



WestfalenLand: Sustainable variety

WestfalenLand is the Westfleisch Group's specialist for self-service fresh meat, fresh meat convenience and minced meat specialties. At Anuga, the processing subsidiary is presenting its own brand, "PURE Masterbeef", to the public for the first time. In addition, WestfalenLand is relying on a sustainable packaging concept across the entire product range.

WestfalenLand is one of the largest German producers of self-service fresh meat and fresh convenience. As a full-range supplier, the company is perfectly able to meet the demand in these segments, which has been growing for years. On more than 20,000 square meters of production space, over 250 different articles are produced in Münster for the classic retail trade, discount stores and wholesalers in Germany and Europe. Innovative product developments and the implementation of the customers' quality strategy are part of the service offer. Modern technology and perfectly coordinated processes guarantee customers smooth loading and punctual delivery, even at peak times.

Brand quality with "PURE Masterbeef"

With Pure Masterbeef, Westfleisch is introducing its own brand product this year for the first time in the company's history. The high-quality beef products with a focus on heifers are produced at WestfalenLand and refined in a unique dry-aged process. The high-quality steak specialties are matured for around 360 hours using the special "PUREAGING process" in a process developed in-house. The addition of the finest Himalayan salt results in a product of particularly high quality. The necessary technical expertise in dealing with the centuries-old refining process is provided by master butchers from WestfalenLand, who accompany every step of the entire production process. Presented in the flatboard packaging established by WestfalenLand, PURE Masterbeef meets not only the highest quality standards but also the responsibility in the area of sustainability.

Sustainable packaging solutions

Whether grilled products, steaks, convenient roasts, minced meat variants, various microwaveable menus, trendy slow-cooked trends or a wide variety of schnitzel classics - at WestfalenLand, wholesale and retail customers will find the right, individually tailored offers. The sustainable packaging solutions offer additional added value. With the innovative presentation option for self-service steaks and self-service fresh meat, the products can be attractively presented in the "flatboard", which has been tried and tested for many years. This packaging method is sustainable and ensures a plastic saving of around 60%. WestfalenLand has continued to develop its own technology and has extended it to other items in the

range. This enables even better presentation and a longer shelf life for the high-quality pork products. At this year's Anuga, WestfalenLand is presenting the new "Twinboard" packaging format, which presents two pieces of meat neatly separated in front of each other in one package - appealing and practical for consumers.

Unique all-round solution

Other highlights from the Münster-based company are its diverse minced meat products. In recent years, the company has built up an excellent reputation for this highly sensitive product. In addition to the classic minced meat varieties made from beef and pork, customers can also choose from numerous processed minced meat products. Customers can choose between conveniently prepared products such as meatballs, ceva-pecici, meatloaf, beefsteaks or classic meatballs. The self-service specialist also covers hybrid variants made from a mixture of meat and vegetables, as well as vegan mince. WestfalenLand offers all minced meat products in all husbandry and quality grades - a unique 360-degree solution on the market.

www.westfalenland.de

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