



Summer Festival

Different to
other years



Enjoy great taste



Topics

Developments.....	3
Consumer behaviour.....	4
What do we see in the media?.....	5
How can I respond to this?.....	6
Inspiration.....	7
Article numbers.....	19



Summer Festival

Different to
other years





Market developments

The impact of the coronavirus

Consumers are becoming more price-conscious

The current situation through which we are living is going to have an impact on our economic situation and therefore on our consumption behaviour. *The trend has already started in which customers are becoming more price-conscious.* This makes the ratio of price and value more important.

How do I respond to that?

As a fresh-produce specialist, you are constantly looking for the right match for your customer's needs. Consider trends and changes in the technological and social fields. You try to translate these changing customer needs to your organisation as well as possible in order to be successful.



Summer Festival

Different to
other years



Trends 2020



Consumer behaviour

The impact of the coronavirus

The influence of COVID-19 on our purchasing behaviour

At the moment, many changes are taking place all over the world. In the Netherlands too, we are seeing a shift in consumer purchasing behaviour. Food is being stockpiled because people do not know what to expect.

Maslow's hierarchy of needs illustrates this phenomenon brilliantly. We are going back to basics and spending less money on more luxurious products.

Conclusion

Consumers have a high level of awareness of what they are buying.



Summer Festival

Different to other years



NEED FOR SELF-DEVELOPMENT

NEED FOR APPRECIATION AND RECOGNITION

NEED FOR SOCIAL CONTACT AND LOVE

NEED FOR SAFETY

BIOLOGICAL AND PHYSIOLOGICAL NEEDS



Developments in the media

The impact of the coronavirus

Eating behaviour is changing

Now that a lot of people are confined to their homes, we are doing more shopping than usual. You don't have lunch at work anymore and eating outside is out of the question. The meat processing industry has noticed that the eating behaviour of the Dutch is changing due to the coronavirus crisis. More meat is being sold than before.

Source: Libelle magazine

Due to the crisis, Holland is eating more meat

According to the Cattle, Meat and Eggs Marketing Board, the Dutch have been eating out less often as a result of the economic crisis. Portions of meat consumed at home are usually larger than portions served in restaurants.

Source: GFK

Easy-to-cook meat

The meat processing industry has noticed that sales of easy-to-cook, budget meat products, such as minced meat, are increasing compared to luxury products like steak.

Source: Volkskrant newspaper



Summer Festival

Different to other years



How do I respond to these developments?

We recommend

Bring your budget products more to the consumer's attention this summer with surprising, new, but also traditional flavours and cooking variations, giving your products the extra value they deserve.

Verstegen will be happy to help you with that!

We can do this through inspiration, and recipes that are specially developed to meet changing needs. The key principles behind these developments are:

- One basic recipe of all-time classics
- At least three variations on these classics. These can be easily prepared from the basic recipe by making small additions
- The recipes are suitable for cooking in a pan or oven
- But of course we have not forgotten the summer: all recipes are also very good on the BBQ!



Be inspired!



Enjoy great taste

Basic Recipe

HAMBURGER

To 1 kg of burger meat, add 60 g of **Fresh paste for hamburger** or 50 g of **Mix for hamburger complete**



Deliciously different

BURGER ARGENTINA

Make the basic recipe for Hamburger and lightly spread the burger with **World Grill Argentina** fire



Deliciously different

WORLD BURGER

Make the basic recipe for Hamburger and lightly spread with **World Grill Rosso**. Then decorate with your choice of **Spicemix del Mondo**



Deliciously different

CHEESEBURGER

Make the basic recipe for Hamburger and fill the burgers with Gouda cheese. Then dust the edges with **Schnitzel mix gouda**



Deliciously different

HERB BURGER

Make the basic recipe for Hamburger and lightly spread the burger with **World Grill French garden**



Basic Recipe

POTATO SALAD

For the basic recipe, mix

- 60 g al dente potato cubes
- 250 g **Veronaise**
- 50 g sliced gherkin
- 75 g pickled onions
- 5 g **Chive rings**
- 1 g **Peper black**
- Lampong ground**
- 5 g salt

Deliciously different

FARMER'S POTATO SALAD

To the basic recipe, add 10 g of blanched, sliced French beans and 30 g of **World Grill Moutarda yellow**

Deliciously different

SPICY POTATO SALAD

To the basic recipe, add 10 g of crispy fried bacon cubes and 25 g of **World Grill Mexican madness**



Basic Recipe

FRESH SAUSAGE

To 1 kg of sausage meat, add 55 g of **Fresh paste sausage** or 20 g of **Selecta** and 50 g of water. Then add 10 g of **Budget bond vero** and mix until sufficiently bound



Deliciously different

EXTRA TASTE

To 1 kg of the basic recipe for fresh sausage, add 2 g of **Paprika liquid** and 10 g of the **Taste Extension** of your choice
Fennel & Orange
Nori & Lemon
Chilli & Smoked paprika
Jalapeño & Habanero



Deliciously different

GRONINGEN SAUSAGE

To 1 kg of the basic recipe for fresh sausage, add 20 g of **mustard** and 10 g of **Onion pieces**



Deliciously different

CHIPOLATA

To 1 kg of the basic recipe for fresh sausage, add 10 g of **Onion powder** and stuff into a sheep casing



Basic Recipe

HERB BUTTER

Use unsalted butter as a basis



Deliciously different

CLASSIC HERB BUTTER

To 1 kg of butter, add 40 g of **World Grill** French garden

Garnish with **Decoration blend - france**



Deliciously different

CURRY BUTTER

To 1 kg of butter, add 40 g of **World Grill** Indian mystery



Deliciously different

GARLIC BUTTER

To 1 kg of butter, add 40 grams of **World Grill** Spanish harbour

Garnish with **Decoration blend - espagnol**



Basic Recipe

A LA MINUTE BELLY PORK

Slice the belly pork thinly, which will make the slices fast and easy to cook



Deliciously different

SPLENDID

To each kilo of belly pork, add 90 g of World Grill Splendid suriname



Deliciously different

INDIA

To each kilo of belly pork, add 90 g of World Grill Indian mystery



Deliciously different

CURRY

To each kilo of belly pork, add 30 g of Dry marinade curry



Basic Recipe

GRATIN MEAL

Cook 1 kg of sliced potatoes. Mix 200 g of cubed chicken thigh with 5 g of **Spicemix del Mondo Piri piri** and cook. Then mix the potato, chicken and 500 g of **Gratin sauce**. Cook *au gratin* and serve on an attractive plate



Deliciously different

SUMMER GRATIN

To the basic recipe, add 200 g of sliced radicchio, 75 g of cubed ham and 100 g of cheese cubes



Deliciously different

BROCCOLI AND ONION GRATIN

To the basic recipe, add 200 g of blanched broccoli rosettes, 100 g of fried onion and 2 g of **Spicemix for merguez**



Basic Recipe

SATAY

Slice the pork flank or chicken breast into chunks. Easy to make and success is guaranteed!



Deliciously different



SANTO SATAY

For 1 kg of meat, add:
- 40 g of **Ketjap benteng**
- 15 g of **Chili paste**
- 15 g of **Spicemix** for marinade
and thread the meat onto a **Bamboostick** gunshaped for a beautiful satay stick

Deliciously different



JAVANESE SATAY

Mix 1 kg of the meat with 150 g of **Javanese ketjap marinade**. Allow to marinate for 12 hours in a cool place and thread the meat onto a **Bamboostick** gunshaped for a

Deliciously different



CLASSIC BBQ SATAY

Mix the meat with 150 g of **Marinade** for satay. Allow to marinate for 12 hours in a cool place and thread the meat onto a **Bamboostick** gunshaped for a beautiful satay stick

Deliciously different



INDONESIAN SATAY

Mix the meat with 90 g of **World Grill** Indonesian and thread onto a **Bamboostick** gunshaped for a beautiful satay stick



Basic Recipe

BRATWURST

For 1 kg, add 65 g of Baked and grilled sausagemix and 16 g of Nitrite salt

Deliciously different

FARMER'S BRATWURST

Make a basic recipe for bratwurst and spread the sausages with **World Grill Cielo rosso**. Wrap in smoked bacon

Deliciously different

MEXICAN BRATWURST

To 1 kg of mix for the basic recipe, add 10 g of **Taste Extension Jalapeño & Habanero**, and 100 g of small cheddar cheese cubes

Deliciously different

CURRY BRATWURST

To 1 kg of mix for the basic recipe, add 10 g of **Curry powder**

Basic Recipe

PEPPER STEAKS

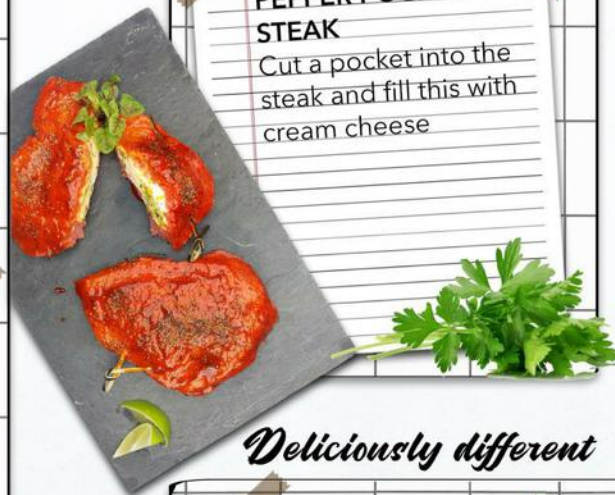
Trim the rump steak and divide the steaks into portions of approx. 90 g. Spread with **World Grill Argentina** fire and sprinkle with **Pepper black lampong** crushed



Deliciously different

PEPPER POCKET STEAK

Cut a pocket into the steak and fill this with cream cheese



Deliciously different

SUMMER STEAK

Garnish the edge of the steak with **Chive rings**



Deliciously different

CASANOVA

Cut a pocket into the steak and fill to taste with **Onion pieces fried**, sun-dried tomatoes and cream cheese



Basic Recipe

VEGA BINDING MIX

Naturally, we're happy to help you make vegetarian products. With **Vega Binding mix**, there are very few steps for making delicious products

Deliciously different

SWEETCORN AND BELL PEPPER BURGER

Mix 250 g of **Vega Binding mix** with 150 g of **World Grill African sunshine** and 100 g of water. Then add 250 g of pepper strips and 250 g of tinned sweet corn. Shape the burger to the right weight. N.B.: leave to firm for 3 hours

Deliciously different

BETROOT BURGER

Mix 30 grams of **Vega Binding mix** with 150 g of **World Grill Greek passion**. Then add 450 g of pre-cooked beetroot and mix well. Shape into burgers and leave to firm for at least 3 hours



HAMBURGER VARIATIONS

462602
World Grill French garden pure
463002
World Grill Indian mystery pure
462502
World Grill Argentina fire pure



POTATO SALAD VARIATIONS

113902
Veronaise
113902
Chive rings
093574
Pepper black lampong ground pure
410502
World Grill Moutarda yellow
343602
World Grill Mexican madness pure



FRESH SAUSAGE VARIATIONS

441403
Fresh Paste sausage
667301
Selecta pure
1004401
Taste Extension Chilli
& smoked paprika
360001
Paprika liquid
442401
Mustard ardennes



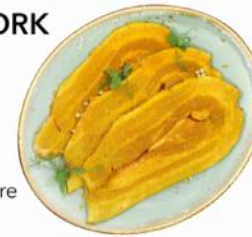
KRUIDENBOTER VARIATIONS

462602
World grill French garden pure
463002
World Grill Indian mystery pure
462502
World Grill Argentina fire pure



A LA MINUTE BELLY PORK VARIATIONS

463002
World Grill Indian mystery pure
050002
World Grill Splendid suriname pure
899602
Dry marinade curry pure



GRATIN MEAL VARIATIONS

525574
Spicemix del Mondo Piri piri pure
399801
Gratin sauce
063074
Chive rings cut
419202
Spicemix for merguez pure



SATAY VARIATIONS

052025
Javanese ketjap marinade
407902
World Grill Indonesia pure
137802
Marinade for satay
126302
Ketjap benteng
13330
Chili paste
424202
Spicemix for marinade pure
420101
Bamboostick gunshaped 180 mm



BRATWURST VARIATIONS

280805
Baked and grilled sausagemix
344005
Nitrite salt
1004601
Taste Extension Jalapeño & habanero
020074
Curry powder
414301
Casing pork 32/35 5/91 m tuck up



PEPPER STEAK VARIATIONS

462502
World Grill Argentina fire pure
093374
Pepper black lampong crushed pure
103173
Onion pieces fried
063074
Chive rings cut



VEGA VARIATIONS

1020602
Vega binding mix
463202
World Grill Greek passion pure
425202
World grill African sunshine pure



#STRONGTOGETHER!



Enjoy great taste