

WW

Westfleisch-News



WEST FLEISCH
FROM FARMERS. DIRECTLY.

ANUGA
October
2019



Pigs, cattle & calves

Over the past year, Westfleisch has slaughtered almost 8 million pigs and half a million cattle. What makes us special? What are our particular strengths and competencies? What is the current outlook for price and export developments?

[... more on this subject starting on page 4](#)

GUSTOLAND
FINEST MEAT PRODUCTS

WestfalenLand
... fresh meat & convenience

IceHouse
CONVENIENCE GMBH

WESTFOOD
MEAT | SAUSAGE | CONVENIENCE

Fantastic 4

An entire quartet of Westfleisch subsidiaries will be attending the Anuga trade fair for the first time. In addition to Gustoland, WestfalenLand and IceHouse, Westfood, a new company founded specifically to cater to large-scale consumers, will also be in Cologne this year.

[... for more about the four Westfleisch subsidiaries, their developments, key areas and new products, please turn to page 8](#)



Fit for the future

Westfleisch has developed in an extremely positive direction in recent. In order to maintain this positive trend and to enable retailers and consumers to enjoy even better quality, we are investing heavily in the future.

[... to find out all about the "Westfleisch 2025" structural project, please turn to page 22](#)



A warm welcome ...

... to all our visitors!

We look forward to meeting you in Cologne. The world's largest trade fair for food and beverages is the perfect stage for Westfleisch. With our shareholders, around 4,500 family-run farms, we stand for local production, regional processing and global marketing. We present established products, new trends, individual solutions and unconventional innovations for all target groups in the sausage, meat and convenience product sectors. All of our products are processed in line with top quality standards and with the exceptional flexibility of a high-performance cooperative. We not only offer our customers and trading partners a wide range of products, but can also, upon request, present suitable concepts and arguments for communications and profiling.

Find out (even more) about us and our products! Come and sample our specialities and find out more about our company! Until then, we wish you an enjoyable read!



Hubert Kelliger
Head of Sales

Investments in the millions: „Westfleisch 2025“ structural project

Fit for the future

Westfleisch has been following a clear growth course during the past few years. The company aims to strengthen and expand its market position with the "Westfleisch 2025" structural project. The goal is to increase our added value along the entire process chain – from farming to raw materials through to processing.

The demands placed on the food industry are constantly on the rise. In order to be optimally prepared for future competitive challenges, Westfleisch is investing heavily in plants, people and processes – and thus in its own future – as part of its structural programme. The objective is to promote further specialisation within the Group in the coming years and to make it more flexible. Investments will focus on quality, efficiency and animal welfare. Westfleisch is pursuing a growth and, above all, quality-oriented strategy with this programme. The individual plants will be developed and improved in order to make even better use of the specific advantages they offer.

For Westfleisch, achieving greater depth of added value and the precise implementation of customer require-

ments go hand in hand with the consistent expansion and specialisation of the meat centres and production sites.

The Westfleisch formula for success, however, is still the same: slaughtering, cutting, processing and refining only the finest raw materials – all from a single source! "Hardly anyone has a better understanding of the entire process chain from agriculture to raw materials through to processing than we do. This enables us to guarantee products that meet high animal welfare and sustainability standards", says Hubert Kelliger, Head of Sales. Our trading partners appreciate this, as do their customers ■

WF 2025



Partnership for Quality

Established in 1928, Westfleisch now ranks among the top 5 meat marketers in Europe. The company with its headquarters in Münster now slaughters, cuts, processes and refines meat at nine different production sites and its quality products make it a valued partner for manufacturers, retailers and wholesalers – regionally, nationally and internationally.



This success is based on farming and the cooperative principle. Westfleisch has entered into partnership agreements with over 4,500 farmers who are also members of the cooperative. This enables the company to guarantee quality, reliability and safety throughout the entire process chain. Sustainable management is a fundamental part of Westfleisch's philosophy and agricultural practice. Strong, healthy animals are the key prerequisite for achieving the best quality. And product quality is the key to success.

Own slaughtering - short distances

Westfleisch uses state-of-the-art technology and its own extensive product and process expertise to develop customised product ranges and solutions for its trading partners. We guarantee transparency for retailers and consumers, as everything at Westfleisch comes from a single source. The animals are transported over short distances from the cooperative's contract farmers to the nearby slaughterhouses. The raw materials are cut and, if necessary, processed and refined in the adjacent

meat centres. "Our highest aim is to retain the satisfaction and trust of our consumers, customers, cooperative shareholders, employees and all our other business partners", declares Head of Sales Hubert Kelliger ■

The Westfleisch Partnership for Quality

The "Westfleisch Partnership for Quality" has established guidelines whose criteria determine our day-to-day operations. The high standards listed here not only refer to the quality of our products, they also reflect our values and sense of responsibility. The core of our shared cooperative activities can be summarised in eight points:

1. ANIMAL WELFARE AND HEALTHY ANIMALS
2. THE BEST MEAT AND SAFE FOOD
3. RELIABLE PRICES AND PLANNING
4. SUSTAINABLE AND BALANCED
5. LOCAL AND GLOBAL
6. MEMBERS PARTICIPATE
7. EMPLOYEES ENSURE SUCCESS
8. RESEARCH AND DEVELOPMENT

A comprehensive version can be found online at: www.westfleisch.de/en/unternehmen/philosophie



Top-quality raw materials, first-class technology and excellent employees are only three of the factors that ensure quality and success for Westfleisch.

Pork around the world

Nearly eight million pigs were slaughtered at Westfleisch in 2018. Westfleisch's secure raw material basis as a cooperative, its more than 90 years experience, and its proven competence and market experience in the field of pork enable it to meet customer requirements to the highest degree.



Michael Schulze Kalthoff
Head of Pork Sales /
Head of Export Sales

In Germany, Westfleisch scores highly with regional production and short distances: a real asset in the ongoing debate on environmental and climate protection. "Hardly anyone is as close to the 'green side' as we are", says Michael Schulze Kalthoff, Head of Pork Sales and Exports at Westfleisch. Westfleisch's vast expertise in all industry matters will enable it to launch a future offensive in terms of both taste and animal welfare. While fillets, collar cuts and ham are particularly in demand in Germany, other parts of the pig are very popular in other countries. Whatever the market is, Westfleisch, the second largest pork marketer in Germany and number 5 in Europe, offers its customers one crucial advantage. As a cooperative, the company works directly with the farmers – they are members and shareholders. This cooperation with contraction farmers in the pork sector has been in progress for more than 30 years on the basis of the "Best-Schwein" programme. "We have secured over 80 percent of our annual requirements in this way, which secures us the greatest possible planning and delivery reliability", says Michael Schulze Kalthoff.

The global pork market has been experiencing considerable movement for some time now. An outbreak of African swine fever (ASF), especially in Asia and Eastern Europe, continues to keep stakeholders in suspense and has led to significant price increases. "A steadily growing

middle class with high purchasing power has made China the world's largest pork market by far. The outbreak of ASF is leading to a further increase in import demand", states Michael Schulze Kalthoff. Westfleisch is in possession of the relevant licenses and is thus optimally positioned for conducting business in China. For example, ears, snouts, tongues and offal are already being exported to China, in addition to spareribs and pork bellies. The application process for permission to supply feets has already reached the home stretch. "We hope that our specific qualities and delivery reliability as a high-performance cooperative will help us to maintain our position in China in the future", says Schulze Kalthoff.

"Made in Germany" is in high demand, not just in China, but all over the world. Westfleisch generates around 40 percent of its turnover on the international market and supplies high-quality raw materials to over 40 countries around the globe. One of the emerging markets here is Vietnam. Westfleisch has had the relevant licences for around a year now and exports pork and secondary products. We have also been able to significantly increase our turnover in South Korea, Singapore and Malaysia. Our export activities have also led to the sustainable "nose-to-tail" use of the entire animal. Approximately 99 percent of the products obtained from the carcass remain in the food chain. "Other countries not only have different customs, but also different eating habits

» Westfleisch supplies high-quality raw-materials to over 40 countries around the globe. «



and preferences. This has enabled us to achieve optimum and sustainable added value for pork”, explains Michael Schulze Kalthoff.

Pork bellies, for example, are especially popular in Japanese cuisine. They are used and prepared in a variety of ways and many of them come from Westfleisch. All of the Group’s meat centres are licensed to supply pork to Japan. In addition to pork bellies, collar cuts with bacon, pork loins with the chain meat off, and deboned loin cuts with bacon are in high demand here. Refining subsidiary Gustoland also cleared the high Japanese licensing hurdles without any problems. An entire department and new production area have been set up at Oer-Erkenschwick for exports to Japan. “The Japanese market has very special requirements, exceeding even the very high standards in Germany and Europe. With this new department, we are now able to meet these requirements to perfection”, says Schulze Kalthoff. Exports to Japan are therefore to be stepped up even further in the future ■



Gateway to Northern Europe

A new subsidiary, Westfleisch Scandinavia, has been operating in the Northern European market since the beginning of April in order to better manage our export activities there. Managing Director Henrik Buchhave work from Copenhagen to serve the entire Scandinavian market, especially the Danish market, and offer their trading partners meat, meat products and sausages.

“Westfleisch Scandinavia focuses its sales activities on the Danish market and controls business operations throughout Scandinavia”, explains Michael Schulze Kalthoff, Head of Pork Sales and Exports at Westfleisch. “With Copenhagen, we have chosen a location that serves as a strategic gateway to all the Nordic countries.” Westfleisch Scandinavia thus underpins the activities of Westfleisch Nordic. This Stockholm-based sales company, headed by the two Managing Directors Daniel Johansson and Heikki Saarela, was established several years ago and is primarily responsible for business in Sweden and Finland.



Other countries, other eating habits – these pig bellies are going to Japan.

“Eat more Beef”

Burger, steak and prime cuts. Beef is back. High quality beef has become a real must-have, both in the restaurants and amongst consumers in their own kitchens. All year round. Westfleisch has therefore systematically expanded its capacities in this area in recent years.

Beef is extremely versatile and consumers appreciate this. Westfleisch slaughters cattle sourced from farmers throughout Northwest Germany at three state-of-the-art plants in Lübbecke, Bakum and Hamm. In these regions, the company is the undisputed number one in the beef sector: “The close proximity to our farmers and the short distances between the cutting plants have enabled us to establish a unique efficiency chain with short transport routes”, says Matthias Hellkuhl, Head of National Sales for Beef, describing one of the advantages of the Westfleisch beef division.



Matthias Hellkuhl
Head of National Sales for Beef

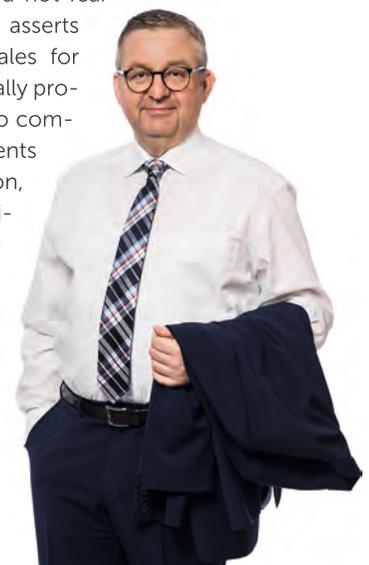
“What our customers from Germany and the EU want primarily is quality, reliability, dependability and transparency. This is something we can guarantee better than almost anyone else”, adds Jürgen Peschl, Head of International Sales for Beef. Industrial customers, food retailers, discount chains and the various distribution channels for large-scale consumers all appreciate this.



Jürgen Peschl
Head of International Sales for Beef

“In addition to our outstanding products, we also develop optimised concepts to meet consumer requirements”, says Hellkuhl. “In the future, we intend to work together with our retail partners to highlight the advantages of German beef, ideally produced regionally, even more

clearly”, Hellkuhl adds. Beef from North and South America, or other parts of the world, is often regarded by consumers as a higher quality product. “However, the quality of German-produced beef and veal need not fear comparison – on the contrary”, asserts Max-Werner Kriesten, Head of Sales for Veal and Beef. Westfleisch’s regionally produced meat is markedly superior to competing products from other continents in terms of environmental protection, animal welfare, husbandry conditions, CO2 emissions and sustainability.



Max-Werner Kriesten
Head of Sales for Veal and Plant Manager Meat Centre Hamm

The German market is the most important sales area for Westfleisch beef and refined products. But the company is also one of the leading EU exporters. “Made in Germany” is in high demand here as well. Not only do Westfleisch’s top performance capabilities enable it to meet the high quality requirements of its customers at home and abroad, it can also supply large volumes and just-in-time deliveries – be it fresh minced meat or a variety of different cuts in individual sizes and calibrations. “Furthermore, we can respond to incoming orders extremely quickly and meet even short-term requirements”, adds Hellkuhl ■





Black Beauties

There are new eye-catchers cruising down the roads – Westfleisch has now launched lorries and trailers with a particularly stylish design. These black beauties will be used for a number of different purposes: in addition to the standard use as delivery vehicles, the new arrivals will also be offered to customers for use at company events, for example, as special eye-catching features. One of the three lorries is used by the Westfleisch logistics subsidiary Wetralog specifically as a driving school vehicle to train future lorry drivers. Because learning to drive is twice as much fun with a cool-looking lorry.



Flat packaging, steep success

WestfalenLand is the specialist for retail-packed fresh meat and convenience foods within the Westfleisch-Group. The refining subsidiary will now be presenting high-quality steaks in new, plastic-saving packaging at Anuga and with its "Energy-Reich" range will also be supplying the ideal products for the current nutritional trend towards high-protein food.



Markus Lienker
Head of Exports
WestfalenLand

Be it for barbecue products, steaks, convenience roasts, various types of minced meat, microwave meals, the latest slow-cooking trends or a wide variety of schnitzel classics – wholesalers and retailers alike will find a number of perfect, individually tailored solutions at WestfalenLand. A new, innovative packaging solution, which will be presented at Anuga, now offers even more added value.

WestfalenLand is one of the largest German producers of retail-packed fresh meat and fresh convenience foods. As a full supplier, we are in a position to cater perfectly to customer demand, which has been on the rise for years. More than 250 different items are manufactured for customers in Germany and Europe on more than 20,000 square metres of production space in Münster. At WestfalenLand, work is carried out all year round. "Consumers and customers expect the same degree of freshness every day", says Markus Lienker, Head of Exports at WestfalenLand. Modern technology and perfectly coordinated processes guarantee seamless shipping and punctual delivery for our customers, even at peak times.

High protein, low packaging

One of the highlights that WestfalenLand will be presenting for the first time at Anuga is the new "Energy-Reich" product line. WestfalenLand offers products with a particularly high protein content under this label, thus catering perfectly to current nutritional trends. The new range includes the "Pumpkin Pepper Balls", small balls made of

minced beef, combined with pumpkin seed flour and fermented pepper, which contain 20 grams of protein but only 12 grams of fat per 100-gram serving.

Another new feature is the FlatBoard packaging. "We are constantly working on new potential solutions, not only with regard to new products, but at all other points along the entire process chain as well", explains Markus Lienker. With its innovative display system for retail-packed steaks and fresh meat, WestfalenLand is a real pioneer and one of the first companies to roll out this environmentally friendly packaging in the retail.

Reducing plastic packaging is very much on the agenda. It is not yet possible to do without it entirely. However, with its new FlatBoard packaging, WestfalenLand has already succeeded in cutting plastic consumption by around 60 % per item.

At the same time, the FlatBoard features an improved look, optimised product display and a larger printable area. The perfectly cut piece of meat is placed on a flat product tray made of fresh fibre cardboard and covered with a skin film. The sturdy cardboard can be printed on both sides around the steak, providing plenty of space for detailed product information and a highly attractive packaging design.

The FlatBoards are used for perfectly matured steaks, which are available in a number of different cuts. The Westfleisch-Group's beef processing experts offer a selection of ribeye steaks, fillet steaks, hip steaks and rump steaks from young German bulls, as well as flank steaks, steaks from grass-fed cattle, beef minute steaks and veal steaks. The WestfalenLand beef steak range is complemented by selected products from Ireland, USA and South America.



"Pumpkin Pepper Balls", small balls made of



Another ingenious idea from WestfalenLand for reducing plastic: the “Burger-Rolle” displays minced meat in a tubular bag.

Of course, more and more steaks end up on the barbecue. In this category, WestfalenLand presents grill sticks, collar steaks, ribs and pancetta slices, all available from WestfalenLand with a wide variety of different marinades and seasonings, medallion skewers, and a large selection of bratwurst – WestfalenLand supplies plenty of taste and variety for your barbecue.

the minced meat is displayed in a tubular bag, which not only becomes a visual highlight on the self-service shelf, but also generates significantly less waste ■

Tasty steaks and a diverse range of barbecue specialties are just part of WestfalenLand’s special skill set.

As another trade fair highlight, the company will also present various types of minced meat. In addition to the classic minced meat options made from beef and pork, numerous other minced meat products are also available. Customers can choose from conveniently prepared products such as meatballs, cevapici, meatloaf, beefsteaks or classic rissoles. All products are also available as low-fat options. The range of course also includes fresh burger patties in different grammages. WestfalenLand has also thought ahead here as well and has significantly reduced the plastic content of the packaging: packaged in a “BurgerRoll”,



The WestfalenLand range has a strong focus on minced meat. Be it pork, beef, mixed, organic or conveniently prepared as a patty or meatball – there is something here to suit every taste.

The refinement specialists

Gustoland is the Westfleisch-Group's sausage specialist. The company will be presenting customers with a wide selection of formulations and incomparable variety at Anuga.



Markus Frehe
Managing Sales Director
Gustoland

Traditional formulations, rigorous hygiene standards, uncompromising freshness, innovative packaging technology – every stage of production at Gustoland operates in accordance with the highest standards. The company stands for unparalleled freshness. Every single production step at Gustoland is accompanied by the utmost diligence, safety and professional know-how. Cooked sausages like Bratwurst, cooked and baked ham and various salami products – Gustoland is known and highly appreciated by its customers for these products. A full range of products for grocery stores, discount stores and service counters in line with market requirements will be presented at the trade fair in Cologne.

Gustoland is continually at work to optimise its products. The company always keeps pace with the times in order to quickly identify new trends and consumer requirements. This enables Gustoland to bring its expertise in the production of pre-cooked

products to a constantly evolving market and offer the best answers to changing customer requirements. "We know the market. We know which products are the ideal choice for our customers, the respective target groups, and the various requirements", says Markus Frehe, Member of the Gustoland Management Board and responsible for Sales, in outlining the company's expertise. For example, Gustoland has expanded its portfolio to include modern and easy-to-make slow-cooked products. To cater to this dynamic and fast-growing market segment, Gustoland presents specialities such as spareribs with various seasonings, beef brisket, pulled pork and pulled chicken, as well as traditional dishes such as marinated pot roasts and burgundy roasts. Everything is already fully prepared for consumers to enjoy at home and only needs to be regenerated.

Beef sausages

The classic sausage product segment is also constantly being expanded. Developments here are geared towards new and modern product ranges. Gustoland no longer relies exclusively on pork; a number of beef products have now become firmly established as well. For example, customers can also enjoy roast beef or a range of beef salami variations.

In addition to new specialities, Gustoland is also constantly working on improving the visual appeal and functionality of its packaging. For example, in consultation with the customers, all the existing packaging was reviewed in terms of potential optimisation measures, i.e. reducing the plastic content while maintaining full functionality. At the same time, Gustoland is responding to changes in eating habits and, in addition to the classic 200 g package, offers a wide selection of items in the 80 g - 150 g weight range. This means that Gustoland can always offer its customers more than "just" the products: individual services and consulting from the initial product and marketing idea to the concrete implementation on the shelf or at the sales counter. Gustoland always works for and with its customers to come up with the perfect, one-of-a-kind solution. Furthermore, Gustoland also has years of experience in implementing and handling large volumes.



Gustoland continues to focus on offering a wide variety of sausages and cold cuts.



New packaging with variable grammatures, allows Gustoland to set new standards in the trade on a regular basis. For example, Mortadella, gourmet salami and Kochschinken are all available in the "Feine Kleine" range.



self-service options in supermarkets and discount stores with the traditional product promises of the trade. "We score points with our customers for flexibility, high performance and delivery reliability", says Markus Frehe, explaining the direction adopted by the company. In addition, the private label expert caters to a wide range of customer quality requirements from entry-level pricing to premium products.

Gustoland's range now also includes conveniently pre-prepared roasts, such as burgundy roasts or marinated pot roasts.

In addition to new formulations and exciting product developments, trade visitors to the exhibition booth in Cologne will of course have the opportunity to sample some of the company's classic core competencies. Be it salami, cottage smoked sausage, Mortadella, Jagdwurst, Kochschinken, sausages, bacon, raw ham or cervelat sausage – Gustoland offers every imaginable type of raw sausage, boiled sausage, boiled ham, boiled cured meats and raw cured meats. These can be made to order in a wide variety of formulations, cuts and calibres.

A very special value chain

True to the company motto "Simply the best meat products", Gustoland's successful products, manufactured at the Oer-Erkenschwick plant, combine the advantages of practical

Its affiliation with Westfleisch creates unique advantages for Gustoland. Thanks to the close link to the Erkenschwick Meat Centre and direct access to the animals of the contract farmers, Gustoland can guarantee its customers unparalleled freshness. "This excellent raw material situation provides us and our trading partners with clear advantages in terms of quality and reliability", says Markus Frehe. Its strict focus on quality, origin and freshness and investments in state-of-the-art technology have enabled Gustoland to steadily expand its market success ■



State-of-the-art production facilities and an exceptional raw material situation make Gustoland products a class of their own.



Deep-freeze Experts

IceHouse Convenience GmbH is the coolest company within the Westfleisch-Group. Specialising in deep-frozen products, the company will present high-quality homemade-style burger specialities at the Anuga trade fair.



Frank Reisewitz
Head of Sales
IceHouse Convenience GmbH

This is where freshness is given a longer life. IceHouse Convenience GmbH is a subsidiary of the Westfleisch-Group and specialises in the production and refinement of frozen meat and convenience products. The company offers its retail, wholesale, catering and industrial customers flexible solutions for a wide range of requirements. "Excellent raw materials coupled with low-impact production technology are the basis for our top-quality products", explains IceHouse Head of Sales Frank Reisewitz. In the approximately ten years since its inception, the company has become firmly established as a specialist for own brands in retail. Customers appreciate the fact that the range can be tailored specifically to their individual needs – and all of it in deep frozen fresh quality.

IceHouse caters to the requirements of large-scale customers and consumers for pre-fabricated, fast, high-quality and reliable products. In 2018 alone, IceHouse was able to increase its turnover by around 20 percent. This development was facilitated by the fact that the export market is becoming increasingly important for the deep-freeze experts. More and more markets in Europe are being opened up and are gaining importance for the company's future development.

Burgers, burgers, burgers

The cool professionals at IceHouse will be offering international trade fair visitors in Cologne a special highlight in the form of various patties for the flourishing burger market. The homemade-style beef patties marketed by IceHouse in various grammages are an absolute success. They form the perfect basis for delicious burger enjoyment and are available in weights ranging from 100 to 200 grams. IceHouse uses only the best beef, seasoned perfectly with salt and pepper, to produce its patties. "Consumers are won over by the hearty and unadulterated beef flavour, light consistency and uniform frying properties", says Frank Reisewitz. To cater to the premium burger segment, which is currently enjoying great demand, IceHouse will present the Angus burger at the fair.

There is also an undiminished demand for other deep-frozen minced meat products such as cevapcici or frozen, unrefined minced beef, which offers users the advantage of being IQF frozen, allowing them to remove the desired amount at any time. This enables the minced meat to be used for many different, individual creations. At the same time, minced meat offers large-scale consumers absolute product safety. >>





Cold Convenience

IceHouse offers high-convenience solutions for hip trends with its steak products: flat-iron steak, hip steaks, ribeye steaks and the classic rump steak round off this top quality range. When it comes to cutting the steaks, the company is entirely committed to fulfilling the customer's requirements: the steaks can be levelled or cut to thickness depending on what the customer wants ■



IceHouse will have a strong focus on burger patties at Anuga. Available in a variety of grammages, the homemade-style burgers are a particularly eye-catching treat.

For professionals by professionals

As a specialist in supplying large-scale consumers, Westfood bundles its expertise in sausage specialities, meat products and convenience foods.



Georg Weber
Head of Sales
Westfood GmbH

It's the Anuga début for the youngest member of the Westfleisch family. Established in 2018 and already impressively well-developed in its first year, Westfood will be making its first appearance at the world's largest food industry fair this year. As a subsidiary Westfood bundles the best products for large-scale consumers, C&C markets and system catering specialists. Drawing on top-quality frozen specialities from IceHouse, fresh high-quality convenience foods from WestfalenLand, and sausage delicacies from Gustoland, the company offers large-scale consumers a customised range to suit their individual needs. All this is backed up by guaranteed origin, guaranteed quality and parent company Westfleisch's delivery reliability - as a cooperative from farmers directly. By founding Westfood, Westfleisch is

pursuing the goal of progressively expanding the large-scale consumer sector to include restaurants, well-known catering companies and business and social catering for large institutions and public authorities. After all, today's consumers are increasingly eating out-of-home. Westfood offers tailor-made solutions for institutional catering, delivery wholesalers, system catering and the processing industry.

"Every menu should include tasty meat dishes. They still rank among the absolute top sellers in the catering trade", says Georg Weber, Head of Sales at Westfood. The young company has demonstrated its meat expertise both in popular classics, such as goulash, and in the growing sales segment of high-quality steaks. For example, Westfood will be presenting roast beef steaks at Anuga. These perfectly



Crispy bacon is only one of many products that Westfood has to offer professionals in the catering and hospitality sector.

Meat, sausage, convenience – Westfood bundles the expertise of the Westfleisch-Group and tailors it specifically to the needs of large-scale consumers.



calibrated steaks have a delicate ring of fat and an intense taste of their own. As an alternative for enthusiasts of classic meat cuts, Westfood also offers the ribeye steak. This savoury, juicy steak with its characteristic marbling has recently become a new favourite amongst countless steak fans.

As a particular highlight, the meat range will also feature the new „Chef’s cut“-rolls. Westfood will be presenting minced meat, available in the varieties “pork”, “beef” and “mixed”, packaged in a tubular bag. This will lead to an enormous reduction in plastic waste. As another basis for perfect burger enjoyment, Westfood offers the homemade-style beef hamburger patty. These deliciously seasoned beef burgers are available in various calibrations.

Convenient & trendy

Westfood offers classics such as goulash and meat strips, both available in beef and pork, as convenience foods. Both the beef and the pork strips are cut into 10x10x45 mm pieces. The ready-to-cook goulash cubes each have a size of about 25x25x25 mm. The products are cut from the leg, are free of fat and tendons and do not contain any additives or allergens that require labelling. Pulled meat products can also be prepared quickly and easily. Westfood offers a broad range of products in this segment, including pulled beef, pulled chicken, pulled turkey and pulled pork. Lean meat that has been cooked gently sous vide in its own juice is used for each of these varieties. These classics of popular American barbecue culture only need to be regenerated briefly before use.

Another product for the pros: the company also offers pre-cooked whole pork spareribs that can be prepared quickly and easily – a boon for every hectic working kitchen. They are deep frozen, weigh around 750 grams each and can be taken out individually to ensure full cost reliability. “Guests always appreciate these delicacies, not just during the classic barbecue season”, says Georg Weber. The same applies to the ever-popular bacon.

The fine smoky flavours of these cured pork belly slices are what make them so irresistible. Fried until crispy, they are an ideal accompaniment to many excellent dishes.

Competencies in Wurst-varieties

Besides meat and convenience products, Westfood also offers large-scale consumers a diverse range of sausage and ham specialities. For example, cervelat sausage, country salami and smoked cottage sausage have all been smoked over beech wood, which gives them a mildly aromatic taste. In the case of country salami, this is also combined with a slightly acidic flavour. Its red colouring and medium coarse texture give it its visual appeal. Smoked cottage sausage, on the other hand, is a raw sausage with a slightly coarser grain, coloured red by the curing process. Mustard seeds are used to give this sausage its special appearance and taste. In addition to its red colouring and slightly acidic overtones, the cervelat sausage impresses gourmets with its particularly fine texture, which is especially effective in combination with the tiny mustard seeds that this classic sausage contains. In addition to the classics Mortadella and Jagdwurst the Westfood sausage range is rounded off by Kochschinken ■

The new “Chef’s cut” allow caterers to extract the desired amount of minced meat themselves. A scoop attached to the packaging makes it easy to remove the desired quantity.



From Farmers. Directly.

Westfleisch has been marketing and producing meat and sausage products for over 90 years. In Germany and Europe, the cooperative now ranks among the leading companies in this branch.

Westfleisch is a company run by farmers for farmers. More than 4,500 family-owned farms are members and at the same time producers of the valuable raw materials marketed by the cooperative. They supply pigs, piglets, cattle and calves directly to Westfleisch on the basis of written cooperation agreements. This close relationship with the farmers ensures a reliable supply of the valuable raw materials produced in our region. It also guarantees the shortest possible transport routes, sustainable management and thus a higher degree of animal welfare. From rearing through to the finished product, farmers and Westfleisch work hand in hand for the best quality.

Slaughtering, cutting, processing

Be it sausage specialties, barbecue classics, fine steaks, homemade-style burgers, fashionable slow-cook trends or high-convenience microwave favourites – Westfleisch offers its industrial and retail customers and large-scale consumers everything from a single source ■



Our farmers give modern agriculture a face and vouch for their work with their good name.

Find out more about our suppliers and their farms:

[www.westfleisch.de/en/
out-farmers/
exemplary-co-contractors](http://www.westfleisch.de/en/out-farmers/exemplary-co-contractors)



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