

Schuhbeck's – A well-known name guarantees quality

Delicious convenience products made with Berief

■ **Rostock-Laage.** SGS Geniesser Service GmbH & Co. KG is a medium-sized company from Mecklenburg Vorpommern which is producing and marketing convenience products for food trading companies, large-scale consumers and system caterers in Germany, Austria, Switzerland and Scandinavia.

Already since 1996, the company has been producing the convenience products according to the Cook-and-Chill procedure. The social changes with regard to the leisure time activities of the population as well as the tendency towards a higher nutrition consciousness leads to an increasing demand for these products to the benefit of SGS.

Due to a very good order situation, the company has today more than fifty employees which is twice as much than at the very beginning. Therefore, SGS is certainly an important economic factor in the structurally rather weak area of Mecklenburg Vorpommern to the pride of the employees.

SGS Geniesser Service has a wide product range for traders, large-scale consumers, system caterers and menu services:



SCHUHBECK'S
Geniesser Service

- Cooled and frozen ready meals under the names „Schuhbeck's“, „India Gourmet“, „Regional Kitchen“
- Cooled soups and desserts

The same high demands which SGS makes with regard to the quality in manufacturing their products apply also to their suppliers. They are mainly using raw materials from the region with special focus on quality, fresh-

ness and short ways.

In the field of thermal processing, SGS has chosen for the proven cooking and roasting technology from Berief. The KIPPKO tiltable cooking kettle, the Teflon® belt grill type DUBRA, the dispersion kettle as well as the tiltable frying pans are the heart of the industrial kitchen. Reliability, robustness as well as the excellent thermal features of the machines meet with the high requirements from SGS.

The aim of the company for the future is to grow continuously and to gain further market shares in the competing market of the convenience products. This should be achieved with a wide product range with a constantly high quality, competitive prices and a motivated staff. The flexibility of the company to act promptly on customer requests has top priority and has in some cases to an unexpected order. ■

