Beck Gewürze
und Additive GmbH

meats 'n spices

Process Engineering | Recipes | Taste | Technology

www.beck-gewuerze.de



WE ARE LIVE!

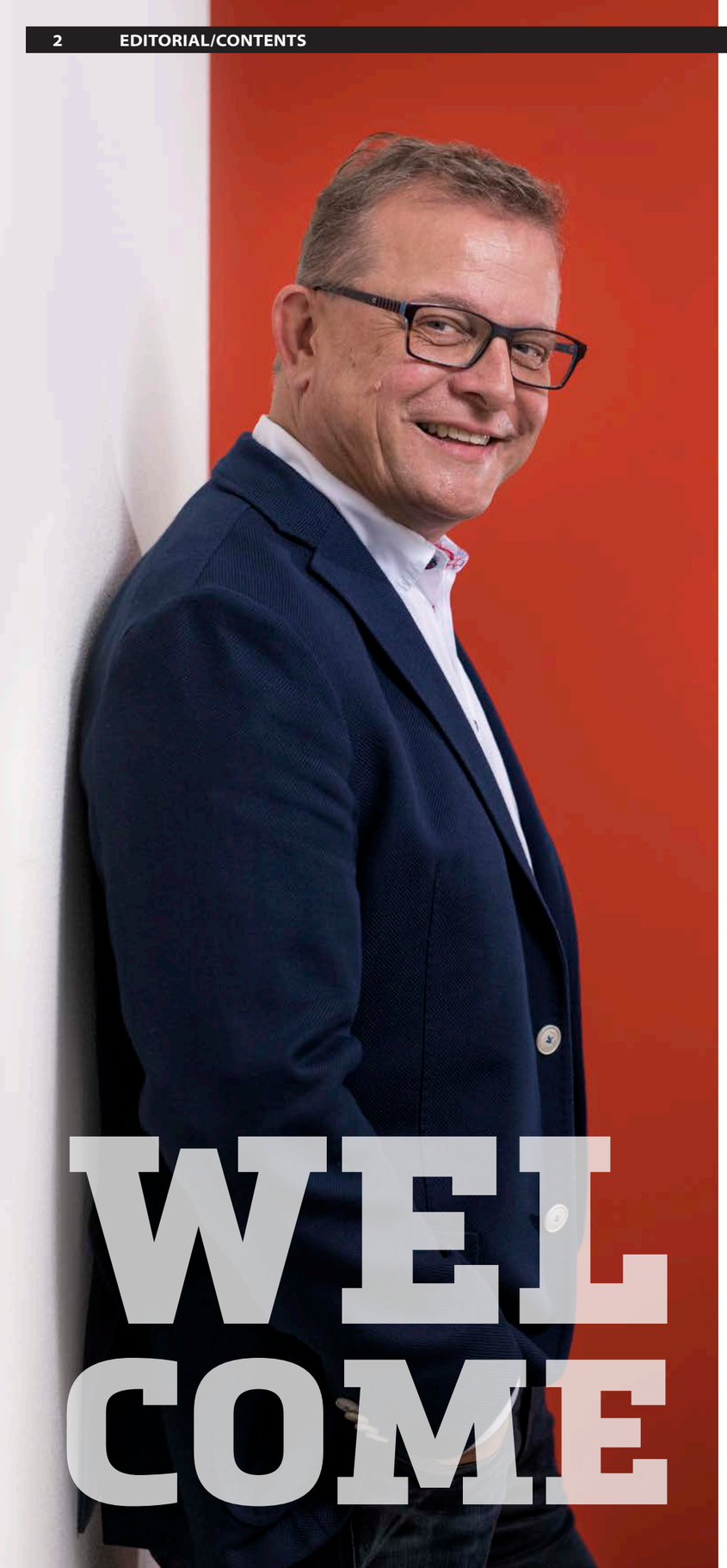
BECKSPERIENCE IS ABOUT EXPERIENCING BECK

CUSTOMER WORKSHOPS
Our Becksperts show you
what really matters.

QUALITY BOOSTERS
for your cooked cured meats and sausages

PLUS: The best recipes of the Becksperience
Interview with Manfred Beck • IFFA 2022 • and much more

Beck
Gewürze und Additive



WELCOME

Dear customers,

Of course, this editorial also has to commence with Corona and the limitations that come with it. But we at Beck Gewürze und Additive are not known for lamenting. Covid-19 is not the first global crisis we have mastered. But our courage is not deserting us. That may also have something to do with the strong team spirit in our workforce. Here, everyone is there for each other – even when the going gets tough. And so we gritted our teeth and made the best of the situation. I would like to thank all the people at Beck very much for this.

Of course, we still have some hurdles to overcome in the near future – from difficult raw material procurement to higher freight prices. Nevertheless, we are optimistic about the future. We have used the time of the pandemic to position our company perfectly for tomorrow's business – including succession planning, when my wife Manuela and I will gradually withdraw from the management. In the course of this, we invested not only in new equipment and modernized processes. Above all, it was important to us to offer our customers the perfect experience – and the resounding success of BECKSPERIENCE has shown us that we are on the right track here.

We also seem to have hit the bull's eye with our products for the summer barbecue season. Next year, the cards will be reshuffled. We will again be represented at the IFFA in Frankfurt and have a few other surprises in the pipeline for you. We are looking forward to finally being able to maintain personal contact with you face to face in a relaxed manner again. What else do we have planned? You can learn more about it on the following pages.

We hope you enjoy reading this issue

Manfred Beck and the whole team of the Beck Gewürze und Additive GmbH



BECKSPERIENCE:THIS WAS SEASON 1!
Our live shows were a greatsuccess. Insights and outlooks in front of and behind the scenes.

from 16



22

THE BEST RECIPES OF SEASON 1
At a glance: The Becksperience-Highlights of all shows for your counter!

IMPRINT

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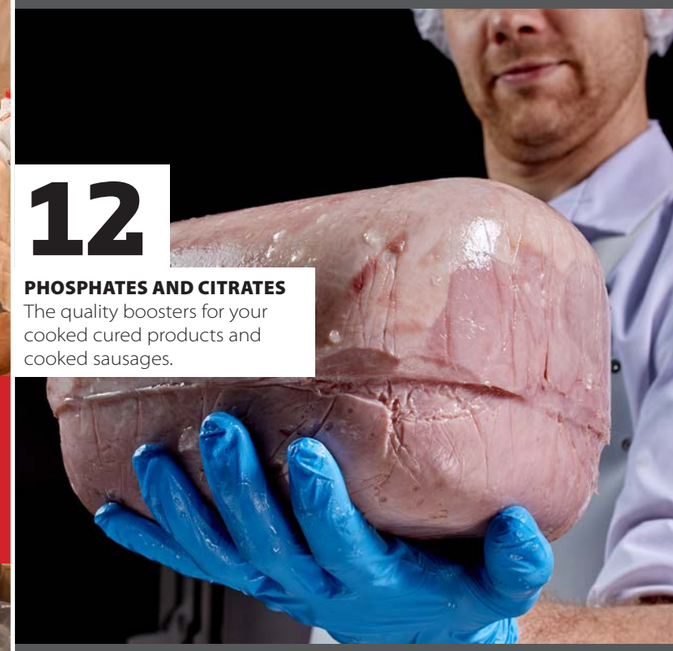
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@meatsnspices



IFFA 2022

WE ARE LOOKING FORWARD TO YOU

WE WORK IN AN INDUSTRY THAT IS ALL ABOUT PLEASURE. ABOUT TASTING, SMELLING, FEELING. SO IT IS NECESSARY TO MEET BUSINESS PARTNERS "LIVE" AGAIN AND AGAIN. ON THE ONE HAND, TO MAINTAIN AND EXPAND GOOD CONTACTS. ON THE OTHER HAND, TO BE ABLE TO EXPERIENCE NEW PRODUCTS "WITH ALL SENSES".

The Corona virus has put a major brake on our efforts in the past two years. All the more reason for us to look forward to seeing you again from **May 14 to 19, 2022**, at IFFA, the leading international trade show for the food industry in Frankfurt am Main!

Teams, Zoom, Skype & Co. are not everything. What counts above all in the meat processing industry is the personal encounter. Of course, Corona can also be seen as a catalyst. Many companies – including us at Beck Gewürze und Additive – have used the time without tradeshows to rethink our operational processes, push ahead with much-needed digitization, update our technologies in production and logistics, and seek new sales channels for our products. Trade show organizers have also adapted their concepts to the new requirements – not only in terms of strict hygiene rules, but also by developing digital or hybrid online and offline formats. IFFA also "reinvented" itself to some extent during the Corona period, because the pandemic changed the focus both in the meat industry and among consumers.

IFFA 2022 sets expanded focus

As the leading trade fair for the food industry, IFFA 2022 will specifically address the topics that have become more relevant in the Covid 19 phase:

- **Automation** in production with state-of-the-art robotics solutions.
- **Digitalization** of operational production processes and in quality management.
- **Food safety** with a focus on hygienic production processes.
- **Sustainability:** Europe wants to become climate-neutral by 2050 according to the EU's Green Deal. IFFA exhibitors present solutions and perspectives for the meat industry.
- **Food trends:** Today more than ever, many people are attaching importance to a more conscious diet and would like to reduce their consumption of meat and fish. The meat trade can also make a valuable contribution here and score points with end customers by offering innovative concepts for protein-based nutrition.
- **Individualization:** Consumers today particularly value the regional origin of products. Individual recipes are very popular. You will learn how to adapt your product range to current customer requirements and open up new, modern distribution channels.

Beck has also expanded its spectrum

Of course, we at Beck Gewürze und Additive have also been looking for new formats in recent months to maintain the connection to partners and customers even in lockdown times. Our virtual product show BECKSPERIENCE in September, where participants could get tips & tricks for their ham, raw sausage and aspic production from our expert consultants via livestream over the internet, proved to be a complete success in this respect (see pages 16 to 25 of this issue). This is a path that we will certainly continue to follow: the stronger linking of online and offline channels in order to be able to offer the optimum service in every situation.

Speaking of products: Here, too, we are currently in the process of tapping new markets and developing solutions for current trends that will excite industry, craftsmen and consumers alike. In addition to our familiar portfolio, we have tackled many topics in the last two years for which we have not yet been so well known - and of course we don't want to withhold these from you at IFFA 2022. Let us surprise you!

What will Beck be showing at IFFA?

We are being honest: We currently have so many innovations in the works that we haven't yet been able to decide which specific highlights we'd like to present to you at our IFFA 2022 booth. Who knows what we will come up with in the next six months? One thing is certain, however: Our BECKSPERTS will be there for you and will probably even give you useful tips to take home with you in a hands-on show!

We will also have some exciting new developments to discuss regarding the new focus of IFFA, the economical production and successful marketing of meat substitutes.

Of course, your taste buds and sense of smell will not be neglected at Beck. At the tastings, we put the focus on our trendy portfolio of spice blends, marinades, BBQ highlights and seasoning ideas – so that you, too, are well prepared for the future and all demands.

What else do we have in the pipeline? Let us keep you in suspense for a little while longer. A few weeks before IFFA, we will reveal more about our trade show program!

SAVE THE DATE: VISIT US IN HALL 12.1, BOOTH B80

IFFA 2022 AT A GLANCE

Venue:	Messe Frankfurt, Halls 8, 9, 11, 12
Dates:	14. – 19.05.2022
Opening hours:	9:00 - 18:00 (14. - 18.05.) 9:00 - 17:00 (19.05.)
Tickets:	Either from us or approx. 3 months before the start of the event in the online ticket store of Messe Frankfurt
Web:	iffa.messefrankfurt.com
IFFA Navigator App:	All the latest information on IFFA 2022 directly on your smartphone. Available in the Apple App Store (iOS) and the Google Play Store (Android).



LET'S JUST TACKLE IT!

HOW DOES A FRANCONIAN, MEDIUM-SIZED COMPANY DEAL WITH THE CHALLENGES OF THE CORONA PANDEMIC? IT DOESN'T GIVE UP. IN AN INTERVIEW, MANAGING DIRECTOR MANFRED BECK SHOWS WHAT CAN BE ACHIEVED WITH A DOER MENTALITY.

There is never any standstill at Beck Gewürze und Additive. There is always something to do here. And a permanent flow of creative ideas forms the most important basis for the success of the family-owned company. A lot of creativity, team spirit and energy were also demanded of the Beck people during the last 20 months under the sign of the Corona pandemic. We asked Managing Director Manfred Beck how the Franconian spice specialist mastered the period of lockdowns, fluctuating incidence values and economic imponderables.

Mr. Beck, the Corona pandemic has certainly not left your company unscathed ...
Manfred Beck: Of course, it came as a great shock to us when the first lockdown was decided in March 2020 because of the Corona virus. How will this continue? Will we be able to maintain our business operations? In retrospect, however, it became apparent that the entire food industry coped comparatively well with the pandemic. But it's generally not our style to let things happen passively. So we took the first measures very quickly ...

How did you proceed in the first weeks of the lockdown?
Manfred Beck: We immediately introduced mandatory mouth-and-nose protection and distance rules for all employees in our company. There was also a vacation freeze. Initially, we carried out Corona tests every day before starting work, and later twice a week. In addition, fever is measured for everyone who enters or leaves our premises so that we can intervene immediately if necessary. We still do this today. Anyone who has an elevated temperature is sent home again.

But that certainly wasn't enough to keep things running?
Manfred Beck: No, we also introduced a shift system with night shifts and reorganized the cafeteria operations in order to equalize all processes in the company as much as possible. In addition, we sent all employees who were able to do so home to work from their home offices.

"Everyone has jumped over their shadows with us to keep it going for everyone."

How did the employees react to this?
Manfred Beck: At first, everyone was very enthusiastic and fully behind the measures. But the longer the pandemic dragged on and there was no end in sight, the more voices raised doubts about the sense of the safety precautions. At times, the atmosphere was also somewhat depressed and tense – which is understandable, after all, it is quite strenuous to wear the mouth-and-nose protection all day long at work. However, since we feel a great responsibility for the health of our employees, we preferred to take a little too much care rather than too little. This demanded a lot of discipline from us, but in the end we did well.

How is the situation today in day-to-day work?
Manfred Beck: Many things have eased considerably after the last lockdown. Most people have returned to the office from their home offices – which is also important to us, because our entire corporate philosophy thrives on personal encounters and direct exchange. We therefore advocated vaccination from the very beginning and gave our employees the opportunity to make an appointment for vaccination at any time if they wished. In the meantime, we have also relaxed shift work again, and many processes are running more normally again.

Was your field sales team able to serve your customers at all during the lockdown phases?
Manfred Beck: Yes, that was one of our biggest problems. Our sales force was almost completely paralyzed for a while. Visits abroad and air travel were no longer possible at times. Visits to customers within Germany were also extremely difficult – firstly because of the constant tests and secondly because it was impossible to find accommodation at the customer sites. Abroad, the different entry regulations of countries were an additional hurdle. Our field staff then kept in touch with customers via telephone, Zoom and Teams as best they could.

What other challenges did your company have to overcome in the months that followed?
Manfred Beck: We got over the initial shock quite quickly. And then we returned to our tried and tested strategy: Stay calm and keep a clear mind. First of all, we had to push ahead with digitization at our site to enable smooth processes with home offices and maintain contact with our customers even during the difficult period. I saw a key task in gaining the willingness of the entire staff to now work through this crisis together with us. That worked out great and showed me again what a great team we have here. One problem, of course, was that we had more absences due to illness than usual – and then the remaining employees often had to pitch in much more.
At the beginning of the pandemic, we also experienced a significant drop in orders. A lot of export business in particular was lost. In addition, there were hardly any shipping companies available to transport our products to the customers.

Has the business stabilized again today?
Manfred Beck: Initially, business in Germany picked up again significantly. Today it is stagnating at a good level. After the second wave, exports also picked up again - first in the Baltic States and Scandinavia, then in Romania ... and today we coordinate field service visits more strictly according to actual customer needs.

Many industries are currently suffering greatly from the rising cost of raw materials and supply bottlenecks. Are you also affected by this?

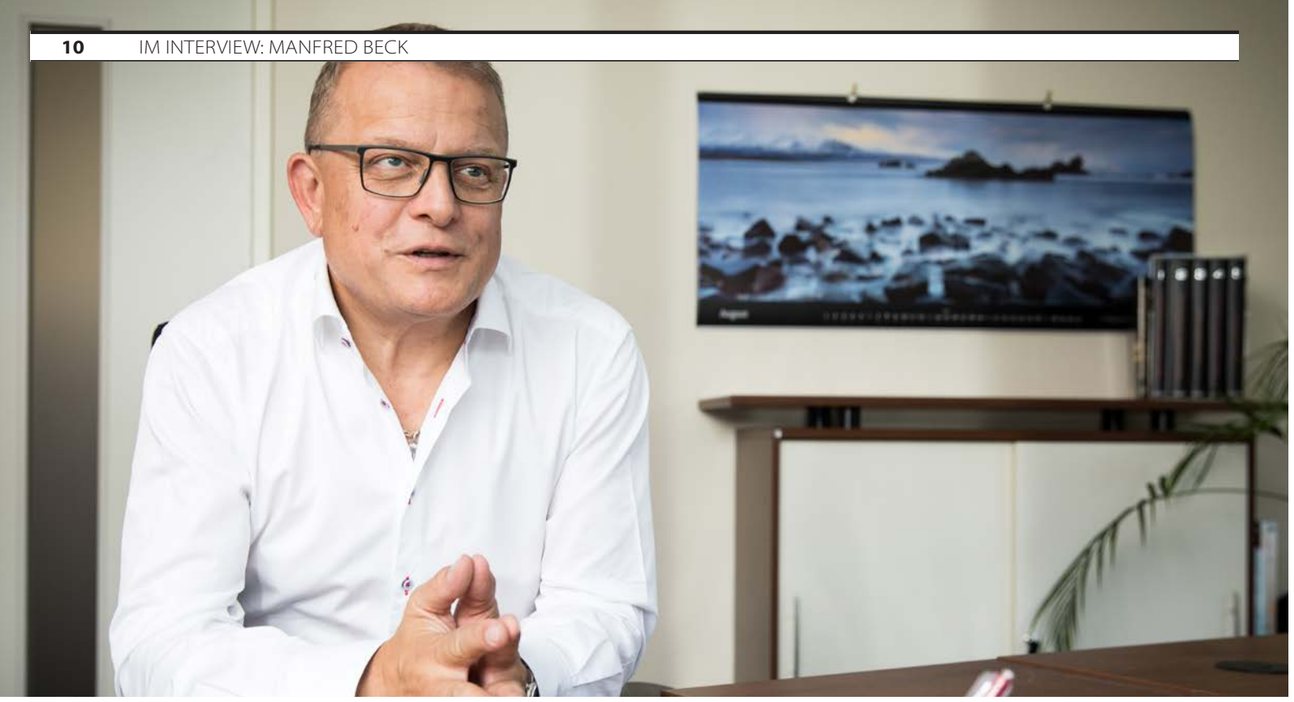


„Simply pulling together": The Becks' recipe for success is as simple as it is effective. From left to right: Meike, Manfred, Manuela and Maximilian Beck.

Manfred Beck: Yes, this is also having a very strong impact on us. Prices for spices have exploded, too, and many goods are almost impossible to get hold of. There are different interpretations for this. Since we obtain most of our raw materials from the Far East, the lack of capacity on cargo ships is certainly a contributing factor, but speculators are probably also trying to take advantage of the crisis. Now the strategy of many European companies to outsource large parts of their business to China for cost reasons takes its toll. They are no longer able to meet the demand directly from Europe. One example: After a fire at a major sugar producer, the company is unable to deliver and can no longer meet current demands. Now processors worldwide are suffering from the shortage of the raw material dextrose, the price of which has more than doubled in the meantime. Or take carob bean gum, already an expensive additive. Before Corona, we paid 15 to 18 Euros for it, today about 75 Euros per kilogram.

Which areas are particularly affected in your case?
Manfred Beck: The procurement of raw materials and the shortage of freight forwarders are the biggest problems. It is becoming apparent that there will soon be a shortage of truck drivers everywhere in this country as well. I see exciting times ahead of us. We are countering this development in two main areas: Firstly, we have not only taken on several new employees, but have also expanded our company fleet. This puts us in a position to alleviate the shortfalls at the forwarding companies to some extent and also to deliver more goods ourselves. On the other hand, comprehensive stock management and predictive warehousing have always been part of our strategy in order to always be able to deliver to our customers at short notice. Now we are expanding our stocks even further and have rented an additional warehouse for this purpose. This is because I expect raw material procurement to become even more critical and expensive in the coming





"Our goal is not to be the greatest, but we want to be the best."

months. We also advise our customers: Stock up on your most important products! This is how we communicate this to the outside world, and the message is well received.

Will it be possible to avoid price increases for end customers in the spice market in the medium term?
Manfred Beck: At present, we are still refraining from price increases because we are still able to compensate for rising raw material costs through our predictive inventory management. Nevertheless, we will also have to raise our prices in the medium term – our considerations on how this should be done have not yet been concluded.

Where do you see the spice market heading in the coming years?
Manfred Beck: Initially, I expect a massive price increase, but this will be difficult to communicate in the long term. After all, with a renewable natural product like spices, it's hard to argue with a shortage of raw materials for an extended period. However, supply shortages and logistics problems are likely to be with us for a while yet and drive the price spiral upwards. There will probably be further concentration in the spice processing industry as a result of company mergers and acquisitions. At Beck Gewürze und Additive, however, we are determined to continue on our path as an independent, family-run company. We do not aspire to be the biggest, but we want to be the best.

You have already indicated that you still have a lot of plans with Beck Gewürze und Additive ...
Manfred Beck: Absolutely. We have also been preparing the next generation for the management of the company for some time. As of January 1, 2022, Meike and Max Beck will join the management team and gradually take on more and more responsibilities. What makes me particularly happy about this is that both of them, like my wife Manuela and me, are firmly convinced of the „family business" model and want to develop it further in the future.

What innovations are on the agenda in the near future?
Manfred Beck: Well, we also used the time of the pandemic to make our business even more future-proof – and, for example, pushed ahead with the digitalization and automation of our processes. Our latest investment in the technical area, for example, is new, state-of-the-art mixing and filling equipment. However, we had to postpone the start of a new construction project until spring 2022. Of course, we are also constantly working on further improving our processes and product quality.

Is there also news from the international business?
Manfred Beck: Here, too, we didn't let Corona stop us and were very active in opening up new markets. Just a few days ago, I returned from Russia, where we succeeded in expanding the spice business with a new partner. We have also recently entered the US market for the first time and have established a stronger presence in South America – all developments that fill us with confidence. We have also been investing for some time in new segments. Furthermore, Meike and Max Beck have also launched their own brand, „Spice Invaders," which delivers new, exquisite flavors directly to the end customer's home – even with individually created labels and packaging if desired.





The next generation is already prepared to start: From January 2022 Meike and Maximilian Beck will also take over tasks in the management of the company.

PHOSPHATES AND CITRATES
QUALITY BOOSTERS
FOR COOKED CURED MEATS AND COOKED SAUSAGES

MANY FACILITIES CANNOT PROCESS MEAT WHILE IT IS STILL WARM WHEN IT HAS ITS OPTIMUM WATER BINDING CAPABILITY. NEVERTHELESS, OPTIMAL RESULTS CAN BE ACHIEVED IN THE PRODUCTION OF COOKED CURED HAM AND COOKED SAUSAGES WITH THE HELP OF SMALL AIDS. PRODUCT DEVELOPER ROLF SOMMER EXPLAINS WHAT PHOSPHATE AND CITRATE CAN ACCOMPLISH.



In living or still slaughter-warm muscle, the body's own adenosine triphosphate (called ATP for short) is responsible for muscle contraction as an energy carrier. After slaughter, the endogenous ATP is rapidly split into adenosine diphosphate (ADP) and phosphate by biochemical reactions. At the same time, the pH value decreases. In this slightly acidic environment, meat has the lowest water-binding capacity. The so-called „warm meat effect" is lost relatively quickly after slaughter – in four to six hours for beef and in one to two hours for pork.

Optimizing water binding capacity with phosphate

Through the specific effect of phosphates, the condition that originally existed in meat warm from slaughter can be restored. The acto-myosin complex is separated, and the muscle protein can again accumulate and bind water. This slaughter-warm condition is needed for cooked sausage production and for cooked cured products to obtain juicy end products. We owe the effect to the diphosphates E 450.

E 450 is the generic term for the sodium, potassium and calcium salts of ortho-phosphoric acid. Disodium diphosphate is one of these salts. Diphosphates are formed by chemical synthesis, and different compounds are obtained depending on the type of substances used.

Sodium phosphates are more suitable as cutter aids for cooked sausages because of their low solubility in brine, while potassium phosphates are also suitable for cooked ham sheets because of their better solubility. Under food law, the maximum amount to be added is regulated by the P_2O_5 content. In meat products in which the use of phosphates is permitted, a maximum of 5 g of P_2O_5 per kg of meat product may be added. Calculated for a diphosphate, this would be roughly 8 to 10 g of phosphate per kg. In practice, however, the amount added is significantly lower than this.

Improving the binding capacity

The pH value also has an influence on the binding capacity of the meat. The higher the proportion of sodium or potassium in the phosphate, the higher the pH of the phosphate compound. Pure meat protein has a low water binding capacity at the isoelectric point at about 5.3. This pH is reached at about rigor mortis in normal meat quality and rises again as the meat matures. This is also associated with a renewed increase in water-binding capacity. This effect of pH increase is also obtained by using neutral or alkaline phosphates. In the

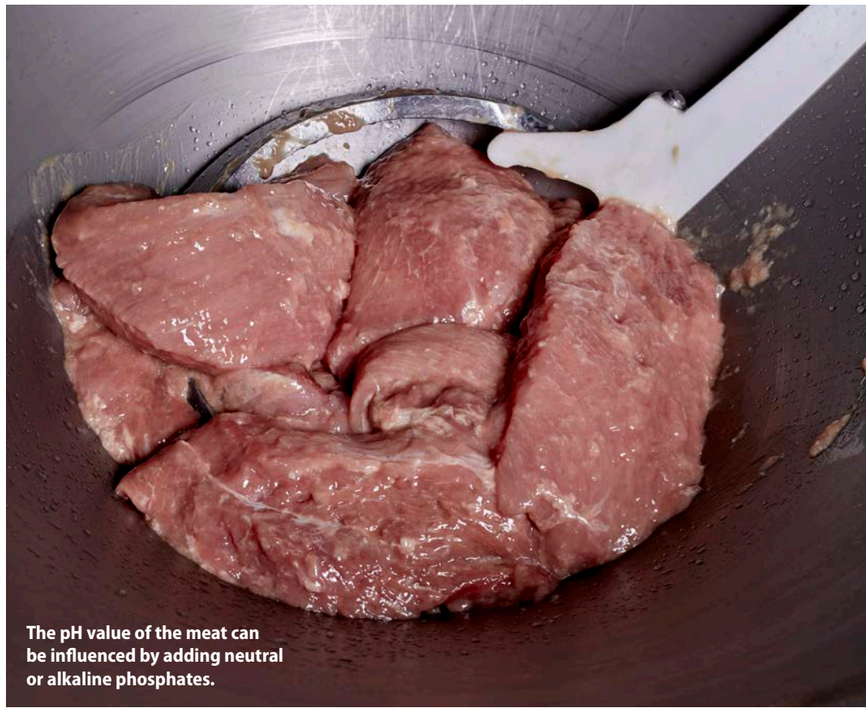


Potassium phosphates are highly soluble and are therefore often added to the brine in cooked ham production to improve the water-binding capacity of the meat.

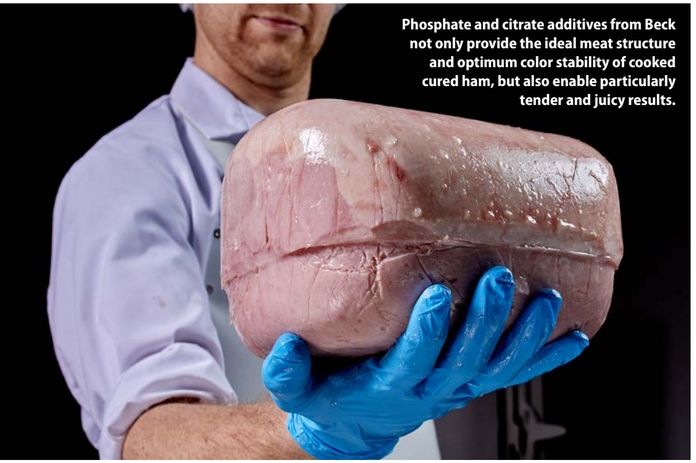
THE EFFECT OF THE P_2O_5 CONCENTRATION

The P_2O_5 concentration indicates the active ingredient content of the phosphates and makes it comparable.

NAME	FORMULA	P2O5 CONCENTRATION	PH VALUE
Disodium diphosphate	$Na_2H_2P_2O_7$	63%	4.0
Tetrasodium diphosphate	$Na_4P_2O_7$	53.5 %	10.5
Tetrapotassium diphosphate	$K_4P_2O_7$	43 %	10.5



The pH value of the meat can be influenced by adding neutral or alkaline phosphates.



Phosphate and citrate additives from Beck not only provide the ideal meat structure and optimum color stability of cooked cured ham, but also enable particularly tender and juicy results.

APPROVED PHOSPHATES

EC NO.	NAME	ABBREVIATION
E 338	Phosphoric acid	
E 339	Sodium phosphates	
	(i) Monosodium phosphate	MSP
	(ii) Disodium phosphate	DSP
	(iii) Trisodium phosphate	TSP
E 340	Potassium phosphates	
	(i) Monopotassium phosphate	MKP
	(ii) Dipotassium phosphate	DKP
	(iii) Tricalcium phosphate	TKP
E 341	Calcium phosphate	
	(i) Monocalcium phosphate	MCP
	(ii) Dicalcium phosphate	DCP
	(iii) Tricalcium phosphate	TCP
E 450	Diphosphates	
	(i) disodium diphosphate	SAPP
	(ii) Trisodium diphosphate	TSPP
	(iii) Tetrasodium diphosphate	
	(iv) Dipotassium diphosphate	DKPP
	(v) Tetrapotassium diphosphate	
	(vi) Dicalcium diphosphate	
	(vii) Calcium dihydrogen diphosphate	
E 451	Triphosphates	
	(i) Pentasodium triphosphate	STPP
	(ii) Pentakalium triphosphate	KTPP
E 452	Polyphosphates	
	(i) Sodium polyphosphate	SHMP
	(ii) Potassium polyphosphate	KHMP
	(iii) Sodium calcium polyphosphate	
	(iv) Calcium polyphosphate	
E 541	Sodium aluminum phosphate acidic	

past, the pH value of the phosphate was limited to a maximum of 7.3, but today there is no longer any restriction on the pH value in food law.

The effect of phosphate in the cuttering process and in brines

In addition to diphosphates, higher condensed phosphates are also used, for example triphosphates E 451 and polyphosphates E 452. The properties of these triphosphates and polyphosphates differ in some cases significantly from those of diphosphates. As with the diphosphates, sodium compounds are more suitable for emulsions or for cuttering. Potassium tri- or polyphosphates are more suitable for brine applications, as they are more soluble. Again, the higher the proportion of sodium or potassium, the higher the pH value.

In addition to the most important properties in the meat sector, the digestion, solubilization and dispersing capacity of proteins, phosphates can perform other functions in meat products:

- Binding or complexation of polyvalent metal cations mainly by polyphosphates to support antioxidants. This results in improved color, color retention and oxidation retardation.
- Buffer effect, stabilizer, acidity regulator or acidifier.
- Ion exchange, partly binding calcium and magnesium from water, reducing water hardness.
- Bacteriostatic properties mainly due to polyphosphates.

Comparison of citrates and phosphates

In addition to phosphates, citrates and, to a lesser extent, other salts of edible acids are also used to improve the binding capacity of muscle meat in cooked sausage production. For cooked cured products, the use of citrates to increase the binding capacity is also a possibility. In particular, trisodium citrate E 331, the salt of citric acid, is used in meat products.

In contrast to phosphates, citrate has no effect on the splitting of the acto-myosin complex and thus does not have such a strong positive effect on the water-binding capacity of meat. Similar to table salt, the addition of citrate increases ionic strength and promotes the solubilization of meat proteins. In terms of taste, the addition of table or pickling salt is limited to 18 - 25 g/kg, depending on the product. However, the best possible effect on solubility is not exhausted with this addition. Therefore, additional addition of citrate, which is largely neutral in taste, can increase the ionic strength in the meat product and promote enhanced dissolution of muscle protein.

Under food law, addition is limited to „quantum satis“, meaning „as much as necessary“. Today, the amount added is limited to the amount that is

- manufacturing practice, to achieve the desired technical effect, and
- does not mislead the consumer.

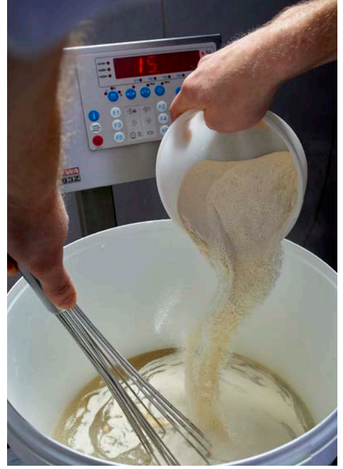
In a practical comparison between phosphate and citrate, it can be stated that due to the different technological influence on the muscle protein, the addition of phosphate, even in relatively small quantities, has an enormous effect on the end product. In terms of bite strength, emulsification and fineness of cooked sausages, phosphates achieve significantly better results than citrates.

Citrate as an acidity regulator and antioxidant

Thanks to its chemical structure, trisodium citrate serves as a buffering substance in meat products. If, for example, lactic acid forms in the meat product as a result of the proliferation of lactic acid bacteria, it can be buffered to a certain extent. The effect is that the product does not sour as quickly.

The molecule can also bind metal ions, for example iron ions, which promote oxidative reaction. Thus, the addition of citrate, but also of citric acid, has a positive influence on color and color retention as well as on stability against rancidity.

In cooked cured products, the use of phosphates results in significantly better slice cohesion, more juiciness and more consistent product quality than with citrate.





Cooked sausages also benefit from phosphate and citrite. In the cuttering process you achieve a particularly homogeneous sausage meat.

PHOSPHATE AND CITRATE IN PRACTICE – THE ADVANTAGES OF BECK PRODUCTS

BECK CUTTER:

- Elegant, smooth sausage meat
- Incomparably crisp sausages
- Effective protein digestion
- Perfect binding
- Improves water binding in the sausage meat

BECK SCHINKENQUICK:

- Safe, flavor-intensive result with maximum color stability
- Juicy-tender slices
- Optimum slice cohesion
- High yield
- Fine meat structure

THE WHOLE PACKAGE NEEDS TO BE RIGHT

BECK SERVICE PROMISES



CUSTOMISED PACKAGING AND LABELLING

AROMA PROTECTIVE PACKAGING ACCORDING TO BATCH

FREE SHIPPING

DELIVERY WITHIN 48 HOURS



FIGURES. DATA. FACTS.

6 SHOWS
with an average of
70 MINUTES
broadcasting time each

SEASON 1
with over
7 HOURS
of total airtime

7 PRESENTERS
from our
INHOUSE TEAM
led through the shows

More than
25 PRODUCTS
and recipes
PRESENTED LIVE

200 VIEWERS
per episode
TUNED IN
on average

30+ QUESTIONS
from the viewers
ANSWERED LIVE
during this season

WE ARE LIVE!



THIS WAS THE FIRST SEASON BECKSPERIENCE

TWO DAYS OF SHOOTING, SIX SHOWS, SEVEN HOURS OF BROADCASTING TIME AND A WELL-PREPARED TEAM OF EXPERTS IN FRONT OF AND BEHIND THE CAMERA – THE FIRST SEASON OF OUR "BECKSPERIENCE" LIVE SHOW IS IN THE CAN.

What exactly does BECKSPERIENCE mean? Is it a cooking show? Is it a product presentation? Or is it an online sales show with exclusive promotional discounts? Short answer: *Yes!* Well, all of the above... and much, much more! The first season of the "BECKSPERIENCE" live show was a bit of pioneering work. Entering uncharted territory. Exploring new paths. But above all, we believe that this format is a great opportunity for the creative exchange between you, our customers, and us.

BECKSPERIENCE means "experiencing Beck". Highest product quality, the best customer service and personal contact are our main priorities when it comes to forming trusting, long-term partnerships. That's why we want to utilise the BECKSPERIENCE live show not only to inform, inspire and provide fresh ideas, but also to master the challenges and problems of everyday business together with you.

Your feedback helps us to further develop and improve our offerings and services. That's why the BECKSPERIENCE live show is not "just" an entertainment program, but an interactive format. Via chat, you can ask questions, provide suggestions or give tips during the broadcast, which our moderators will respond to directly. In addition, every participant who registers in time receives a free tasting package tailored specifically to each episode. Thus, our show not only stimulates the eyes and ears, but also pampers the viewers' palates. Our goal: the BECKSPERIENCE should always be a very special experience for you.

High-quality live stream: Five studio cameras perfectly captured our products, our spices and additives, and of course our first-time presenters also known as the "Becksperts".



FIGURES. DATA. FACTS.

LOADS OF
helpful and
POSITIVE FEEDBACK
from the viewers

SEASON 2
already
ANNOUNCED
airing March 2022









Professional webinar: No expense or effort was spared to ensure flawless picture and sound quality.

OUR BECKSPERTS ENTER THE STAGE

LIGHTS! CAMERA! ACTION! TEAM BECK GOES LIVE FOR THE FIRST TIME EVER. AFTER THE INITIAL STAGE FRIGHT HAS BEEN MASTERED, OUR TEAM OF PRESENTERS CONFIDENTLY LEAD THROUGH THE PROGRAM AND INCREASINGLY ENJOY IT.

It's Sunday, September 12, 2021. A Nuremberg film studio has been busy since the early hours of the day. 15 colleagues of Team BECK are on location and we are just preparing for our very first live stream – a true premiere! The set was already built the day before and suitably decorated with BECK products all around. Distributed all over the room is a total of five studio cameras for the actual program and two action cams for behind-the-scenes shots. There is also a ton of lighting equipment, a large control desk for picture and sound next to the stage as well as countless bundles of cable laid all over the studio floor. „Wow! This looks just like a real TV studio", some colleagues can be heard marvelling. Indeed! The setup looks very professional – and the first test images promise broadcast-level recordings. Our anticipation is building up, and so is our excitement.

While the well-rehearsed film crew is making final adjustments to the cameras and lights and wiring our first presenters with small microphones, we are preparing all the products for the first show behind the scenes. The series opener is themed „The Beck Cooked Ham Construction Kit", hosted by meat sommelier Max Beck and as Product Specialist Mark Militzer. In addition, each show features a third presenter on the expert's chair. This "hot seat" is first occupied by company owner and CEO Manfred Beck himself. As a true "Beckspert" he does not only contribute his decades of experience and in-depth expertise, but also answers viewers' questions asked via live chat. Our Q&A guy Christian Leuthold is sitting nest to the se, interacting with the audience during the program and passing on questions to the presenters. Ten minutes before the show starts, it's time to take our positions! Final instructions from the stage director, a last look at the notes, one more deep breath and – bang – we're on the air at 10 a.m. sharp.

During the next 75 minutes, Max, Mark and Manfred Beck talk about the perfect cooked ham, present our liquid and powder sprays as well as suitable flavours and additives, provide many tips and tricks for the production of certain varieties and present a total of six exciting cooked ham creations from BECK. Of course, not without extensively tasting each sort on the spot. Those who registered for the show in good time received free samples of our best ham varieties (Jahrhundertschinken, Premium Kochschinken, Holunderschinken, Trüffelschinken and Wacholderschinken) delivered to their homes, so they could also get a taste of our products while watching the show – provided that the delicious tasting packages were not eaten completely beforehand. Is there actually such a thing as taste television yet? If not, then we have probably just invented it.

Since we can only touch on the content of all six episodes in this short report, we would like to refer you to our website **www.becksperience.de**. If you were not able to watch Season 1 live or simply want to re-watch one or more episodes, you will find a showreel with the highlights as well as all full-length-episodes there. **In addition, you can already register for the 2nd season of the BECKSPERIENCE on our website, which will be airing on March 27th and 28th, 2022.**

After a successful first episode with a good 60 minutes of broadcasting time and a peak count of over 200 viewers, it's over and we are offline. Accompanied by loud applause, the remaining tension falls off completely and there are happy and joyful faces everywhere. We can now relax, take a deep breath and prepare thoroughly for the episode number two.

Totally professional: CEO Manfred Beck fully lives up to the "Beckspert" title and puts on a charismatic, experienced and above all highly informative performance from the very first second.





"We want to break new ground together with you, our customers, and strongly believe in the potential of this format"

Owner und CEO Manfred Beck

A real Beckspert: Rolf Sommer inspires the audience with wit, charm and almost infinite expertise. (left)
Gourmets: Max and Mark look forward to passing on their know-how and expertise – afterwards there is nothing left to prevent the pleasure of tasting. (right)





ENTHUSIASM AND A LOT OF EXPERTISE

FROM ASPIC PRODUCTS TO CHRISTMAS HAM: THE FIRST SEASON OF THE BECKSPERIENCE LIVE SHOW OFFERS AN EXCITING AND VARIED PROGRAM. IN ADDITION, DISCOUNT OFFERS ARE AVAILABLE VIA HOTLINE DURING THE BROADCAST.

Inspiring, informative and enormously entertaining: whether raw ham (above), salami (below), cooked ham or bacon bomb – in each episode we share a lot of knowledge in an authentic way and give professional tips for production.





In episode 2 (airing at 2 p.m.) we metaphorically drop the bomb. On the menu: creative bacon bomb variations with our house-made barbecue cheese and sous-vide ribs. Junior manager Max is now assisted by our well-travelled expert consultant Stephan Füller behind the presentation desk, while Rolf Sommer, Head of Product Development, answers all the tricky questions on the Beckspert's chair. The new trio also shares plenty of tips on production and seasoning, reveals helpful sales tricks, answers exciting questions from the audience and also hint at more great discount offers that can be ordered via our special order hotline throughout the whole day.

At 6 p.m., things get festive in the third and last episode of this first day of shooting. The show is all about the Swedish ham creation Julskinka with its characteristic mustard crust. Max, Mark and Manfred Beck show how the mustard crust is made, explain why this product is our "sales turbo at the Christmas counter" and present numerous other gift ideas for your winter holiday business. Of course, they also taste the Julskinka extensively. Shortly after 7 p.m. the episode is in the can and it's closing time for today.

On the morning of the second day of filming, you hardly notice the initial nervousness of our team, and our presenters are looking forward to the upcoming shows. Passionate butcher Max, ham specialist Hermann Haider and Beckspert Rolf talk all things raw ham in the fourth episode by giving a rough overview of different seasonings, discussing the use of cultures and giving important tips on how to avoid mistakes during production. Once more, all registered viewers have received a corresponding tasting package with different types of ham in advance. You can hear pleasurable smacking from our presenters on the set – and presumably from the viewers at home as well.

Episode 5 continues with the topic of raw sausage. Our dream team Max and Mark compare the advantages of rapid maturing (GDL) and classic production, compare different seasonings and talk in particular about our House Salami, Chorizo, Fine Salami and Truffle Spianata. Professional tip: If you don't know what the so-called "Zipfelgriff" is and why – according to Beckspert Rolf – it is of utmost importance, you should definitely watch this episode in its entirety at www.becksperience.de.

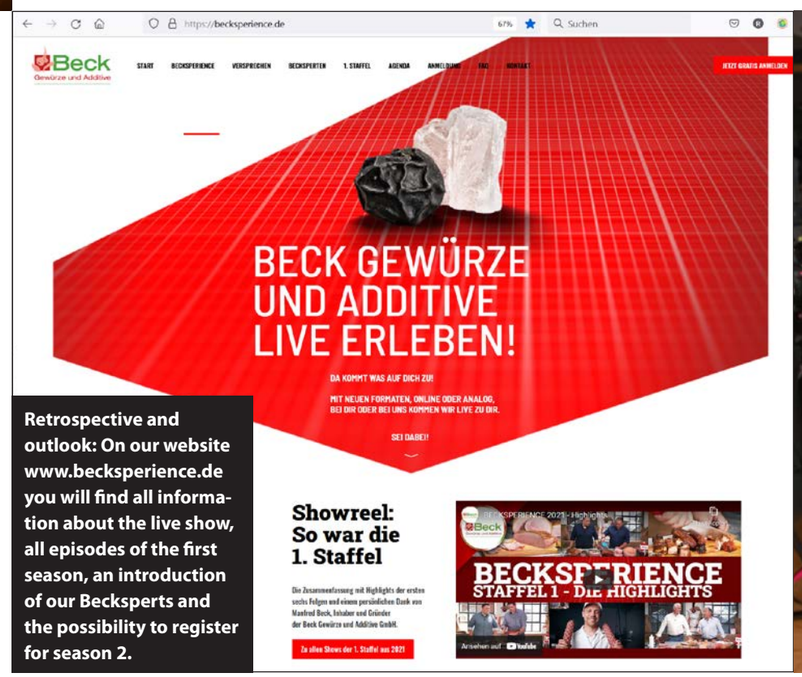
For the final spurt with episode 6, we have chosen a very special topic: "Love in Aspic – a Classic reinvented" – presented by Stephan Füller and aspic lover Ottmar Dorsch, supported once again by Rolf in the hot seat. How do you prepare aspic? What do you have to pay special attention to? Which ideas and recipes are available? All these questions and many more are answered in detail in this show. Our team in front of and behind the camera delivers a top performance once again and after another 80 minutes of broadcasting time everyone enjoys a well-deserved after-work beer.

Our summary of BECKSPERIENCE Season 1? Positive throughout – just like the many affirmative statements we received from you and for which we would like to thank you from the bottom of our hearts. We have all learned a lot by doing this first season and we are determined to continue this format! The date for BECKSPERIENCE Season 2 has already been set, details can be found in the info box on the right. We would also like to refer you to the article on the next page in which we present all product highlights from these six episodes in detail. Please enjoy the read. Thank you!

BECKSPERIENCE AT YOUR PLACE? NO PROBLEM!

SEASON 1 OF THE BECKSPERIENCE IS ONLY THE BEGINNING. YOU CAN EXPECT A LOT MORE OFFERINGS AND SERVICES UNDER THIS TITLE IN THE FUTURE.

BECKSPERIENCE is more than "just" a live show. Our plans already go far beyond this first season. From now on, we will unite all events – whether it's a personal event on site or a digital meetup via the internet – under this title. BECKSPERIENCE means that one of our "Becksperts" comes to your company on request to support you with a very specific challenge or problem. BECKSPERIENCE means that we invite you to attend exciting seminars and inspiring workshops at our inhouse technical centre in Schnaittach. And BECKSPERIENCE also means that we'd like to welcome you personally at our booth at trade shows and industry events again soon. You and us in a joint exchange – that's what BECKSPERIENCE stands for.



Retrospective and outlook: On our website www.becksperience.de you will find all information about the live show, all episodes of the first season, an introduction of our Becksperts and the possibility to register for season 2.



Always well-prepared: Beckspert Rolf takes another look at the recipes shortly before filming begins.





Going into overtime like Thomas Gottschalk himself: Stephan and Ottmar deliver the culminating season finale. Their enthusiasm with "love in aspic" is almost unstoppable.



BECKSPERIENCE SEASON 2

BARBECUE, MEATY SNACKS AND CATERING: WE HIGHLIGHT THE TRENDS OF 2022 AND SHARE IDEAS FOR YOUR SALES COUNTER

On March 27th and 28th, 2022, we will go live again with Season 2 of the BECKSPERIENCE. Just like the series opener, the second edition will also be available via Zoom Livestream. Every registered participant will receive personal tasting packages specifically tailored to the new episodes a couple of days ahead of the show. Best of all, everything is completely free for you! But slots are limited, so better head over to our website and register now.

27./28.3.2022

WWW.BECKSPERIENCE.DE

SAVE THE DATE!

THE BEST PRODUCTS

FROM THE 1ST SEASON OF BECKSPERIENCE

THE FIRST MULTIMEDIA TASTE EXPLOSION SINCE BECK CAME INTO EXISTENCE: WHILE THE BECK TEAM REVEALED THE BEST TIPS & TRICKS FOR OUR MOST POPULAR RECIPES, THE PARTICIPANTS OF THE 1ST BECKSPERIENCE WERE ABLE TO SAVOR ALL PRODUCTS LIVE WITH THEIR TASTING PACKAGES. ENJOYMENT AND GOOD VIBES GUARANTEED!

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ASPIC LOVE – the classic reinvented

Aspic products are among the all-time favorites in every butcher's counter. The fine, slightly sour note of aspic can be optimally combined with flavors ranging from hearty to fruity. There are also no limits to the imagination when it comes to the appetizing presentation.



ZWIEBELFLEISCH - SAUERFLEISCH

Recipe No. 10.310-17

A traditional treat made from pork thick flanks and onions with the sour taste you remember from childhood: AspikFix Diamant oG (Art. No. 50.3380000), vinegar, salt and spices give the aspic infusion the right zing. The whole product becomes even more delicate if you add Sauerbraten Gewürzbeize Fix & Fertig (Art. No. 45.2040000) to the thick flanks before cooking.

HÄHNCHEN IM ASPIK "HAWAII"

Recipe No. 10.310-18

This delicacy brings a touch of sunny South Pacific feeling to the plate. A brine with nitrite curing salt and BECK SchinkenQuick Liquid Gourmet oG (Art. No. 20.2661210) form the basis. Juicy, pre-cured chicken meat and aspic made with pineapple chunks, tangerines and Würzaspik Elegant (Art. No. 50.3334000) give this tempting treat its hearty, fruity taste. Also visually a gem for any counter.





HAXENSÜLZE IM RING

Recipe No. 10.321

A gem like from grandma's times: Coarsely diced knuckle meat, cooked rinds and onions form the basis of this rustic feast for the palate. The diced knuckle of pork is seasoned with WürzFocus Bierschinken (Art. No. 56.1570000) and BECK SchinkenQuick Liquid Optimal P (Art. No. 20.2661300) and then put into the tumbler for further processing. Then the remaining ingredients BeckWürz Sülzwurst (Art. No. 50.3180000), BECK Glutarom S (Art. No. 32.1015000) and a dash of vinegar are added, which perfectly round off the taste of this product.

BACON BOMBS, JULSKINKA and more

Why not try something new at the turn of the year? The fine taste of Swedish Christmas ham makes the whole family drool and guarantees a peaceful Christmas. And we'll let New Year's Eve go off with a bang – on our plates!



BACON BOMB

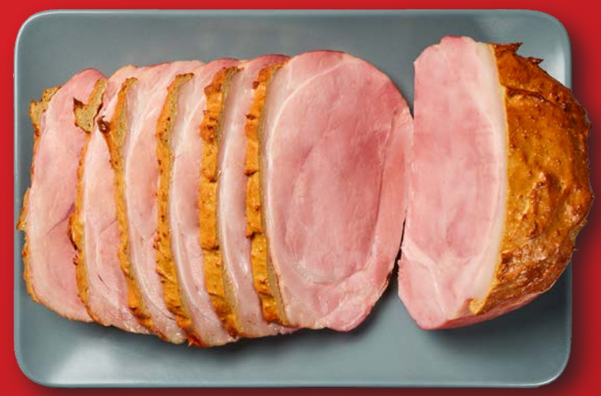
A casing of crispy bacon. Underneath hides juicy minced meat with the strong flavors of the tasty Hamburger-Würzung (Art. No. 45.0226000). And in the middle, a hearty, melted grilled cheese flatters the tongue as it flows comfortingly warm over the taste buds ...

BBQ-TALER MIT KÄSE

Recipe No. 13.501

With grilled cheese preparations you bring variety to the festive menu. Because there are no limits to your imagination when it comes to seasoning. The taste options range from the gentle herbal note with Green Dream oG seasoning salt (Art. No. 52.3256000) to the pizza variant with DekorWürz Pizza fein (Art. No. 52.5091000) to Mexican fire on the tongue with DekorWürz Jalapeno (Art. No. 52.5061000). Variety that will delight your customers!





JULSKINKA
(SWEDISH CHRISTMAS HAM)

Recipe No. 01.527

We've brought home a truly festive ham recipe from Scandinavia for you: Swedish Julskinka is not only easy to prepare, it's also the highlight of any Christmas table. High-quality pork from the silver side, thick flanks or the hip goes into the tumbler after injecting a brine with BECK SchinkenQuick Liquid Gourmet oG (Art. No. 20.2661210). The crust is then prepared with our seasoning mix DecorMix Julskinka (52.1950000) and medium hot mustard. Spread generously on the ham and bake at 180 °C until it takes on the delicious golden color that none of your customers can resist!

Your **RAW HAM HITS** and successful **RAW SAUSAGE WINNERS**

Raw, rustic, smoky, refined: Raw sausages and hams are traditionally among the most popular meat products of all - perhaps because their aroma reminds us of the romanticism of old country farms or vacations in the Mediterranean region?



SCHINKENRIEGEL / BAUERNSCHINKEN
Recipe No. 02.300-7

An air-dried delicacy that develops its fine aroma in a curing process lasting about four weeks with Schinken Ursalz fein (Art. No. 70.9870049), BECK Rowusal Pökel 2000 fein (Art. No. 25.1902800), Salpur R (Art. No. 25.4251000) and BECK MicroStart Taste (Art. No. 70.9870597).



COPPA **Recipe No. 02.312**
A touch of Italian gioia di vivere comes to the counter with our Coppa recipe. It is important to mix the pork neck pieces evenly with Schinken Ursalz fein (Art. No. 70.9870049), BeckWürz Mediterrane Art (Art. No. 54.0607100), Salpur R (Art. No. 25.4251000) and BECK MicroStart Taste (Art. No. 70.9870597) and to leave no cavities between the meat pieces. After curing for about four weeks, continue to air-dry for about two weeks and then allow to mature.



MEDITERRANER ROHSCHINKEN
Recipe No. 02.312-1

The farmers of the Mediterranean region have it figured out how to let wonderfully tender and tasty raw hams mature in the air. With our raw ham recipe, you send your customers' taste buds on vacation in Italy. High quality meat from the ham hock as well as BeckWürz Mediterrane Art (Art.-No. 54.0607100), BECK Microstart Taste (Art.-Nr. 70.9870597) and optimal ripening conditions are the secret behind this irresistible speciality.

EDELSALAMI
Recipe No. 11.112-2

Salami is one of the supreme disciplines in raw sausage production – and with useful helpers such as BECK Rowusal Edelsalami (Art. No. 54.11292200), Fermento FWR-H 214 (Art. No. 59.8126000) and the starter cultures BECK MicroStart BE-25 Mild (Art. No. 70.9871185), we ensure perfect results that will make your customers' mouths water!



HAUSSALAMI MIT GDL II
Recipe No. 11.144-2

A hearty raw sausage speciality for every day. BECK Rohwusal Salami Schnittfest oG mit GDL (Art. No. 543351900) and BECK Microstart Taste (Art.-Nr. 70.9870597) slow down the acidification process, stabilize the desired pH value and support uniform reddening for a particularly appetizing appearance.



CHORIZO PAPRIKA SALAMI
Recipe No. 11.115-5

From strong red to fiery – the coarse-grained chorizo makes the taste buds dance flamenco with its hearty aromas of garlic and paprika! You can achieve the typical color and powerful seasoning with our additives Chorizo Paprika Salami (Art. No. 54.1199000), Liquid Paprika 30.000 FE öll. (Art. No. 56.1534100) and BECK MicroStart Safe (Art. No. 70.0871073). The highlight for every opulent tapas table!



The Beck-**HAM CONSTRUCTION KIT** "Find your topseller"

Would you like the taste of juniper, rosemary or truffle today? Cooked ham always delights your customers with its variety. You can taste your way through the counter with pleasure! We support you in constantly having new surprises in store for cooked ham gourmets!



JAHRHUNDERTSCHINKEN
Recipe No. 01.920-8-1

A ham delicacy with a long tradition – rustically seasoned and savory. First inject a brine with BECK SchinkenQuick Liquid Optimal P (Art. No. 20.2661300). Then season in the tumbler with a mixture of nitrite curing salt and Adriana (Art. No. 54.0605000). The result is exquisite ham enjoyment that will delight all generations!

BUTTER-TRÜFFEL-SCHINKEN
Recipe No. 01.551

A butter-tender, lemony palate-pleaser that depends not only on the optimum quality of the meat from the top and silver sides of the pork, but also on the right seasoning in the tumbling process: with Aroma Typ Trüffel (Art. No. 56.0340000) and Butteraroma Basis (Art. No. 56.0352000), you can achieve an exquisite, succulent taste experience that will have your customers asking for more and more!



UNSER "HUGO" HOLUNDERSCHINKEN
Recipe No. 01.130

As fruity, flowery and fresh as our „Hugo" tastes, it awakens pleasant feelings at the very first bite! For the decisive elderberry kick, refine the brine with BECK SchinkenQuick Liquid Gourmet oG (Art. No. 20.2661210). In the tumbler, add a pinch of LakeWürz Elderberry Dream Liquid (Art. No. 30.5200001) and BECK Cutter Liquid 1 (Art. No. 10.2400000) to the pork from the top and silver sides. Then just spread mint leaves and elderflowers on the ham foil, roll up the piece of splendor tightly before broiling and pull it into nets.



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LICENSE TO SPICE

FROM THE FLAVOR, FIRMNESS AND TEXTURE TO THE APPETIZING COLORING AND PACKAGING: IN THE **BECK TECHNICAL CENTER**, EVERY CUSTOMER PRODUCT BECOMES AN EXPERIENCE FOR ALL THE SENSES.



NEW STARTING IN AUTUMN 2022 : BECK CUSTOMER WORKSHOPS

Become a BECKSPERT now!
In the autumn of 2022, we would like to welcome you live on site in our technical center when our BECKSPERTS reveal their closely guarded secrets about cooked ham & more for you!

What you can expect:
Exciting presentations, tips & tricks and the opportunity to try out techniques for yourself on site! Tastings and great entertainment will be included!

It's best to save the DATES now:
06.10.2022 The supreme challenge of cooked ham
20.10.2021 Delicious highlights for the Christmas season
ATTENTION: The number of participants is limited to 10-15 persons!

As head of the Beck technical center, Ralph Bauer is the „Q" of the meat industry for many customers: Because the „secret weapons" that turn meat products into real winners at the butcher's counter are developed in the Technical Center. And Ralph Bauer loves his job: „There is never routine or boredom with us. Every day is different, new challenges await us every day." Together with the two product developers Rolf Sommer and Timo Franz, Ralph Bauer is constantly on the trail of ultimate taste in the technical center: The inventive team is constantly tinkering with new, optimized processing methods, seasonings, and product innovations that not only serve current market trends, but also play a significant role in shaping them. But that is by no means all: As everywhere at Beck, the customer is also the focus of attention in the technical center: The keepers of the technical center are, among other things, skilled technical consultants who quickly recognize a customer's needs – and deliver the appropriate solutions. But more about that later ...

Quantum of Barbecue

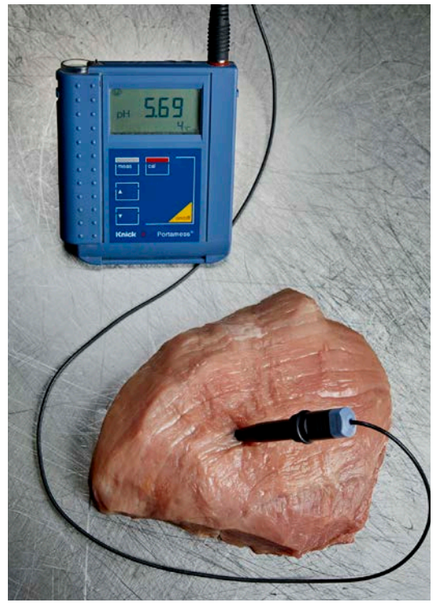
The Corona virus even had a positive side effect at the Beck technical center: While it is usually necessary to work on many different projects simultaneously, it was possible to let creativity run free for once, especially during the lockdown phases. „We used the quieter time to initiate new developments," says Ralph Bauer. „Many ideas that we have not yet been able to properly flesh out have been tackled again in the past few months. One result of this work are, among other things, our current grilled cheese creations, which then also hit the market like a bomb during the summer barbecue season."

The Grilled Cheese is Not Enough

But grilled cheese is just one of the many aspects of the lively inventive spirit that characterizes the work at the Beck Technical Center. Ralph Bauer and his colleagues also have a distinct „nose" for what appeals particularly to consumers. Covid-19 and the accompanying nationwide closure of restaurants have led people to retreat into the privacy of their homes. Suddenly, „cocooning" was the trend, and instead of going to restaurants, cooking and grilling in the comfort of one's own home enjoyed a renaissance.

„Many recent customer inquiries revolved around grilling and sous-vide cooking," says Ralph Bauer. „So we developed the right products for this in a





The technical center as a field of experimentation: Every ham recipe at Beck goes through a thorough testing process until the seasoning meets all the customer's requirements.





Simply mouth-watering: At the Beck technical center, the team has the expertise and equipment to produce perfectly seasoned and matured bacon.







very short time: Barbecue marinades and spices ranging from sweet, exotic and fruity to spicy. They were also a real hit last summer!"

On Our Customers' Secret Service

Anyone who visits the Beck technical center will quickly notice that the technical equipment is state of the art throughout. This has to be the case, because one of the essential requirements is to be able to simulate as far as possible any production environment used by customers. „Customers often turn to our technical consultants if they are not getting the desired result when manufacturing a product," explains Ralph Bauer. „Then we invite people to our technical center for two or three days, recreate the entire production process, and find out where the problem is." This can be about taste, cut consistency and spreadability, color, or even the maturing process and proper smoking. „Anyone can come to us with their questions, whether they are customers from the industry or from the trade." Often, such projects particularly involve the proper treatment of cooked cured products or raw sausage. „We have also acquired broad expertise in bacon production over the years," Bauer reports proudly. „Here, we have comprehensive expert know-how on all processing steps – bacon is, after all, one of the world's best-selling products." But the technical center does not only deal with process optimization: „Time and again, customers approach us and want individual seasonings with which they can stand out from the competition. We then develop tailor-made products that precisely meet the customer's requirements – right up to market maturity. Our two product developers, Rolf Sommer and Timo Franz, are particularly involved in this process. Often, the CEO himself is also directly contributing

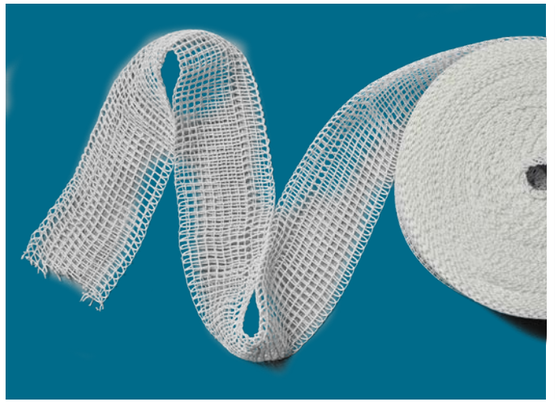
his ideas to the product development process. It is important to us to give customers fresh inspiration for the design of their product range. This also includes, for example, tips for appealing and functional packaging."

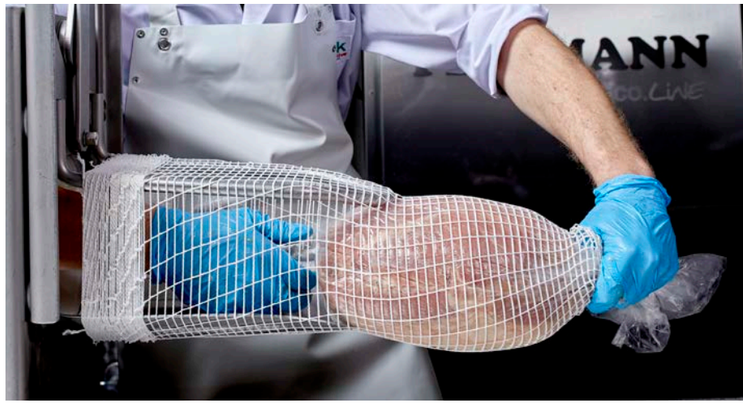
Casino Vegan

At present, by the way, the technical center is not just about meat. The trend towards vegetarian and vegan meat substitutes is gaining more and more followers and has now also reached the large food chains and discounters. Beck Gewürze und Additive sees great potential here for butchers to win the loyalty of their customers with interesting new products. „In the technical center we are also working diligently on products for the vegetarian and vegan markets. Here we are in the middle of creations and developments", reveals Ralph Bauer.

For Your Seasoning Only

After the two years in which Corona massively limited the opportunities for face-to-face meetings with customers, Beck intends to offer an even more diverse program for the joint exchange of ideas in 2022. In March, the second season of the BECKSPERIENCE will be staged, presenting the most ingenious tricks of our BECKSPERTS online on selected topics. May will finally once again be dedicated to IFFA, the world's leading trade fair for the food industry in Frankfurt am Main. In addition, our sales team will intensify its visits to customers at home and abroad. In the autumn, the technical center will then also become a live venue for meetings between our customers and technical experts. The aim is also to take greater advantage of the added value that the technical center can offer with its modern equipment for a lively customer dialog with exciting hands-on presentations. Ralph Bauer comments: „The pandemic has painfully demonstrated how important direct exchange is in our industry. It was also from this experience that we decided to break new ground in order to be able to offer our customers even more personal services."







From bacon paper to ham nets: with the supplementary accessories from Beck, you can also create spectacular eye-catchers for the counter.



MY BECK

BECK LIVES FROM TEAM SPIRIT! WE CONGRATULATE LONG-STANDING EMPLOYEES AND WARMLY WELCOME NEW COLLEAGUES!



THE VERSATILE

Sabine Kellermann joined us in June this year and strengthens our team in the internal sales department. As a wholesale and foreign trade merchant, she brings all her experience from other industries with her: She previously worked in photo wholesale and for a manufacturer of cleaning agents and disinfectants. She feels connected to the Franconian region and is pleased to have found a great employer in Beck in the immediate vicinity. What she particularly appreciates about her new workplace is that she has many opportunities to bring „her own style" to the company. And most importantly, the contact with colleagues has been very welcoming from the very first day on the job.

PROFILE
SABINE KELLERMANN

- FUNCTION AT BECK: INTERNAL SALES
- TRAINING: WHOLESALE AND EXPORT SALESWOMAN PHARMACEUTICALS
- WITH BECK SINCE: JUNE 2021

THE EXPERIENCED

After training as a logistics manager, Stefan Lauterbach worked for a large medium-sized logistics company for 17 years before joining Beck. Now he is responsible for the prompt processing of orders and complaints as well as the coordination of parcel services. After just a few weeks, he already felt that he had always worked at Beck. The good relationship with his colleagues contributes to this, but also the experience „that Beck simply takes its employees along" and treats them with respect – a strong point that he often sorely missed in his previous jobs.

PROFILE
STEFAN LAUTERBACH

- FUNCTION AT BECK: INTERNAL SALES
- TRAINING: LOGISTICS MANAGER
- WITH BECK SINCE: AUGUST 2021





THE COMMITTED ONE

After completing an apprenticeship as an office clerk, Philipp Ulherr completely reoriented himself and is now in his third year as an apprentice at Beck. After an internship in the Beck laboratory, he decided to do a second apprenticeship as a food technology specialist because he particularly liked the variety of laboratory work. Today, among other things, he creates spice mixtures according to recipes and takes care of incoming goods inspection. At Beck, he particularly appreciates the family environment, the team spirit and how colleagues support each other. From management to production, all processes are perfectly organized and transparent for him – but the fun factor is also present at work at all times.

PROFILE
PHILIPP ULHERR

- FUNCTION AT BECK: 3RD YEAR APPRENTICE.
- TRAINING: OFFICE ADMINISTRATOR, FOOD TECHNOLOGY SPECIALIST
- AT BECK SINCE: 2018

THE PERFECTIONIST

Stefan Sander is a trained baker and applied to Beck ten years ago in response to a job ad on the Internet. Already during the interview with personnel manager Manuela Beck, he sensed that the chemistry was right here. Today, Mr. Sander is in charge of precisely weighing and packing spice mixtures for customers. From the very beginning, he felt well received at Beck, and that hasn't changed to this day. Many of his first colleagues still work at the company today. As a perfectionist, he particularly appreciates the high degree of personal responsibility with which he can perform his job. For him, too, one of the greatest advantages at Beck is the strong team spirit and the colleagues' boundless willingness to help.

PROFILE
STEFAN SANDER

- FUNCTION AT BECK: PRODUCTION SPECIALIST
- TRAINING: TRAINED BAKER
- WITH BECK SINCE: 2011





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