PROMOTIONAL FEATURE

It's the meatiest time of the year at Rosol's

By KELLY BROWN
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The busiest season of the year is coming up for Martin Rosol's.

During the four weeks leading up to Easter, Rosol's produces over 125,000 pounds of kielbasa alone. Customers drive from all over New England the week before Easter to buy their kielbasa, an annual tradition for most. There can even be up to a two-hour wait at times.

"We are extremely grateful to have people come from all over the region to continue their tradition of having our kielbasa during the Easter season, it's always exciting to talk to customers to see where they came from and what their story is," states Teddy Rosol, the general manager of Martin Rosol's Inc.

Martin Rosol's was opened in a converted garage in 1928 by Martin Rosol, a Polish immigrant, along with eight employees. In 1937, he built a new plant which became its permanent location. Over the next 25 years, it expanded three separate times into its current size.

The business has since been in the Rosol family for four generations and is now run by Martin's great-grandson, Tim Rosol.

Staff file photo
Racks of kielbasa at Martin Rosol's Inc. in New Britain.

The company produces meat products including hot dogs, kielbasa, sausages and deli meats. It has recently expanded into chorizo, andouille and bratwurst, which are only available at the retail store at the New Britain location. All other products are available at many grocery stores, meat shops, restaurants, delis and hot dog stands throughout Connecticut. Rosol's also offers its products through its online store, which can be found on its website.

"We are happy to be able to provide a locally made product to those customers who may have moved from the New Britain area, but are looking for a taste of home," Teddy Rosol said when talking about reopening the online store.

During the Easter season, Martin Rosol's produces two types of kielbasa. One is a fresh or uncooked kielbasa and the other is a smoked, fully cooked kielbasa, which is done using an "Easter Special" recipe used only for smoked kielbasa and only available during the Easter season. The uncooked kielbasa is available all year round.

"We still use my great-grandfather's original recipe. We are very proud to continue running our family business for generations to come," says Teddy Rosol.

Right after Easter begins the hot dog season, during which Rosol's makes anywhere from 2,000 to 4,000 pounds of hot dogs a day through the summer. Rosol's is famous for its "foot-long" frankfurters.

For more information, visit martinrosolsinc.com.

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