



# SIMMENTAL



# select



KNOW HOW IN MEAT

# Meat Brand GeRu SIMMENTAL select

The brand GeRu SIMMENTAL select is tailored to the needs of gastronomy and canteen kitchens.

We have analysed the requirements of these sectors and, as a result, developed the programme described in this brochure.



## Beef of this brand is distinguished by the following criteria:

The meat is of exclusively Austrian origin, i.e. the cattle must have been bred and slaughtered in Austria and carefully portioned and selected in our company in Waldviertel.

The meat of this brand is of Simmentaler cattle, which is the predominant breed in Austria. Labels of origin and breed are guaranteed by independent periodic checks under the bos and VUQS systems.

We only use raw material which meets the quality criteria of the brand.

## This means:

- Use of long-standing experience and professional expertise in selection
- Good, but moderate fat cap on the cuts
- Light fat and meat colour
- Good muscular structure
- Good intramuscular marbling
- Measuring of the pH value of all parts before portioning to exclude "stress meat"
- Indication of aging period on the portioning label to guarantee the minimum aging period
- Best value for money



# BRANDED BEEF

## for gastronomy and canteen kitchens



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WALD  
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Wo wir sind, ist oben.

