



**Danish Crown**

**Food means  
the world to us**



**Danish Crown Foods**



# Leading

European meat  
manufacturer



## About us

*Danish Crown Group is proud to be one of the leading meat manufacturers in Europe, offering a wide product portfolio.*

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At Danish Crown Foods we've been manufacturing meat products since 1887, and with more than 130 years of expertise we're renowned across the globe for our superior taste and quality. We pride ourselves as the world champions in food safety. We conduct more than 99,000 analyses and receive 2,000 veterinary visits every year at our factories.

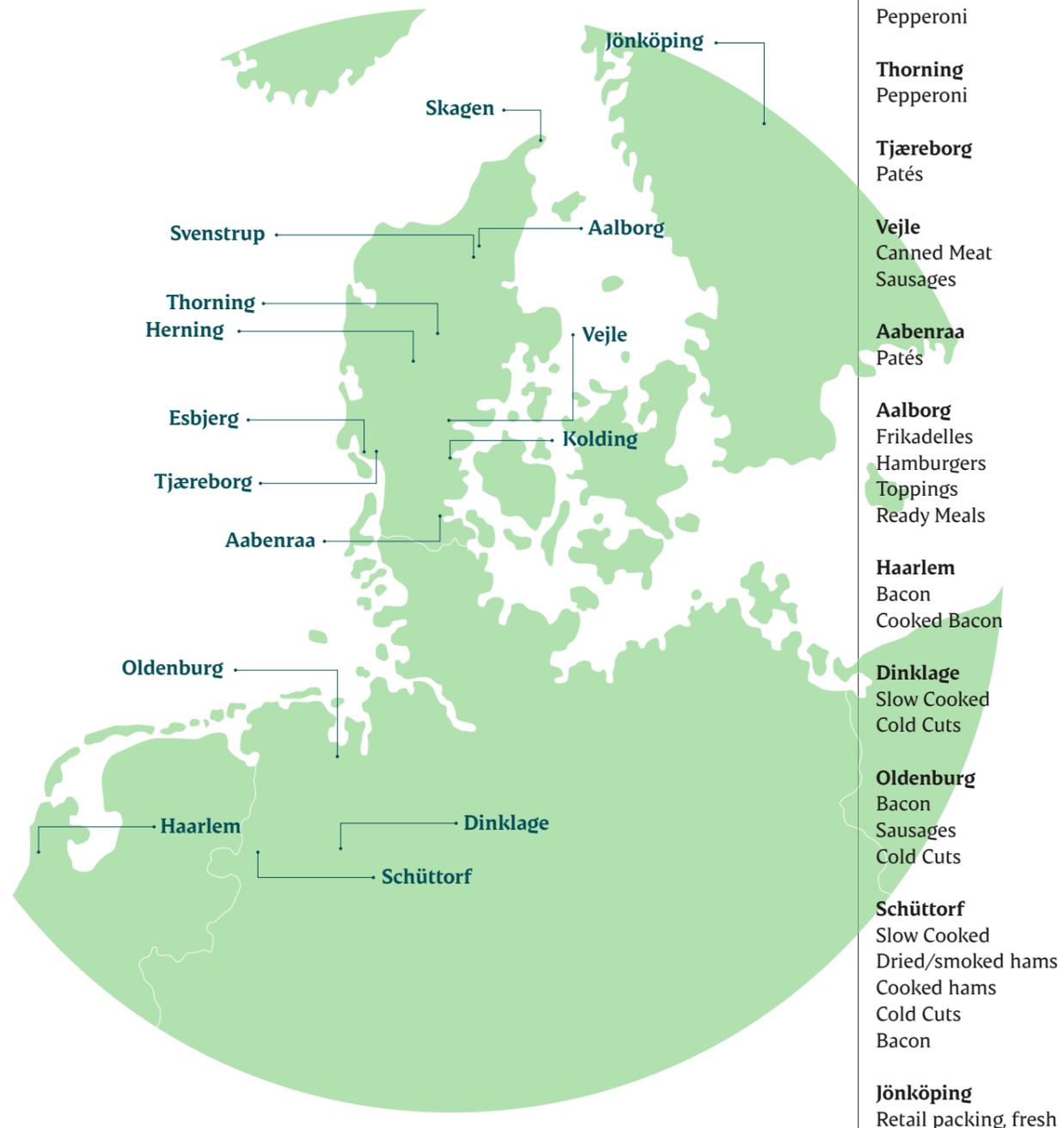
Food habits of consumers are ever

changing, and we have an ambition to always follow the consumers, which is why we continuously develop and innovate new products that fit the consumers' lifestyle.

We offer a wide and deep product assortment from canned meat, bacon and pizza toppings to soups, slow cooked products, cold cuts and snacks. Our products are sold in more than 120 countries.

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# Manufacturing units



# Facts and figures



**+3000**  
Employees worldwide

## Market segments



### Retail

**64%**

Meat and processed solutions to traditional and discount retailers.



### Food service

**17%**

Meat and processed solutions to restaurants, canteens etc. through catering wholesaler.



### Wholesalers

**9%**

Meat and processed solutions distributed by importers.



### Industry

**10%**

Products used for further processing.

## Feeding the world

We want to feed the world with sustainable meat solutions

**Sustainable agriculture**  
Our farmer owners set targets for cutting CO<sub>2</sub> emissions on their farms



**Good jobs for everyone**  
We will attract and retain people with good jobs and opportunities for all

**Sustainable food production**  
We will operate a sustainable, efficient and high-performing food production

**Together with customers and consumers**  
We will earn customers' and consumers' confidence and preference with healthy, safe and responsible products

# European bacon leader

With more than **100 years** of expertise in producing bacon, we see ourselves as being the true bacon experts.

## Manufacturing units

Oldenburg, Germany   Schüttorf, Germany   Haarlem, The Netherlands



# Bacon

Being Europe's leading bacon producer we pride ourselves in offering a bacon assortment ranging from fresh traditional streaky bacon to poultry and plant based bacon. In addition to this we also have a leading portfolio of cooked bacon products. Our bacon assortment is available in various formats and sizes covering all potential channels.



Cooked Diced Bacon



Fat-reduced Diced Bacon



Lardons/Diced Bacon



Veggie Bacon



Sliced Bacon



Chicken Bacon



Cooked Sliced Bacon



Back Bacon



Value-Pack Sliced Bacon

## Shelf life

28-180 days

## Storage

Chilled or frozen

# Snacks for every occasion

Our snacks are ideal for get-togethers

## Manufacturing units

Svenstrup, Denmark

Debica, Poland



# Snack

Snacking is a growing trend that unfolds in various categories and takes many forms in consumers' lives both in- and out of home. The taste, high quality and formats are essential when developing snack products which fit consumers' needs and help them create an ideal snack occasion. Our snacks come in various forms and flavours, ranging from classic, garlic and cheddar to pepper, picante and spicy.



Salami Sticks



Salami Snacks



Salami Chips



Salami Single Stick



Salami Mix



4-pack Salami Stick



Mini Salami



Salami Chips

## Shelf life

90-365 days

## Storage

Chilled, frozen or room-temperature

# The shortcut to delicious meals

All you need to do is heat, pull and enjoy

## Manufacturing units

Dinklage, Germany

Schüttorf, Germany



# Slow Cooked

Our slow cooked products allow consumers to enjoy classic dishes like spareribs and pulled pork with very little effort in the kitchen. The assortment ranges from classic pulled varieties and ribs to traditional pork shanks.



Pulled Pork



Pulled Turkey



Pulled Chicken



Mini-Haxen



Spareribs

## Shelf life

180 - 365 days

## Storage

Chilled or frozen

# Elevate your sandwich with our luncheon meat

Our cans are sold in more than 70 countries around the world

## Manufacturing units

Vejele, Denmark



## Canned Meat

Within our canned meat portfolio, we specialize in pork, chicken and beef products. Pork Luncheon Meat is our bestselling product and known as a kitchen staple worldwide, while our entire chicken range is halal certified by ICH.

Our canned meat products are great in a variety of dishes and can be enjoyed fried, hot or cold for breakfast, lunch and dinner alike.



Pork Luncheon Meat



Pork Luncheon Meat (Plastic Container)



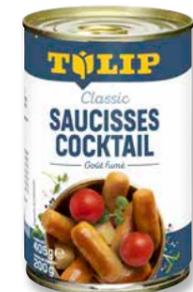
Chicken Luncheon Meat



Premium Cuts



Pork Sausages



Chicken Sausages



Spreads



Convenience



Corned Beef

## Shelf life

2-5 years

## Storage

Ambient

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# **Danish Crown**

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