

# ISTVANFFI VEGGIE BURGER



## THE STORY OF ISTVÁNFFI

WE FACED A DECADE AGO THAT GENERAL HEALTH STATUS OF PEOPLE IS LARGELY INFLUENCED BY THEIR DAILY FOOD; IN PARTICULAR ITS QUANTITY AND QUALITY.

THE HEALTH STATUS OF OUR FAMILY MEMBERS WAS TO BE STRONGLY IMPROVED (HIGH CHOLESTEROL LEVEL (9.2), CROHN'S DISEASE, HIGH BLOOD PRESSURE...). IN MANY CASES, APPLICATION OF DRUGS OFFERED BY WESTERN MEDICINE ENTAILS SIDE-EFFECTS HARMFUL TO HEALTH. WITH THIS IN MIND, WE STARTED TO INVESTIGATE HOW WE COULD CONTRIBUTE TO THE PRESERVATION OF OUR HEALTH.

## THIS IS HOW IT STARTED!

WE CONSIDER IT IMPORTANT TO CHANGE ATTITUDE IN NUTRITION AND TO BRING VEGETABLE BASIC INGREDIENTS INTO PROMINENCE.

LARGE-SCALE LIVESTOCK FARMING, WHICH OFTEN FAILS TO COMPLY EVEN WITH THE MOST ELEMENTARY CRITERIA OF HANDLING THAT ANIMALS ENTITLED TO, LIVESTOCK RAISING BY TREATMENT WITH HORMONES AND ANTIBIOTICS FOR THE SAKE OF QUICK GROWTH, AS WELL AS FEEDING WITH VARIOUS NON-NATURAL FORAGE — THESE ARE THE FACTS THAT LED US TO IMPLEMENT OUR DECISION. IT IS NOT MEAT EATERS THAT WE OBJECT TO IN THIS WAY, SINCE ANIMALS KEPT UNDER NATURAL CIRCUMSTANCES IN OWN FARMS, FEEDING CORNS AND LOTS OF GRASS, HAVE BEEN PROVIDING FOOD FOR PEOPLE FOR THOUSANDS OF YEARS. BUT UNDER EXISTING MARKET CONDITIONS, MEAT OF 'INFLATED', 'HORMONE-TREATED' ANIMALS ARE INCREASINGLY OFFERED AS FOOD IN ORDER TO MAKE HIGH PROFIT QUICKLY. THIS IS WHAT OUR BODY AS WELL AS OUR MIND PROTEST AGAINST! WE JUST WISH TO OFFER AN ALTERNATIVE TO THOSE WHO HAVE REACHED THE COURSE OF RECOGNITION AND WILL TO CHANGE.

AFTER THE ABOVE-MENTIONED DISCOVERY WE OURSELVES WERE THE 'GUINEA-PIGS' FOR YEARS. HAVING SUMMARIZED OUR RESULTS WE ARRIVED AT THE DECISION TO MAKE WIDELY KNOWN WHAT WE HAD LEARNT BEFORE IN THE FORM OF FOODSTUFF.

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THE TEST SERIES STARTED FIVE YEARS AGO. IT WAS A TRYING, YET BEAUTIFUL PERIOD. IT PROVED TO BE VERY DIFFICULT TO PREPARE FOODS THAT DID NOT CONTAIN ARTIFICIAL FLAVOUR ENHANCER, COLOURING AGENT AND PRESERVATIVE, YET THEY STOOD THE PROOF ON ANYONE'S TABLE AS FOR TASTE, QUALITY AND NUTRITIONAL VALUE. WE ACCEPTED EVEN THE LEAST RESULT WITH GRATEFUL HEART.

IN THE FOODS MARKETING UNDER THE NAME ISTVÁNFFI, WE CAN REALIZE THE FOLLOWING PRINCIPLES:

- USE OF BASIC INGREDIENTS THAT ARE IMPORTANT FOR THE GOOD FUNCTION OF HUMAN BODY
- DEVELOPMENT OF A TECHNOLOGY THAT IS NOT HARMFUL TO QUALITY OF FOODS
- COMPLETE OMISSION OF PRESERVATIVES, ARTIFICIAL FLAVOUR ENHANCERS AND COLOURING AGENTS

WE COMMIT OURSELVES TO HEALTH AND CONTENTMENT; THIS IS, FOR DECADES, WHAT WE HAVE BEEN WORKING FOR. OUR GOAL IS TO DISSEMINATE THE EXPERIENCE COLLECTED IN OUR FAMILY.



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## ISTVANFFI QUALITY

„PEOPLE WITH CULTIVATED TASTE AND GUSTATION NEVER GIVE PRIORITY TO QUANTITY BUT TO QUALITY, A VARIETY OF INGREDIENTS AND PREPARATION”

/MAGYAR ELEK: THE GASTRONOMIST'S COOKBOOK/

THE ABOVE-MENTIONED THOUGHT WAS THE BASE ON WHICH WE ESTABLISHED OUR ACTIVITY.

### AT FIRST, ATTAINMENT OF GOOD QUALITY WAS THE MOST IMPORTANT:

- WE SPARED NO EFFORT TO MAKE PRODUCTS OF ATTRACTIVE SPHERE OF FLAVOUR AS WELL WHILE USING GOOD QUALITY BASIC INGREDIENTS.
- WE OMITTED THE PRESERVATIVES, ARTIFICIAL FLAVOUR ENHANCERS AND COLOURING AGENTS, SINCE IN NATURE ALL COMPONENTS ARE AVAILABLE TO STIMULATE VISION AND GUSTATION WHILE OFFERING WIDE RANGE OF FLAVOURS, TOO; THE ONLY THING IS TO USE THEM CAREFULLY.
- OUR ADVISERS (FOOD INDUSTRY EXPERTS) URGED US TO USE BASIC INGREDIENTS THAT ARE IMPORTANT FOR THE GOOD FUNCTION OF HUMAN BODY. WE AIMED AT MAKING PRODUCTS RICH IN VITAMINS, MINERALS, FIBRES AND EASILY DIGESTIBLE THEREBY PROVIDING WELL-BEING.

### USED BASIC INGREDIENTS:

- WHEAT FLOUR, WHOLE GRAIN REGULAR AND QUICK-COOKING ROLLED OAT, RYE, (HIGH FIBRE, CALCIUM, MAGNESIUM AND POTASSIUM CONTENT)
- GARLIC, ONION (ANTIOXIDANTS)
- OILSEEDS: ALMOND, SUNFLOWER, WALNUT, FLAX (OMEGA-3 AND -6 FATTY ACIDS, VITAMINS)
- EXCELLENT QUALITY COLD PRESSED SUNFLOWER OIL, COCONUT OIL, (OTHER OILS, FATS AND MARGARINS ARE EXCLUDED!)
- SWEETENERS: HONEY, SOFT BROWN CANE SUGAR, FRUCTOSE
- WE USE EXCLUSIVELY SPICES THAT SET UP NO IRRITATION.
- FRESH AND DEEP-FROZEN VEGETABLES AND FRUITS

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QUALITY IS GUARANTEED ALSO BY THE FACT THAT PRODUCTION IS PERFORMED IN OUR OWN PLANT UNDER CONTINUOUS, STRICT CONTROL OF PRESCRIBED TECHNOLOGY AND PURCHASE OF GOOD QUALITY, FRESH BASIC INGREDIENTS.

PRODUCTS OF OUR OWN MAKE: BAKED GOODS AND THEIR STUFFINGS, SAUCES, MEAT SUBSTITUTES, DRESSINGS, PASTES.

ACCORDING TO THE FAIR TRADING APPROACH, THE QUALITY OF PRODUCTS SHOULD APPEAR ALSO IN THEIR PRICES. WE STRIVE TO OFFER THE GOOD QUALITY AT A REASONABLE PRICE, IN ORDER THAT AN INCREASING NUMBER OF PEOPLE CAN ACQUIRE A DIFFERENT KIND OF FOODSTUFF WITH QUALITY AND VALUE SUPERIOR TO THE AVERAGE SUPPLY. PLEASE, TASTE OUR PRODUCTS AND BE OUR FREQUENT CUSTOMER. IT'S WORTH IT.



## Hamburger



Wheat, Mushroom or Oat patty,  
onion pieces, 4 slices of dill  
pickle, ketchup, mustard

## Csodaburger



Wheat, Mushroom or Oat patty,  
onion pieces, 4 slices of dill  
pickle, BBQ sauce

## Hamburger Fresh



Wheat, Mushroom or Oat patty,  
onion pieces, iceberg lettuce,  
almond sauce

## Istvánffi Burger



Wheat, Mushroom or Oat patty,  
onion pieces, 4 slices of dill  
pickle, iceberg lettuce, Istvánffi  
sauce, ketchup

## Cézár



Wheat, Mushroom or Oat patty,  
round slices of red onion, 2 slices  
of cucumber, 1 slice of tomato,  
iceberg lettuce, almond sauce

## Double Hamburger Double Csodaburger



(2 pcs of) Wheat, Mushroom or  
Oat patty, onion pieces, 8 slices  
of dill pickle, double ketchup,  
double mustard



(2 pcs of) Wheat, Mushroom or  
Oat patty, onion pieces, 8 slices  
of dill pickle, double BBQ sauce

## Big Band



(2 pcs of) Wheat, Mushroom or  
Oat patty, onion pieces, 4 slices  
of dill pickle, iceberg lettuce,  
double almond sauce

## Duplaluxe



(2 pcs of) Wheat, Mushroom or  
Oat patty, onion pieces, 8 slices  
of dill pickle, double iceberg  
lettuce, double Istvánffi sauce,  
ketchup

## Double D



(2 pcs of) Wheat, Mushroom or  
Oat patty, onion pieces, 4 slices  
of cucumber, double iceberg  
lettuce, olive, 2 slices of tomato,  
double almond sauce