



## Bio Bühler at Biofach 2020: Please visit us in Hall 7A, Booth 237

**Once again, Bio Bühler is at BIOFACH in Nuremberg from February 12-15, 2020.  
In Hall 7A, Booth 237 we are pleased to inform you about our services and products.**

Regional origin, contract farming, comprehensive quality management, animal health, transparency and traceability are the key topics we care about. On this basis we produce day by day.

**At BIOFACH 2020 Bio Bühler focuses on the following topics:**

**Sustainability and packaging reduction**

- 100% recyclable
- 70% less plastic in our new minced meat packaging
- 25% less plastic in our pasta packaging

**Best organic sausage products, carefully produced according to traditional recipes**

- Organic sausage products of dual-use chicken

**Organic meat of high quality from contract farming**

- Organic chicken meat – antibiotic free
- Organic meat in skin packaging

**Fine convenience products of highest organic quality**

- Organic fresh ready-made meals in multi-component meal tray

**Would you like to know more about Bio Bühler?**

Visit us at our booth, Hall 7A, Booth 237.

We are looking forward to meeting you!

**BIOFACH**2020  
into organic

**Hall 7A  
Booth 237**



Bio Bühler at Biofach 2020:  
Please visit us in Hall 7A,  
Booth 237

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**About Bio Bühler**

Real quality begins long before the food reaches your plate. Founded in 1894 as a family business, the company based in Kempten in the Allgaeu region focuses today on meat, ham, sausage and cold cut specialties as well as pasta and convenience food in organic quality.

All products can be seamlessly traced back to stable and field. This is due to the fact that Bio Bühler procures the meat from contract farmers. All of them work – just like Bio Bühler – according to ecological criteria and have joined farmers' associations such as Naturland, Bioland and Demeter.

**If you would like to fix an appointment, please get in touch with us!**

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## Buehler GmbH: Meat. By nature.

Founded in 1894, Buehler GmbH is a 5<sup>th</sup> generation family business. Horst Buehler who runs the business since 1999, is convinced "We follow the guiding principle 'Meat. By nature' and every customer who enjoyed one of our products, knows what we talk about".

### **Meat from contract farming**

Real quality begins long before the food reaches your plate. That is the only way you can guarantee complete traceability of products. "We do only cooperate with contract farmers with whom we fix prices every year." explains Horst Buehler.

In return, the farmers meet the quality criteria required. These are rural family businesses that work according to the rules of Naturland. Farming is their lifeblood.

### **Traceability back to the field of origin**

Compliance with the respective regulations is repeatedly monitored.

In addition to mandatory inspections regulated by law, Buehler carries out announced as well as unannounced checks. Not only the source of the meat but also the source of the animal feed is guaranteed by contract farming and therefore 100% retraceable. Animal feed has to be mainly produced on the own farm according to Bioland and Naturland. Additional purchase of animal feed is regulated by Buehler. In order to guarantee a clear traceability, Buehler even stipulates the animal feed companies from which the contract farmers are allowed to buy.

Buehler has a direct contractual relationship with these animal feed companies. The contract stipulates exactly from which suppliers the grains for the animal feed mixtures are sourced.

**Where does it come from?** On [www.bio-mit-gesicht.de](http://www.bio-mit-gesicht.de) ("organic products with a face") you can track Buehler's organic meat back to the origin.



Buehler GmbH:  
Meat. By nature.

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## Chicken meat: 100% antibiotic free

Buehler is currently the only provider that guarantees chicken meat without any antibiotics. If an antibiotic treatment is necessary for reasons of animal welfare, the animals are sold as conventional products. Nevertheless, the farmers receive the fixed price for organic chicken meat as stipulated in the contract. This is can be realized due to a fund that Buehler started for this project only.

## Wide range

Besides organic meat, Buehler also sells organic sausage/ham products as well as pasta products, sauces and convenience products: organic food that is commercially available everywhere in Germany.

Buehler GmbH at Biofach 2020

Buehler will be represented in 2020 as well. Visit our stand in Hall 7A, Booth 237

# BIOFACH2020

into organic

**Hall 7A**

**Booth 237**

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**New:**

New packaging - 70% less plastic:

## Bio Buehler focuses on sustainable packaging concepts

**Kempten, February 2020.** Bio Buehler uses the latest technology and saves over 70% plastic in one step: Buehler's self-service minced meat is now packed in an innovative tubular bag. Compared to the MAP tray used so far, this new packaging generation saves over 70% plastic per packaging unit. But that is not all. The film is also 100% recyclable.

"We have been working on creating sustainable alternatives for our self-service packaging for a while," explains Horst Bühler. Our guidelines: less plastic and better recyclability - with at least constant quality in terms of protection, freshness, minimum shelf life and transportability.

Various possibilities were tested before we decided to use the new tubular bags. Another advantage is that the storage and transport volume is minimized due to the lower material input.

The new packaging with same content weighs less - which in turn means reduced CO<sub>2</sub> consumption during transport.

"We are pleased to be able to implement this innovative packaging solution quickly and easily," says Horst Bühler. The new film will also be used in the convenience sector for fresh pasta and sauces. As well, we save 25% less plastic in one step in comparison to previous packaging. In addition, we have 100% recyclability.

In the next step, packaging of all other meat and sausage products is going to be exchanged.

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## Poultry products of "brother roosters"

**Kempten, February 2020.** What is a "brother rooster"? Brother roosters are the male chicks of the laying hen breeds. Compared to broilers, where both female and male animals are fattened, male laying hens were not reared in the past: they do not lay eggs and put on too little meat for fattening.

This is where the brother rooster initiatives start: Laying farms focus on so-called "dual-use hens". These are breeds in which the female hens produce an economic laying performance and the male hens still put on enough meat to be reared in fattening farms.

"In order to meet the social demand for more animal welfare and the species-appropriate treatment of all animals, we have decided to fatten the male chicks. Together with our partner Biovum GmbH, we were one of the first in Germany to initiate a brother rooster project," explains Managing Director Horst Bühler.

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## Organic Meat in Self-Service: Buehler presents skin packaging solutions.

**Kempton, February 2020.** Since 2019 Bio Buehler has been presenting organic meat in skin packaging. With this special vacuum packaging solution, the meat is put in a classic thermoformed tray and is closely coated by top film.

Without changing the shape of the product, the top film nestles to the product as a second skin. Even products with sharp and strong components, e.g. bones, are securely coated. This kind of packaging offers many advantages.

Within the skin pack the product is completely fixed in the thermoformed tray so no product fluids can leak out of the packaging. There is no loss of weight and the meat taste remains unchanged. With the new skin packaging solution there are enlarged possibilities to present the product at POS: Meat can now be presented in different positions: vertical, hanging, horizontal – just as you like. Another plus: the meat is overtly exposed and shows the unadulterated product. It is transparent and creates trust. The modern look of Buehler's new skin pack underlines the clear presentation.

### **Extended shelf-life, less food waste**

The biggest advantage of skin packs is the extended shelf-life of each product without using packaging gas - in MAP food packaging the gas is used to displace oxygen. Thanks to the vacuuming process and the tight foil, shelf-life is extended decisively. It reduces costs of retailers because of less paperwork and protects the environment due to less food waste.



*Organic Meat in Self-Service:  
Buehler presents skin packaging solutions.*

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**About Bio Bühler**

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## Fast, simple, delicious: Bio Buehler fresh ready-made meals in multi-component meal trays

**Kempten, February 2020.** Bio Buehler expands his range of convenience products. Due to the combination of high-quality meat and finely tuned side dishes, each of the Bio Buehler ready-made products is a complete meal which is fast and easy to prepare.

Sometimes it has to go fast – even when it comes to food. For everyone who, despite little time, does not want to compromise in regards to complete and high-quality organic meals, there are Bio Buehler fresh ready-made meals available. Produced of high-quality meat, fresh vegetables and well-chosen spices in combination with delicious side dishes such as pasta, potatoes and spaetzle, Bio Buehler provides quickly prepared alternatives for lunch and dinner.

Thanks to the practical multi-component meal trays, the side dishes are put separately from meat and sauce. Freshness, flavor and texture can therefore be kept.

Quick and easy to prepare in the oven or in the microwave. Thanks to 12 different kinds of meals, Bio Buehler offers a great menu variation.

### **Bio Buehler ready-made meals are available in 12 varieties:**

- Organic chicken fricassee with rice
- Organic beef roll with spaetzle
- Organic beef goulash with ribbon noodles
- Organic pork goulash with egg spaetzle
- Organic spaghetti bolognese
- Organic chili con carne with rice
- Organic diced turkey meat with mushroom and spiral noodles
- Organic beef pot roast with spaetzli

### **NEW:**

- Organic poultry meat balls with tomato sauce and ribbon noodles
- Organic kasseler with sauerkraut and mashed potatoes
- Organic grilled sausages with sauerkraut and mashed potatoes
- Organic tortellini cheese with tomato sauce



*Fast, simple, delicious:  
Bio Buehler fresh ready-made meals  
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## Bio Buehler's pasta products

**Kempton, February 2020.** Pasta always fits – true all-rounders in fact. Quick and easy to prepare and yet so diverse. Someone who wants to serve something special, takes Bio Buehler's pasta products. These products are made by ecologically produced goods of highest organic quality – you can taste it!

For pasta as well: real quality begins far earlier than the plate. The grain – of which the flour for the spaetzle is made of – and the potatoes for the gnocchi both originate from Bio farmers of South Germany. The eggs come from partners in Bavaria. The durum wheat for the different pasta doughs is grown by Naturland certified plants in North Italy.

### **The pasta product range:**

- **Bio Maultaschen, filled pasta cases.** The classic of the Swabian cuisine. For a great taste, Bio Buehler's Maultaschen can be put into clear soup for example. With hearty filling of best organic meat and spicy herbs.
- **Bio Tortellini with cheese.** An Italian pasta specialty with delicate organic cheese filling. Bio Buehler's Tortellini with organic cheese contain three different cheeses. Perfectly goes with creamed spinach or gorgonzola sauce.
- **Bio Tortellini with ham.** The Italian pasta specialty with organic savoury ham filling. Bio Buehler's Tortellini with organic ham taste great with hearty stock, tomato or Bolognese sauce.
- **Bio Egg Spaetzle, a sort of pasta.** Home-made quality. Bio Buehler's Egg Spaetzle only contain ecologically produced eggs of partners in Bavaria.
- **Bio Gnocchi.** Golden yellow potato dough balls: Bio Buehler's Bio Gnocchi contain only well-chosen ingredients of ecological farming. Serving suggestion: with tomato sauce or as side dish for meat meals.
- **Bio Schupfnudeln, a sort of dumplings.** Made by ecologically produced durum wheat, Bio Buehler's Bio Schupfnudeln are a true all-rounder. Serving suggestion: Chop peppers and onions and add ham cubes and Bio Buehler's Schupfnudeln.
- **Bio Ricotta Teigtaschen, filled pasta cases.** Creamy ricotta cheese wrapped in fine pasta, a delicious meal quick and easy to prepare.



Bio Buehler's  
pasta products

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#### **The difference:**

- Attractive product range
- Organic ingredients of highest standards
- Traditional, carefully adjusted recipes.
- Strict quality control

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## Press release: About Bio-Metzgerei Buehler

### **Products, production and brands**

Bio Bühler exclusively produces organic food - for the trade sector (self-service and counter), catering and industry.

#### Products

- Beef, veal, lamb, poultry and pork
- Boiled sausages, dry-cured sausages, dry-cured ham, cooked ham and other specialties
- Poultry sausage – “Hen and rooster”
- Fresh ready-made meals in multi-component meal trays
- pasta products and sauces

#### Production

- Only ecologically produced ingredients
- Meat by contract farmers
- Far more than EU-Bio: certified throughout by ecological associations such as Naturland.
- Strict quality checks, comprehensive quality management
- Completely traceable
- 100% Bio protein components (soya, etc.) in animal feed

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## Press release: Summary of images and media



**BB\_Buehler\_Horst.jpg**

Motif: Horst Bühler, CEO

Source: Bio-Metzgerei Buehler

Size: 150 x 100 mm

Resolution: 300 dpi



**BB\_Landschaft.jpg**

Motif: Organic pasture grazing in Allgäu

Source: Bio-Metzgerei Buehler

Size: 150 x 100 mm

Resolution: 300 dpi



**BB\_Logo.jpg**

Motif: Bio-Buehler logo

Source: Bio-Metzgerei Buehler

Size: 100 x 100 mm

Resolution: 300 dpi

**We will be happy to provide you with more images of farmers, production or the products.**

**The following applies to all images: Use only in conjunction with reporting on Bio-Metzgerei Buehler.**

**We would appreciate a copy. Many thanks.**

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## Press release: About Bio-Metzgerei Buehler

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