

SÜSSE WURST: A SHORT PRIMER

Imagine skillfully crafted *wursts* of every variety, from spicy aged *rohwrursts* to meaty brats, made fresh daily. Bavarian pretzels, hearty rye breads, and kaiser rolls, perhaps the type you would find any day in Oma's kitchen, baked each morning and afternoon in our kitchens. Delectable deli fixtures of all kinds, from pungent Limburger to caraway-spiced Handkäse, to blood sausage and liver pates, to sweet and pickled relishes, potato salads, and savory bread spreads, everything needed for the perfect Old World lunch. In addition to our fresh artisan goods, a world of exclusive imported fare: from *dunklebie* to *apfelschnapps*, *sauerbraten* marinades to lavender honey, classic dumpling mixes to quark and linzertorte, and always an array of specialty *wursts* made and shipped from homeland masters using time-honored recipes. All this and more awaits you at Süsses Wurst, Phoenix, Arizona's premier grocery destination for Old World goods and spirits.



Fig. 1 Süsses Wurst's Flagship Store in Scottsdale



Fig. 2 Amelia, the original "sweet sausage"

BACKGROUND

Süsses Wurst (German for "Sweet Sausage") first opened its doors in 2012 with its flagship location in Scottsdale, Arizona. Personified by a feather-capped dachshund mascot, the store has since expanded to six additional valley locations, with the newest launch in Henderson, Nevada, the company's first out-of-state venture. Founder and Chief Sausage Officer Evelyn Messner envisioned a store that was "premium in quality, traditional in atmosphere, and caring in conduct". Süsses Wurst aims to offer variety, familiarity, and novelty in all its goods, turning what would otherwise be "impossible to find" into "local and accessible". All products imported by

Süsses Wurst are vetted through the company's procurement process, and only goods of the highest excellence, value, and taste eventually find a place on store shelves. Customer feedback is vital as the store expands its inventory to include selections from Austria, Poland, and Switzerland.

MISSION STATEMENT

The mission of Süsses Wurst is "to bring premium, quality Old World goods to the southwest". By "premium", Süsses Wurst expects its customer base to fall within a higher income bracket, allowing them to compete with high-end grocers such as AJ's Fine Foods and Trader Joe's. By "Old World", Süsses Wurst works to maintain an eclectic variety of commodities and recipes consistent with fare found in Central Europe. Initially Süsses Wurst's inventory was largely Bavarian in nature, and to this day the store's theme, décor, and product assortment continue to be predominantly German. With the growth of business, this assortment has significantly expanded, and any new imports selected are chosen with the aim of solidifying Süsses Wurst as a niche market for gourmet European goods.