

Gustoland-Quality now also available for Service Counters

The Gustoland range is now available for food retail, gastronomy, large-scale consumers, catering, canteens and hotels / 18 new products / tangible meat quality

Gustoland is offering a suitable range of sausage and ham products for the renaissance of service counters in the retail sector. At the Anuga 2009 exhibition in Cologne, the processing-focused subsidiary of the Westfleisch Group is presenting 18 new products for the sectors of food retail, gastronomy, social organisations, catering companies, canteens and hotels. The Gustoland range of products stretches from a wide variety of ham, sausage and salami products through to raw beef ham and traditional roast pork for professional uses.

The expertise of the Westfleisch Group from Muenster/Germany, which has developed over many years, has been successfully established by Gustoland in its role as a full-line distributor for meat and sausage products in the area of food retail. The modern products offered by Gustoland, which encompass uncooked sausage meat, self-service meat, boiled sausage, cooked sausage and ham combine practical self-service retail in the supermarket with traditional consumer product aspirations.

New packaging for tangible quality

At the Anuga, Gustoland will be presenting consumers with tangible high quality with

Press Release

Gustoland GmbH

Industriestraße 8-14
45739 Oer-Erkenschwick/Germany

Telephone +49-2368 61-300
Fax +49-2368 61-237

E-mail: info@gustoland.de
www.gustoland.de

10th October 2009

**We are attending the Anuga 2009
Hall 6.1 - Stand B.20**

attractive new packaging designs which take the promise for uncompromised freshness straight to the customer. Ulrich Schowe, Sales Manager at Gustoland explains: "Our promise of quality to the customer is tangible through the packaging."

Consumers are paying more and more attention to the way in which companies are reconciling ecological, economic and social considerations. For this reason, the route of the raw material is recorded in a way which is consistent and traceable throughout. Through the 'Westfleisch Partnership for Quality' which was successfully piloted two years ago, the Westfleisch Group of companies as a whole insists on 'Verifiable Reliability'. With its insistence on sustainability through focusing on environmental protection and animal welfare, local produce, a guarantee of freshness and social responsibility, Westfleisch has set new standards and far exceeds the standard legal requirements. Consequently, consumers are informed of the quality and origin of the meat on the newly designed and attractive Gustoland packaging.

Strong brands strengthen

"The world constantly changes, and that includes people and their needs," explains Schowe, discussing the Gustoland range of products. "This especially applies to the work that goes into the professional production procedures." Today, meat and sausage products are playing a central role in the markets, their success increasingly depends on the development of customer-oriented self-service concepts. The range of meat and sausage products on offer is characterised by different recipes and a wide variety of products. "This diversification is our greatest challenge", highlights Schowe. After all, along with the price-

performance ratio, it is more than ever freshness, flavour and quality which also decide the success of a meat product. At Gustoland, the values of a traditional butcher have been combined with forward looking product concepts to create a strong brand.

Successful exporter

Quality and flavour are the winning factors with consumers. "The increasing demand for our products abroad demonstrates our success", explains Schowe. Gustoland products are now on sale in many European countries. "The concept behind the products is also convincing consumers at the international level." Similar to the national markets, Gustoland products are also delivered reliably abroad at the right time, at the right quality and at the right place, with the same message and aspiration everywhere they go: "Freshness that I like!"

www.gustoland.de