



PREMIUM select



KNOW HOW IN MEAT



Meat Brand GeRu PREMIUM select

The brand **GeRu PREMIUM select** is a higher-level quality selection of prime cuts which comprises all types of meat, different origins and special brands within our product range.



The selection process already starts with:

- The choice of suppliers of the raw material,
- The purchase of meat of the corresponding quality
- The selection before portioning and last, but not least
- Processing, sorting and packaging of the cuts during the production process.

We comply with special customer requests regarding quality, cuts and weight. This means that prime cuts of bull, heifer and cattle are also selected within our brands, which creates **added value** for our customers as compared to our standard product range.

The “PREMIUM – Programme” comprises selected items of our standard product range. Our products and special “PREMIUM – Selections” are designed in line with our customers’ demand.

The product range comprises:

High-quality beef for grilling

Meat of our special brands (e.g. GeRu SIMMENTAL select) in the various categories (young bull, heifer, cow) is qualified by the following parameters:

- Very good marbling
- Light meat colour
- Good and moderate fat cap
- Weight

Meat for roasting and boiling

Meat for roasting and boiling is also selected according to fat and meat colour, fat cap, portioning and weight. Meat for roasting and boiling needs to be firm and delicately marbled.

Parts for commercial and industrial processing

In accordance with customer demands, customized qualities, cuts and weight classes are the basis for inclusion in our “PREMIUM – Programme”.



GeRu HandelsgmbH specializes in trade, processing and sorting of beef.

Up to 7000 tonnes of exquisite quality beef are being processed by about 70 employees at the location in Martinsberg in the southern Waldviertel.

GeRu PREMIUM select
BEST MEAT SELECTION

BRANDED BEEF

for gastronomy and canteen kitchens



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Wo wir sind, ist oben.

