

ŽIVOT JE PREKRATAK DA BI SE LOŠE JELO

Upravo je to slogan poduzeća "BEK-PUŠNICA" d.o.o iz Kaštel Novog, koje se već tri godine bavi proizvodnjom delicija od dimljene ribe i plodova mora. Supružnici Biserka i Elmar Klein su, nakon što su godinama ljetovali u Dalmaciji, odlučili tu i preseliti, a shvativši da se na tržištu teško može pronaći dimljena riba, odlučili su krenuti u novi biznis.

Pioniri ovog posla u Hrvatskoj, usavršavali su svoje recepte i širili asortiman u dogovoru s vodećim gastronomima, pa danas u ponudi imaju 25 artikala baziranih na morskoj ribi, školjkama i rakovima. Vodeći računa o kvaliteti sirovine, u apotekarski čistim uvjetima suše tune, skuše, pastrve, lubine, komarče, grdobine, ugore, morske pse, srdele, losos, kozice, dagnje, hobotnice... Jedina su hrvatska proizvodnja koja se bavi dimljenjem lososa.

Od carpaccia do paštete od dimljene ribe, svatko može naći nešto za sebe, a najveća je potražnja za dimljenom tunjevinom i 'morskim pršutom'. Supružnici Klein planiraju u skoroj budućnosti vidjeti svoje proizvode u ponudi većeg broja restorana i hotela, te planiraju povećati kapacitet proizvodnje. Jer život je prekratak da bi se loše jelo!

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LIFE IS TOO SHORT TO EAT POORLY

That's exactly the slogan of the "BEK PUŠNICA" d.o.o., company from Kaštel Novi, which for three years now, produces delicious meals from smoked fish and fruits of the sea. After years of spending their summer vacations in Dalmatia, spouses Biserka and Elmar Klein decided to settle there for good, and realizing that it's very hard to find smoked fish on the market, they decided to start a new business.

As pioneers of this business in Croatia, they perfected their recipes and widened their assortment in agreement with leading gastronomes, and today they offer 25 articles based on sea fish, oysters and crabs. Taking into account quality of ingredients, they smoke tunas, mackerels, trouts, basses, gilthead breams, frogfish, congers, sharks, sardines, salmon, large shrimps, mussels, octopuses etc. in pharmacy clean conditions. They are the only Croatian smoked salmon producer.

From carpaccio to smoked fish pate, everyone can find something for themselves, and the biggest demand is for smoked tuna and "sea prosciutto". The Klein couple plans to see their products as a part of the offer of a greater number of restaurants and hotels in near future, and also plans to extend their production capacities. Because life is too short to eat poorly!

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