

WHOLESOME. HANDMADE. NATURAL.



**PLANT-BASED
ORGANIC SPECIALTIES**

**PLANT-BASED TREATS, THAT ARE HARD TO BEAT,
WITH FLAVORS THAT YOU'LL LOVE TO EAT.**

WHOLESOME ORGANIC. REAL CRAFTSMANSHIP. CLEAN LABEL.



GOLDBLATT creates organic specialties from wholesome plant-based ingredients that surpass the usual meaty taste. We combine nature and craftsmanship to create a culinary pleasure experience. Without the addition of additives, flavors or gluten. A unique quality that can be tasted in the numerous innovations that we have been developing and producing with dedication since 2021 in our Styrian manufactory.

We lovingly enhance nutritious plants and mushrooms with harmonizing spice blends to create unique culinary delights. Spread them on bread or prepare an unlimited variety of dishes.

Your Goldblatts

Stephan, Matthias & Mel

goldblatt



fltr: Matthias, Mel, Stephan

OUR MISSION

Every day we inspire anew through incomparable taste, highest natural quality and sustainable production.

Through the use of regional organic ingredients and real craftsmanship, we strive to set the gold standard for plant-based organic meat alternatives, ushering in a new era of conscious, culinary enjoyment.



Wholesome
Ingredients



Honest
Craftsmanship



Clean
Label



Free from
Gluten



By buying our spreads, you're supporting a good cause. With mutual help, we move forward, so we donate 10% of our profits to NGOs that address social challenges.



CERTIFICATES



Partner

THE PLANT-BASED GOLDSTANDARD

WHOLESOME ORGANIC

It is our love for nature, animals, and people that drives us to source the best possible organic ingredients from the region for our Goldblätter. Only their natural diversity and intensity allow for smells and flavors that bring joy and surprise.

TRUE CRAFTSMANSHIP

Peeling, cutting, roasting, smoking... From „Schwein g'habt“ to „Schnattergans“, every Goldblatt is made with passion by hand at the Goldplatzl am Sonntagsberg. Our manufactory in Styria offers space for production, a sales salon and invites you to come and enjoy our plant-based taste-discovery pop-up.

WITHOUT ADDITIVES & FLAVORS

After months of development, we were able to achieve a taste that is just as good as meat using only plants, without the addition of additives, flavors, yeast or gluten.

Pioneering work from Austria.

GASTRONOMY



IN GERMANY



Dallmayr



OSCHÄTZCHEN
HAMBURG
ALSTERHAUS

RETAIL



Bringt die Region auf den Tisch.





*Leberhorst dumplings
in herb-vegetable soup*

**PLANT-BASED TREATS,
THAT ARE HARD TO BEAT,
WITH FLAVORS THAT
YOU'LL LOVE TO EAT.**

Discover on the next pages our organic specialties
sorted by meat, fish, natural and egg.

Aim, shoot, just miss.

PLANT-BASED GAME PÂTE WITH GIN
BASED ON WHITE BEANS



Contains Alcohol



Austria
Beans



Free from
Gluten



Free from
Lactose



Wholesome
Ingredients



Best
Before



°C Eating-
temperature



Now it gets wild, even without hunters! Based on white beans and mushrooms, juniper provides the fitting wild flavor. Cranberry pieces and a shot of gin as a chaser provide the special touch.

Delicious on fresh baguette or rustically on rough farmer's bread, also with stewed pear. If it should really be a bull's-eye for animals and nature.



Feather-Light, not Taste-Light.

PLANT-BASED GOOSE LIVER PÂTÈ
BASED ON CHAMPIGNONS



Contains walnuts



With
Walnuts



Free from
Gluten



Free from
Lactose



Wholesome
Ingredients



Best
Before



°C Eating-
temperature



Live like god in France! A baguette, a glass of good red wine, and our Schnattergans topped with wild cranberry jam. Lentils, mushrooms and walnuts give our plant based pâté its mild flavor.

The delicate aroma with a tender thyme note is reminiscent of foie gras, but in contrast, it provides a clear conscience and happy chattering geese.

Do not play offended!

PLANT-BASED LIVER PÂTÉ (COARSE)
BASED ON MUSHROOMS



Austrian
Mushrooms



Free from
Gluten



Free from
Lactose



Wholesome
Ingredients



Best
Before



°C Eating-
temperature



After the hike, take a bite of a properly spread Leberhorst bread with a cold beer and breathtaking view. Red beans and gourmet mushrooms like oyster and shiitake mushrooms and carefully selected spices give our pâté its hearty flavor.

Garnished with fresh onions and pickled spices, we uphold traditions and improve them for the sake of animals and the environment.

Pig out on our plant-based pork!

PLANT-BASED ROASTED PORK
BASED ON ONIONS & OATS



Contains gluten free oat and soy sauce



Fair Trade
Coconut Oil



Free from
Gluten



Free from
Lactose



Wholesome
Ingredients



Best
Before



°C Eating-
temperature



The best part of Grandma's pork roast was the hearty snack in the evening with the Bratfetttn (roast fat, dripping). High-quality plant-based fat mixed with onions, oats, salt, garlic, the right spices, and herbs gives a wonderfully delicate flavor of roasted pork, without ever seeing a pig.

Tastes wonderful on fresh farmer's bread and so authentic that even Grandma won't notice the difference.



The first of its kind.

PLANT-BASED SMOKED LOIN
BASED ON AUSTRIAN SOY



Available
March 23



Lean, boneless pork loin from the back of the pig soybeans:
Tasty-mild and delicately smoky in flavor, inspired by the regional
„Ruckwurst“ (air-dried, smoked raw ham).

For centuries, Styrian farmers made this specialty. In the past it was
pickled pork, today and for a tomorrow it is local organic soy that offers
the regionally typical enjoyment with carefully selected spices.



Austrian
Soy



Free from
Gluten



Free from
Lactose



Wholesome
Ingredients



Best
Before



°C Storage
Temperature

Smoke on the Ocean

PLANT-BASED SMOKED SALMON CREME
BASED ON CARROTS



Styrian
Vegetables



Free from
Gluten



Free from
Lactose



Wholesome
Ingredients



Best
Before



°C Eating-
temperature



Our Ackerlax must not be missing at any sparkling breakfast! Finely ground sunflower seeds give the cream its spreadability. Smoked carrot pieces and a touch of nori seaweed inimitably recall smoked salmon.

Simply delicious on warm toast or fresh baguette. This makes every breakfast not only exquisite, but also animal-friendly and sustainable. Perfect with plant-based cream for topping pasta (e.g. Farfalle).

Harvest instead of catch!

PLANT-BASED GRAVED SALMON CREME
BASED ON CARROTS



Contains Mustard



Styrian
Vegetables



Free from
Gluten



Free from
Lactose



Wholesome
Ingredients



Best
Before



°C Eating-
temperature



Inspired by the Scandinavian Gravlax; traditionally salmon marinated with a mixture of salt, sugar, and dill, is buried in holes in the ground for at least three days for longer shelf life. Our perfectly creamy base of „Ackerlax Rauch“ combined with our homemade mustard, sweet agave syrup, and aromatic dill allows for a culinary journey to Scandinavia without any animal ingredients.

Try Ackerlax Nordic on hearty farmer's bread with finely chopped beetroot cubes and horseradish. Tastes delicious with potatoes as well.

Tuna, now with roots, not fins.

PLANT-BASED TUNA CREAM
BASED ON CHICKPEAS



Contains soy and sesame



Austrian
Chickpeas



Free from
Gluten



Free from
Lactose



Wholesome
Ingredients



Best
Before



°C Eating-
temperature



Ahoy landlubber! Discover the **taste of the ocean** and at the same time protect our oceans from islands of plastic, overfishing, bycatch and species extinction. Tender chickpeas as a base, along with fine spices, valuable linseed oil, calcium-rich sesame seeds and dulse algae for the mildly salty aroma of **freshly caught fish**.

Enjoy the fishy variety - goes perfectly with sandwiches, wraps, pasta sauces, salads or pizza. **Contains valuable omega-3 fatty acids, calcium and iodine.**

Styrian women are very good.

MUSHROOMS-PUMPKIN SEED OIL-PEAR
BASED ON SCARLET RUNNER BEANS



Styrian scarlet runner beans, 100% pumpkin seed oil P.G.I. and Styrian gourmet mushrooms make our spread a true „Styrian.“ The sweet, dried pear pieces provide a wonderful contrast and round off the flavor bouquet.

Enjoyed at home on crisp farmer's bread, you would wish that every wine tavern also has this particularly delicious highlight on offer.



Styrian
Specialty



Free from
Gluten



Free from
Lactose



Wholesome
Ingredients



Best
Before



°C Eating-
temperature

Spud-Tastic Truffle Treat

CHESTNUTS-TRUFFLE OIL-KING OYSTER
BASED ON POTATOES



Steirisches
Gemüse



Free from
Gluten



Free from
Lactose



Wholesome
Ingredients



Best
Before



°C Eating-
temperature



An Old Farmer's Saying: Potatoes Instead of Truffles. We say: Why not both?" With delicious chestnuts and tender pan-fried king oyster mushrooms, this wonderfully aromatic spread goes perfectly with freshly baked farm bread and a glass of white wine.

In addition, the use of local potatoes saves a lot of CO2. Perfectly paired with pasta, when mixed with soy cuisine.



So seductive, so forbidden good!

ORGANIC ALLROUND TOMATOE-SAUCE
WITH SHIITAKE MUSHROOMS

Shii-takes it all!

As a sauce for meat, like pesto for pasta or the finest ketchup for your vegetables. Paradise kisses your taste buds.

Fruity, sun-ripened organic tomatoes from Italy meet valuable shiitake mushrooms from Austria. Fresh-fruity, with a delicate sweetness, a hint of heat and fine spicy umami. Wholesome ingredients and fine cooking make this taste treat the perfect all-around tomato sauce.



Styrian
Shiitake



Italian
Tomatoes



Free from
Gluten



Free from
Lactose



Wholesome
Ingredients



Best
Before

Eggs-perience Salad Sensation.

PLANT-BASED EGGSALAD
BASED ON CHICKPEAS



Contains Soy



Heimische
Sojabohne



Free from
Gluten



Free from
Lactose



Wholesome
Ingredients



Best
Before



°C Eating-
temperature



How the delicious egg flavor comes without egg in our spread is easily explained. Chickpeas and sunflower seeds form the creamy base, Burgenland tofu provides valuable protein. Capers and Kala Namak, the black salt obtained with salsola stocksii, provides the typical egg flavor.

Whether on brown bread, white roll, wrap or simply spooned pure, always a wonderful taste experience.

MSRP



3pcs Present Box



125-130g

340g



4pcs Wooden box with
Goldblatt engraving on lid

Artnr.	Name	Best before	EAN	MSRP gross
000269-01	Jägerpaste	4 M	9120118920012	9,95
000269-02	Schnatnergans	4 M	9120118920029	9,95
000269-03	Steirermark	4 M	9120118920036	8,95
000269-04	Ackerlax Rauch	4 M	9120118920043	8,95
000269-10	Ackerlax Nordisch	4 M	9120118920104	8,95
000269-09	Nix Tun Fisch	4 M	9120118920098	8,95
000269-05	Volle Knolle	3 M	9120118920050	8,95
000269-06	Leberhorst	4 M	9120118920067	7,95
000269-07	Gfrei di	3 M	9120118920074	7,45
000269-08	Schwein g'habt	10 M	9120118920081	7,45
000269-30	Paradies Sauce	10 M	9120118922009	9,95

MSRP... Non-binding sales price incl. VAT for 125/130 g.

Status: 1.2.2023 - Price lists on request.

HORECA jars in 50g, 340g or larger on request.

CONTACT

DI (FH) STEPHAN WIESENHOFER

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GB Food GmbH

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Manufacture: Goldplatzl am Sonntagsberg

8271 Bad Waltersdorf, Wagerberg 37

Austria

UID ATU 76525048

Company Register: FN 550344f

Bank Details

IBAN AT79 2083 3000 0010 6294

BIC SPPLAT21

E-Mail-Contacts

General: feinkost@goldblatt.at

Orders: order@goldblatt.at

Invoices: invoice@goldblatt.at

@goldblattfood
#plantbasedgoldstandard

BE A GOLDBLATT, FOLLOW US!



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feinkost@goldblatt.at · Onlineshop www.goldblatt.at

Images: Jenni Koller, Wieselstein. Ceramics: Petra Lindenbauer. Design: FrischWald.

*Volle Knolle as pesto for
pasta or as spread*



*Pflanzliche Spezialitäten ziehen neue,
hochwertige Kunden an und
sichern Zusatzumsatz!*

5 Gründe warum pflanzliche Alternativen immer beliebter werden:

- #1: Neugier auf alternative Angebote
- #2: Eigene Gesundheit
- #3: Klima- & Umwelt
- #4: Tierwohl
- #5: Geschmack

GUT ZU WISSEN

GB FOOD GMBH (GOLDBLATT)

Gegründet 2021 in 8225 Pöllau bei Hartberg, Österreich.

GRÜNDER

-  Matthias Wiesenhofer (Koch // Steuerberater),
-  Melanie Zanter (Social Media & Rezepte // Juristin)
-  Stephan Wiesenhofer (Marketing & Vertrieb // Kreativleister)

MARKTVOLUMEN FÜR FLEISCH & MILCHALTERNATIVEN

EU-Markt Wachstumsrate +28%. Gesamt: 3,6 Milliarden Euro

AT-Markt Wachstumsrate +39%. Gesamt: 86 Millionen Euro

DE-Markt: Wachstumsrate +53%. Gesamt: 993 Millionen Euro

Quelle: vegan.at / veganworld.de. Wachstumsraten 2019-2020

DAS GOLDPLATZL AM SONNTAGSBERG IST UNSERE MANUFAKTUR

VERKAUFSSALON MONTAG-FREITAG 9-15 UHR

TERRASSE MIT KALTER SPEIS & TRANK

Goldplatzl am Sonntagsberg, 8271 Bad Waltersdorf

Pop-up Details & Tischreservierung www.goldplatzl.at

MODERNE FEINKOST 

GOLDPLATZL

am Sonntagsberg

ZAHLENSPIELE

130k+

sold jars
since April 2021

260+

Selling Points in Austria,
Hotels & Feinkosthäuser

79%

Kaufquote nach
Verkostung*

2.500+

Produktbewertungen
im Onlineshop

2-4

ØWerktage Bestellung
bis zur Lieferung

0.42%

Beschwerderate
(inkl. Transportschäden)

2,1 Mio.

Medienreichweite
im Jahr 2022

5

Mitarbeiter &
Mitarbeiterinnen

BEWERTUNGEN

1625 VERIFIZIERTE ONLINEBEWERTUNGEN 1. JAHR



★★★★★	77%
★★★★☆	14%
★★★☆☆	6%
★★☆☆☆	1%
★☆☆☆☆	1%

PRODUCTS AVERAGE RATING

4.60 ▲ 0.22%

STORE AVERAGE RATING

4.93 ▲ 0.61%

91% der Onlinekäufer bewerten die Goldblätter überdurchschnittlich gut mit 4 oder 5 Sternen. Nur 2% konnten wir nicht von unserem Geschmack überzeugen.

UNSERE ZIELGRUPPE: FLEXITARIER

Flexitarier sind flexible Vegetarier, die Fisch- und Fleisch bewusst reduzieren, aber den Geschmack von Fleisch lieben. Sie stehen für einen gemäßigten, nachhaltigen und qualitätsorientierten Konsum.

PFLANZLICHE ALTERNATIVEN IMMER BELIEBTER

90-95 % der veganen Produkte werden von Konsument:innen gekauft, die ihren Fleischkonsum reduzieren wollen**.

>52%

Flexitarier in Österreich
1 % Veganer, 9% Vegetarier**

AM PULS DER ZEIT

*Bei Verkostungen auf Messen/Märkten kaufen zwischen 71 und 95 von 100 Personen. Erhoben bei 12 Märkten/Messen. **Gallup2018