BEEF CLUB 29

meat - loving - stories

Bringing meat and people together



September 2026



Meat loving stories

BEEF CLUB 29 is a collective of 'meatlovers' inspired by the Gosschalk family's meat expertise and the De Pooter family's two-star Michelin culinary heritage.

Through rigorous meat selection and a constant focus on flavour and craftsmanship, we create premium and innovative meat specialities dedicated to professionals in the hospitality, catering, and retail sectors.

Based in the Netherlands and Belgium, we source our meat mainly from France, Belgium and the Netherlands and we can cater to customers' bespoke requests. Working exclusively with IFS and FSSC 22000 certified processing partners ensures traceability and consistency, allowing us to export worldwide.

Join our meat-loving Club!

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VITTORE COLLECTION

Our signature range, crafted with marinated and ‘smoke-kissed’ Holstein cuts

Carpaccio [Loin]

Flank steak [Bavette]

Tartare [Topside]

BURGER MENU

Build your premium beef burger with signature patties and chef-led sauces

Unique pre-smashed & classics

2 signature recipes, various sizes

NEW Bart De Pooter’s Sauces

L’ATELIER

Meats slow-cooked to perfection for gourmet deli counters and menus with character

Beef Pastrami

NEW Pork, Beef & Veal Bacons

Pulled Meats

NEW Rib Craft

NEW Crispy Chicken Collection



VITTORE COLLECTION

Carpaccio

[Loin]

MARINATED, ‘SMOKE-KISSED’ AND MATURED

Carpaccio

- Piece of loin (+/- 1.5 kg) marinated for 14 days with herbs and natural oil
- Cold-smoked at 32°C
- Aged for an additional 5 days
- To be served cold and thinly sliced
- Whole joint, available chilled (60-day shelf life) or frozen (730 days)



RETAIL EXCLUSIVE

- Pre-sliced (125 g), MAP
- 1 month of additional aging
- Available chilled (28-day shelf life)

Get inspired



VITTORE COLLECTION

Flank Steak

[Bavette]

MARINATED, ‘SMOKE-KISSED’ AND MATURED

Flank Steak

- Piece of flank steak (+/- 1.5 kg) marinated for 7 days with spices and natural oils
- Cold-smoked at 32°C
- Aged for an additional 5 days
- To be served cold as a snack, in salads, or in tartare – sliced or diced
- Whole joint, available chilled (42-day shelf life) or frozen (730 days)



RETAIL EXCLUSIVE

- Smaller cut (200-300 g), skinpack
- Available chilled (40-day shelf life)

Get inspired



VITTORE COLLECTION

Tartare

[Topside]

MARINATED, ‘SMOKE-KISSED’ AND PRE-DICED

Tartare

- Premium beef tartare, pre-diced in 5mm cubes for a hand-cut finish
- Freshly prepared and available in 2 recipes, ready to serve cold as a refined starter
  - ✓ Plain, soft, pure and elegant in flavour
  - ✓ Prepared with parsley, capers, red onions
- Available chilled (42-day shelf life)



RETAIL FRIENDLY

150 g single portion or 1000 g packs, HPP

Get inspired



BURGER MENU

Beef Patties & Sauces

Create your signature burgers

Pre-smashed or classic?

All our recipes are IQF frozen, available pre-smashed or classic thick.





We also craft bespoke burgers, tailored to your taste. Get in touch with your ‘meatlover’.

Your signature taste

We have created 2 beef signature recipes that will make your burgers stand out from the crowd.





We also offer the authentic burger, crafted with 100% beef, and only 1% salt.

Sauce creativity

Make your burger even more memorable with the sauces our chef has developed. Classics revisited with a premium twist.



We can also help you create a unique burger menu – bun selection, beef alternatives, seasonal variations... Get in touch with your ‘meatlover’.



Pre-Smashed Burgers

Ready in less than 3 minutes from the freezer with a perfect Maillard crust. Juicy, flavourful, efficient, can be served in 1, 2 or 3 layers.

All our recipes are also available pre-smashed.



Smoked Pepper Burgers

90% fresh meat, 10% smoked loin.

A premium burger made from Holstein dairy cattle with a coarse grind at 4.8mm and rubbed in Chipotle spices. Unique in taste and experience: tender, juicy, mildly spicy. Can be cooked medium or rare.



Dry Aged & Bone Marrow Burgers

60% fresh meat (90/10), 30% dry aged meat, 10% bone marrow.

A masterpiece of flavour crafted by chef Bart De Pooter**. We blend matured and gently smoked meat with bone marrow to deliver a rich and bold taste while keeping the burger beautifully juicy. Ground at 4.8mm, for the ultimate burger experience.



Authentic Beef Burgers

100% Holstein beef, only 1% salt.

Our most classic option, a pure meat taste.

HOLSTEIN BEEF. SIGNATURE RECIPES. IQF FROZEN

Beef Patties

PRE-SMASHED

Smoked Pepper 40g, Ø 8cm	140 pc/box
Smoked Pepper 80g	80 pc/box
Smoked Pepper 120g, Ø 13cm	42 pc/box
Dry Aged & Bone Marrow 80g	80 pc/box
Beef 80g	80 pc/box

SMOKED PEPPER

100 g	70 pc/box
160 g	16 pc/box
160 g	40 pc/box

DRY AGED & BONE MARROW

160g	40 pc/box
200 g	36 pc/box

AUTHENTIC

60 g	100 pc/box
80 g	100 pc/box
160 g	40 pc/box
200 g	36 pc/box

BEEF CLUB 29 loves Holstein beef

More flavour. More character. A more conscious approach to meat.

This dairy breed serves a dual purpose throughout its life.
First, it produces high-quality milk for years, before the meat is utilised in a meaningful way.
This longer lifespan across two industries gives the meat a lighter footprint and, more importantly, a signature character: a richer flavour and distinct identity.
The result is beef for chefs and professionals seeking more than just tenderness: meat with a story and real flavour.

Get inspired

We also craft bespoke burgers, tailored to your taste. Get in touch with your 'meatlover'.

Everyday Classics

Essential, universal, crowd-pleasing



Ketchup

Made from selected ripe tomatoes blended with fragrant spices including cinnamon and fennel.
Rich tomato flavour with a smooth, velvety texture, low in sugar.
Shelf life > 6 months (ambient < 18°C).



Mayonnaise

A rich emulsion, seasoned with black pepper and toasted mustard seeds.
Creamy, velvety texture with a delicate, balanced flavour.
Shelf life > 6 months (ambient < 22°C).

Creatives

Bold, adventurous, street-food icons



Secret Chef

Based on a classic Andalouse (spicy tomato mayo) with carefully selected vegetables, aromatic spices and fine herbs.
Creamy and slightly tangy with a mild, warm spice and pepper notes.
Shelf life > 6 months (ambient < 18°C).



Mustard & Pickles

Authentic Belgian-style mustard pickles dressing.
Crunchy pickled vegetables, bold mustard flavour, and a hint of curry.
Shelf life > 6 months (ambient < 18°C).

Bistro-Style

Premium, indulgent, culinary heritage



Tartare

Made with carefully selected vegetables, eggs, cornichons, capers and fine herbs.
Rich, creamy texture with a smooth, well-balanced flavour.
Shelf life > 6 months (chilled < 10°C).



Béarnaise

Crafted with butter, fresh tarragon and aromatic herbs.
Rich, creamy texture with a smooth well-balanced flavour.
Shelf life > 6 months (ambient < 18°C).

OUR CHEF'S SIGNATURE. CLASSICS REVISITED WITH A PREMIUM TWIST

Sauces

- The finishing touch to your burgers and creative sandwiches
- Created by our 2* Michelin chef Bart De Pooter
- Using carefully selected vegetables, fragrant spices and fine herbs
- Available ambient (Ketchup, Mayonnaise, Secret Chef, Mustard & Pickles, Béarnaise) or chilled (Tartare) with a minimum shelf life of 6-month
- Packaged in 10 kg buckets (to be used with a dispenser) or 1 L tubes

Get inspired



L’ATELIER

Pastrami

New York Style

L’ATELIER

Pastrami

- Beef brisket
- Seasoned, steamed, and smoked
- Signature blend: paprika, fennel, coriander, black pepper, mustard seed
- Available whole (+/- 1.5 kg) or pre-sliced, chilled (56-day shelf life) or frozen (730 days)
- To be served cold or warm

Get inspired

We can craft pastrami from other breeds like Angus or Wagyu, tailored to your taste. Get in touch with your 'meatlover'.



L'ATELIER

Pork Bacon

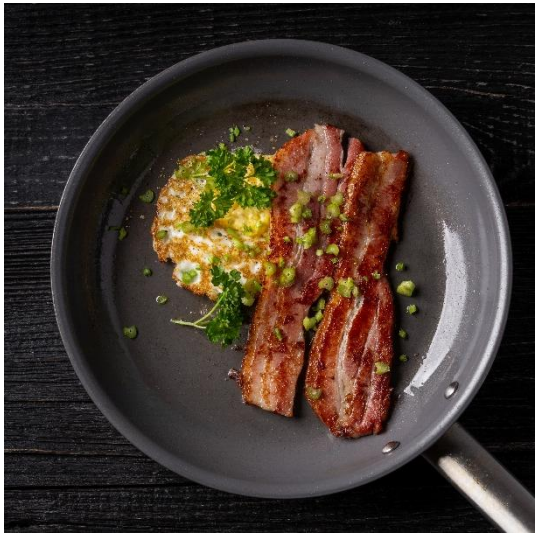
Belly, slow-cooked like a ham

L’ATELIER

Pork Bacon

- Premium European pork belly
- Slow-cooked like a ham and lightly smoked
- Tender and richly flavoured
- Delicious hot or cold, on charcuterie boards, pan-fried or layered in a burger
- Available chilled as a whole joint (+/- 1.5 kg) with a shelf life of 28 days





Get inspired



L'ATELIER

Veal & Beef Bacons

Slow-cooked like a ham

L'ATELIER

Veal & Beef Bacons

- 2 ultra tender and delicious, pork-free alternatives to classic bacon
- Slow-cooked belly like a ham
- Can be served cold (charcuterie board, salads) or pan-fried (breakfast, carbonara, ...)
- Chilled, either pre-sliced (MAP, 28-day shelf life) or as a whole joint (+/- 1.5 kg, 2-month shelf life)
- Halal certification available





Get inspired



L'ATELIER

Pulled Meats

Freshly prepared, slow-cooked and pulled to perfection

L’ATELIER

Pulled Meats

- 3 recipes to delight your customers
  - ✓ Beef: with a black garlic umami touch
  - ✓ Chicken: warm, smoky chilli notes
  - ✓ Pork: with the same beautiful smoky chilli notes.
- Eco- and storage-friendly packaging (82% less plastic than standard packaging)
- Ready to serve, just heat up in the microwave, bain-marie, steam oven or in the pan
- Available chilled (70-day shelf life) in easy-to-portion 500 g and 1800 g packaging

Get inspired

We also craft bespoke pulled meats, tailored to your taste.
Get in touch with your 'meatlover'.



L’ATELIER

Rib Craft

Premium pork & veal rib specialities

Meaty Pork Spare Ribs

- 4 recipes to delight your customers
  - ✓ BBQ
  - ✓ Asian-style
  - ✓ Piri – Piri
  - ✓ Sweet & sour
- Ready in minutes, just heat up in the microwave, bain-marie or in a lidded pot
- Available frozen (365-day shelf life)

Get inspired



Boneless Sticky Veal Ribfingers

- Ultra-tender veal with boneless convenience
- Sweet & sour recipe with savory and subtly smoky notes
- Ready in minutes, just heat up in the microwave, bain-marie or in a lidded pot
- Highly versatile: bar bite, on nachos, loaded fries, rice bowl
- Available frozen (365-day shelf life)





L’ATELIER

Crispy Chicken Collection

Endless creativity

L'ATELIER

Fried Chicken

- European chicken
- A creative option: the donut
- 2 fillings: mozzarella, jalapeño
- Easy to portion and kid-friendly
- Available frozen (365-day shelf life)



Get inspired

- European chicken
- Fully customisable product with a choice between
  - ✓ 3 pieces, 100% muscle: fillets, tenders / inner fillets and bites
  - ✓ 3 breadings / coatings: traditionally fine-milled, Japanese-style panko or cornflakes
- Exceptional crunch in every bite. Perfect for burgers, wraps, salads or sharing.
- Available frozen (365-day shelf life)







We also craft bespoke fried chicken recipes, tailored to your taste.
Get in touch with your 'meatlover'.

Delighting customers, elevating menus

Our customers are mainly in wholesale, hospitality, retail and catering.

PROUD PARTNER OF LEADING ‘MEATLOVERS’ LIKE

PRESENT IN

Europe, UK, UAE, Qatar, Morocco

If you are interested in BEEF CLUB 29 products, let’s discuss your needs and how we can best support your business. We develop bespoke solutions covering products, packaging, lead times, and specifications.

HALAL CERTIFICATION AVAILABLE

Contact our team of 'meatlovers'

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Notes

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Thanks for your interest!

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