge)

Once you arrive at the destination

Visit of our butcher shop with beer+BRATWURSTbuffet

duration 6 hours

55.00 EURO per person

BRATWURST hike:

Go on a hike with Claus Böbel around Rittersbach with three brief BRATWURST stops. Afterwards you can eat as much grilled BRATWURST as you want in the restaurant.



duration 1 ½ hours

33.00 EURO per person

21

hiking tips

These are a few places you can reach by foot/walking:

We can pick up you at any of them (the bakery) and take you (10 EURO / drive).

Descriptions at the reception.

Check the bakery's opening hours ahead of time!

A hike over Georgensgmünd to Spalt

distance ca. 10 km

Follow the road to Georgensgmund up to the middle of the village.

Turn right after the lights and before the bank and follow the planet trial to Spalt.

There you can visit the old city and the brewery.

After that, you can enjoy a coffee and a cake while you wait for us to pick you up.

Menzel bakery

Hauptstr. 24

Phone: 0 91 75-202

A hike over Rothaurach to Roth

distance ca.7 km

Leave Rittersbach towards Schwabach and follow the biking/hiking path to Weinmannshof.

Turn right shortly after Weinmannshof and follow the signs to Roth, there you can visit the castle.

After that, you can enjoy a coffee and a cake while you wait for us to pick you up.

Lederer bakery

Münchener Str. 45

Phone: 0 91 71-894 93 47

A hike over Mäbenberg to Abenberg

distance ca. 6 km hilly route

Walk along the street from Rittersbach to Mäbenberg.

Turn right in front of the lake and follow the street.

Walk up the hill on the left in the right hand bend and go through the forest to Abenberg, there you can visit the castle.

And if you want you can take a coffee and eat a cake until we arrive.

Rock bakery

Stillaplatz 13

Phone: 0 91 78-205

Day trips



Butcher Shops

You can buy a variety of BRATWURST products at the reception.

You can choose from the full selection in the butcher shop next door and as well on the online shop.

www.umdieWurst.de



Opening hours

Monday: closed

(Monday in Christmas week: 7am - 6pm opened)

Tuesday - Friday: 8am - 6pm Saturday: 7am - 4pm

TIP:

You want to take some products home? Place your order the evening before you leave and we will get it ready. We will even give you a single-use cooler if you need one.

Our butchery is not the only place to get FRANCONIAN BRATWURST.

You can get it at every butcher shop in the region.

Here a subjective selection of some other shops
that also offer top quality products.

METZGEREI MAX GRUBER

91154 Spalt-Großweingarten

The owner learned how to be a butcher under Willy Böbel and met his wife Carmen (Claus Böbel's sister) there.

METZGEREI PETER KANZLER

91186 Büchenbach

Claus Böbel learned his profession here.

Culinary destinations

The BRATWURST is the main character here in Rittersbach. Here some tips if you like to make a culinary trip

Krenzer-Apfel

Everything revolves around apple an lamb here 36115 Ehrenberg (Rhön)

www.rhoenerlebnis.de

Sitter-Bier

Beer, beer and more beer.

You will find it in the room decoration and also in the menu. 94089 Neureichenau (Bayerischer Wald)

www.gut-riedelsbach.de

Schell-Schokolade

Chocolate and cake arts 74831 Gundelsheim (Neckar)

www.schokoladen-schell.de

Käse-Babel

Cheese produced with their own milk 87616 Wald (Allgäu)

www.berghof-babel.de

Wittmann Weißwurst

Weißwurst – in the museum and on the plate 92381 Neumarkt (Oberpfalz)

www.hotel-wittmann.de











Important things

TRAIN

The closest train station is Unterheckenhofen (one time per hour to Nürnberg and Augsburg). You can catch a train every thirty minutes to Nürnberg and Augsburg from the train station in Georgensgmünd. The Wurst-Taxi-Shuttle-Service from / to these two train stations is free for hotel guests. From the train station in Roth you can take the S-train to Nürnberg every twenty minutes.

LIBRARY

You can find books all around the sausage and travel guides for Franconia / Bavaria in our meeting-room wold sausage-production«

CHECK-IN from 2pm CHECK-OUT until 12am

AIRPORT

The closest airport is Nürnberg (destination approx. 40 km). It takes you ca. 2,5h by train to get from us to Munich or Frankfurt a. M.

GUESTBOOK

Our graffiti-wall in the first floor

HYGIENE PRODUCTS

You forgot something, we can help you! Just ask us.

INTERNET

Free WIFI in the whole building, LAN in the hotel rooms

NON-SMOKING

We are a completely non-smoking company

EMERGENCY NUMBER

Claus Böbel mobile +49 178-138 84 88
Butcher shop Böbel +49 91 72-488
Family Böbel +49 91 72-488
Ambulance / fire service 112
Police 110

SPA

Our spa is in the neighbour ship. Kalaya has a Thai massage studio two houses down. She can also come to your room to give you a massage

PAYMENT

We accept cash and almost all credit cards (Mastercard, Visa, American Express, Dinners)

Changes and errors of all information are kept

BRATWURSTQUIZ

Can you taste the difference?

We'll give you 6 different BRATWÜRSTE plus a Quiz »Which BRATWURST is it«?

Put all kinds in the right order, and you'll receive an extra BRATWURST for you to take.

Which BRAI WURST is it

TWENTYTWO EURO

BRATWURST MENU

Enjoy an unforgettable evening with a BRATWURST menu

CLASSIC 3 COURSES

TWENTYFIVE EURO

STARTERS: BRATWURST soup or duo of aspic/salad

MAIN DISHES: Variations of pan-fried BRATWURST with sauerkraut and bread

DESSERTS: BRATWURSTduo black and white



ANY OTHER COURSE

SIX EURO

- **◆ BRATWURST meat carpaccio**
- ◆ BRATWURST cheese spread on bread
- **■** BRATWURST sour

- **BRATWURST knödel**
- BRATWURST schnitzel
- BRATWURST skewer
- **BRATWURST casserole**