

A wooden cutting board with raw meat, herbs, and spices. The meat is a large piece of red meat with a thick layer of white fat. There are several sprigs of fresh green herbs, including rosemary and thyme, scattered around the meat. A pile of dried, ground herbs is also visible in the top right corner. The background is a dark, textured surface, possibly a wooden table.

This is us and our ambitions

A rustic wooden cutting board with a piece of raw meat, a knife, and various herbs and spices. The background is a dark, textured wooden surface. The text is overlaid on the left side of the image.

What we
say,
is what
we do.

We are driven by delivering a high level of service, and the goal is clear – our customers should be satisfied.

Meat is all about **trust**. By retaining and optimizing our customer portfolio, we have proven that as a meat supplier, we can maintain and create this trust for both existing and new customers.

A rustic wooden cutting board with various ingredients including meat, peppers, and spices. The board is dark and textured, with a lighter wooden handle on the left. On the board, there is a piece of meat, two red peppers, and a pile of mixed spices. The background is dark and moody.

Our customers

Trustful customer relationships combined with in-depth industry knowledge and strong employee competencies are our foundation for creating value for our customers.

Satisfied customers don't come by themselves; we continuously work on improving ourselves.

At GB Meat Group, we train to develop our learning, change, relationship, and meaning competencies.

We have the courage to say no in situations where we cannot live up to what ultimately creates value for our customers.



“ We want to be the meat supplier in the Nordic region that delivers the best product for the price. And we will ensure that our customers perceive us as a company that consistently performs well in product development, service, and delivery reliability”

“ We are meat specialists, and we find and select the right quality at the right price.”

Our organization

We believe in ownership through involvement, and we see employees as our most important resource.

Our common values are the focal point of our daily work. Governance, authority, and communication are developed in a network structure, and leadership is not perceived as all-knowing. The content of our communication consists more of information and advice than instructions and decisions. Strategies are formed through thorough analyses of internal and external strategic factors, involving all employees. We have an informal communication style with room for open discussion.

In everyday life, we create progress through active action plans.

Our value set is at the center of everything we do. This is where we differentiate ourselves from our competitors.



We pull in the same direction and have a culture where employees continuously innovate where we can “work smarter.”

Good well-being at GB Meat Group contributes to stronger performance.

Our product range

RETAIL

We have a wide range of beef, veal, pork, and lamb products, as well as poultry. Our meat products come from all over the world, and we sell our products to all the leading retail chains in Denmark. We are the extended arm of the retail chains when it comes to offering a strong and attractive range that attracts more customers to the store. We offer individual packaging solutions tailored to the customer's needs. At GB Meat Group, we also have extensive experience with barcodes, new product launches, and coordination and collaboration on label design and private labels.

FOODSERVICE AND FACTORIES

We are competitive and can handle deliveries to both larger and smaller FOODSERVICE companies. Through our long-standing and trusting supplier partnerships, we can meet customer needs.

FUTURA – OUR OWN BRAND FOR FOODSERVICE CUSTOMERS

We have our own brand. Under the name FUTURA, you will find good quality at the right price. You will also find specially selected meat products that signal "Good quality and value for money."



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Bredskifte Allé 5, st. th., 8210 Aarhus V

info@gbmeatgroup.com

GB MeatGroup