



PUT TRADICIONALNE HRANE

*Katalog tradicionalnih proizvoda i proizvođača
Varaždinske županije*

ON THE PATH OF TRADITIONAL FOOD

Varaždin County Catalogue of Traditional Products and Producers





PUT TRADICIONALNE HRANE

Varaždinska županija s pravom se ponosi specifičnom lokalnom tradicijom proizvodnje i obrade namirnica i pripremanja jela. Očuvanost bogatog nasljeđa okusa i ukusa plod je i marljivog prikupljanja znanja o posebnim povijesno-geografskim uvjetima prostora. Posebnost su otkrili ponajprije gostoljubivi domaćini, koji su dragom gostu koji bi sjedao za njihov stol oduvijek nastojali dati više. Te želje i nastojanja sačuvali su i tijekom duge povijesti i pretočili u nešto više i bolje negoli je propisano pravilima. Kvalitetu i izvornost stavljene u okvire najboljeg potvrđuju certifikati koji se svake godine iznova moraju potvrđivati. Certifikat time postaje jamstvo kupcu-gostu da poljoprivredno gospodarstvo proizvodi, prerađuje ili priprema poljoprivredne proizvode po utvrđenoj tradicionalnoj metodi ili receptu.

Projekt *Put tradicionalne hrane* namijenjen je identificiranju jela i proizvoda posebne kvalitete na području Varaždinske županije, poticanju poljoprivrednih gospodarstava da sudjeluju u certifikacijskom procesu te promociji odabranih poljoprivrednih proizvoda.

Ovaj katalog proizvoda i gospodarstava pokušava približiti kvalitetu tradicionalne proizvodnje i obrade prožete iskustvom i gostoljubivošću što bliže svakom putniku namjerniku koji se želi što detaljnije informirati. Gostoljubivost, kvaliteta i izvornost su jamstvo zadovoljstva.

ON THE PATH OF TRADITIONAL FOOD



Varaždinska County is rightly proud of its specific local tradition of food production, processing, and cuisine. The fact that the abundant heritage of taste is preserved, is a result of diligent accumulation of knowledge of specific historical-geographic conditions. Friendly and welcoming hosts were the first ones to unveil these special characteristics of their land, as they strived to offer guests as much as possible. They kept these wishes and striving during their long history, and turned them into something more and better than that proscribed by different rules. Certificates that have to be validated each year confirm the quality and authenticity of their products and meals. This makes the certificate a guarantee to the customer/guest that the farmers produce, process and prepare their products in compliance with set traditional methods or recipes.

The path of traditional food is a project focused on identifying dishes and products of special quality on the territory of the Varaždinska County, encouraging farmers to participate in the certification process and promotion of chosen agricultural products.

This catalogue of products and farms aims to bring the quality of traditional production and processing, imbued with experience and hospitality, closer to travelers and visitors who are looking to get as much information as possible. Hospitality, quality and authenticity guarantee satisfaction.





VARAŽDINSKO ZELJE predstavlja pojam kvalitetne stare domaće sorte pogodne za uzgoj i preradu, ponajprije kiseljenjem prema očuvanim starim metodama i suvremenim znanjima.

VARAŽDIN SAUERKRAUT (sour cabbage) is a paragon of quality, old-fashion, domestic cultivar suited for growing and processing, primarily through fermentation by traditional methods and modern skills.



VARAŽDINSKO BUČINO ULJE tradicijom uzgoja buče i prerade koštica u bučino ulje nenadmašno je kvalitetom i na stolovima je stanovnika Varaždinske županije od pamtivijeka.

VARAŽDIN PUMPKIN SEED OIL is of paramount quality thanks to its tradition of pumpkin-growing and pumpkin seed processing, and has been served in Varaždinska County for generations.



MED I PROIZVODI OD MEDA dugogodišnjom tradicijom pčelarenja po livadama bogatim nektarom garantiraju kvalitetu meda i inovativnih proizvoda nastalih njegovom preradom.

HONEY AND HONEY PRODUCTS are a true source of health thanks to the long tradition of beekeeping with the highest quality of bees placed in modern apiaries scattered across meadows rich with nectar.



KOZJI I OVČJI SIR proizveden u nekoliko vrsta iz brižno obrađenog mlijeka tradicionalnom obradom u modernim uvjetima ima iznimnu nutritivnu vrijednost.

GOAT AND SHEEP CHEESE is produced from several kinds of carefully processed milk, with traditional methods, in modern conditions, and is characterized by exceptional nutrition value.



VOĆNA VINA proizvedena u Varaždinskoj županiji, desertna vina visoke kvalitete i prehrambene vrijednosti te sačuvane bogate voćne arome.

FRUIT WINES produced in the Varaždinska County are desert wines of high quality and nutrition value, with preserved fruit aroma and low alcohol content.



TRADICIONALNA LOKALNA JELA pripremljena po starim recepturama iz kuhinja naših baka i poslužena u autohtonom ambijentu garancija su iznimne kvalitete.

TRADITIONAL LOCAL DISHES prepared by old recipes of our grandmothers, served in authentic environment guarantee traditional quality.





VARAŽDINSKO ZELJE

Zelje je drevna kultura koju čovjek koristi već gotovo 100.000 godina. U antičkoj Grčkoj i Rimu zelje se smatralo univerzalnim lijekom. Riječ zelje dolazi od staroslavenske riječi zel i označava nešto zeleno. Na području Hrvatske prvi podaci o uzgoju potječu od rimskog cara Dioklecijana. U varaždinskom kraju zelje se uzgaja od pamtvijeka. Zapisi s gozbi čuvenih varaždinskih obrtničkih cehova spominju brojna tradicionalna jela sa zeljem koja su dio gastronomije ovoga kraja.

VARAŽDIN SAUERKRAUT

Sour cabbage is a cultivar man has been using for almost 100,000 years. In Ancient Greece and Rome, sour cabbage was considered a universal medication. In Croatia, the first records of growing cabbage were made by Roman emperor Diocletian. In the Varaždin area, cabbage has been grown for generations. Records from feasts by famous Varaždin craft guilds mention numerous traditional dishes with cabbage which are a part of the gastronomy of this area.



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PONUĐA: proizvodnja i prodaja
OFFER: production and sales

POVRĆE: Varaždinsko zelje, kisela repa, krumpir,
luk i ostale vrste svježeg zeljastog povrća...

VEGETABLES: Varaždin sour cabbage, beet, potato,
onion, and other fresh vegetables...



AGROPROM – PATRČEVIĆ

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PONUĐA: degustacija i prodaja
OFFER: tasting and sales

PROIZVODI: Varaždinsko bučino ulje i sušene
bučine koštice

PRODUCTS: Varaždin pumpkin seed oil and dried
pumpkin seeds





VARAŽDINSKO BUČINO ULJE

VARAŽDIN PUMPKIN SEED OIL

U svojoj prehranbenoj primjeni bundeve ili buče pripadaju među sretne biljke koje možemo pripremati na stotine različitih načina. Bučino ulje se koristi već stoljećima. Ima izrazit i specifičan okus. Tradicionalno prerađeno prirodnim putem tamno-zelene do crne boje, bogato vitaminima i nezasićenim masnim kiselinama. U Varaždinskoj županiji bučino ulje proizvodi se od 20.-ih godina prošlog stoljeća i teško da se negdje u regiji može na stolu zateći salata od graha koja nije začinjena bučinim uljem.

In its use as food, pumpkin falls among the lucky plants that can be prepared to eat in a hundred different ways. Pumpkin seed oil has been used for centuries. It is of dark green to black color; and it has a distinct and very specific taste leaning towards nutty, but still mild like caramel, and it smells like the crust of freshly baked bread. In the Varaždin County, it has been produced since 1920s, and the entire region uses it, more often than not, to savor bean salad.



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USLUŽNA ULJARA PRESEČKI PRESEČKI OIL FACTORY

PONUĐA: degustacija i prodaja
OFFER: tasting and sales

PROIZVODI: Varaždinsko bučino ulje i sušene
bučine koštice
PRODUCTS: Varaždin pumpkin seed oil and dried
pumpkin seeds



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USLUŽNA ULJARA ŽUPANIĆ ŽUPANIĆ OIL FACTORY

PONUĐA: degustacija i prodaja
OFFER: tasting and sales

PROIZVODI: Varaždinsko bučino ulje i sušene
bučine koštice
PRODUCTS: Varaždin pumpkin seed oil and dried
pumpkin seeds





PROIZVODI OD MEDA

Zadružne pčele mnogo su starije od čovjeka i med je bio na njegovu jelovniku u svim fazama razvoja. U Egiptu, gdje je započela povijest organiziranog pčelarstva, med je bio vrlo cijenjen, i to ne samo kao vrijedna namirnica i sredstvo za zaslađivanje jela već se koristio i u religijske svrhe. U cijeloj ljudskoj povijesti vjerovalo se da redovna upotreba meda produljuje život i štiti od bolesti. To je visokoorganski proizvod koji sadrži sastojke prijeko potrebne za organizam: glukozu, fruktozu, organske kiseline, fermente, minerale. Boja i okus meda ovise o vrsti biljke s koje pčele skupljaju nektar.

HONEY PRODUCTS

Bees are much older than man, and honey has been a part of man's diet in all stages of the evolution. Bees and honey have always had a special meaning to man. Egyptian hieroglyphs included one of a bee, representing a pharaoh, kingdom and royal descent. Throughout his entire history, man believed regular use of honey prolongs life and protects from illnesses. Honey: a highly organic product containing ingredients the human body needs: glucose, fructose, organic acids, ferments, and minerals. Its color and taste depend on the type of plant the bees collect nectar from.



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PONUĐA: degustacija i prodaja
OFFER: tasting and sales

ZAŠTIĆENI PROIZVODI: medena rakija, medeni ocat, varaždinski medenjak
PROTECTED PRODUCTS: Varaždin honey cake, honey brandy, honey vinegar

OSTALI PROIZVODI: med, matična mliječ, propolis, pelud, pčelinji vosak...
OTHER PRODUCTS: honey, royal jelly, propolis, pollen, beeswax...

Proizvođač s izvoznom dozvolom.
Producer with export license.
Dobitnik mnogobrojnih priznanja.
Received various awards.





KOZARSTVO I OVČARSTVO

GOAT KEEPING AND SHEEP-BREEDING

KOZJI SIR – zna se da su se raznim sirevima sladili još naši preci prije 7000 ili čak 8000 godina. Sir spominju i hrvatski pisani spomenici. Njegove se inače gotovo epski široko nabrajaju u rječniku pavlina Ivana Belostenca. Kozje mlijeko ima karakterističan okus koji potječe od kaprilne, kaprinske i kapronske masne kiseline. **OVČJI SIR** – od svih vrsta mlijeka daleko je najkvalitetnije ovčje mlijeko.

GOAT CHEESE – it is a known fact that our ancestors savored different cheeses as far back as 7,000 or 8,000 years ago. Croatian written tradition also mentions cheese. Ivan Belostenec mentions different forms and variants of cheese in his dictionary. Goat milk has a characteristic taste due to various fatty acids, but freshly milked from a goat, it is not much different that cow milk in taste and smell. **SHEEP MILK CHEESE** – out of all the types of milk, the high-quality one is sheep milk.



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PONUĐA: uzgoj koza, proizvodnja i prodaja
OFFER: goat-keeping production and sales

PROIZVODI: kozji sir – više vrsta, prerađevine od
kozjeg mlijeka, sirni namazi, jogurt, kefir
PRODUCTS: goat cheese – various kinds, goat milk
products, cheese spread, yoghurt, kefir



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PONUĐA: uzgoj ovaca, proizvodnja i prodaja
OFFER: sheep-keeping, production and sales

PROIZVODI: ovčji sir – više vrsta, prerađevine od
ovčjeg mlijeka, sirni namazi, jogurt, kefir
PRODUCTS: sheep cheese – various kinds, sheep
milk products, cheese spread, yoghurt, kefir





VOĆNA VINA

Voćna su vina više lijek nego sredstvo za opijanje. Sadrže mali postotak alkohola, između tri i šest posto, te se zbog toga ubrajaju u prehrambene proizvode. Voćna vina dobivena fermentacijom voća postaju prirodni lijek nepromijenjena sadržaja voća kod prerade te sprečavaju aterosklerozu i druge bolesti srca, smanjuje kolesterol u krvi, dijabetes i cjelokupnog organizma.

FRUIT WINES

Fruit wines are more of a medication than a drink. Their alcohol percentage is low, between three and six percent, so they are categorized as food products. Fruit wines produced by fermentation are a natural medicine of unchanged fruit content that prevent atherosclerosis and other heart diseases, lower blood cholesterol, help with diabetes and are beneficial to the human body as a whole.



VINKO

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PONUĐA: degustacija i prodaja vina
OFFER: tasting and sales of fruit wines

PROIZVODI: kupinovo vino, malinovo vino, vino od
ribizla i svježeg bobičastog voća
PRODUCTS: blackberry wine, raspberry wine,
blackcurrant and other berries wines



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PONUĐA: degustacija i prodaja vina
OFFER: tasting and sales of fruit wines

PROIZVODI: kupinovo vino, malinovo vino, vino od
ribizla i svježeg bobičastog voća
PRODUCTS: blackberry wine, raspberry wine,
blackcurrant and other berries wines





TRADICIONALNA JELA

Gostoljubivost stanovnika Varaždinske županije odavno je poznata. Tu se gost dočekuje velika srca, široke ruke i pozdravom *Dobro mi došel prijatelj!* Bogatstvo prirode ovog kraja darovalo je ljudima mogućnost pripremanja najrazličitijih zdravih obroka od mesa, povrća i voća. Tradicija spremanja purice z mlincima, štrukli, orehnjače, kiselog zelja i nebrojenih drugih jela sačuvala se do današnjih dana.

TRADITIONAL DISHES

The hospitality of the people of Varaždinska County has been known for a long time. This is where guests are welcomed with open hearts, generosity and a greeting *Dobro mi došel prijatelj!* (Welcome, my friend!). The richness of nature in this area has given these people a chance to prepare the most diverse healthy dishes with meat, vegetables and fruit. The tradition of making *purica s mlincima* (roast turkey with *mlinci*, a traditional baked pastry), and countless other dishes, has been kept until today.



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ETNO KUĆA ŠTEFANEK
ŠTEFANEK ETHNO HOUSE

PONUĐA: tradicionalna jela
OFFER: traditional dishes

PROIZVODI: domaći kruh, štrukli, zlevanka i ostala
tradicionalna jela po narudžbi
PRODUCTS: homemade bread, štrukli, zlevanka
and other traditional dishes



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ETNO KUĆA DRŽAIĆ
DRŽAIĆ ETHNO HOUSE

PONUĐA: tradicionalna jela
OFFER: traditional dishes

PROIZVODI: domaći kruh, štrukli, zlevanka i ostala
tradicionalna jela po narudžbi
PRODUCTS: homemade bread, štrukli, zlevanka
and other traditional dishes





1 OPG MLADEN HORVAT
MLADEN HORVAT FAMILY FARM



2 OPG DAVORKA BREGOVIĆ
DAVORKA BREGOVIĆ FAMILY FARM



3 ETNO KUĆA ŠTEFANEK
ŠTEFANEK ETHNO HOUSE



3 ETNO KUĆA DRŽAIĆ
DRŽAIĆ ETHNO HOUSE



4 AGROPROM PATRČEVIĆ



4 OPG RADOSLAV MORAVEC
RADOSLAV MORAVEC FAMILY FARM



5 OPG ZDRAVKO CAFUK
ZDRAVKO CAFUK FAMILY FARM



5 USLUŽNA ULJARA PRESEČKI
PRESEČKI OIL FACTORY



5 USLUŽNA ULJARA ŽUPANIĆ
ŽUPANIĆ OIL FACTORY



6 OPG MIRKO FRANIĆ
MIRKO FRANIĆ FAMILY FARM



7 VINKO

HRVATSKA
CROATIA



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