

**About us.**

For more than 100 years our family-owned business has had a role in the world of flavors. From the beginning, our priority has been to offer a product line of the highest quality. These high standards have helped us to strengthen our position internationally, as one of the leading flavor producers. At the same time we maintain the attributes of a family-owned company that has and still is driven by its traditional values. Our company philosophy guides us to act responsibly when dealing with our employees, our customers and the environment.

Our standards, our customer focus and close collaboration with our clients guarantee a product developed to meet each customer's needs. The result: innovative, high quality food products, which give our customers a decisive competitive advantage.

Welcome to our world of flavors. The world of Silesia.

**Silesia**

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**Silesia. Taste the flavor.**

**INDULGENCE  
FROM OUR  
CREATIVE KITCHEN.**  
Silesias new beef flavors.



# Cuisine at highest level.

The new beef flavors from  
Silesia's creative kitchen.

## **Beef – the extraordinary meat treat.**

Beef is used and favored in kitchens all over the world because of its diversity and its typical and unique taste. Beef gives many dishes a strong and full-bodied flavor. Perfect for grilling, roasting, stewing and braising.

## **Focus on natural taste.**

Silesia's focus while developing new flavors is on being at one with natural tastes. Our inspiration was triggered by the wide variety of preparation methods: tender and juicy roast beef - delicious when eaten both warm and cold; butter-tender roasted beef with its dark red color and crunchy crust; boiled bone marrow for stock - a full-bodied base for all tasty soups; tender stewed beef or the oldest cooking technique in the world, grilling.

## **Various taste profiles.**

Our creative kitchen has worked hard for you to encompass all these different taste profiles from various culinary applications, resulting in our authentic beef flavors:

- Roast beef
- Roasted beef
- Grilled beef
- Boiled beef
- Bone marrow



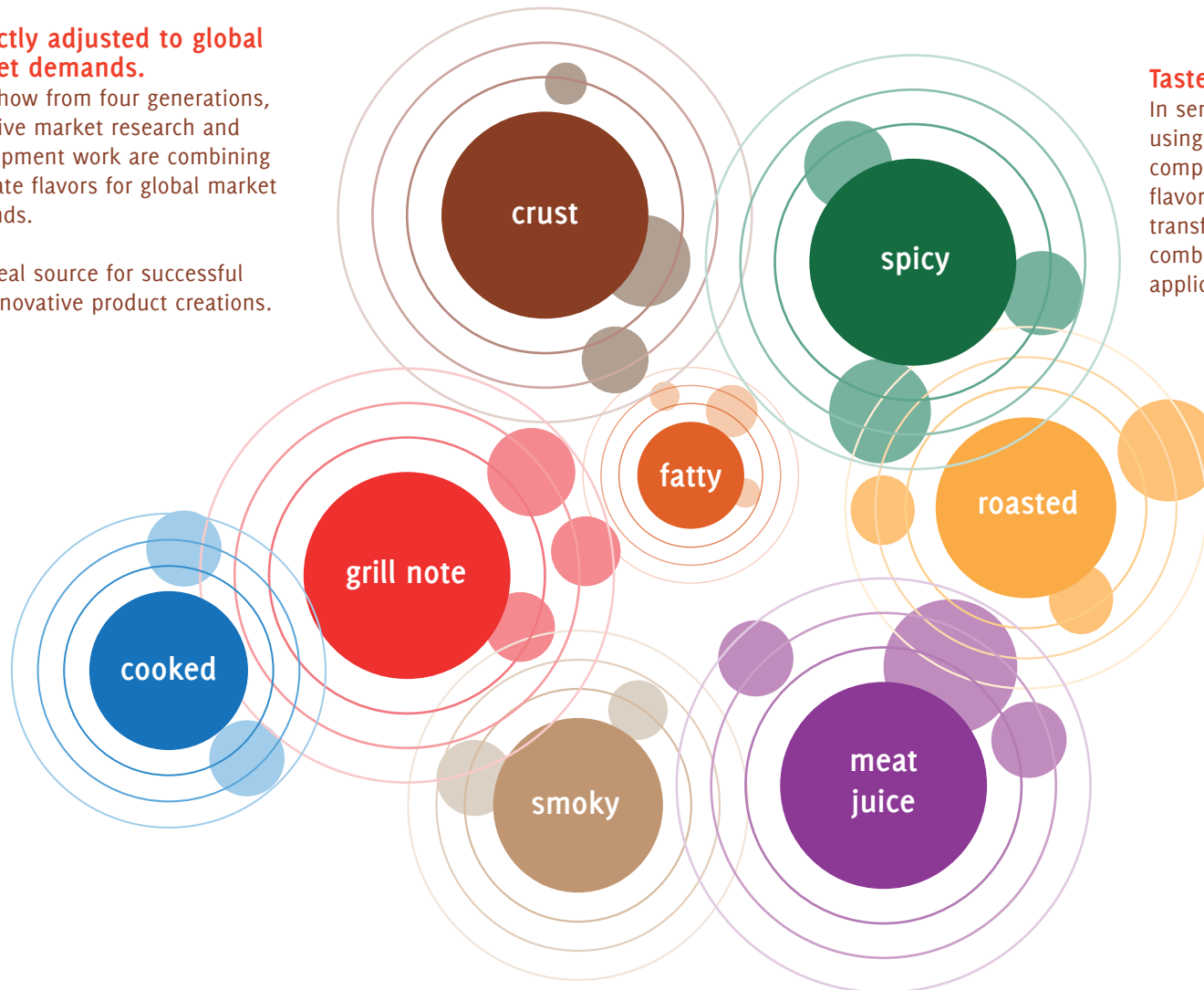
# The perfect flavor profile for every application.

Enjoy the authentic beef flavors created by the Silesia team.

## Perfectly adjusted to global market demands.

Know-how from four generations, intensive market research and development work are combining to create flavors for global market demands.

The ideal source for successful and innovative product creations.



## Taste and smell descriptors.

In sensory all meat dishes can be described using multiple descriptors. These taste and smell components combine to make up the complete flavor. The identification of these components, the transfer into flavor profiles and the harmonized combination delivers the perfect flavor for each application.

## Tested for various applications.

Our beef flavors have been tested in all relevant applications using state of the art processes to find the best way for a taste explosion.

- Gravy
- White sauce
- Canned products
- Mayonnaise
- Broth
- Meat products
- Mashed potatoes

# Working towards success.

Teamwork for extraordinary results  
in new flavor development.

## Strong interdisciplinary collaboration

The foundation for the successful development of our new beef flavor range.

## Marketing

- Taste profile identification based on trend analysis, market observation and customer demands.
- Concept development.
- Market specific targeting.

## Research & Development

- Flavor creation based on latest research, analytical results and many years of experience.
- Permanent comparison with the natural target to prepare a flavor portfolio for the market.



## Analytical

- Identification and isolation of the character impact and key flavoring compounds.
- Screening for new flavoring compounds.

## Application specialists in our creative kitchen

- Application experts in our creative kitchen prepared the natural target dishes for our R&D and sensory departments.
- The newly developed flavors were tested in various applications.

## Sensory

- Constant sensory feedback during flavor development.
- Sensory evaluation of all new developed flavors.
- Profiling of all new developed flavors.