

# Usinger's™

**FAMOUS SAUSAGE**  
MADE IN MILWAUKEE SINCE 1880



THE GOURMET ACCENT #82, P. 26

## 2024 HOLIDAY GIFTS

# USINGER'S: FAMILY OWNED AND OPERATED SINCE 1880

Whether new to Usinger's or a loyal returning customer, we welcome you. Now in our 144th year, we are excited to present our 2024 Holiday Catalog with a wide array of 40 different assortments.

You can depend on our family to make your gift giving and entertaining more personal and meaningful - the kind of celebration that makes everyone feel good, feel thankful, and feel together, regardless of whether you are across the table, or across the country.

Whether you are giving a gift, entertaining family and friends, or just making yourself the best sandwich you have ever had, you'll be glad you chose Usinger's - America's Finest Sausage Since 1880.

Our assortments are attractively packaged and guaranteed to delight the recipient. The only thing better than when that gift box arrives, is when you open it. Each sausage is seasoned just right with the finest domestic and imported spices. Our 2 story brick smokehouses provide the finishing touch - a campfire flavor that can only come from natural Hickory, Oak, and Applewood.

We've said it before, and we'll say it again, the best you can give is our "wurst."

— THE USINGER FAMILY



## THE SNACKER'S DELIGHT #1

Perfect snacks for around the holiday table with friends & 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. .... \$57.99



## THE CROWD PLEASER #2

Plenty of choices to please the whole crowd.

### Contents —

- Leona 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. .... \$63.99



## "WISCONSIN PROUD"

Usingers 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 Collectivo Coffee.



"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 Food and Beverage, The Trade



### THE FEINSCHMECKER

#3

Before epicure, gastronome and foodie, it was feinschmecker. For those who appreciate fine food.

*Contents —*

- Hickory Sticks (1 pkg, 6 links)
- Beef Salami
- Leona Bologna
- Yachtwurst
- 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. .... \$80.99



### THE SAUSAGE MAKER

#5

A giant sausage great for sharing at the holiday table.

*Contents —*

- Beef Summer Sausage
- Sausage Knife.

2 lbs. 14 oz. .... \$48.99



### OLD WORLD MEDLEY

#4

Old World recipes that our founder brought from Germany around 1880.

*Contents —*

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

3 lbs. 1 oz. .... \$48.00



### NIBBLER'S BONANZA #6

A holiday favorite—our best-selling holiday gift has some of our most popular items in a beautiful holiday gift box.

*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. .... \$55.00





### SUMMER SAMPLER #8

Enjoy this tempting trio of Old World classics.

*Contents —*

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

**1 lb. 12 oz. .... \$39.00**



### THE QUARTET #9

A quartet of fresh style links. Get the grill ready for this mouth-watering combo.

*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. .... \$49.99**



### NATURAL CASING WIENERS #11

Natural casing Wieners—the perennial American favorite. Voted #1 in the country by *The Book of Bests*.

*Contents —*

- Natural Casing Wieners (6 pkgs, 30 links)

**3 lbs. 12 oz. .... \$54.99**



### PIT SAMPLER #10

Freshly smoked the way we've done it for over a century. From the fire-pit to your home.

*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. .... \$69.99**



### TRADITIONAL COOKED BRATS #12

The traditional German favorite. Finely ground pork and veal. Distinctive white color.

*Contents —*

- Cooked Brats (6 pkgs, 24 links)

**4 lbs. 8 oz. .... \$54.99**



### FRESH BRATWURST #13

The choice of Wisconsinites! Fresh sausage (uncooked) of coarse ground, lean pork. Seasoned only as Usinger's knows how.

*Contents —*

- Fresh Bratwurst (4 pkgs, 20 links)

**5 lbs. .... \$51.99**



*"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



**GRILLING FAVORITES #14**  
 Enjoy this collection of Wisconsin's grilling favorites.

- Contents —*
- Beef Franks (1 pkg, 4 links)
  - Wieners (1 pkg, 5 links)
  - Knackwurst (1 pkg, 5 links)
  - Smoked Polish Sausage with Garlic (1 pkg, 4 links)
  - Cooked Bratwurst (1 pkg, 4 links)
- 3 lbs. 14 oz. .... \$58.99**

**BEST SELLER**

**FLAT-RATE SHIPPING \$12.99\***  
 PER GIFT  
 DETAILS ON PAGE 17



**THE ELVES' CHOICE #15**  
 The Elves know Usinger's better than anyone. Here are their favorites!

- Contents —*
- Beef Summer Sausage
  - Beef Salami
  - Summer Sausage
  - Sartori Farmhouse Cheddar Cheese
  - Sartori Sharp Aged Cheddar Cheese
  - Sausage Knife
- 2 lbs. 6 oz. .... \$48.99**

**BEST SELLER**

**FLAT-RATE SHIPPING \$12.99\***  
 PER GIFT  
 DETAILS ON PAGE 17

**RISE AND SHINE #16**  
 The ultimate wake up breakfast - just start the Bacon and Fritziess sizzling in the pan and watch the morning dawdlers assemble!

- Contents —*
- Sliced Canadian Bacon (2 pkgs.)
  - Applewood Smoked Sliced Bacon (2 pkgs.)
  - Fritziess (2 pkgs, 14 links)
  - Pancake Mix
  - Maple Syrup
  - Kallas Clover Honey
  - Colectivo Coffee (2 pkgs.)
- 5 lbs. 5 oz. .... \$80.99**



Never too young to shop at Usinger's.

*"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 104 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.

**FLAT-RATE SHIPPING \$12.99\***  
 PER GIFT  
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# A BRIEF HISTORY OF USINGER'S

1870

1875

1880 **1880 ▶**  
Fred Usinger buys his employer's butcher shop on Third Street.

1885

1890

1895

1900 **1900 ▶**  
At the turn of the century, Milwaukee's German aristocracy did their shopping on Third Street, and Usinger's became a popular stop.

1905

1910 **1906 ▶**  
The plant and offices undergo extensive remodeling to look like the Usinger's you know today.

1915

1920

1925

1930 **1930 ▲**  
Fred Usinger dies and passes the business to his son, Fred Usinger Jr.

1935

1940 **1935**  
Usinger's Sausage became one of the earliest members of the Better Business Bureau, and is still a member today.

1945

1950 **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.

1955

1960 **1961 ▶**  
Saturday Evening Post features Usinger's in an article with photo by renowned photographer Arnold Newman."

1965

1970 **1980 - 100 YEARS**  
The company celebrates its centennial.

1975

1980 **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

1985

1990 **1988 ▶**  
Siblings Debra and Fritz Usinger, great-grandchildren of Fred Usinger, take over leadership and continue the 100-year commitment to quality.

1995

2000 **2002**  
Usinger's Beef Hot Dogs were the official Hot Dog of the Salt Lake City Winter Olympics.

2005

2010 **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.

2015

2020 **2016**  
Usinger's was awarded Best Brat in the *USA Today* 10 Best Readers' Choice Awards.

2025 **2018 ▼**  
Named the official sausage of The National Mustard Museum.

**2019 ▶**  
Emily Usinger, great-great-granddaughter of Fred Usinger, joins the 139-year-old company. Emily, like her dad Fritz, has one foot firmly planted in our 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.



## THE ENTERTAINER #17

An impressive assortment that will keep all of your holiday guests happy.

### Contents —

- Yachtwurst
- Leona 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. .... \$116.99





**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 smoke houses. Spiral cut for easy serving.

6 lbs. 8 oz. .... **\$74.99**

FLAT-RATE SHIPPING  
**\$12.99\***  
 PER GIFT  
 DETAILS ON PAGE 17



**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. .... **\$55.99**

FLAT-RATE SHIPPING  
**\$12.99\***  
 PER GIFT  
 DETAILS ON PAGE 17



**SEMI-BONELESS HAM #19**

Presenting our Old World Holiday Ham ... Carefully seasoned, cured, then delicately smoked over a hardwood fire. The result, a classic ham born out of the tradition of yesterday.

12 lbs. .... **\$104.99**

FLAT-RATE SHIPPING  
**\$12.99\***  
 PER GIFT  
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One of the 17 smokehouses.

*"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



**THE FEAST #21**

An exquisite array of summer sausage and cheese.

*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. .... \$64.99**

FLAT-RATE SHIPPING  
**\$12.99\***  
PER GIFT  
DETAILS ON PAGE 17

**BEST SELLER**

**THE PALATE TEASER #22**

All of the basics for a delicious evening in front of the fire.

*Contents —*

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

**1 lb. 11 oz. .... \$39.99**

FLAT-RATE SHIPPING  
**\$12.99\***  
PER GIFT  
DETAILS ON PAGE 17



**MILWAUKEE'S FAVORITES #23**

After over a century in Milwaukee, we've come to know what Milwaukee loves.

*Contents —*

- Beef Summer Sausage
- Braunschweiger Liver Sausage
- Cooked Bratwurst (1 pkg, 4 links)
- Hickory Sticks (1 pkg, 6 links)
- Black Creek Cheddar Cheese
- Sausage Knife

**2 lbs. 12 oz. .... \$51.99**

FLAT-RATE SHIPPING  
**\$12.99\***  
PER GIFT  
DETAILS ON PAGE 17

**BEST SELLER**









## PARTY TRADITIONS #25

The perfect complement to any party spread.

### 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 Pretzels (2 pkgs.)
- Gourmet Snack Crackers
- Sausage Knife

5 lbs. 5 oz. .... \$81.00



## THE COLLECTION #26

Truly a gift to impress. Beautifully packaged, ready to open and enjoy at the office or at home.

### Contents —

- Beef Summer Sausage
- Beef Salami
- Thueringer Summer Sausage
- Italian-Style Summer Sausage
- Hickory Sticks (1 pkg, 6 links)
- Sartori Montamore Cheddar Cheese
- Sartori Farmhouse Cheddar Cheese
- Pine River Swiss Almond Cheese Spread
- Pine River Port Wine Cheddar Cheese Spread
- East Shore Pretzels
- Genuine National Mustard Museum Mustard
- Includes 9" x 12" x 3/4" 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. 1 oz. .... \$110.00



## THE TRAIL BLAZER #27

Perfect snacks for on the trail or at 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. .... \$62.99  
(shipping included)





## THE EXTRAVAGANZA #28

Our largest selection of sausage, cheese and crackers to please every palette. No hungry guests with this assortment.

### Contents—

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

**9 lbs. 5 oz. .... \$154.00**  
(shipping included)



## TREAT TIME #29

Time tested favorites ready for gifting.

### Contents—

- Beef Summer Sausage
- Beef Salami
- Thueringer Summer Sausage
- Hickory Sticks (1 pkg, 6 links)
- Shullsburg Co-Jack Cheese
- Sausage Knife

**1 lb. 14 oz. .... \$43.99**



## HOLIDAY FUN #30

Perennial customer favorites perfect for sharing with friends and family around the holidays.

### 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. .... \$52.99**





**TREATS TO GO #31**  
A generous sampling of our favorite snack sticks.

*Contents –*

- Hickory Sticks (1 pkg, 6 links)
- Hot & Spicy Hickory Sticks (1 pkg, 6 links)
- All 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. .... \$59.99**  
*(shipping included)*



**SIGNATURE SUMMERS #33**  
Enjoy four of our most popular Summer Sausage Varieties in one great gift.

*Contents –*

- Beef Summer
- Summer Sausage with Garlic
- Summer Sausage
- Thuringer Summer Sausage
- Sausage Knife

**2 lbs. 8 oz. .... \$54.99**  
*(shipping included)*



**BREWMASTER'S DREAM #32**  
A delicious and unique gift for the sausage and beer connoisseur in your life.

*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. 1 oz. .... \$69.99**  
*(shipping included)*



**THE BIG CHEESE #47**  
Classic Wisconsin cheeses from the heart of the cheese state.

*Contents –*

- Sartori Bella Vitano Gold Cheese
- Sartori Bella Vitano Gold 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. .... \$56.99**





### BACON SENSATION #51

Open a package of our bacon and right away smell its real smoky richness.

*Contents —*

- Applewood Smoked Bacon
- Hickory Smoked Bacon
- Peppercorn Bacon
- Honey Glazed Bacon

**3 lbs. ....\$56.99**



*At Usinger's we honor the traditional smoking methods of past generations. Our bacon is 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

Four of our best summer sausages in a festive holiday gift box.

*Contents —*

- Beef Summer Sausage
- Beef Salami
- Summer Sausage with Garlic
- Thuringer Summer Sausage

**1 lb. 4 oz. ....\$41.99**  
*(shipping included)*



### THE TOUCHDOWN #52

For the football fans in your life. A Wisconsin favorite.

*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. ....\$54.99**



### MIDNIGHT SNACKER #81

Just enough for snacking and sharing. The essential tidbits-summer sausage and cheese.

*Contents —*

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

**1 lb. 1 oz. ....\$39.99**  
*(shipping included)*





## THE GOURMET ACCENT

#82

Experience classic Old World taste.

*Contents —*

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

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



## NORTHERN COMFORT

#83

The perfect gift to showcase the best in Wisconsin comfort.

*Contents —*

- Beef Summer Sausage
- Beef Salami
- Thueringer Summer Sausage
- Black Creek Cheddar Cheese
- Renard's Pepper Jack Cheese
- Gourmet Snack Crackers
- Sausage Knife

2 lbs. 12 oz. .... **\$66.99**  
(shipping included)



## THE RESERVE COLLECTION #91

Contains four reserve summer sausages, made once a year in our smokehouse 17 just for this catalog. Combined with four Wisconsin cheeses and two varieties of crackers selected with the same care. Includes our famous sausage knife.

*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 Montamore Cheese
- Gourmet Butter Crackers
- Gourmet Water Crackers
- Sausage Knife

5 lbs. 12 oz. .... **\$109.00**  
(shipping included)



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

PRST STD  
 U.S. POSTAGE  
 PAID  
 USINGER'S

**RISE AND SHINE #16**

The ultimate wake up breakfast  
 -just start the Bacon and Fritziess  
 sizzling in the pan and watch the  
 morning dawdlers assemble!

*Contents —*

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

**5 lbs. 5 oz. .... \$80.99**



**TO RECEIVE GIFTS BY CHRISTMAS  
 SEE ORDER DEADLINES, PAGE 17.**

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

