



Hülshorst takes action





HÜLSHORST
SEIT 1989

We are passionate about meat!

“ We enjoy purchasing regionally produced ingredients because freshness of meat, eggs and vegetables is extremely important!
Philipp Hülshorst ”



Family business

- Who we are**
- 3rd generation
 - 175 employees
 - meat convenience, deep-frozen
 - ultra-modern production
 - in the heart of Germany
 - not just products, but solutions!



Audrei controls the quality at the line



*Naturally with fresh ingredients ...
 ... without additives and with more animal welfare.*

Standing up for Animal Welfare

As a Westphalian family-run firm, we know what we want!

We are proud to announce that we continually and demonstrably improve the standards of livestock husbandry in the conventional keeping of productive livestock. We are able to support the livestock's welfare, due to our choice of suppliers and our constant supervision.

Especially important are:

- ✓ Independent controls of husbandry conditions
- ✓ Short routes of transportation of the animals
- ✓ Safe slaughter, monitored by camera
- ✓ Constant improvement of the animals' health
- ✓ Monitoring medication

All of our meat suppliers are visited, audited and evaluated by us personally.

- For instance, in cooperation with our suppliers we already managed to decrease the time any living animal has to be transported.
- This subsequently means that the majority of the pigs, which we debone in-house, are only transported alive for 60 km.

More animal welfare ...

- ✓ more space
- ✓ more manipulable material
- ✓ more controls



*Husbandry condition 5,
organic beef,
organic poultry*

*Husbandry condition 2:
chicken and pork*

*reliably
available*

affordable



Husbandry conditions

For more animal welfare

We want to promote animal welfare on a broad scale – preferably for all animals and not just for a few in a niche. In this way we ensure a sustainable change in animal husbandry and also stay within the budget of our customers.

Overview:

	Pigs	Chickens	Chickens	Cattle
Space	at least 12 % more	at least 10 % more	at least 46 % more	at least 126 % more
Manipulable material	additional roughage (edible, natural)	additional straw, pecking stones or similar.	Additional natural bedding on 1/3 of area	(not relevant)
Animal welfare programs				
Third-party audits	From parent animal till slaughter	From parent animal till slaughter	From parent animal till slaughter	From parent animal till slaughter

*Take action
with our animal
welfare convenience.*



“ We take action because animal welfare is an issue that’s close to our hearts!
C. Hülshorst
Christoph Hülshorst ”

Basic requirements of all husbandry conditions

- Regular – also unannounced – inspections
- Documentation of animal health, administration of medication, stock management, ...
- Fixed requirements for cleanliness and hygiene, animal welfare and feed quality
- Antibiotics monitoring

*Let's strengthen
animal welfare
together!*

Animal Welfare-Convenience

Our offer for the foodservice

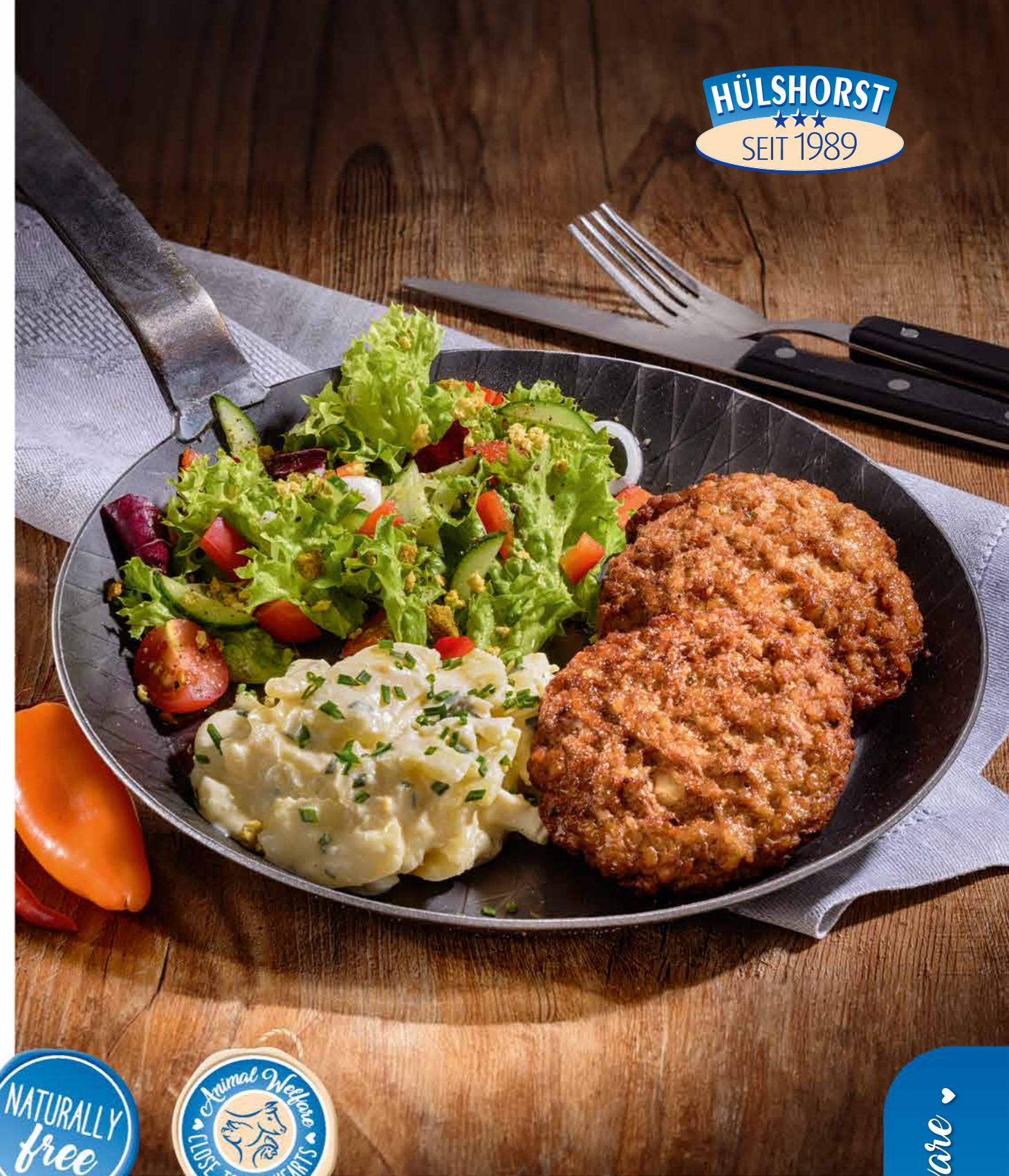
Delicious, tasty convenience, made from meat from the husbandry condition 2. Beef from the husbandry condition 5. That is our range for improved husbandry. A carefully compiled selection for a large number of great and versatile dishes, for variety and enjoyment.

German fillet pork schnitzel, liquid seasoning, breaded, fried, IQF deep-frozen

Schnitzel made with fresh, German pork fillet, liquid seasoning, breaded, fried, with a crispy golden coating, IQF, loosely packaged; from raising to our own manufacturing from Germany; husbandry condition 2



Part No.	Unit
60883	60 × 120 g



"Hubert's Beste" burger, fried, IQF deep-frozen

Delicious burger made with German pork and beef minced medium-fine, with herbs, fried, IQF, in pillow bags; beef: husbandry condition 5; pork: husbandry condition 2



Part No.	Unit
8939	30 × 120 g



Chicken – with more animal welfare



German chicken stir-fry, strips of meat with kebab seasoning, roasted, IQF deep-frozen

Lean chicken, cut into strips with kebab seasoning, roasted, IQF, in pillow bags; from parent stock and feeding stuff to our manufacturing from Germany (6 x D); husbandry condition 2



Part No.	Unit
8333	4 x 2.5 kg



German chickenbreast strips, like handcut, neutrally seasoned, roasted, IQF deep-frozen

Strips cut from the fresh German chicken breast, neutrally seasoned, roasted, IQF, in pillow bags; from parent stock and feeding stuff till our manufacture from Germany (6 x D); husbandry condition 2



Part No.	Unit
84221	4 x 2.5 kg



German chickenbreast, neutrally seasoned, roasted, IQF deep-frozen

Fresh German chickenbreast, neutrally seasoned, roasted, IQF deep-frozen, in pillow bags; from parent stock and feeding stuff to our manufacturing from Germany (6 x D); meat of the Animal Welfare programme "Initiative Tierwohl", husbandry condition 2 / Indoor Housing Plus



Part No.	Unit
84281	approx 80 g, 2 x 3 kg
84282	approx 100 g, 2 x 3 kg
84283	approx 120 g, 2 x 3 kg



German chicken schnitzel, neutrally seasoned, breaded, fried, IQF deep-frozen

Now NEW!

Fresh German chicken breast processed into schnitzel, neutrally seasoned, breaded, fried, IQF deep-frozen, from parent stock and feeding stuff to our manufacturing from Germany (6 x D); meat of the Animal Welfare programme "Initiative Tierwohl", husbandry condition 2 / Indoor Housing Plus



Part No.	Unit
60702	approx 100 g, 1 x 7 kg
60703	approx 120 g, 1 x 7.2 kg
60704	approx 140 g, 1 x 7 kg



Organic - Beef

Clever Convenience

3 minutes



Organic beef mince preparation "Bolognese" roasted, IQF deep-frozen

Organic beef preparation with tomato puree and dices of carrots, onions and celery, neutrally seasoned, roasted, IQF, in pillow bags; Organic product in accordance with Council Regulation (EC) No 2018/848, EU Agriculture, Code of Control Authority: DE-ÖKO-006



Part No.	Unit
98817	4 x 2.5 kg



Organic beef burger roasted, approx. 60 g, IQF deep-frozen

Organic beef burger, roasted, IQF, in pillow bags; piece weight: approx. 60 g, Organic product in accordance with Council Regulation (EC) No 2018/848, EU Agriculture, Code of Control Authority: DE-ÖKO-006



Part No.	Unit
97098	2 x 3 kg



Organic beef strips neutrally seasoned, cooked, IQF deep-frozen

Organic beef, cut into strips, neutrally seasoned, cooked, IQF deep frozen, in pillow bags, cut size: approx. 10 x 10 x 40 mm, meat origin: EU; Organic product in accordance with Council Regulation (EC) No 2018/848, EU Agriculture, Code of Control Authority: DE-ÖKO-006



Part No.	Unit
82228	4 x 2,5 kg



Now NEW!



Organic - Poultry

We go further

For all those who want to promote animal welfare in cooperation with the European Chicken Commitment: You have made a voluntary commitment to buy meat that fulfils the criteria of the European Chicken Commitment. We are happy to support you along the way.

Organic poultry Salisbury steak roasted, IQF deep-frozen, approx. 60 g

Organic poultry Salisbury Steak, with roast marks, made of chicken, roasted, IQF deep-frozen, in pillow bags, meat origin: EU, piece weight: approx. 60 g; Organic product in accordance with Council Regulation (EC) No 2018/848, EU Agriculture, Code of Control Authority: DE-ÖKO-006



Part No.	Unit
9961	2 x 3 kg



Now NEW!

Organic chicken thigh strips like handcut, neutrally seasoned, roasted, IQF deep-frozen

Strips cut from fresh chicken thigh, like hand-cut, neutrally seasoned, roasted, 2www. deep-frozen, in pillow bags; meat origin: EU, Organic product in accordance with Council Regulation (EC) No 2018/848, EU Agriculture, Code of Control Authority: DE-ÖKO-006



Part No.	Unit
85220	4 x 2,5 kg



	Standard in Germany	Initiative Tierwohl (Animal Welfare Initiative)	European Chicken Commitment	EU Organic
Stocking density	Up to 39 kg/m ²	At least 10% more space	At least 23% more space	At least 46% more space
Access to free-range areas	No	No	No	Yes
Restriction on overbreeding	No	No	Yes	Yes
Daylight	Partial, 20 Lux	Partial, 20 Lux	Yes, 50 Lux	Yes
Perches	No	No	2m / 1000 animals	No, but access to free-range areas
Pecking substrates	No	One for approx. 3000 animals	Two for 1000 animals	Straw bales, grain bedding
Third-party audits	No	Yes	Yes	Yes

Animal welfare is a matter of husbandry.

Smart Convenience

Take advantage of your possibilities for quick and safe preparation

Convenient, time-saving and first-class – that is meat convenience at the highest level. With a wide variety of technologies, preparation is as easy as a walk in the park – even without staff. Enjoy the convenience and quality that our products offer you and experience how easily and quickly you can create delicious dishes.



“ Our demand: Delicious convenience for all concepts! ”

Martina, your consultant



MERRYCHEF
A Welbilt Brand

- Preparing one meal/snack per order
- From chilled into your customers hand in seconds
- Ideal for to-go business

silex
Grill-Machines
Waffle-Bakers
Snack-Concepts

- Tried and tested snack concept
- Classic roasting
- Ready to eat in 2 minutes

RATIONAL

- State-of-the-art kitchen technology for roasting, baking or cooking
- Tested regeneration programmes – for cooking with almost no staff
 - ✓ For the combi steamer
 - ✓ For the frying pan

SOCAMEL
BY GULLIN

- Cold tableting or Cook & Chill
- ✓ Meal distribution on trays
 - ✓ Clinics & retirement homes

CoolCooking

- Cold tableting or Cook & Chill
- ✓ First cooling, then heating – all in one box
 - ✓ Kindergartens or group homes up to approx. 50 people

Discover each of our convenience by using the links

- Recipe ideas that are practical even with almost no staff
- Nutrition and logistics data for each article

Convenience-Finder



Click on the link and find your desired product quickly and easily with our convenience finder.

No staff?

Employ clever convenience!

Convenience as a winning strategy – Clever convenience offers you the opportunity to effectively and efficiently serve tasty meals. Offer your guests a wide range of dishes that you can prepare in just a few minutes, saving you time and money.

Tested programs
→ *For your kitchen appliances*

- ✓ No matter who
- ✓ No matter when
- ✓ No matter where



- For Selfcooking Center / iCombi Pro
- For VarioCooking Center / iVario Pro
- Tested programs for every convenience from Hülshorst
- With pictures and in all european languages



Recipe idea



Hülshorst chicken stir-fry, DF

- + mediterranean vegetable mix
- + paprika sauce

= Mediterranean chicken stir-fry!



“ We have tested & saved all programmes with Rational. Of course we can also give you support with all other manufacturers. ”

Frank, your consultant



Oliver, your consultant

- Development of programmes for your concept with our convenience
- Ready in 45 seconds

Offer your individual guests first-class dishes, even if there is no kitchen available.



Saving money, time and food

Three ways to clever cooking

Cooling down

- ✓ Directly from the freezer
- ✓ Into the sauce or soup
- ✓ Perfect for Cook & Chill

3 minutes



No roasting necessary

1. Directly from the freezer

2. Layer into the casserole

3. Into the oven

Simply defrost

► Prepare when staff is present

► Heat as needed and deliver to the guest

More tips:



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We are member of

