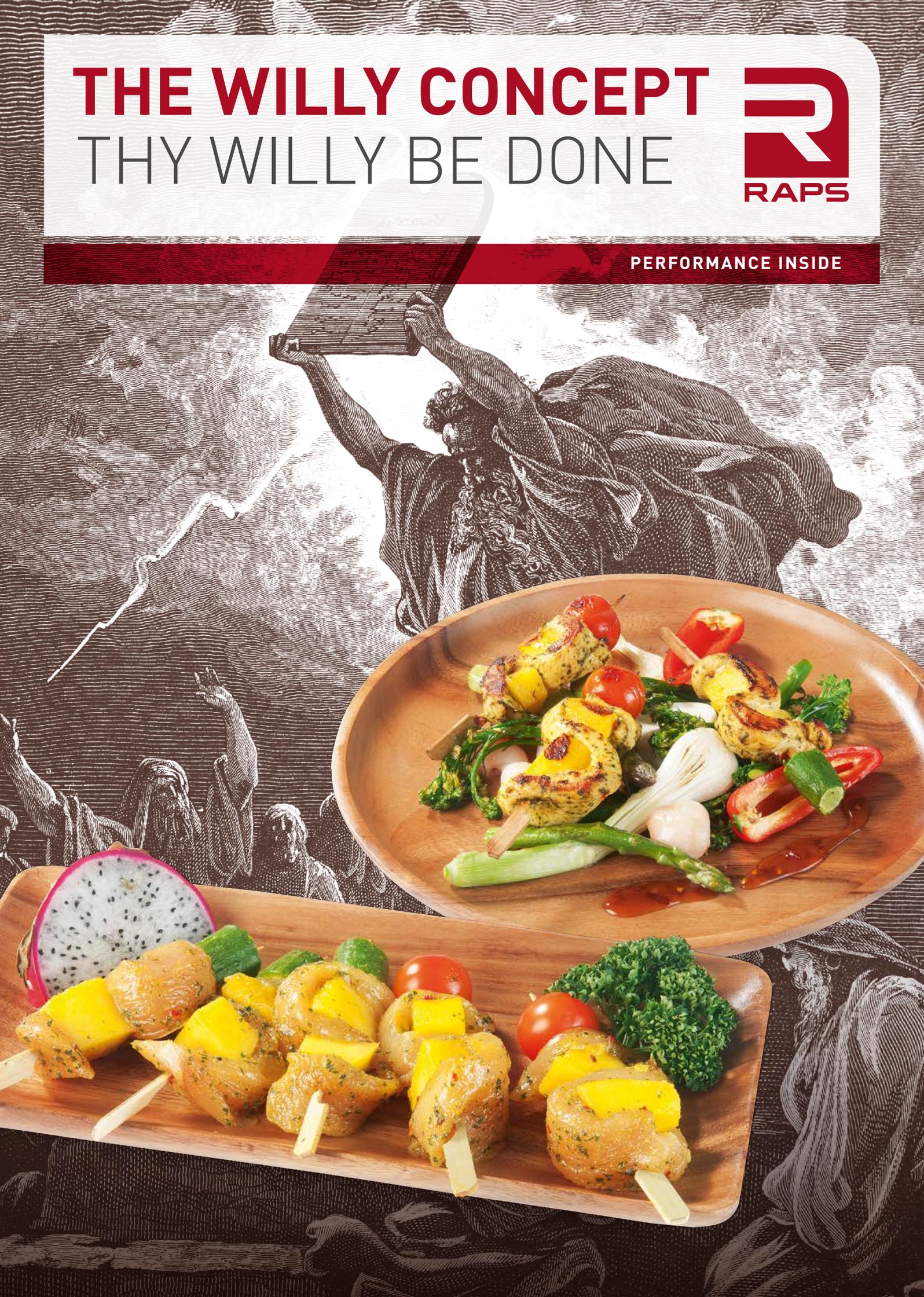


THE WILLY CONCEPT

THY WILLY BE DONE



PERFORMANCE INSIDE



THE WILLY CONCEPT

MEAT AND GREET AT THE BARBECUE

Barbecuing is not a trend. Grilling meat over fire is the oldest form of food preparation in human history. And somehow it seems to have stuck in our genes, because people are barbecuing on every corner, come what may, and the trend is rising. For the professionals behind the counter, this means that the barbecue is one thing above all else: a key revenue driver.

If you offer the right range you'll earn more money. Full stop. The fact that there are trends and fashions in barbecuing is undisputed, yet one concept overshadows all others: the least possible effort for the best possible result. Or to put it another way – the idea of convenience has been around for a long time in barbecuing. And we've put together these pages based on exactly this idea. So the question is: how do you combine a visually attractive

counter range with the least possible production effort and at the same time ensure that the customer is able to create a real barbecue experience not only for themselves, but also and above all for their guests? Because when it comes to barbecuing, one thing is certain: men and women both like showing off their skills – and you can show them how it's done. Welcome to the Willy concept!

The Willies

For over 20 years the Willies have been the undisputed benchmark in high quality barbecue marinades. Where others rely on a high salt content, we rely on a generous proportion of herbs and spices. Where others use water emulsions as a base, we make use of high quality oil combinations. Where others bring variety to very similar flavours through the use of colourings,

we insist on individual flavours created by the characteristic flavour profiles of the ingredients. The Willies are more than just high-quality herb and spice marinades for barbecued and fried dishes – they are a statement and a tribute to Austrian food culture. The best flavour, the best look, the best results on the grill or in the pan – be satisfied with nothing less!



A Quick Look at the Best:

- characteristic flavour varieties
- generous herb and spice content
- no added flavour enhancers
- vegetarian
- dynamic herbs and spices
- perfect sheen
- excellent salt balance
- high-quality, temperature-resistant oil-based recipe
- excellent adhesion
- economical thanks to powerful flavours



Find all the Willy products on our website:
www.raps.at/en/flavour-for-hand-made-products/the-willys



WILLYWORLD

AN OVERVIEW OF ALL THE WILLIES



ROSMARIN WILLY

Rosemary is a versatile culinary herb. Its characteristic flavour profile goes well with many types of meat such as lamb, veal or beef. In addition, Rosmarin Willy can be used to marinate potato, carrot or courgette accompaniments.

The light, pale green colour is appetising and heralds the finely seasoned flavour.



KNUSPER WILLY

Has always been one of the most popular Willies. The powerful flavour of Knusper Willy of course goes well with all barbecued and fried pork dishes and is excellent for brushing over coarse sausages. Knusper Willy also makes classic roast pork into an experience – if you don't happen to have any Bratl Willy to hand. Knusper Willy is also great for pepping up powerful sauces.



BACON STYLE WILLY

The mouthwatering savoury flavour of fried bacon is the heart and soul of Bacon Style Willy. Use it to marinate bacon for burgers or all kinds of minced meat dishes whenever a stronger flavour is required. Bacon Style Willy emphasises the powerful flavour of barbecued pork and can be used for seasoning any dish containing fried bacon.

A stunner!



SCHARFER WILLY

With its distinct yet restrained, fruity heat, Scharfer Willy is a delicious partner for all kinds of spicy barbecued poultry, kebabs or spicy vegetable accompaniments. The harmonious flavour profile goes well with all barbecued or fried meat dishes requiring a subtle spicy note.



PFEFFER WILLY

Pfeffer Willy is an essential accompaniment to fillets or other high-quality cuts of beef or pork. The peppery flavour profile is not hot and in combination with the coarsely ground peppercorns unfolds as a refined spiciness on the palate. The accompanying blend of spices and seasoning ensures an exceedingly full and well rounded flavour.



KRÄUTER WILLY

Probably the most universal Willy of all. Beef, lamb, game and game birds are the best meats to combine with this variety. The herbal character is supremely suited to seasoning all types of vegetables, barbecued or oven baked. In addition, Kräuter Willy can also be used to enhance garlic butter or for brushing over slices of baguette before grilling in the oven – for that powerful extra something with your barbecue.



CURRY WILLY

White poultry and pork are the "go-to meats" for all master barbecuers. The intense note of curry with its fruity, aromatic undertone conjures up a hint of Asia on the plate. It makes barbecued prawns or whitefish equally delicious. Away from the hot grill, Curry Willy can be used to marinate the meat for a classic Thai curry. Our gourmet tip: use to brush the sausages for "bosna" (Austrian hot dogs).



TOMATINO WILLY

The tagline for our Tomatino know range: "It doesn't get more Italian than this". And that goes for our Tomatino Willy, too. Full tomato flavour, with a generous helping of Mediterranean herbs – the perfect way to marinate delicate veal. And courgette, and aubergine and potatoes and seafood and lamb and... and any more questions? Tomatino Willy will also help you give that essential kick to pasta sauces or Mediterranean-style casseroles.



WILLYWORLD

AN OVERVIEW OF ALL THE WILLIES



BRATL WILLY

Welcome to the whole joints department. Belly, neck, hock – if it's pork, you can put Bratl Willy on it. Barbecued, oven roasted – it doesn't matter.

If you're looking for that traditional roast flavour that no Austrian can resist, then all roads lead here. Delicate hint of garlic, some caraway, pepper and a little paprika to round it off – this is how to do hearty and rustic. Also ideal for pan-fried meats such as chops or belly pork slices.

Tip: Also use Bratl Willy to flavour your "Gröstl" (an Austrian dish of fried potato, onion and bacon).



BUNTER WILLY

Another all-round genius in the Willy range. Bunter Willy is characterised by a generous helping of colourful visual elements and a subtly spiced flavour profile. The delicate garlic note with onions, herbs and the subtle blend of spices are a great match for lighter barbecue dishes such as fish, seafood or barbecued corn on the cob. Poultry, lean cuts of pork or piquant flaky pastry dishes harmonise beautifully with the distinctive flavour profile.



GYROS WILLY

Balkan cuisine is punchy with a distinct spiciness. Just like our Gyros Willy. Barbecued kebab skewers, doner kebab and barbecued lamb are hard to beat. And then there are full-flavoured barbecue and roast pork dishes or the classic kebab. Gyros Willy gives ragouts and stir-fried meats that classic Middle Eastern character.



CHILLIE WILLY

The Chillie Willy was the first, the great granddaddy of the whole Willy range, and today remains one of the most popular Willies in the country. Just looking at its deep red colour with delicate red visual elements makes you want to fire up the barbecue. Fruity chilli, aromatic pepper and a delicate paprika note that tastes just as wonderful on chicken wings as on pan-fried pork or beef. Your customers will love pusztakrainer sausage or kofte kebabs brushed with Chillie Willy.



BBQ WILLY

For the best smoky flavour you either need a smoker – or BBQ Willy. Along with the honey-style sweetness and warm spices, this smoky seasoning produces that typical barbecue flavour. Pork or beef ribs, pulled pork or beef brisket are the preferred clients of BBQ Willy. Genuine BBQ fans can also season burger patties and their strips of bacon with BBQ Willy.



KRÄUTER-BUTTER-STYLE WILLY

Everyone wants it, everyone loves it – herb butter is a fixture of the barbecue spread. With Kräuterbutter Style Willy you can conjure up that full-flavoured herb butter taste on the meat even before barbecuing, giving all barbecued foods, no matter what type of meat, an incomparably rounded and well-seasoned flavour. Kräuterbutter Style Willy also goes well with barbecued corn on the cob and all kinds of vegetable accompaniments.



EXOTIC WILLY

Chicken breast or turkey steak really blossom with Exotic Willy. The subtly lemon, fresh flavour and sunshine yellow look with exotic visual elements also go beautifully with fish and seafood. Equally seductive: exotic barbecued kebabs with combinations of light meat and fruit.



ORANGE WILLY

The name says it all: the delicate, fruity-zesty note of orange is accompanied by a particularly delicate selection of herbs and a sophisticated note of pepper. Orange Willy goes particularly well with game birds and grilled light meats such as veal, chicken or turkey. You can also use the elegant Orange Willy when barbecuing pineapple, and it gives a certain zing to dark sauces for game dishes (ragouts).



ZWIEBEL WILLY

Zwiebel Willy is extremely popular because, with its aromatic onion flavour and delicate hint of garlic, it's particularly well-suited to barbecued as well as pan-fried and oven-baked dishes. Use it to marinate cuts of beef or pork for the barbecue, pan-fried pork chops in aromatic gravy, a "Zwiebelrostbraten" (roast beef with onion gravy), beef roulades or even whole roast joints. Zwiebel Willy is also excellent for seasoning punchy sauces or a potato and bacon fry-up.



THE SMOOTH TALKER

ROSMARIN WILLY

Throwing a lone escalope of veal onto the grill is like pouring a 20-year-old single malt into a glass of cola – a waste of materials. Things look quite different if you wrap the tender meat lovingly around mashed peas and maybe throw in some chopped, dried damsons for good measure. The whole bundle is then tied together, brushed with Rosmarin Willy and garnished with a sprig of rosemary. Expert tip: before you place the roulade on the barbecue, carry it aloft along the neighbour's fence – let them know who's the king around here!



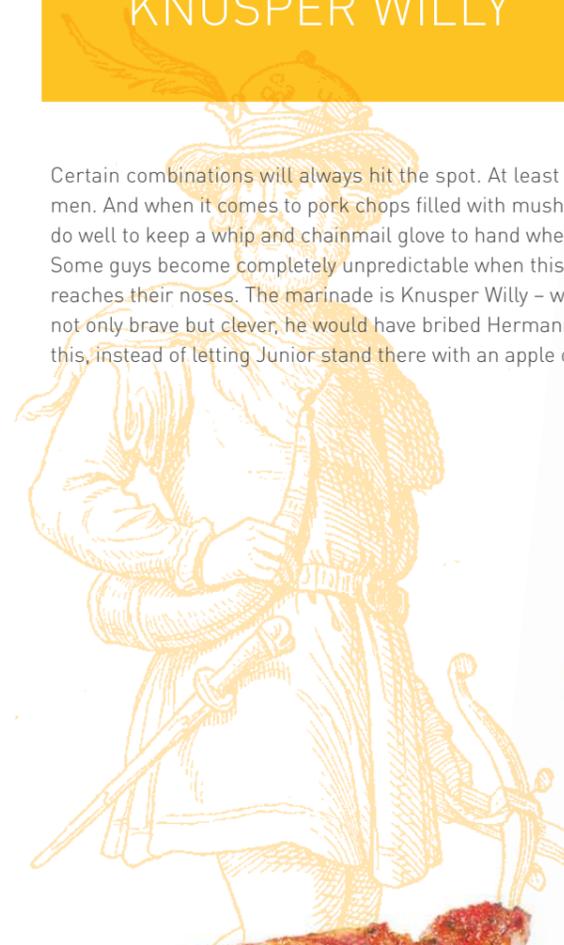
FASERSCHMEICHLER INGREDIENTS

Rosmarin Willy
Mashed peas
Fresh or dried damsons
Escalope of veal, thick or butterfly cut
Variation: Mozzarella and spring onion filling

WILHELM TELL

KNUSPER WILLY

Certain combinations will always hit the spot. At least with a bunch of hungry men. And when it comes to pork chops filled with mushrooms and onions, you'd do well to keep a whip and chainmail glove to hand when you're at the barbecue. Some guys become completely unpredictable when this combination of aromas reaches their noses. The marinade is Knusper Willy – what else? If Tell had been not only brave but clever, he would have bribed Hermann Gessler with a plate of this, instead of letting Junior stand there with an apple on his head.



WILHELM TELL INGREDIENTS

Knusper Willy
Mushrooms (button or ceps)
Onions, roughly diced or rings
Pork chop, min 2 cm thick, sliced through the middle
Filling variation: Sliced ham and coarsely grated Almkäse cheese



SPICKS AND SPECKS

BACON STYLE WILLY

NEW!

Any similarity to that long-ago hit from the Bee Gees is unintentional, coincidental and totally far-fetched when it comes to taste. Cut slits in the pork loin, stud with lardons and marinate with Bacon Style Willy. You can guess what's going to happen on the barbecue. The fat flows out of the bacon and wraps itself beautifully around the pork loin. Well okay – maybe this part is a little bit similar to the schmaltzy Gibb brothers. Anyone who isn't blown away by these flavours should really put down the barbecue tongs and go make themselves a rice pudding!



SPICKS & SPECKS INGREDIENTS

Bacon Style Willy

Lardons, back bacon

Loin of pork, to be studied with lardons

Variation: Wrap pork loin in Italian lardo

LADY IN RED

SCHARFER WILLY

Ladies – we know you just roll your eyes when the “macho men” start taking over the barbecue. But trust us, when you serve up these delicious spicy chicken breasts with avocado “go-faster” stripes, they will bow down to the barbecue queen! Or maybe not? But no need to worry – thanks to Scharfer Willy the green will soon disappear. Barbecues are fun.



LADY IN RED INGREDIENTS

Scharfer Willy

Sliced avocado (not too thin)

Turkey breast, butterfly cut

Variation: Add pine nuts to the stuffing

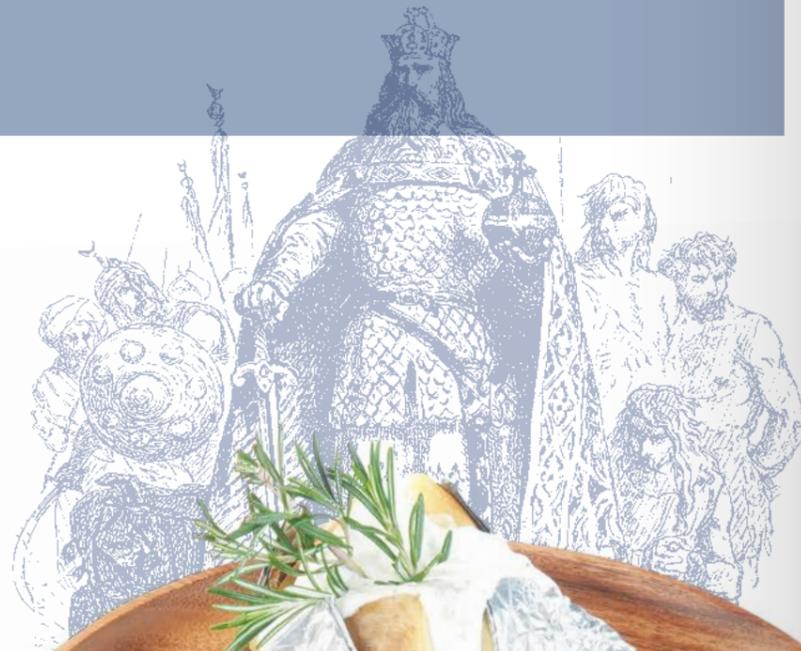
KINGSMAN

PFEFFER WILLY

Out of good manners and respect for the King of All Cuts, we'll be serious. While barbecued fillet steak is a familiar old favourite, everyone knows that it all comes down to the details. You take the noble cut, marinate it with exquisite Pfeffer Willy and roll it in our Mankei Mama Leone mix. Then, having pelted anyone who dares utter the words "well done" with charcoal briquettes, you parade this handsome cut once around the barbecue, bow deeply and let the hot grill do its thing.

KINGSMAN INGREDIENTS

-Pfeffer Willy
-Mankei Mama Leone
-Fillet steak
- Variation:** Roll in RAPS Steakpfeffer
-Rocky



LAMB-ERICK

KRÄUTER WILLY

Hurry up now and don't be so silly
 Marinate that lamb shank with Kräuter Willy
 'Cos it's so delicious
 As well as nutritious
 When cooked on the barbecue grill-y

What? Okay, okay, you can do better than that – no reason to whine! After all, this lamb-erick is meant for the barbecue, we're not going after the Nobel Prize for literature. So let's stick to the facts! The olive-studded lamb shank goes wonderfully well with the subtly tart herbal note of Kräuter Willy, and that's what it all comes down to in the end.



LAMB-ERICK INGREDIENTS

-Kräuter Willy
-Olives, stoned, green or black
-Lamb shank, to be studded with olives

A-WAP BAMBOO

CURRY WILLY

The dilemma: the customer, a regular, a barbecue hooligan with violent tendencies and prone to overheating, insists on barbecuing poultry. The consequence: the turkey escalope shrivels up on the barbecue into a crispy husk that will only make it down the hatch with lots of good will and a litre of beer.

The solution: A-Wap Bamboo. Curry Willy goes fabulously with turkey (marinate inside and out!), as the high-quality oils protect it against drying out. Together with the peppers, the bamboo shoots ensure a delicious flavour profile, as well as providing a moisture reservoir and a very appetising look. And, after all, it always feels good to help.

A-WAP BAMBOO INGREDIENTS

Curry Willy
Bamboo sprouts
Red pepper, sliced into strips
Turkey breast steaks, sliced through the middle

Variation: Add beansprouts to stuffing



VITELLISSIMO

TOMATINO WILLY

Light, delicately savoury, Mediterranean. Tomatino Willy does it all – its fruity tomato flavour goes perfectly with veal, as does the elegant combination of mozzarella and sage. It puts the Austrians a step ahead of the Italians with their saltimbocca. Yes, they'll be pretty impressed, all those Marcos, Riccardos, Alessandros and whatever else they're called. You can't cut yourselves a slice of your Michelangelo! And the Chinese invented noodles! Your football teams have seen better days, too! AND GET YOUR HANDS OFF OUR WOMEN!



VITELLISSIMO INGREDIENTS

Tomatino Willy
Whole sage leaves
Mozzarella, sliced
Veal chops, butterfly cut
Variation: Add a slice of prosciutto crudo to the stuffing

ROSE CROQUANTE

BRATL WILLY

An hors d'oeuvre, even from the barbecue, shouldn't be too filling. It ought to be a restrained, light experience. So we'd like to offer you a crunchy rose. Elegant strips of pork belly with playful julienned carrots and vibrant cabbage leaves, all rolled up to form an airy rose, finished with delicately aromatic Bratl Willy to produce a delicious little mouthful. Barbecue the whole thing over a medium heat until a soft golden brown and the fat begins to collect in the leaves. That'll put lead in your pencil!



ROSE CROQUANTE INGREDIENTS

Bratl Willy
Julienne carrots
White cabbage leaves cut in broad strips
Belly strips approx. 0.5 cm

FISHY ON A DISHY

BUNTER WILLY

Barbecued fish remains a bit of a challenge for the everyday customer. And once again you come riding to the rescue! You can offer skin-on fish fillets, marinated with Bunter Willy and topped with spinach leaves and a few slivered almonds. Barbecue skin side down only, of course. Bunter Willy provides the delicately savoury base note, the spinach leaves not only protect the fish from drying out but also, in combination with the almonds, conjure up an extraordinarily delicious flavour. We really can't think of any jokes here.



FISHY ON A DISHY INGREDIENTS

Bunter Willy
Spinach or mangold leaves
Slivered almonds
Fish fillet with skin

LAMB KEBABS

GYROS WILLY

Fancy some lamb? Then whip out your skewers. Nice pieces of lamb, aromatic onion, a tomato (that's enough) for colour and Gyros Willy – plenty of that! No need to hold back with our lamb kebabs. A full-flavoured, punchy barbecue dish for anyone whose jaw muscles haven't withered away from sucking on hamburgers. Accompaniment: beer, cider or both!



LAMB KEBABS INGREDIENTS

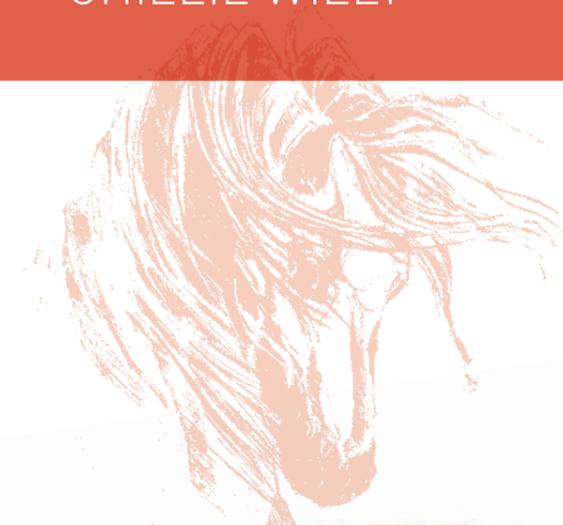
- Gyros Willy
- Red onion, quartered
- Cocktail tomatoes or tomato quarters
- Lamb, approx. 4 cm dice
- Variation:** Add whole garlic cloves onto the skewers

GHOSTRIDER

CHILLIE WILLY

Everyone's here and – it's raining. Never mind, you play some Johnny Cash and get to work. Sliced strip loin, beans, corn, HOT pepperoni and flame-red Chillie Willy, put it all in the pan and turn up the heat until the delicious aromas reach your nostrils.

Does it get any better than this? It does: your favourite brother-in-law's tongue is on fire (greenhorn) and you just don't think to top up his beer. If he pulls through, he can do the washing up.



GHOSTRIDER INGREDIENTS

- Chillie Willy
- Sweetcorn
- Red kidney beans
- Red pepper
- Pepperoni, hot
- Sliced beef

DOC HOLLIDAY

BBQ WILLY

Faffing around with spare ribs is totally ridiculous, and completely unmanly. Don't bring yourself down. Marinate your pork or beef ribs with BBQ Willy, barbecue them slowly and eat them up. All by yourself, with no audience, no guests, in the twilight. If any of those annoying neighbour or family blowflies comes buzzing inside the 20 m death zone around your barbecue, attracted by the scent – you know what to do!



DOC HOLLIDAY INGREDIENTS

BBQ Willy and nothing else!

Spare ribs/loin ribs

HOT-SHOT

KRÄUTERBUTTER STYLE WILLY

NEW!

You take a thin slice of loin, wrap it around a piece of sheep's cheese and brush it all with Kräuterbutter Style Willy herb butter. Quick to prepare, quicker to grill and quickest of all to eat. If your customers are nice, give them these tips: 1.) Serve the Hot Shot as a starter and 2.) Don't leave the delicious little mouthfuls too long on the grill or the cheese will crumble to dust. Just to be sure.



HOT SHOT INGREDIENTS

Kräuterbutter Style Willy

Sheep's cheese

Pork loin, butterfly cut

Variation: Add fresh fig

pieces to stuffing

EXOTIC CHICKEN

EXOTIC WILLY

Chicken, pineapple, Exotic Willy – just reading the words conjures up palm trees, temples and sandy beaches in your mind's eye. The crispy skin in conjunction with the fruity, lightly browned pineapple, plus the aromatic spices of Exotic Willy – the desire to mix yourself a Sex on the Beach before, during and after barbecuing is almost overwhelming. Give in people, just give in, the barbecue is no place for asceticism. If you want to go really authentic, reserve your spot at the table with a towel.

EXOTIC CHICKEN INGREDIENTS

- Exotic Willy
- Pineapple chunks
- Strips of chicken breast
- Variation:** Pieces of mango instead of pineapple



FISHERMAN'S END

ORANGE WILLY

So, we don't need to be showing you professionals duck breast with Orange Willy here. It's part of your standard range. However, since we Knights of the Order of Butchers tend to leave the sea creatures in the water, here is a combination of fish fillets and cocktail tomatoes – naturally with Orange Willy – that's simple and impressive, both on the counter and on the barbecue.

Quiet, here he comes...



FISHERMAN'S END INGREDIENTS

- Orange Willy
- Cocktail tomatoes
- Strips of fish fillet, skin removed
- Variation:** Honeydew melon instead of tomatoes

ADDITIONAL PRODUCTS

FOR BARBECUES WITH A BANG



BRATKARTOFFEL-WÜRZUNG

Full-flavoured, rounded, punchy with plenty of roasted onion, caraway, salt flakes and herbs for baked potatoes, fried potatoes, mashed potatoes, potato pancakes, potato salad or for finishing soups, omelettes and flaky pastry straws.

Item No. 62503



GRILL-DIP ARIZONA-BBQ

Spicy dipping sauce with a delicate smoky note.

Item No. 62284



GRILL-DIP BOMBAY

Spicy dipping sauce with a fruity ginger/curry/honey flavour.

Item No. 62667



GRILL-DIP CARIBBEAN-CHILI

Sweet and spicy dipping sauce with delicate chilli heat.

Item No. 62283



HOT MANGO DIP

Exotic dipping sauce made from mango purée flavoured with chilli.

Item No. 62298



CURRY SAUCE FOR CURRYWURST

The perfect curry sauce. Full, fruity curry flavour with subtle sweetness and mild heat. Typical orange-red colour. Perfect for authentic currywurst or as a dip for chips, wedges or chicken wings.

Item No. 62628 / 62632



KNOBLAUCH-KRÄUTER DIP-WÜRZUNG

Seasoning mix as a base for easy preparation of garlic and herb dipping sauces.

Item No. 35668



FASCHIERTEN-MIX BURGER

Pepper, garlic, onion, finished with full-flavoured spices – the way a proper butcher's burger should taste. Simply mix with minced meat and water and leave to infuse briefly.

Item No. 38931



SALATDRESSING KLAR

Dressing base with vinegar and a fine herbal note, ready to use, sprinkle over.

Item No. 62047



SALATDRESSING KRÄUTER-TOMATE

Dressing with vinegar and a Mediterranean herb and tomato note, ready to use, sprinkle over.

Item No. 62010



KARTOFFELSALATDRESSING

The incomparably well-rounded and harmonious flavour profile leaves room for the flavour of the potato to come through.

Item No. 62551



AMERICAN DRESSING (FLÜSSIG)

Ready-to-use dressing for all types of salad.

Item No. 62442



FRENCH DRESSING (FLÜSSIG)

Ready-to-use dressing for all types of salad.

Item No. 62441



MANKEI MAMA LEONE

Mediterranean mix of organic thyme, organic oregano, organic lady's mantle and parsley from Austria.

Item No. 62651



CAFÉ DE PARIS BUTTER

Seasoning mix for making classic Café de Paris butter.

Item No. 62176



PONDICHERRY PFEFFER

Red peppercorns, a rare speciality pepper from the pepper coast of south-east India. Picked when fully ripe, this is the most fruity and aromatic pepper of them all.

Item No. 62370