



GERMAN STANDARDS

BRANDS OF THE CENTURY

An A to Z of the top products and services made in Germany.
Published by Florian Langenscheidt | 2010

DEUTSCHE STANDARDS  Deutschland Land der Ideen 



Brands of the Century catalogues iconic names of the German economy – products and services that have set the benchmark within their sector. In the international edition of this A to Z, we have brought together around 100 brands, complete with informative texts and stunning images. These convey an impressive picture of the sheer productive power of German industry. The individual success stories told here are of ingenuity and of entrepreneurs who had the courage to develop innovative ideas and become world beaters in their field. This book gives an insight into the current state of the German economy and a further boost to that seal of approval recognised around the globe: 'Made in Germany'.



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SYLTER ROYAL | THE GERMAN OYSTER

For more than 23 years and to the great delight of connoisseurs, Germany's only oyster farm has been bringing a well-fleshed oyster with a delicate nutty flavour to the table under the trademark 'Sylter Royal'. Cultivating these delicious molluscs in the wadden sea around List, on the most northerly tip of Germany, requires a great deal of care and attention combined with a large slice of professionalism. Both can be found in abundance at Dittmeyer's Austern-Compagnie, enabling them to succeed year after year in overcoming the obstacles of winter, freezing cold and the threat of ice floes. In order to achieve this, the oysters have to be moved to their winter quarters where they are constantly supplied with fresh sea water. Here, they are protected from being crushed by ice floes and are readily available for consumption at any time. The Sylter Royal oyster not only stands out because of its excellent flavour, it is also a healthy delicacy rich in essential minerals such as iron, iodine, calcium, magnesium etc. and full of vitamins. The high percentage of flesh compared to shell, about 25%, and their low fat content, about 1.2%, makes savouring these jewels of the sea even more enjoyable. It is no surprise, then, that the Sylter Royal has been awarded the Schleswig Holstein seal of quality. The oyster nurseries are to be found in the Blidsel Bay conservation area on the List wadden sea which in June 2009 were designated a UNESCO World Natural Heritage Site.

