



Carpaccio and more whenever you want





















ABOUT US

Our carpaccio factory is a modern and active meat company operating successfully on an international level. Jacob Roorda, founder of our carpaccio factory started his career as a butcher in a small village in Friesland called Tzumm. His ambitions were larger than the village could handle, so he moved to Franeker. Franeker is one of the eleven Frisian city's you know about the world-famous "11 stedentocht", but also this city was not enough. He sold a lot of his products to the catering and restaurants in the area and decided to continue this and grow. In 1998 he build an "industrial butcher-shop" in Harlingen, also one of the 11 city's. Jacob Roorda started slicing and cubing meat, he was one of the first producers of that kind of meat cuts. As always, if there is success, the product is going to be produced by other compatitors. The entrepreneur Jacob Roorda decided to stop with the production of those products what had brought him success, but what's now, by a surplus of producers not so lucrative any more.

Carpaccio was the new product he wanted to produce.

Carpaccio and tailor made special products as for instance Pulled Beef, Pulled Pork, Pulled Salmon, but also Beef Filet cubes (to stir-fry), Rib eye's, Tournedos, Entrecotes and so on. In Harlingen we still produce our products. Since the first of January 2017 his son Peter Roorda has taken over the daily management of the company.

Nowadays our carpaccio range is International very appreciated, one of the reasons is the way we produce, just frozen. Thanks to the process of frozen carpaccio we have no problem with the need of adding of adjuvants against decay. Just for keeping the colour fresh red, we only use for the Regular carpaccio ascorbic acid, this product is also known as Vitamine C.













QA / QUALITY

To meet the BRC/IFS standard requirements we recently built a complete new production area. Our products are certified to the FSSC 22000 standard. The FSSC 22000 standard includes all HACCP requirements. We check our product during the logistic part from slaughterhouse or fishing ships to our factory. Our intern quality control is done by our own QA manager. In addition it takes 4 times a year an audit and evaluation between our QA manager and an external QA advisor.







ATP tests take place two times a week, beside that we do the daily SWAP tests.

We train our people in how to act with hygiene every change in requirements about hygiene.

To make the entire chain more sustainable. We also endorse the further development up to sustainability within their own company.

We try as much as possible to join the new theme "sustainability Meat processing". It contains animal welfare, animal health, the environment and working conditions at the Centre. The goal, reduction of environmental pressure, less fossil raw materials and less use of water and energy. This is possible through more efficient dealing with raw materials, but also by waste, in particular through energy-saving measures and the use of renewable energy. With a private windmill park Selektmeat products contributes to the generation of green power. We produce more power than is necessary for production.

Whatever you serve, our products offers plenty of advantages:

- A large and broad customer focused assortment
- Customization using our own production line
- Good service and fast delivery by specialized transport
- Purchasing and supply advantages due to large scale freezing and storage
- Perfect balance between quality and price

We MEAT you're expectations!









OUR PRODUCT RANGE

Carpaccio's sliced for Retail & Catering

Of course the Beef carpaccio in the variety's -Beef Fillet, -Inside round, -Sirloin, -Babytops, and the technical parts topside or knuckle for the Regular carpaccio. But also Fish (Salmon, Salmon-Halibut and Tuna), Game (Deer) and Crustacea (Coquille St. Jacques), Gamba and Langoustine) carpaccio. Last but surely not least we have the opportunity to cook Veal for the Vitello Tonnato.

Our facility of an Delta T-smoker/oven/steamer is indispensable for this wonderful product. Our dynamic and flexible mind-set ensures us to produce custom made products.

We are proud with the high quality of our products!

Carpaccio rolls to cut

As long as there are Chefs who want to prepare their own products, we will help them. Our Products wants to do something for those Chefs. What can we do? We make rolls, freezer-burn free, just because there is a plastic coating around the meat. Then we freeze this meat super-fast, so fast, that the temperature of the products is within half an hour - 10°C. How many chefs can do that, within half an hour to -10°C? We freeze further to -21°C. After receiving the product to your place you can temper it back to -5°C and slice it on your machine. We have the next rolls into the next variety's:

1,5 kg rolls

South American eye round Carpaccio roll
Salmon Carpaccio roll
Salmon / Halibut Carpaccio roll
Tuna Carpaccio roll
500 grams rolls
Gamba Carpaccio roll
Coquille st Jaques carpaccio roll
Langoustine Carpaccio roll

These rolls are made on Call, minimum order needs to be discussed. The rolls are labelled and per eight in a box (4 kg), Industrial rolls 3 and 7 kg; Industrial we produce in 3 kg and 7 kg rolls. Industrial rolls are invoiced per kg.









Pulled products

Ready to serve or pull it by yourself, 100% quality. It is delicious as a main course, but also on a crispy bun with some authentic American coleslaw. Pulled Pork is the most used variety and is rapidly conquering all of Western Europe. Best Pulled Pork is made from shoulder meat, we only use prime meat from renowned Dutch slaughterhouses. It allows us to produce melt-in-the-mouth tender Pulled products. Just as the Pulled Pork, all our other meat/fish types are a typical example of slow cooking.

After slow cooking and smoking the used parts at a low temperature, we pull the meat.

We produce Pulled Meat/Fish servings in slices. Consumers can add flavours to the pulled Meat/Fish themselves, using a BBQ sauce, delicious BBQ spices, Fish sauce or delicious Fish spices.

We sell different kinds:

Pulled Meat/Fish in one piece, that you have to pull yourself (Pull it Yourself) and Pulled Meat in slices (Ready to Serve). Ready to Serve Pulled Meat is entirely ready for use.

Preparation:

The best Pulled products can be prepared in the microwave, oven or frying pan. Or use the currently popular air fryer! A scrumptious example is to take a serving (slice) and glaze it with a sweet smokey sauce. Place it in a preheated oven for 8 minutes at 200°C. The sauce will caramelise. Your meat will have an even richer flavour. All you need to do is pull the meat and it is ready to serve.

Do you prefer an entire piece of meat? It's possible! We also produce entire shoulder pieces, cooked and smoked following our slow cook principle. You can heat up these "ready to pull" pieces on the BBQ, but also in the oven, air fryer, frying pan or microwave. The key is that you can pull the meat yourself. It's Ready to Pull Pulled Meat. No matter which product you choose, the best's Pulled products are always a treat.

In this range we also have:

Pulled Beef; made of the smoothest parts of the Bovine neck. Also slow cooking for the best results.

Pulled Chicken; made of Chicken leg fillet. Always smooth and tasty.

Pulled Salmon; made of Norwegian Salmon fillet slow cooked, but this is fish so never too long.

We want to keep the fish meat smooth and juicy.

Pulled Duck; made of Duck leg fillet, just like the chicken smooth and tasty.

The preparation of all other products is just like the pulled Pork, quick and easy.









RETAIL - CARPACCIO



Art. Nr. : 172

Product : TUNA CARPACCIO

Diameter : 22 cm Packaging : 2 x 80gr

This carpaccio has been made from the best Tuna.

Prepared according to traditional methods. The perfect basis for surprising dishes. Enjoy as a traditional carpaccio, in a delicious club sandwich or as an amusebouche.



Art. Nr. : 176

Product : SALMON CARPACCIO

Diameter : 22 cm Packaging : 2 x 80gr

This carpaccio has been made from the best raw Norwegian salmon.



Art. Nr. : 173

Product : VITELLO CARPACCIO

Diameter : 22 cm Packaging : 2 x 70gr

This carpaccio has been made from the finest veal roast beef. We use the slow cooking food principle on veal, which is slowly raised to the required core temperature in the oven.



Art. Nr. : 170

Product : BEEF CARPACCIO

Diameter : 22 cm Packaging : 2 x 80gr

This carpaccio has been made from soft, delicate beef. Are you looking for only the best? Fully traceable, we are using the highest technology, processing and working in a hygienic and efficient manner, under strict legislation. You have made the right choice, and you have come to the right address. All these aspects allow us to offer you the most delicious palate of products.





Art. Nr. : 192

Product : **BEEF REGULAR**

Diameter : 22 cm

Content packaging : 2 x 6 x 80gr (960gr)

This carpaccio is made from soft, delicate beef. Prepared according to traditional methods. The perfect basis for surprising dishes



Art. Nr. : 189

Product : **BEEF REGULAR**

Diameter : 26 cm

Content packaging : 2 x 5 x 100gr (1000gr)

This carpaccio has been made from soft, delicate beef.



Art. Nr. : 178

Product : VITELLO TONATO

Cooked veal

Diameter : 22 cm

Content packaging : 2 x 6 x 70gr (840gr)

This carpaccio has been made from the finest veal roast beef. We use the slow cooking food principle on veal, which is slowly raised to the required core temperature in the oven.



Art. Nr. : 177

Product : **SOUTH AMERICAN**

Eye round

Diameter : 22 cm

Content packaging : 2 x 5 x 80gr (800gr)

This carpaccio has been made from South American beef.
Truly top quality meat with a hearty and robust flavour.







Art. Nr. : 148

Product : **SOUTH AMERICAN**

Eye round

Diameter : 26 cm

Content packaging : 2 x 5 x 100gr (1000gr)

This carpaccio has been made from South American beef.
Truly top quality meat with a hearty and robust flavour.
Prepared according to traditional methods.



Art. Nr. : 303

Product : SMOKED SOUTH AMERICAN

Eye round

Diameter : 22 cm

Content packaging : 2 x 5 x 80gr (800gr)

This carpaccio has been made from South American beef. Truly top quality meat with a hearty and robust flavour. Prepared according to traditional methods.

With a tipical smoked flavour.



Art. Nr. : 302
Product : BEEF FILLET
Tenderloin

Diameter : 26 cm

Content packaging : 2 x 5 x 80gr (800gr)

This carpaccio is made from soft, delicate beef. Prepared according to traditional methods. The perfect basis for surprising dishes. Enjoy as a traditional carpaccio, in a delicious clubsandwich or as an amusebouche.

Bon appétit!



Art. Nr. : 179

Product : ORGANIC CARPACCIO

Uruguay Eye round pull

Diameter : 22 cm

Content packaging : 2 x 5 x 80gr (800gr)

This organic carpaccio has been made from Urugauyan oxen. Because of the extensive life conditions this meat has the 'Better life' predicate. Truly top quality meat with a hearty and robust flavor. Prepared according to traditional methods. Organic Carpaccio is the perfect basis for surprising dishes.







Art. Nr. : 166

Product : **DEER CARPACCIO**

Diameter : 22 cm

Content packaging : 2 x 5 x 80gr (800gr)

Our carpaccio has been made from deer steak.

Truly top quality meat with an intense, gamey flavour.

Prepared according to traditional methods.



Art. Nr. : 156

Product : SALMON-HALIBUT

Diameter : 22 cm

Content packaging : 10 x 80gr (800gr)

This carpaccio has been made from the best Norwegian salmon and Halibut. Prepared according to traditional methods. The perfect basis for surprising dishes. Enjoy as a traditional carpaccio or as an amuse-bouche.



Art. Nr. : 154

Product : SALMON CARPACCIO

Diameter : 22 cm

Content packaging : 2 x 5 x 80gr (800gr)

The carpaccio has been made from the best raw Norwegian salmon.



Art. Nr. : 155

Product : TUNA CARPACCIO

Diameter : 22 cm

Content packaging : 2 x 5 x 80gr (800gr)

This carpaccio has been made from the best Tuna. Prepared according to traditional methods. The perfect basis for surprising dishes. Enjoy as a traditional carpaccio, in a delicious club sandwich or as an amusebouche.

Bon appétit!







Art. Nr.

: COQUILLE CARPACCIO **Product**

Diameter : 19 cm

Content packaging : 8 x 50gr (400gr)

perfect base for surprising dishes.

Enjoy a traditional carpaccio, a delicious club sandwich or an appetizer.

Carpaccio cut from the best Coquille. Hand-made and a







CATERING - SANDWICH SIZE

READY IN SECONDS

Carpaccio Sandwich packaging from our factory is perfect as a topping for a crunchy French baguette or Italian bread roll. Add dressing, lettuce and roasted pine nuts for added flavour. Bon appetit!



Art. Nr.

: REGULAR CARPACCIO Product

Sandwich size

Diameter : ± 14 cm x ± 18 cm Content packaging : 4 x 5 x 50gr (1000gr)

This buttery-soft carpaccio is sliced from tender beef and is the perfect basic ingredient for a surprisingly tasty bread roll. Sandwich size carpaccio is easy to use.

You can make a Carpaccio sandwich in no-time.



Art. Nr. : 145

: VITELLO TONATO **Product**

Sandwich size

: ± 14 cm x ± 18 cm Diameter Content packaging : 4 x 5 x 50gr (1000gr)

In the same way as the roast beef, we use the slow cooking food principle on veal, which is slowly raised to the required coretemperature in the oven.





CATERING - SANDWICH SIZE



Art. Nr. : 146

Product : ROASTBEEF

Sandwich size

Diameter : \pm 14 cm x \pm 18 cm Content packaging : 4 x 5 x 50gr (1000gr)

We have adopted the slow cooking food principle with respect to roast beef. The best cut of beef is slowly raised to the ideal core temperature in the oven which results in a unimaginably tender and succulent roast beef.



Art. Nr. : 144

Product : **SMOKED SALMON**

Sandwich size

Diameter : \pm 14 cm x \pm 18 cm Content packaging : 4 x 5 x 50gr (1000gr)

This carpaccio is cut from the very best, traditionally coldsmoked Norwegian salmon.

CATERING - CARPACCIO ROLLS

This carpaccio roll is still in one piece. You can slice it yourself in any thickness and portion size you desire.



Art. Nr. : 97

Product : COQUILLES St. JACQUES

Diameter : 5 cmLength : $\pm 22/23 \text{ cm}$ Content packaging : 500gr

This Carpaccio roll consists of one hundred percent of the best Coquille. The role is made artisanally and is one perfect basis for surprising dishes. Determine yourself the size of a portion and cut the carpaccio in the thickness that fits your dish.



Art. Nr. : 96

Product : ARGENTINA GAMBA

 $\begin{array}{ll} \mbox{Diameter} & : 5 \mbox{ cm} \\ \mbox{Length} & : \pm 22/23 \mbox{ cm} \\ \mbox{Content packaging} & : 500 \mbox{gr} \end{array}$

This carpaccio roll consists of the best selection of Argentine Gamba's. The roll is made by hand and is a perfect base for surprising dishes.





CATERING - CARPACCIO ROLLS

This carpaccio roll is still in one piece. You can slice it yourself in any thickness and portion size you desire.



Art. Nr. : 142

Product : NORWEGIAN SALMON

 $\begin{array}{ll} \mbox{Diameter} & : 10.5 \mbox{ cm} \\ \mbox{Length} & : \pm 26 \mbox{ cm} \\ \mbox{Content packaging} & : 1500 \mbox{gr} \end{array}$

This carpaccio-roll has been made from the best raw Norwegian salmon. Prepared according to traditional methods. The perfect basis for surprising dishes. Enjoy as a traditional carpaccio, in a delicious club sandwich or as an amuse-bouche. *Bon appétit!*



Art. Nr.

Product : NORWEGIAN SALMON/HALIBUT

Diameter : 10.5 cm
Length : ± 26 cm
Content packaging : 1500gr

This carpaccio-roll has been made from the best Norwegian Salmon and Halibut.



 Art. Nr.
 : 149

 Product
 : TUNA

 Diameter
 : 10.5 cm

 Length
 : ± 26 cm

 Content packaging
 : 1500gr

We only use the best quality Tuna there is!

Are you looking for only the best? Fully traceable, we are using the highest technology, processing and working in a hygienic and efficient manner, under strict legislation. You have made the right choice, and you have come to the right address. All these aspects allow us to offer you the most delicious palate of products.



Art. Nr. : 403

Product : OCTOPUS PREMIUM

Diameter : 12 cm
Length : ± 13 cm
Content packaging : 750gr

This carpaccio-roll has been made from the best raw Premium Octopus. Prepared according to traditional methods. The perfect basis for surprising dishes. Enjoy as a traditional carpaccio, in a delicious club sandwich or as an amuse-bouche.





CATERING - PULLED PRODUCTS



Pulled Beef; made of the smoothest parts of the Bovine neck. Also slow cooking for the best results.

Art. Nr. : 700

Product : **PULLED BEEF**Content box : 18 x 150gr (2.70Kg)

Art. Nr. : 701

Product : **PULLED BEEF**Content box : 24 x 100gr (2.40Kg)

Pulled Chicken; made of Chicken leg fillet.

Always smooth and tasty.

Art. Nr. : 706

Product : **PULLED CHICKEN**Content box : 18 x 150gr (2.70Kg)

Art. Nr. : 707

Product : **PULLED CHICKEN**Content box : 24 x 100gr (2.40Kg)

Pulled Duck; made of Duck leg fillet, just like the chicken smooth and tasty.

Art. Nr. : 715

Product : **PULLED DUCK**Content box : 18 x 150gr (2.70Kg)

Art. Nr. : 716

Product : **PULLED DUCK**Content box : 24 x 100gr (2.40Kg)



Pulled Pork; made of the best parts of the pork.

Also slow cooking for the best results.

Art. Nr. : 702

Product : **PULLED PORK**Content box : 18 x 150gr (2.70Kg)

Art. Nr. : 705

Product : **PULLED PORK**Content box : 24 x 100gr (2.40Kg)

Pulled Salmon; made of Norwegian Salmon fillet slow cooked, but this is fish so never too long.

Art. Nr. : 709

Product : **PULLED SALMON**Content box :18 x 150gr (2.70Kg)

Art. Nr. : 710

Product : PULLED SALMON
Content box : 24 x 100gr (2.40Kg)





WHOLE PIECE - PULLED PRODUCTS

Art. Nr. : 703

Product : PULLED BEEF

whole piece

Kg per Roll : 3Kg

Art. Nr. : 704

Product : PULLED PORK

whole piece

Kg per Roll : 3Kg

Art. Nr. : 708

Product : PULLED CHICKEN

whole piece

Kg per Roll : 3Kg

Art. Nr. : 711

Product : PULLED SALMON

whole piece

Kg per Roll : 3Kg

Art. Nr. : 714

Product : PULLED DUCK

whole piece

Kg per Roll : 3Kg











Carpaccio and more whenever you want