

Group of
BUTCHERS

LET'S MAKE SOMETHING SPECIAL



**GOOD FOOD
TAKES TIME**

so we prepared it for you



We are Group of Butchers with a mission: to make the most delicious products. Meats, sausages, spreads, salads, soups, meals and more - fresh, full of character and packed with flavour.

With over 1,200 colleagues, we work every day on genuine butcher's specialties. We do this at dozens of locations in the Netherlands, Belgium and Germany. For retail, for out-of-home, and above all: for everyone who wants only the best.

Craftmanship is in our DNA, but we continue to look ahead. We combine traditional techniques with innovations - in recipes, processes and products. So we continue to innovate and refine.

Every day.

From sandwiches to appetizers, from hearty soup to juicy spare ribs - at Group of Butchers everything is about taste. About products that make you happy. That are seasoned just a little better. Have matured just a bit longer.

Just that little bit extra.

Every day we smoke, grill, bake, roast, cook and blend with love for the craft. Sometimes grand and robust, sometimes refined and subtle, but always with the same dedication. Because whether it's a classic smoked ham, a creamy filet american or a richly filled hummus: we go for quality that stands out.

We do this with an eye for the world around us. We are making our packaging more sustainable, taking steps towards climate neutrality and exploring new sources of protein. This is how we are building an assortment that is ready for the future.

In this guide of catalogue we take you through our assortment. From classics to surprising newcomers from all our locations in the Netherlands, Belgium and Germany. Always with the same high standard. Because with us, simply good is not good enough.

In addition to our product portfolio, we present you with the stories of colleagues who work on our products every day with passion and precision. We also share recipe ideas that show how our products make a difference - on the plate and on the shelf.

Browse, discover and hopefully be inspired. If you have any questions, please reach out.

Irene Vijftigchild
Director category development & innovation



**"PASSION FOR
FLAVOUR,
CRAFTMANSHIP
IN EVERY
BITE."**





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#GROUPOFBUTCHERS

ALL GOOD THINGS COME IN THREES

Good food starts with good ingredients. At Group of Butchers we know this well. Since 1997 we have been making deli meats, savory snacks, salads, spreads and soups that are served over and over again. Traditionally prepared and surprisingly versatile.

We combine passion for the butcher's craft with a generous portion of creativity. So we keep innovating - on the shelf, on the plate and on the sharing board.

To keep things clear, we have divided our range into three focus groups. Each with its own character, but always with the same high standard.

Whatever you choose, our assortment is full of key ingredients that bring something special to every dining moment. Whether it's a quick lunch between appointments, a relaxed drink at the end of the day or a well-rounded evening meal - you'll taste the quality, craftsmanship and our love of taste.

SANDWICH FILLERS

Everything for a hearty sandwich, cracker or toast. Smoked and aged hams, full-bodied pates and salami with character. Deli meats are at the heart of our business - and you can taste it.



APPETIZERS

For appetizers or as a tasty addition to meals. From filet americain and fresh salads to spreads with surprising flavours and savory snacks for any time of the day.



#FLAVOURFULLMOMENTS

CONVENIENCE

Artisanal convenience. Soups, smoked sausages, roast chicken, BBQ sausages, burgers and spare ribs. Ready to eat, rich in flavor and with our trusted butcher quality.



#LOVETHETASTE

ZUCCHINI WAFFLE WITH CARPACCIO

Ingredients:

75	g	Flour
1		Egg
50	g	Grated cheese
100	g	Milk
30	ml	Oil
30	g	Pine nuts
50	g	Truffle sauce
2		Zucchini
100	g	Carpaccio
		Pepper
		Salt
		A handful of arugula

#WAFFLES
#WAFFLES
#WAFFLES

Instructions:

1. Preheat the waffle maker.
2. Wash and grate the zucchinis. Remove excess moisture by wrapping the grated zucchini in a clean kitchen towel and squeezing out the liquid.
3. Mix the flour, milk and egg together. Add the grated zucchini and mix well.
4. Stir in the grated cheese and season with salt and pepper.
5. Grease the waffle maker with a bit of oil and cook 4 waffles from the batter. Carefully remove them from the waffle iron when golden brown.

Serving:

6. Place the waffles on a plate and top them with carpaccio, arugula, pine nuts, and a drizzle of truffle sauce. Serve immediately and enjoy!

APPETIZERS

Our appetizer selection is perfect for topping a cracker or as a flavourful addition to your sharing board. Experience the artisanal quality of our filet americain, fresh salads, hummus, and meatballs. Whether you opt for a creamy egg salad, a spicy hummus, or our carefully seasoned filet americain, every bite is packed with flavour. Be surprised by the variety and enjoy the finest appetizer moments!



APPETIZERS

Appetizers are versatile products that can be enjoyed at various times of the day. They're ideal as a light bite, during drinks, or as part of a sharing board. Whether you're in the mood for a light snack, a savoury treat to accompany a drink, or a small meal to share with friends and family, these products are perfect for any occasion.

MEATBALLS SMALL



With sauce



Chicken



Pork



Chicken Kofta

DUTCH GRILLED SAUSAGE



Pork



Chicken



Organic



Seasoned



Jalapeno Cheese



Pork



Jalapeno Cheese



Chicken

TAPENADES



Tomato



Mediterranean



Cheese

HUMMUS



Spicy



Natural



Vegetables



Caramelized onion



Pumpkin



Sun dried tomato



Spicy



With dip
Caramelized onion



With dip
Pepper



With dip
Mango

DIPS



Pesto



Guacamole



Tzatziki



Pesto with aged
cheese



Sriracha mayonnaise

VEGETABLE SPREADS



Corn curry



Pumpkin tandoori



Tomato cucumber

SALADS



Chicken Curry



Meat



Cucumber



Gammon



Egg

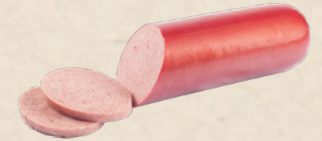
COOKED MEATS



Gelderse cooked
sausage 250g



Gelderse cooked
sausage 500g



Beef



Smoked chicken
breast

CHICKEN



Hot wings



Chicken drumettes

TRADITIONAL DUTCH OSSENWORST



Sausage



Slices

SEASONED RAW BEEF SPREAD - FILET AMERICAIN



Natural



Pepper



With Onion



Light



Carpaccio



Special



Jalapeno
Cheddar



Truffle



Prépare

SPREAD THE FLAVOUR





#GROUPOFBUTCHERS

At Group of Butchers,
grilling is in our DNA.
The moment you cut a
perfectly grilled product
in half is both exciting
and mouth watering.



MEDITERRANEAN HUMMUS BOWL

Ingredients:

200	g	Hummus
100	g	Cooked quinoa
40	g	Spinach
50	g	Cucumber slices
80	g	Halved cherry tomatoes
30	g	Sliced green olives
2 tablespoons		Greek dressing
30	g	Pickled red onion
2 teaspoons		Fresh dill (optional)
		Naan or flatbread

Instructions:

1. Prepare the quinoa according to the instructions on pack and set aside. Cook the quinoa and pickled red onions a day in advance so you can use them throughout the week for different meals.
2. Slice the cucumber, green olives and cherry tomatoes.
3. Divide the spinach, cooked quinoa, and hummus among the bowls as a base. Then, add the sliced cucumber, green olives, cherry tomatoes and pickled red onions.

Serving:

4. Drizzle each bowl with 1-2 tablespoons of dressing and sprinkle with 1 tablespoon of freshly chopped dill.
5. Serve with fresh flatbread or naan and enjoy!



SANDWICH FILLERS

SANDWICH FILLERS

Great sandwiches begin with great ingredients. Our sandwich fillers are crafted with care, starting with the finest cuts of meat and the freshest ingredients. Each filler is made according to its own unique recipe, offering a variety of flavours and textures. Whether you're preparing a quick lunch or a generous sandwich to share, our high-quality fillers ensure every bite is full of taste and satisfaction.

BACON



Smoked cured



Smoked cured thick



Unsmoked cured



Unsmoked cured thick



Back bacon



Roasted



Roasted Asian style



Roasted Zeeuwse-style



Wafer-thin sliced



Streaky strips

SALAMI



Garlic



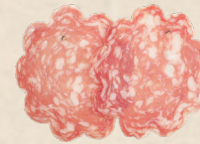
Pepper



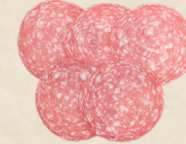
Pepino



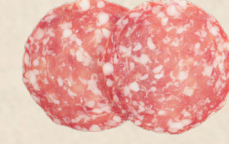
Turkey



Flower-shaped



Small



Traditional farmhouse

CHICKEN



Oven-baked



Oven-baked



Meatloaf Provençal-style



Meatloaf

DUTCH SPECIALTIES



Head cheese



Traditional Belinder



Baked pastry



Dutch-style luncheon meat



Gelderse-style cooked sausage



Pâté



Sakische liver sausage



Cologne-style liver



Fricandeau



Shoulder roast



Meatloaf



Provençal-style

HAM



Yorkham



Shoulder



Oven-baked



Dried

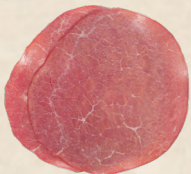


Sliced bone-in ham



Grilled sandwich

BEEF



Smoked beef



Corned Beef



Roast beef

GRILLED HAM
GRILLED HAM
GRILLED HAM
GRILLED HAM
GRILLED HAM
GRILLED HAM
GRILLED HAM





FLATBREADS WITH CHICKEN, TZATZIKI & MUSTARD SEEDS

Ingredients:

3		Flatbreads
50	g	Tzatziki
100	g	Chicken fillet (deli meat), slices into strips
30	g	Cucumber, shaved into ribbons
25	g	Red onion, thinly sliced
3		Radishes, thinly sliced
15	ml	Pickled mustard seeds
1		Spring onion, sliced
		Handful of arugula

Instructions:

1. Warm the flatbreads – Heat them briefly in a dry pan or oven until warm and flexible.
2. Spread the tzatziki – Evenly distribute a generous spoonful of tzatziki over each flatbread.
3. Add the vegetables – Arrange the cucumber ribbons, red onion, radishes, and arugula on top.
4. Top with chicken – Spread the sliced chicken fillet over the vegetables.
5. Finish with toppings – Sprinkle over the spring onion and mustard seeds for extra flavor.
6. Fold & serve – Serve the flatbreads open-faced or gently folded for easy eating.

SERVING SUGGESTION

Present the flatbreads on a serving platter with extra tzatziki on the side. Perfect for lunch or a light dinner!

“IF YOU CHOOSE MEAT, IT HAS TO BE REALLY GOOD”

Joost Wolfs (head of R&D), Kristof Wyckstandt and Sander Beelen (product developers) are busy every day developing new flavors, textures and ideas. What is going on in the food industry? How does the process from idea to finished product work? And what are they proud of? Time to get to know these three tastemakers better.

What do you think are the trends in the food industry?

Joost: “Vegetable is on the rise, as are products with extra protein. And hybrid variants - meat mixed with pea protein, for example - are becoming increasingly popular. You retain the familiar taste and texture, but it’s more sustainable. Convenience also plays a big role: tapas-like items that you put on the table in no time, but with surprising flavors.”

Sander: “Spicy flavors also do well. Asian influences, especially Korean, are catching on well. People are daring to try more, so we have nice space to be creative.”

How is a new product created?

Joost: “That starts with an idea - sometimes from a customer, sometimes we see something ourselves in the market. Our colleagues from trade marketing investigate what is needed. Then we sit down with several teams: what do we want to make, for whom, and is it technically and commercially feasible?”

Kristof: “Once we have that in focus, there will be an article request: a kind of blueprint. Then R&D gets to work. We test, sample, adjust ... and only when we are satisfied do we present it to the customer. After approval, we test whether it works in production, and make sure it’s completely ready for the market.”

Sander: “And then we continue to monitor. Our quality department is constantly watching to see if everything continues to go well. If something can be improved, we pick it up.”

What do you do to ensure quality?

Joost: “With us, quality is in the basics and is guaranteed at several levels. Already in the recipe we take food safety into account, for example by ensuring that listeria has no chance. Everything is tested: taste, texture, shelf life. And even after introduction it remains under the scrutiny of the quality department. That’s how we keep the bar high.”

How do you contribute to sustainability?

Sander: “We look critically at where our raw materials come from. Why get chickpeas from India when they also grow in France? That saves transportation and emissions.”

Kristof: “We try to avoid waste and set up processes as efficiently as possible. And we use ingredients wherever possible in multiple products. This is practical as well as sustainable.”

Joost: “With hybrid products, we also help retailers meet their sustainability goals. Less animal-based, more plant-based - without compromising on taste.”

What do you think makes Group of Butchers special?

Joost: “Our breadth. We really make everything - from deli meats to spreads - and we do it largely from A to Z in-house. This gives us control over the entire process. And we actively think along with customers: what is missing on the shelf, and how do we fill it well? And because we offer complete concepts, a customer often has enough with us as the only supplier.”

**“Sander:
IF SOMETHING CAN
BE IMPROVED,
WE TAKE IT ON.”**



What are you proud of?

Joost: "On the collaboration. We are made up of different business units, but it feels like one team."

Kristof: "That cooperation almost comes naturally. Everyone brings in their own knowledge, across locations, countries and departments. That makes us strong."

Sander: "For me, the best thing is the synergy. We think with each other and get the best out of each product."

What does the future of the food industry look like?

Sander: "Meat is becoming scarcer and will have a different status. People will choose it more and more consciously - and when they eat it, it has to be really good. Something special, made with attention. In addition, I see plant-based and hybrid only continuing to grow. That development is not to be missed."

**"Stay curious. Ask questions, taste a lot, learn from colleagues.
Then you'll go far. If you like taste and creativity,
then you've come to the right place."**

-Kristof-

What tip do you have for people who want to get into the food business?

Sander: "Use all your senses. Feel, smell, taste - then you really start to understand the profession. Theory is important, but mostly you learn by doing."

Kristof:

"Stay curious. Ask questions, taste a lot, learn from colleagues. Then you'll go far. If you like taste and creativity, then you've come to the right place."

Joost:

"Working with food means: no day is the same. Especially with meat, which is a natural product. It requires feeling, experience and craftsmanship. And with us you are involved in the whole process, which makes the work extra fascinating."

Finally, what is your favorite Group of Butchers product?

Sander:

"Our hummus. A beautiful and tasty product. At first we thought: probably a hype... But now we are fifteen years down the road and it is impossible to imagine life without it."

Joost:

"Carpaccio. We do everything - from production to packaging - in-house. That shows well where our strength lies. May I mention one more? The meatball. Seems simple, but there is so much involved. Structure, taste, bite... everything has to be right. And it does."

Kristof:

"Spareribs. Deliciously juicy and full of flavor. And fortunately now also available in Belgium!"

**"The meatball. Seems simple but there is
so much involved. Structure, taste, bite...
Everything has to be right. And it does"**

-Joost-



CONVENIENCE

At Group of Butchers, you'll find artisanal meat products that perfectly complement any meal. From juicy spareribs, crunchy schnitzel and BBQ sausages to Dutch sausages, hamburgers, and roasted chicken. Our 8 hour slow-cooked spareribs fall right off the bone. And the bacon range also offers endless possibilities, from crispy breakfast bacon to flavourful smoked pork belly.



CONVENIENCE

Delicious meals start with smart, time-saving solutions. Our convenience range includes a variety of hearty meal components, carefully prepared to offer both comfort and quality. From tender stews and flavourful smoked sausages to classic meatballs and warming soups, each product is designed to bring a home-cooked feel to any dish—with minimal effort.

DUTCH STYLE SMOKED SAUSAGE



Pork



Beef



Chicken



Mini

MEATBALLS BIG



Beef



Pork



Chicken



With Gravy

CUBES OR STRIPS



Cooked Ham



Chicken



Low fat



Bacon

SOUPS



Pumpkin



Tomato



Asparagus



Split Pea

READY TO HEAT MEALS



Wrap filling



Stewed Beef



Dutch Beef



Veal Truffle Ragout



Chicken Ragout



Pulled Pork

CARPACCIO



Carpaccio

SAUSAGES



BBQ Natural



BBQ Smokey



BBQ Chicken



Frankfurters

ROTISSERIE CHICKEN



Skewer



Leg



Half



Whole

SCHNITZELS



XXL



Mini



Cordon bleu



Cordon bleu mini

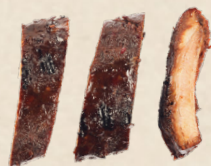
SPARERIBS



Whole



Half



Rib fingers

SCHNITZEL
SCHNITZEL
SCHNITZEL
SCHNITZEL
SCHNITZEL





PREMIUM BURGERS PROFESSIONAL FLAVOR

From bold to classic - which one tempts you most?



Burger



Beef burger



Chicken burger



Smoky Ham burger



Double burger



Pork burger



Cheese burger



Chicken cheese burger



Falafel burger



Veggie burger



XXL Beef burger



XXL Chicken burger



Beef cheese burger



Chili cheese burger



Rib burger



Hot dog



Frikadellen



Frikolinos



Chicken nuggets



Veggie nuggets

PACKAGING

Packaging matters just as much as the product. That's why we offer a wide range of packaging solutions—tailored to suit every need and scale. We provide smart, sustainable and visually appealing packaging that protects quality and supports efficient storage and transport.

SALAD/SPREAD AND DIPS



110x85x65



110x85x40



135x105x55



140x105x30



110x40



110x55



115x80



115x40



110x45



115x35



80x30



110x25



225x175x85



105x80x40



130x90x35

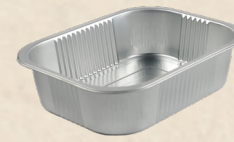


250x265

GRILLED PRODUCT



180x90x40



180x130x40



220x150x40



220x150x80



110x45



400x165x45

CONVENIENCE



320x260x80



300x230x150



PRODUCT



165x125x40



205x170

*All package dimensions are measured in millimeters.



GRILLED SPARERIBS WITH SUMMER SALAD

Ingredients

100	g	Young leaf lettuce
150	g	Bacon strips
50	g	Walnuts
175	g	Stewed pears
1		Baguette
20	g	Olive oil
10	g	Balsamic vinegar
10	g	Honey
5	g	Mustard
		Pepper and salt to taste

#BBQ TIME

Preparation:

Cook the bacon: Cut the breakfast bacon into small pieces and fry them in a skillet until nice and crispy. Let them drain on paper towels.

Make the croutons: Cut the bake-off baguette into cubes. Fry the pieces in the same pan used for the bacon, adding some olive oil, salt, and pepper. Cook until golden brown and crunchy.

Prepare the stewed pears: Drain the stewed pears and let them dry on paper towels. Cut the pears into cubes. **Chop the walnuts:** Finely chop a handful of walnuts.

Make the dressing: Mix the olive oil, balsamic vinegar, honey, mustard, salt, and pepper well. **Assemble the salad:** Place the lettuce in a large bowl and add the bacon, walnuts, stewed pears, and dressing. Mix everything thoroughly. **Finish:** Finally, add the croutons, toss once more, and serve immediately.

In the oven:

1. Preheat the oven to 160°C (320°F).
2. Wrap the spareribs in aluminum foil to prevent them from drying out.
3. Place the spareribs in the oven for 20–25 minutes.
4. Remove the foil and brush the ribs with barbecue sauce.
5. Switch the oven to grill mode (180°C / 355°F) and grill the spareribs for 5–10 minutes until the sauce becomes sticky.

On the BBQ:

1. Create indirect heat by placing the coals to the sides.
2. Preheat the BBQ to 120°C (250°F) and place the spareribs on the grill.
3. Let them warm up for about an hour with the lid closed.
4. Increase the temperature to 200°C (390°F), remove the foil, and brush with barbecue sauce.
5. Grill the spareribs for another 10–15 minutes until they develop a crispy layer.

TRENDS, TEAMWORK AND A TABLE FULL OF FOODIES

Ever tasted hummus with caramelized onion? Then you've eaten something Elise Rijnhout has developed on. As Category Development Manager, she is one of the tastemakers behind our spreads, salads and sauces. "I love concept development," she says. "Coming up with an idea, fine-tuning it and then seeing it back on the shelf. That remains special every time."

Together with Anne Baeten, Senior Category Development Manager, she is part of the Category Development Management team

of Group of Butchers. A dedicated team that develops products daily to meet the needs of retailers and consumers alike. Concepts emerge at the table, are tested against market trends and customer demands, and grow step by step into palatable, viable products.

"It's all about the big picture," Anne adds. "What's happening in the market? What are people looking for? And how do we translate that into something that is relevant, tasty en manufacturable?"

Anne knows the supermarket inside out - she worked on the retail side. Elise brings over 20 years of experience from the producer side.

"We complement each other," says Elise. "Anne brings strategic insight and knows what's going on on the store floor. I know what's possible in production development. We brainstorm a lot - about flavors, structures, trends, customer questions.... everything comes up."

Bold flavors, crunch and TikTok

What's going on in the food world right now? "Bold flavours are hot," says Anne. "Flavours with a nice kick. Think hot & spicy, Asian influences or 'swicy': sweet and spicy at the same time. Young people pick it up through TikTok and cheerfully drag the rest of the market along."

And usage is also changing. "Beyond bread is a trend," Anne explains. "Spreads and deli meats are long gone from being just for on bread. You also use them on wraps, crackers or as part of a sharing plate."

The rise of shared dining

You see that shift in habits at the table as well. "Having little appetizers has always been popular, but what you see now is that the appetizers moment is increasingly spilling over into dinner," Anne says. "We gather around the table, sharing a variety of small bites that carry us through the entire evening. Shared dining is no longer just for special occasions - it is the meal."

Elise: "And our assortment fits perfectly with such an eating moment. From grill sausage and meatballs to spreads, dips and hams. - you'll have a table full of delicious food for a successful get-together in no time."

"BOLD FLAVORS ARE HOT,"

But it's not just about taste. Elise: "Structure also counts. A little crunch immediately makes a product more interesting. Pistachio is really back. - for example as topping on savory toppings."

Green, good and simply delicious

For Elise and Anne, sustainability is not a just checkmark on the checklist, but woven into the way they work. "It's all-encompassing," they explain. "Less waste, utilizing residual streams, recyclable packaging and knowing where your ingredients come from - it's all part of it."

But the most important thing remains: it must be tasty. Whether meat or vegetable - it must be rich in flavor, nutritious and of good quality. You can also see this in the rise of hybrid products: meat products that incorporate partially plant-based ingredients. "That's not a trend, that's how the market is developing," Anne says. "We don't make meat substitutes,



but enrich meat with vegetable components. In doing so, we help retailers take steps toward their sustainability goals, as well as consumers to eat less meat in an accessible way. This is simply necessary, if you look at the pressure on raw materials.”

Vegetable spreads also fit that bill: spreads that are completely plant-based, but above all very tasty. “The starting point is always taste and quality,” Anne says. “If something with a little plant-or something entirely plant-based is just as tasty - great. This is how we make the range more sustainable, without compromising on taste.”

From idea to shelf

A good idea is nice, but it also has to be producible. Elise: “You can think of something fantastic, but if it’s not technically feasible, it stops. So we always look: is it producible, scalable and safe?”

“New ingredients can make it extra challenging”, adds Anne. “Nuts or fish, for example, those bring allergens. That demands a lot from the production process. You have to think about that carefully before you introduce something.”

Then there’s the store shelf. “Will it fit?” says Anne. “That shelf is not made of elastic. If you want to launch something new, often something has to be removed. We put that puzzle together with the retailer - and with the help of colleagues from, among others trade marketing and sales. What adds something? What is innovative? What fits with these

times?” Elise: “And as a private label supplier, we work within clear frameworks set by the retailer. That includes, for example, salt, sugar, fats or pricing. Sometimes quite challenging, but there in lies our strength. We think along and look for creative solutions.”

Anne: “Within these guidelines we succeed time and again in creating something that is right. A good, feasible and tasty product that fits in with the times and meets the wishes of both the retailer and the consumer.”

Summertime recommendations

Summer is the time to eat outside, dine together and, of course, light the barbecue. The BBQ products from Group of Butchers are therefore favorites of Anne and Elise. But apart from that, they also both have their personal favorites that they like to have in their home.

THIS IS A CASE OF ‘KILL YOUR DARLINGS.’

Anne doesn’t have to think long. “Grill sausage with cheese! That’s always in my fridge. We’re really good at making grill sausage. And then that roasting taste, combined with creamy cheese.... delicious.” Elise hesitates for a moment. “Pooh, I have a lot of favorites - this is a case of ‘kill your darlings.’ But I choose the Indian peanut spread. I’m a peanut butter lover, and this

is a surprisingly tasty alternative. Spicy, full of flavour, packed with protein and with vegetables in it. Delicious on a cracker or on bread, and just a little different from regular peanut butter.”

Ingredient with potential

If you ask Elise which ingredient she would like to use more often, she doesn’t have to think long. “Chickpeas! They provide a creamy texture in spreads and are full of protein. We have already made beautiful products with them, but I see many more possibilities. It’s an ingredient with potential.”

THAT VARIETY, FROM MEAT TO VEGETABLE, IS ONLY BECOMING MORE IMPORTANT.

For her, it’s ultimately about what a product adds to the eating moment - whether that’s lunch or dinner. “How do you make it easy and fun for people to eat well? With our assortment, we succeed. From grill sausage to vegetable spreads: you can fill a tasty sandwich in no time or put together a surprising appetizers board. That variety, from meat to vegetable, is only becoming more important.”

“THAT COMBINATION OF CONVENIENCE, TASTE AND VARIETY - THAT’S EXACTLY WHAT WE OFFER.”

- ANNE -



Anne nods. “In my opinion, it’s not about a one-to-one replacement of meat, but about choice. Meat and processed meats are an important part of our offering, but we see that consumers are also looking for variety. If you don’t eat meat every day, you want something plant-based that is just as tasty and just as easy on bread or with a meal. That combination of convenience, taste and variety - that’s exactly what we offer.”

**LET'S MAKE
SOMETHING
SPECIAL
TOGETHER**