



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



GeRu SIMMENTAL select

Criteria of brand:

Origin: Born, fed and slaughtered in Austria

Breed: Simmental

**Portioned and packaged at GeRu HandelsgmbH
AT 31378 EG**

According to category (cows, heifers, bulls):

Carcass weight: 260 to 440 kg

Grades: Meat classification: E, U, R, O

Fat class: 2+, 3, 4

Selection criteria for portioning:

Fat colour: 1, 2 (specialized selection already at carcass takeover)

Aging: at least 2 weeks from the date of portioning; the end of the aging period is indicated on the label of the vacuum package

pH value: 5,8 after a minimum of 16 hours after slaughtering

BRANDED BEEF

for gastronomy and canteen kitchens



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WALD
VIERTEL

Wo wir sind, ist oben.

