



“We are much more than just wholesalers: we are the competent and flexible service provider for the meat and foodstuffs trade. We obtain valuable competitive advantages for our members using our market-driven assortments, cutting edge merchandising and profitable offer templates.”

Anton Wahl, Executive Board of ZENTRAG eG

A STRONG PARTNER FOR THE TRADITIONAL FOOD SECTOR

ZENTRAG was founded as far back as 1947 by butcher cooperatives in the city of Hameln – the central cooperative of German meat trade. Only a little later, the headquarters were transferred to Frankfurt. The initial goal was to create an institution for centralised purchasing and thus to strengthen the competitive position of the butcher trade. More and more butcher cooperatives became member, not only in Germany but in the whole of Europe: Since 2010 ZENTRAG is the Central Cooperative of the European Meat Trade, with members in Germany, Austria, Luxemburg, Switzerland and since 2012 also in France.

Since the beginning ZENTRAG was a symbol for the basic virtues of the meat trade and the specific strengths of the cooperative principle. Today under the direction of Board Spokesman Anton Wahl, ZENTRAG is a central trading company but also a competent and flexible service provider for the meat and foodstuffs trade. A strong community spirit for the individual success of each butcher business – that's the winning formula of the whole ZENTRAG group.

The ZENTRAG Group counts today 50 butcher cooperatives or business organisations as members. All of them enjoy our large range of meat trade specific products and services adapted to their individual needs. Our range includes import of fresh and frozen meat, purchase pooling in food- and non-food segments, the assortment policy of our own brand Gilde, the offers of Gilde Leasing, digitisation support, marketing and sales support as well



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as representation of interests in relation with the general public. Even more services in accounting and logistics are available for our members via our Gilde Service and Gilde Frischelogsistik branch. We supply a total of 18.000 businesses as part of the cooperative association. The core of our customer base are the butchers, but new members are coming increasingly from the restaurant, hotel and catering sector. That is why ZENTRAG created the Gilde food-service, developing specific offers for this extended customer group – while using of course the accumulated networking advantages of the association.

In addition ZENTRAG campaigns for the interests and development of the meat trade in many different ways. The Gilde Foundation (Gilde Stiftung e.V.) for example supports young talent recruiting and the Gilde Akademie is engaged in education, training and exchange of experience.



AMBITIOUS INTO THE FUTURE

During the last sixty years ZENTRAG evolved from a purely purchase orientated enterprise to a multi-level service provider with high marketing expertise: on top of the advantages of purchase pooling we offer future-orientated marketing concepts and efficient sales support. This focus on service with a strong orientation towards sales and logistics support will also be a trend in our member's organisations, though originally created as simple procurement organisations.

We are currently concentrating on the dynamical process of strategic and structural development and reorganisation of the cooperative group – in order to continue giving our members fundamental competitive edges.

ZENTRAG's position in the market is well established and is constantly being developed further. This growth is sustained by a series of measures together with our member organisations. And in the opinion of Chairman Anton Wahl, the economic situation of ZENTRAG will continue to develop positively.

CERTIFICATIONS

Maximum food safety, best quality and sustainability have always been our prerequisites. We obtained for example for the second time in a row the best possible rating at the IFS Certification 2015 „Higher Level“ and even improved our result by 1.7% in comparison to the previous year.

Eight years earlier ZENTRAG obtained for the first time the Organic Food Certificate (Bio-Zertifikat) for processed foodstuff that can be renewed every year since 2007. The organic label stands for environmentally sound and animal-friendly production methods. The criteria for the awarding of the label are based on the EU legislation for organic farming.

SOCIAL RESPONSIBILITY

Another fundamental principal of the cooperative system is our social responsibility. Among others we committed to the following points:

- We maintain respectful, honest relations with each other.
- We are aware of our exemplary function and prefer a cooperative management style.
- We are open to constructive criticism.
- We are thinking and acting outside the box.
- We trust in our staff members, promote their development, their motivation and their team spirit.
- We provide for continuous training for our staff and members and offer preventive health-care schemes.
- The future of the butcher trade is important to us. That is why we foster actively young talents.

SUSTAINABILITY

Sustainable management means for us networking economy, ecology, based on social engagement. Being a cooperative we are committed per se to economic sustainability. Not the short-term profit maximisation is paramount at ZENTRAG, but the inter-generational responsibility for the common goal.

Environmental sustainability is a structural cornerstone of cooperatives and butcher trades. Local and regional products have always been a core competence of our offer. Additionally organic products round off our range.

ZENTRAG sets a good example with the project „medium-sized enterprises for energy efficiency“. In their central storage facilities near Frankfurt they initiated actions which reduce dramatically energy and costs in refrigeration technology and lighting. The amazing thing about it: Manageable investment costs and a short payback period. The model is to act as a precedent, as our member cooperatives could benefit from this savings potential.

PROMISING PERSPECTIVES

Our own brand Gilde is established on the market since over 60 years – and we will carry this brand successfully into the future. Further growth will be generated by the activities of Gilde foodservice.

Another point on our agenda for the future is the implementation of a multi-channel strategy in our group – a trendsetting response to ever changing market conditions. Part of this strategy are the overall digitalisation of our business transactions, contemporary paperless communication with our members and clients as well as a website with online shop.

GILDE MASTER-BRAND

Ever since 1954 the master-brand Gilde is the embodiment of the traditional butcher trade combined with innovative marketing ideas. It is the leading trademark of the meat-processing sector and offers the best products, services and solutions to modern butchers' shops. The extensive Gilde assortment is exclusively dedicated as a brand to the butcher trade and as varied as the trade itself.

One of the first brand-named products on the market was the Gilde mayonnaise. Even today it is still very popular with the butchers because of its good processing properties and remains one of the best selling Gilde products.

From the mid-sixties on ZENTRAG developed consequently its trading and service range. Today the Gilde assortment comprises over 600 articles in the food and non-food sector – ranging from poultry and game products over frozen convenience products for party service and catering up to machines, processing and other commodities. This offers a large choice both for production in butcher shops, party service and catering and for the end-user in front of the counter.

Of course we continue to optimise and adapt our product range to the needs of the market and of the butcher trade. And we will identify the market trends in our sector and implement them professionally in our branded products.

THE GILDE FOOD-ASSORTMENT COMPRISES:

- Preserves
- Fresh poultry
- Gilde organic poultry
- Sides and ready meals
- Spices and ingredients
- Beverages
- Delicatessen
- Frozen convenience products

THE GILDE NON-FOOD-ASSORTMENT COMPRISES:

- Machines
- Packaging
- Artificial and natural casings
- Spices for meat processing
- Yarns and nets
- Party service products
- Detergents

You'll find the whole Gilde assortment in our latest catalogue, ready for download on www.zentrag.de/gilde-meistermarke/.

PROVEN QUALITY IN A NEW LOOK

Since 2016 Gilde appears in its re-designed fresh new image and carries the values of the brand „tradition, trade and quality“ successfully into the future. The packaging has been designed to highlight the unique and incomparable partnership between the brand Gilde and the traditional butcher trade.



ASSORTMENT COMPETENCE

The second strong brand besides our master-brand Gilde with its numerous food- and non-food-assortments is fd. The brand fd supplies butcheries with all the necessary for the meat processing. Amongst the most popular articles are the fd mayonnaise and the fd GOLD semi-liquid vegetable fat. The assortment comprises approx. 200 articles, amongst which packaging like foil cuttings for example and wax paper. The assortment is rounded off by ingredients like mushrooms, spices, yarns and nets for sausage production, gastronomy and catering.

FOODSTUFFS

An experienced team is in charge of the entire purchase and sales department for the foodstuffs. This includes the identification of new trends, improvements on existing products and placing them in a competitive market position. Of course this implies a close cooperation with the economic organisations. One of the most important tasks of the last years was the enhancement of our brands Gilde and fd. The assortment ranges from sausage and dairy products to agricultural products, preserves and a fine assortment of dry foods (e.g. soups, stock, flour, sugar) and also fish, sea food, delicatessen, baked goods, beverages, oils and fats.

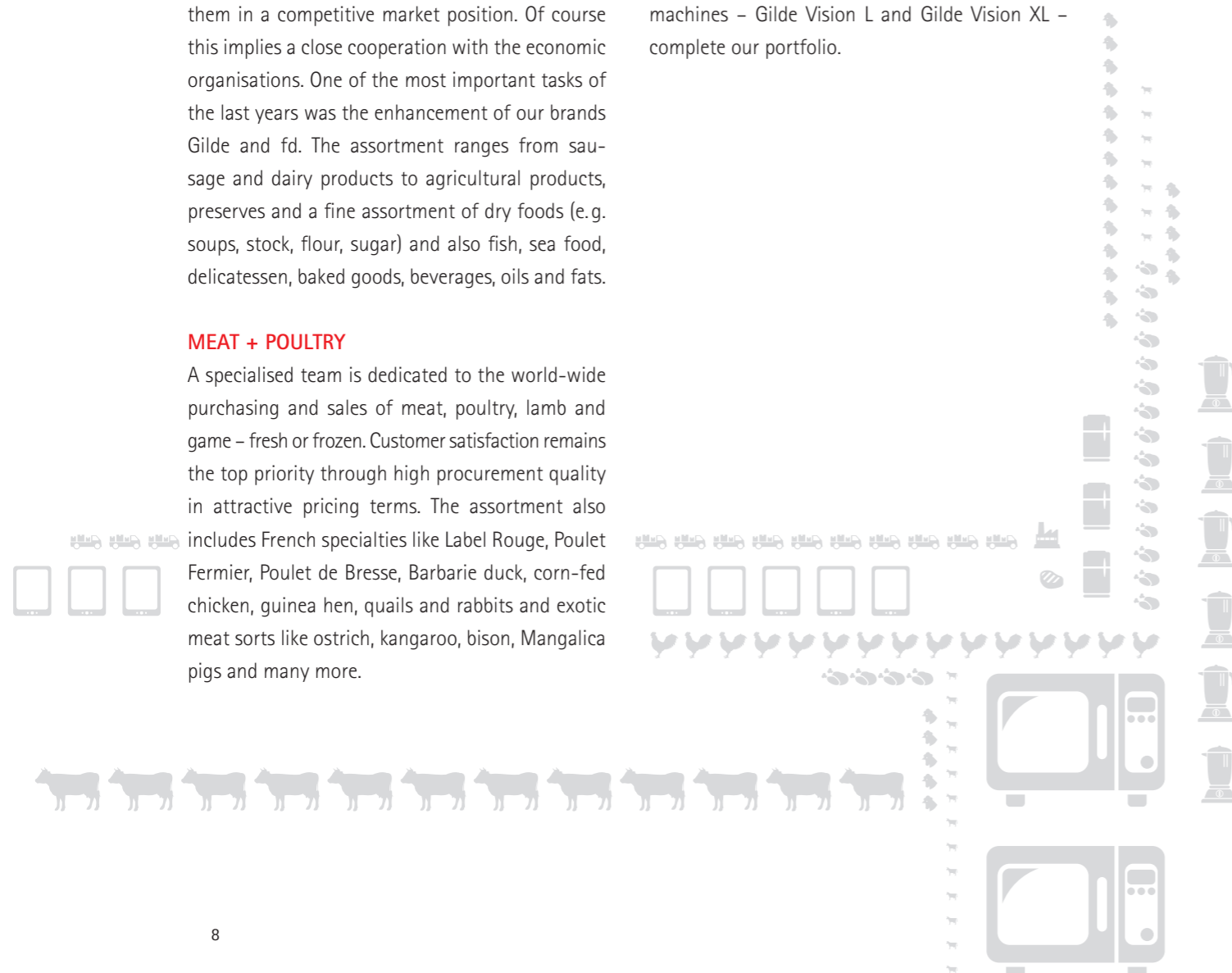
MEAT + POULTRY

A specialised team is dedicated to the world-wide purchasing and sales of meat, poultry, lamb and game – fresh or frozen. Customer satisfaction remains the top priority through high procurement quality in attractive pricing terms. The assortment also includes French specialties like Label Rouge, Poulet Fermier, Poulet de Bresse, Barbarie duck, corn-fed chicken, guinea hen, quails and rabbits and exotic meat sorts like ostrich, kangaroo, bison, Mangalica pigs and many more.

COMMODITIES + MACHINES

Our department for meat processing commodities and machines trades over 4000 articles for our member companies and responds to the ever increasing market challenges with innovative range selection, individual customer service and consulting as well as competitive prices.

The assortment includes casings, spices and devices as well as all common tools for the meat processing, such as knives, blades, splitter, transport and storage materials, nets and yarns. Gastronomy and party service articles, consumable supplies and disposable items, devices and tableware but also packaging in metal, glass, paper or plastic, working clothes, detergents, machines and accessories are available at bargain prices. The popular Gilde vending machines – Gilde Vision L and Gilde Vision XL – complete our portfolio.



FACTS AND FIGURES AT A GLANCE

COMPANY STRUCTURE

ZENTRAG EG

Foundation: **1947**

Headquarters: **Frankfurt/Main**

Staff: **43**

Members in total (cooperatives, guilds and persons close to the butcher craft): **92**

Turn-over: **276 million Euros** (2015)

ZENTRAG GROUP

Member cooperatives: **50**

(44 of them in Germany, the others in

Austria, Luxemburg, France and Switzerland)

Members : **18.000**

Employees: **2.368**

Clients: **45.000**

Turn-over: **850 million Euros**

Articles: **up to 45.000**

Products in the Gilde assortment: **over 600**

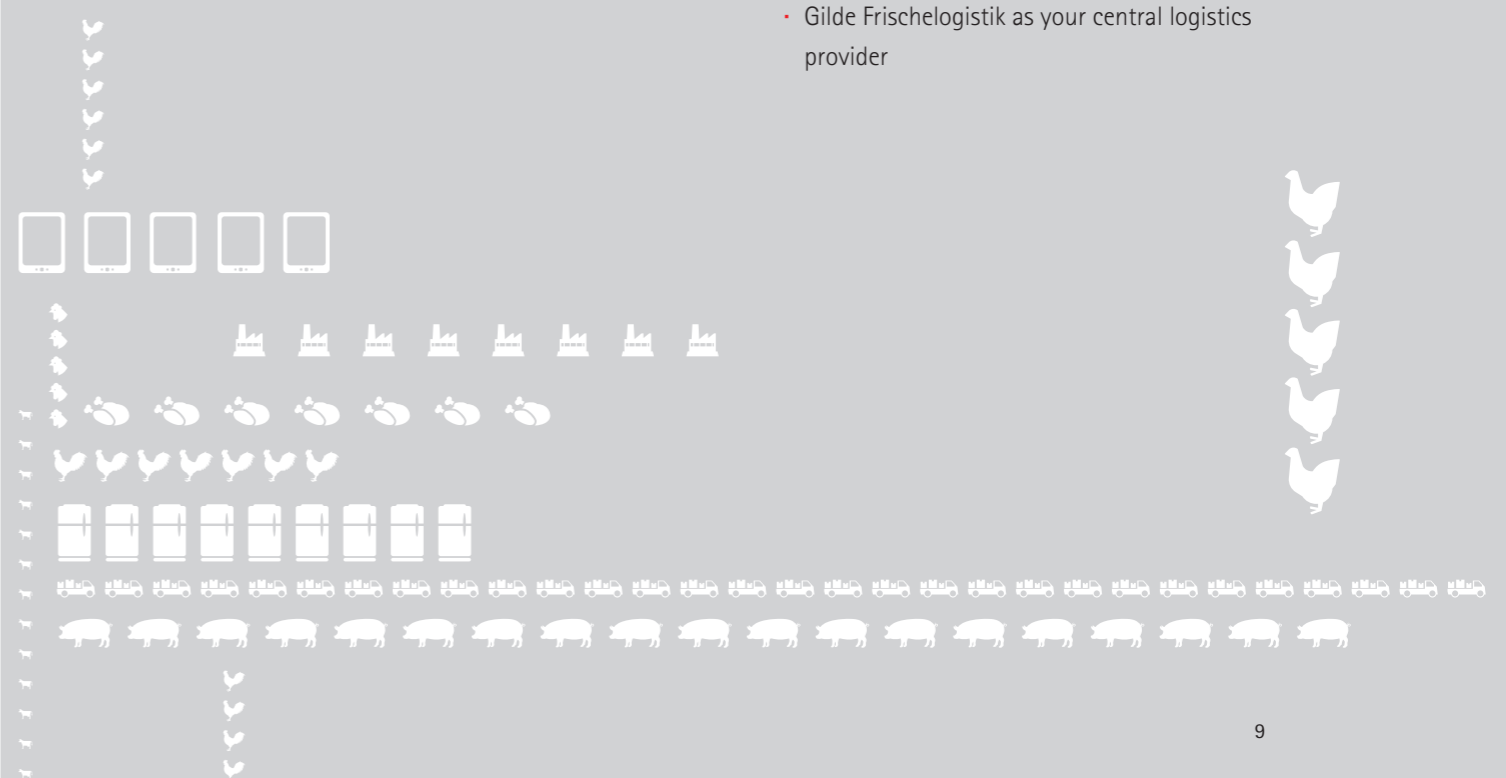
Storage area: **125.000 m²**

Vehicles: **550**

Pallet racks: **35.000**

KEY SERVICES

- Comprehensive partnership for the medium-sized butcher trades
- Purchase pooling in the food- and non-food-sector with prominent manufacturers
- The brands Gilde and fd with over 600 articles in the range of foodstuffs, delicatessen, casings, packaging and fresh poultry
- Diversified service range in advertising, marketing and sales promotion
- Representation of the butcher trade interests in relation with the general public
- Gilde foodservice GmbH for bulk buyers, gastronomy and hotel caterers
- Gilde Stiftung (foundation) for young talent support, education and training
- Gilde Akademie for vocational training, exchange of experiences and dialog
- Gilde Service for accountancy and business consultancy
- Gilde Frischelogistik as your central logistics provider



SERVICES FROM ONE SINGLE SOURCE



GILDE SERVICE GMBH – OUR SERVICE FOR YOU

Since 2010 Gilde Service GmbH situated in Frankfurt/Main reduces the burden on our member companies by supporting them in their administrative tasks with a high level of competence and thorough knowledge of the meat trade sector in following points:

- Payroll transition
- Operation of financial accounting and annual financial statements
- Business consultancy
- Evaluations and market analyses
- Mediation of powerful framework agreements, especially at the R+V insurance company
- IT-network consultancy
- Assistance with marketing activities



GILDE LEASING – RELIEF FOR YOUR OPERATING CAPITAL

Specifically with the acquisition of costly machinery leasing is often a good alternative to purchase or classic bank loans. Gilde Leasing preserves your liquidity, sustains your entrepreneurial mobility and reduces the risk of obsolescence of machines and automats. The benefits include:

- Avoidance of tied-up equity
- Flexibility and agility for reaction on market changes
- Competitive advantages owing to equipment always up-to-date with the latest technology
- Consistent and transparent lease payments throughout the whole contract duration
- Making out of fiscal advantages, state subsidies and allowances
- Leasing terms based on official tax depreciation tables

GILDE MAGAZINE – THE BUTCHER'S JOURNAL

Promotion ideas, trends, success stories and offers – Gilde Magazine tells exiting stories from other butcher shops, practical merchandising suggestions and the latest trends in our trade. It is published three times a year and aims at sustainable support of the butcher trade in purchasing and sales. The current issue is available at your local cooperative. Some of the latest subjects were:

- Innovative sales ideas for butcheries
- Master-offers: machines at bargain prices
- Strategies for success: Food-trends and catering
- Trainee's page – in cooperation with the Gilde Stiftung



GILDE STIFTUNG – THE BUTCHER TRADE FOUNDATION

The Gilde Stiftung e.V. (Gilde Foundation) supports numerous projects for training and education, encourages excellence and pushes initiatives for trainee and apprentice recruitment. Therefore, the foundation is always pleased to welcome new members or donations. You will find detailed information on this on www.gildestiftung.de.

Some of the important key measures are:

- Free advertising package for companies and guilds for trainee and apprentice recruitment: Flyers, posters and postcards, using the language of the young target group.
- The „Fit for Trainees“ challenge: the most original initiatives, ideas and actions concerning training in the butcher trade are rewarded with funds totalling 6000 Euro.
- Promotion budget for federal competitions: support of trainees also means to make excellence more visible in public. Therefore the Gilde Stiftung sponsors every year the competitions of the federal associations with 500 Euros each.



GILDE AKADEMIE

Markets, nutrition trends and consumer habits are changing consistently, so the Gilde Akademie (Academy) offers specific vocational trainings to its member cooperatives and their boards, management, staff and clients and supports them also in their individual plans for the future.

- Technical seminars on current issues hosted by highly qualified consultants
- On-site customer seminars
- Seminars for trainees for continuous education and networking, for example on merchandise knowledge and professional communication
- Staff training in sales, leadership coaching etc.



GILDE FOODSERVICE GMBH – OUR WHOLESALE ASSOCIATION

This association of now 33 independent wholesalers in the food-service sector supplies the wholesale market and bulk buyers, gastronomy and hotels with market driven assortments and obtains attractive prices through specific purchase pooling in the food and non-food sector. All products comply with the highest standards on purity and freshness and come from accordingly certified companies.

Thanks to our modern truck fleet the goods are delivered daily always fresh to the customers. Individual offer templates and custom made merchandising concepts are also part of the program. The stated objectives are:

- Joint development of powerful sales concepts in cooperation with our member cooperatives and economic organisations
- Presence with product and marketing concepts on the in-house exhibitions of the economic organisations
- Development of existing and creation of new markets, customer acquisition and successful implementation of innovative merchandising concepts (for example coffee-to-go as a lucrative extra business, development of a concept for the use of top-quality convenience products, new assortments like veggie & vegan, new approaches and marketing concepts)



GILDE FRISCHELOGISTIK (GFL) – OUR CENTRAL PROVIDER FOR LOGISTICS

Transport and fleet costs increase, investment needs mount and the general conditions are becoming increasingly difficult. Gilde Frischelogistik (Gilde Fresh Logistics) GFL meets these challenges by developing and implementing future orientated IT-control systems. ZENTRAG's central logistic provider manages modern multi-temperature storage facilities and logistical infrastructures on a surface of 7200 m² on the site of Groß-Gerau in the federal state of Hessen.

The overall objective of GFL is to improve and introduce flexibility for the services for the member cooperatives. GFL opens up additional potential by developing transport services for third-party customers and optimising transport logistics. With the already initiated Logistic Agenda 2020 the economic partner organisations are actively implicated in the process. The development and exploitation of a leading-edge joint logistic network based on the requirements of the market promise substantial potential synergies.

- 7.200 m² of multi-temperature storage facilities
- Modern cold chain logistics hall covering 2.500 m² and approx. 2.200 pallet racks
- Latest storage and site infrastructure for frozen, chilled and dry goods
- Optimised and flexible supply offers
- Additional services like transfer of procurement shipments, transfer of procurement and administrative processes in the sector of empties and utility management
- Individual service- and support actions



“ Our quality demands on products and services are uncompromising. That is why we attach such great importance to a strict quality management. ”

Sabine Steidinger,
Managing director of Gilde foodservice





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