



“It has to taste just like homemade”

Hülshorst Feinkost are producing with state-of-the-art teflon belt grills from Berief

■ **Harsewinkel.** According to the motto „It has to taste just like homemade“, Hülshorst Feinkost is a reliable supplier of first-class convenience products to their customers. The family business is today a flexible supplier for the specialized wholesale trade.

Founded in 1989 as a meat cutting company in Harsewinkel, East Westphalia, the owner and master butcher Hubert Hülshorst started with the production of gyros products in 1994. The ultimate aim to distinguish from the competitors with high-quality products led to an immediate success. It was followed by the production of meat balls which taste like „Mum’s cooking“ with regard to the visual effect and the taste and which have – still unchanged until today - become a “winner”.

Hülshorst Feinkost is one of the leading suppliers in the classical meat convenience segments of cooked or roasted high-quality minced meat products, menu components, portioned roast products, beef olives, breaded cutlets, kebabs and many others which are used in the strategic fields of catering, fastfood, large-scale consumer markets and industry.

Already in 2000, the first teflon belt grill type DUBRA from Berief was installed in the factory. By the contact roasting without any fat, excellent roasting results have been achieved for various meat products. The demand for these high-quality products in particular with regard to the persistent trend for „homemade“



products which are meeting at the same time the nutritional requirements for a low-calorie product has been increasing considerably over the following years. This development has led to the necessity to invest into another belt grill. It was not only the near location of Berief but most of all the permanent further develop-

ment of the Berief machines which has been the decisive factor for the purchase. Due to the new heating system, the production has been increased with the second line by 20% (with the same machine size). Hubert Hülshorst: “This investment was the perfect step forward.” ■

