



Metten wins the NRW State prize for foodstuffs

Award for above-average product quality & orientation for customer product choice

Finnentrop/Sauerland, 16 November 2009 – Environment Minister Eckhard Uhlenberg awarded the "NRW State Prize for Foodstuffs" to 35 companies in Bonn at the Innovation Congress of Clusters Nutrition. Metten Fleischwaren was amongst the award winners. Tobias Metten, Marketing Director of the long-established company from the Sauerland, accepted the award on behalf of all of the staff at the company. To date, around 110 foodstuff manufacturers have been awarded this prize in NRW. „The State award honours the very best, displaying an appreciation of the quality and taste of North Rhine Westphalian foods" said Minister Uhlenberg, before presenting the award. „All of the prize winners can be proud of their products. Because top quality is not a question of the size of the company, it is rather a question of their professional skill, regardless of whether the company is a small workshop or a large industrial company."

The NRW State Prize for Foodstuffs is an award created and presented by the state government, and Cluster Nutrition Management. The award is intended to promote the product quality of foods from North Rhine-Westphalia on the basis of neutral and binding quality standards. For this reason, the cooperation partner of the award is the DLG (German Agricultural Association e.V.). The DLG tests and judges several thousand foodstuffs every year, taking into account the raw product selection, the production and preparation, as well as sensory criteria, such as smell, taste and consistence. Foodstuffs are awarded the much sought after DLG Gold

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Medal only when the products are above average. The State award is only then presented to those companies whose products have been certified by the DLG as having been awarded the highest number of points, or as having the best ratings. Metten meat products regularly receive the very best ratings from the DLG quality control every year, and, on the basis of their excellent results have now been awarded the NRW State Award.

The NRW State Award is intended to inform customers nationwide of the quality of foodstuffs originating from NRW. The NRW State Award offers customers an important orientation in the flood of products on the market. To date, the state of North Rhine Westphalia is the only state in Germany to award such a prize.

Other information about the Metten Group:

The Metten Group, founded in 1902, is your competent partner for high-quality meat and sausage specialties, both for the serving counter and for self-service shelves. Some 250 employees at Finnentrop/Sauerland in Germany produce a wide-range of more than 80 products. Metten relies on advanced technology in association with many years of product know-how and sophisticated logistics. The Group is active in Germany and numerous European countries.

The quality standard of this old-established company is clearly formulated with the Metten brand and the claim "Best of Meat" since we use only the finest raw materials and apply the highest quality and safety criteria. Transparency from the farm to the counter and production in compliance with the ISO 9001, IFS higher level and EV 356 quality directives as a EC processing plant are guaranteed at all times.

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