



Gustoland: The finest in meat

Gustoland is the sausage specialist within the Westfleisch Group. At Anuga, the company will be presenting customers with a wide variety of recipes and a broad range of products.

Traditional recipes, strict hygiene standards, uncompromising freshness, innovative packaging technology - all production stages at Gustoland work to the highest standards. The company stands for unique freshness. Every production step at Gustoland is accompanied by the utmost care, safety and professional know-how. Raw cured products such as raw sausage as well as raw ham and cooked cured products, which include cooked sausage and cooked ham, are the products for which Gustoland is known and appreciated by its trade partners. The sausage specialist is also establishing itself sustainably in the slow-cooked segment. At the trade fair in Cologne, a market-driven full range of products for food retail and discount stores will be presented.

Gustoland is constantly working on optimizing its products. The company always has its finger on the pulse of time in order to quickly identify new trends and consumer wishes. In this way, Gustoland can bring its expertise in the production of cooked products to a constantly changing market and provide the right answers to changing customer requirements.

Slow-cooked range continues to grow

Gently pre-cooked meat products have been very popular with consumers for years. At Gustoland, slow-cooked products are an integral part of the diverse product range. The modern and easy-to-cook products include specialties such as spare ribs with different seasonings, pulled beef, pulled pork and pulled chicken. Everything is ready to eat at home and only needs to be heated.

The meatball market is just as attractive. Gustoland offers a wide range of products, from classic pork meatballs to hybrid nuggets made from a mixture of poultry and vegetables.

Of course, traditional classics are not missing from the range. These include pork knuckle, sauerbraten or veal schnitzel. The segment of classic sausage products is also being constantly expanded. The development here is aimed at new and modern assortments. Gustoland not only focuses on pork, but also has a strong position in beef. All beef products are offered by Gustoland in the higher husbandry form 3.

In addition to new recipes and innovative product developments, trade visitors to the trade fair stand in Cologne will of course also be able to see for themselves the classic core competencies: whether salami variants, sausages or raw ham - Gustoland offers a wide range of

cooked cured products or raw cured products. Depending on customer requirements, these can be supplied in different recipes, cuts or calibers.

Special value chain

True to the company motto - "The finest in meat" - Gustoland produces successful products at its Oer-Erkenschwick site that combine the advantages of convenient self-service in supermarkets and discounters with the traditional product promises of the craft. In addition, the private label expert serves the most diverse quality requirements of customers - from entry-level to premium.

The affiliation with the Westfleisch Group results in unique advantages for Gustoland. The close connection to the meat center in Erkenschwick and the direct access to the animals of the contract farmers guarantee Gustoland customers a freshness that is second to none. Thanks to its strict focus on quality, origin and freshness, as well as investments in state-of-the-art technology, Gustoland has been able to steadily expand its market success.

www.gustoland.de

You will find suitable image material at: <https://www.westfleisch.de/presse/galerie.html>