

# BC29

The Meat Loving Magazine

Spring / Summer 26 issue inspired by



## BURGERMANIA

Our favourite patties  
for the summer

## RED TREASURE

A creative take  
on carpaccio

## A PLACE OF TASTE

Anantara Layan,  
infinite bliss

# Starter

**Meat has always been more than an ingredient; it is a legacy, a craft, and a constant source of culinary discovery. BC29: The Meat Loving Magazine was born from a desire to share that passion with you.**

When the Gosschalk and the De Pooter families joined forces to begin the BEEF CLUB 29 adventure, we were honouring a history symbolised by the number 29—a mark of quality that has defined the Gosschalk’s meat business for over a century. Just like the brand itself, BC29 magazine is a labour of love from the team of ‘meatlovers’ we assembled. Our goal is to offer you a collection of stories, global destinations, and technical insights that we hope will spark new ideas.

While BEEF CLUB 29 provides the foundation of craftsmanship and the innovative, chef-led products we are so proud of, this publication is about a wider horizon. It is about the culture of meat and the creative experiences around it.

“Your return is our first concern” has been my promise for over three decades; it remains the heartbeat of BEEF CLUB 29 and now this magazine. We hope that with every page you turn, you find a new reason to return to the flame, the knife, and the incredible products that bring us all together.

Welcome to the first edition of BC29. Enjoy the journey.

*Bart*

Bart de Pooter  
2-star Michelin Chef, ‘meatlover’ and creator of BEEF CLUB 29

*«This magazine is designed to be your companion in your search for excellence and authentic flavour.»*



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# 9 things about BEEF CLUB 29

## 1 STORY

BEEF CLUB 29 is a collective of ‘meatlovers’ inspired by two-star Michelin chef Bart De Pooter and meat expert Max Gosschalk to create premium and innovative meat specialities dedicated to professionals in the hospitality, catering, and retail sectors.

The story began in the Netherlands nearly a century ago, when Max’s family meat business was granted a unique recognition number: 29. Stamped proudly on every box and package, that number became more than a label. It became a mark of trust. Over the years, it grew into a symbol of uncompromising quality, heartfelt service, and unwavering loyalty.

Years later, Bart and Max started BEEF CLUB 29 to carry that legacy forward, through rigorous meat selection, and a constant focus on flavour and craftsmanship.

## 2 OUR SERVICES

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.

Our experience ranges from servicing large wholesalers and premium restaurants to building unique meat experiences for festivals, or larger menus for theme parks. We are trusted for our ability to understand your needs both in terms of sourcing quality and authentic flavours, operations and scalability, and commercial value. Your chefs’ pride, your teams’ time, your customers’ love.

## 3 COMMITMENTS

Quality is never an accident; it is the result of conscious choices.

We select meats from European dual-purpose dairy cattle, chicken, and prime cuts, ensuring that every product begins with the right heritage. These are transformed into chef-led recipes developed by Bart de Pooter, where Michelin-standard precision meets large-scale consistency.

Our manufacturing partners are IFS certified to meet the highest standards. We offer Halal certification across our ranges.

We also strive to utilise lighter packaging wherever possible to reduce our footprint. Ultimately, every decision is driven by our motto: "Your return is our concern."

## 4 GLOBAL REACH

Based in the Netherlands and Belgium, we currently service customers in Europe, UK, Morocco, UAE, Qatar. We work with like-minded international partners who are looking for innovation, unique flavours and textures. Our products are available chilled or frozen - sometimes both - with shelf lives designed to simplify inventory management.

## 5 BART ON THE GO

Innovation doesn't stop at the factory gates. Bart De Pooter is involved in multiple ways to support our team and partners. Offering his three decades of Michelin-standard experience, he travels for:

- Menu and product coaching: optimising your kitchen operations and meat presentation.
- Bespoke events: bringing the signature BEEF CLUB 29 experience to life for high-profile launches or private functions.
- PR & Brand support: strategic collaboration to elevate your story through the lens of culinary excellence.

## 6 TEAM

Any questions? Our team of 'meatlovers' is here for you, wherever you are, to bring meat expertise, creativity, innovation, and best-in-class service.

- Bart De Pooter, Head of Sales, International & Product Development: bart@beefclub29.com
- Max Gosschalk, Sales, International, Finance & Purchase: max@beefclub29.com
- Jule Gosschalk, Sales, The Netherlands: jule@beefclub29.com
- Claire Bories-Azeau, Sales, UK-Ireland & Marketing: claire@beefclub29.com
- Roel Pieters, Sales, DACH: roel@beefclub29.com
- Achille Margetis, Sales, Greece: achille@beefclub29.com

## 7 CUSTOMERS

BEEF CLUB 29 partners with trusted wholesalers like BidFood and Metro, retailers like Delhaize and Colruyt, expert butchers like Lesage, and prestige meat restaurants like Petit BeefBar in London and Air France - KLM.

Join our meat loving Club!

## 8 EXPERIENCE OUR PRODUCTS

BEEF CLUB 29 also comes to meet 'meatlovers' of the world during international trade shows like FOODEXPO in Athens, IFE in London or TUTTOFOOD in Milan. Follow us to see where the Club will stop next!

## 9 FOLLOW US

Our Instagram page (@beefclub29.official) is here to inspire and educate, with meat insights, recipes, product updates. On LinkedIn, we share all our business news, from trade shows to new partners.

And the BC29 magazine is a connection to all existing and new 'meatlovers', twice a year. You can also check regularly our website: [www.beefclub29.com](http://www.beefclub29.com).

# Vittore



# Burgers

# Meatlovers & Friends



# The Collect





# Crispy Chicken



# L'Atelier



# tions

BEEF CLUB 29 brings meat and people together to create unique stories and innovative products for hospitality, catering, and retail professionals. Discover the latest collections and new arrivals on [www.beefclub29.com](http://www.beefclub29.com).

# Get inspired

**The sun is back and the temperature rises: this is the season for shared plates, outdoor gatherings, and bold, fresh flavours.**

Whether it's a terrace lunch or a festival bite, summer dining is all about the balance of high-quality ingredients and a relaxed, effortless energy.

We look at slow-cooked pulled meats that are ready in minutes, and the refined, cool elegance of hand-seasoned tartares. We embrace the peak of burger season with stacks built for the grill, alongside sophisticated grab-and-go ideas perfect for a picnic basket or a busy summer event. Finally, we turn our focus to the marbled beauty of carpaccio.

These pages are here to spark your imagination: let the season and the craft of the product guide your hand.



GET INSPIRED

# 1, 2, 3, ... Ready!



**BEEF CLUB 29 pulled meats are authentic, slow-cooked, and incredibly tasty. Their tender texture is delivered in lightweight packaging—the ideal solution for contemporary restaurant and catering menus—and is available in three recipes to delight your customers:**

- Beef brisket: with a black garlic umami touch.
- Chicken: warm, smoky chilli notes.
- Pork: sweet and smoky, classic BBQ style.

500 g • Eco- and storage-friendly packaging • 90-day shelf life • Available with Halal beef and chicken • Ready to serve • Easy to prepare: in the microwave (500W), bain-marie, steam oven (80°) or in the pan with a lid.

In a busy kitchen, time is your best friend. BEEF CLUB 29 takes care of the slow-cooking and the texture, so you can let your imagination play. See how easily three simple steps build a signature dish in minutes: whether you're plating loaded tacos, gourmet burgers, or a signature sourdough melt, the result is delicious every single time.

1

### Select your MEAT

Beef



Chicken



Pork



2

### Add your SAUCE

BBQ



Sweet & Sour



Mustard



3

### Add your TOPPING

Green pepper & Relish



Spring Onions & Sesame seeds



Cream, Tomatoes, Onions & Green Pepper



GET INSPIRED

## THE VIBRANT CLASSIC

**The Hero:  
Vittore Flank Steak**



Classic Bavette d'Aloyau, with a tender, versatile finish +/- 1.5 kg • Marinated for 7 days, with herbs and natural oil • Cold smoked at 32°C • 5 days of additional aging • 35-day shelf life (chilled), 365 (frozen) • Halal

**The Cut:**



**The Supporting Roles:**

salty capers, finely chopped red onion, fresh parsley leaves and stem, mayonnaise.



# Two Stories

Two meats, two textures, one philosophy: inspire you with BEEF CLUB 29 Vittore Flank Steak and "New York Style"

## THE RICH REBEL



The Hero:  
Pastrami

Beef brisket, traditionally slow-cooked and lightly smoked. Signature blend of paprika, coriander and fennel. Tender and succulent. +/- 2 kg • Beef brisket, traditionally slow-cooked and lightly smoked • Signature blend of paprika, coriander and fennel • 58-day shelf life (chilled)



The Cut:

### The Supporting Roles:

crunchy cornichons, flat-leaf parsley,  
chopped white onion, mustard mayonnaise.

# s of Tartare

n tartare variations using  
Pastrami.

GET INSPIRED

# Burger *mania*





**It is officially burger season! Whether enjoyed as street food on a bright afternoon, discovered at a summer festival, or served fresh from the barbecue, there is nothing like that first taste of a well-made burger. And while a creative topping always draws the eye, the truth remains: a classic burger is only as good as the beef inside it.**

The process begins with a rigorous meat selection. From there, it is about the grind—using at least a 4.5 mm plate for a hand-cut finish. This creates a texture built for real meat-lovers, giving the beef enough character to stand out rather than getting lost in the bun. Finally, for a truly moreish burger, the patty must be perfectly seasoned to balance salt and spice.

### **Good to know**

Choosing Holstein cattle creates a much lighter footprint than traditional beef herds. As a “dual-purpose” breed, these animals provide both high-quality dairy and beef throughout their lives, meaning the resources they consume—like feed and water—are shared across both industries. Typically aged between five and seven years, they offer a more sustainable lifecycle and a deeper, more mature character than breeds raised for meat alone. It is an efficient, conscious choice that delivers on both flavour and responsibility.



**Good to know**

BEEF CLUB 29 also crafts bespoke burgers, tailored to your taste. Get in touch with your 'meatlover'.



# Our favourites

**Crafted from 100% Holstein Beef Burgers then IQF frozen for superior texture and juiciness, these recipes from BEEF CLUB 29 will delight your customers from the first bite.**



## Smoked Pepper Burger

This premium burger is crafted from Holstein dairy cattle with a 4.5 mm grind and seasoned with Chipotle spices for a unique taste and experience: tender, juicy, and mildly spicy. Ideal for serving medium or rare. Available from 100 to 200 g per piece.

## Dry Aged & Bone Marrow Burger

This masterpiece of flavour was developed by chef Bart De Pooter\*\*. A composition of aged meat, gently smoked meat, and bone marrow gives this unique burger a rich and powerful flavor while remaining beautifully juicy. Ground at 4.8 mm, this is a true gem among burgers. Available from 160 to 200 g per piece.




## Beef Burger

Sourced from 100% Holstein beef – a premium dual-purpose breed known for its superior marbling and a lower carbon footprint. Featuring a 4.5 mm grind and seasoned with just 1% salt for a pure flavour profile. Available from 60 to 200 g per piece.

### Good to know

**IQF (Individual Quick Freezing)** is the gold standard for frozen burgers, outperforming bulky “block” freezing in both taste and safety. By flash-freezing patties separately, the process rapidly bypasses the bacterial “danger zone” while preventing cellular damage to lock in natural juices. The result is a premium, “cook-from-frozen” patty that retains its gourmet texture and succulent bite.



**READY  
IN 3 MIN!**

# Pre-Smashed Perfection

**Designed for the modern kitchen, pre-smashed patties offer the perfect balance of texture and efficient service.**

**Crafted from 100% Holstein beef, BEEF CLUB 29 Pre-Smashed Burgers can be cooked straight from the freezer and ready in 3 minutes, with a perfect Maillard crust.**

Juicy, flavourful, with an artisanal look and available in our 3 signature recipes: Beef, Smoked Pepper and Dry Aged & Bone Marrow, 80 g per piece (and 2 additional sizes on the Smoked Pepper Burger, of 40 g and 120 g). Also available with Halal beef.

# More Gourmet Options

## The Golden Crunch



### In the bun:

Chopped lettuce  
Finely sliced cucumber  
Red onion  
Gruyère  
Mustard mayonnaise

## The Velvet Glaze



### In the bun:

Sesame seed topping  
Chopped onion  
Fresh parsley stem  
Mustard

## The Heritage Crisp



### In the bun:

Freshly grated carrot, beetroot, red cabbage and white celery  
Parsley stem  
Matured cheddar

GET INSPIRED

# Picnic Club

Fresh ideas for your first summer outing, featuring a vibrant collection of generous, hand-held serves.





## PITA – Get creative

Succulent, pan-fried thick slices of pork belly paired with crisp red onion, fresh tomato, and garden herbs. Finished with a garlic and herb aioli.

Featuring BEEF CLUB 29 Slow Cooked Pork Belly Joint.

## Loaded NACHOS – Ready to share

A trio of pulled meats over corn tortillas, generous slices of avocado, radish, and red onion. Finished with black olives, chopped peppers, tomatoes and parsley stem, and a dollop of cream.

Featuring BEEF CLUB 29 Pulled Beef, Chicken and Pork.



## FLATBREAD – Elevated

Sashimi-style sliced beef over a generous spread of traditional tzatziki with a sprinkle of fresh chives, topped with fine-diced peppers and onion, and a zesty tomato concassé.


Featuring BEEF CLUB 29 Vittore Flank Steak.



GET INSPIRED



# Red Treasure

A vertical image on the left side of the page showing a close-up of a white and grey marbled countertop. The marble has intricate, swirling patterns of grey and black veins against a white background.

**Beyond conventional carpaccios - often watery or drowning in a sea of balsamic vinegar - lie endless creative options. Below is a suggestion using fresh produce from the garden and the larder in subtle touches, because the signature of your dish is the high quality of your meat.**

Here, we select BEEF CLUB 29 Vittore Loin: a 'smoke-kissed' centrepiece that brings a sophisticated and memorable identity to your menu. A true gem.

Marinated for 14 days using a patented blend of herbs, spices and natural oils, the signature loin of BEEF CLUB 29 is then perfectly cold-smoked at 32°C, before 5 days of additional aging. You'll serve it in ultra-thin slices as a carpaccio, appetizer or in a premium sandwich. Available chilled or frozen, +/- 1.5 kg. Not suitable for frying or heating.



### **Assemble the treasure:**

- The gem: Carpaccio slices of Vittore Loin
- The garden: leaves of chicory and lamb's lettuce, diced beetroot, chopped spring onion
- The seasoning: extra-virgin olive oil
- The accent: blue cheese and walnuts



**What's** new?

# Discover BEEF CLUB 29 Crispy Chicken Collection. Sourced from European chicken, it offers multiple breading options for an irresistible golden and crunchy touch.

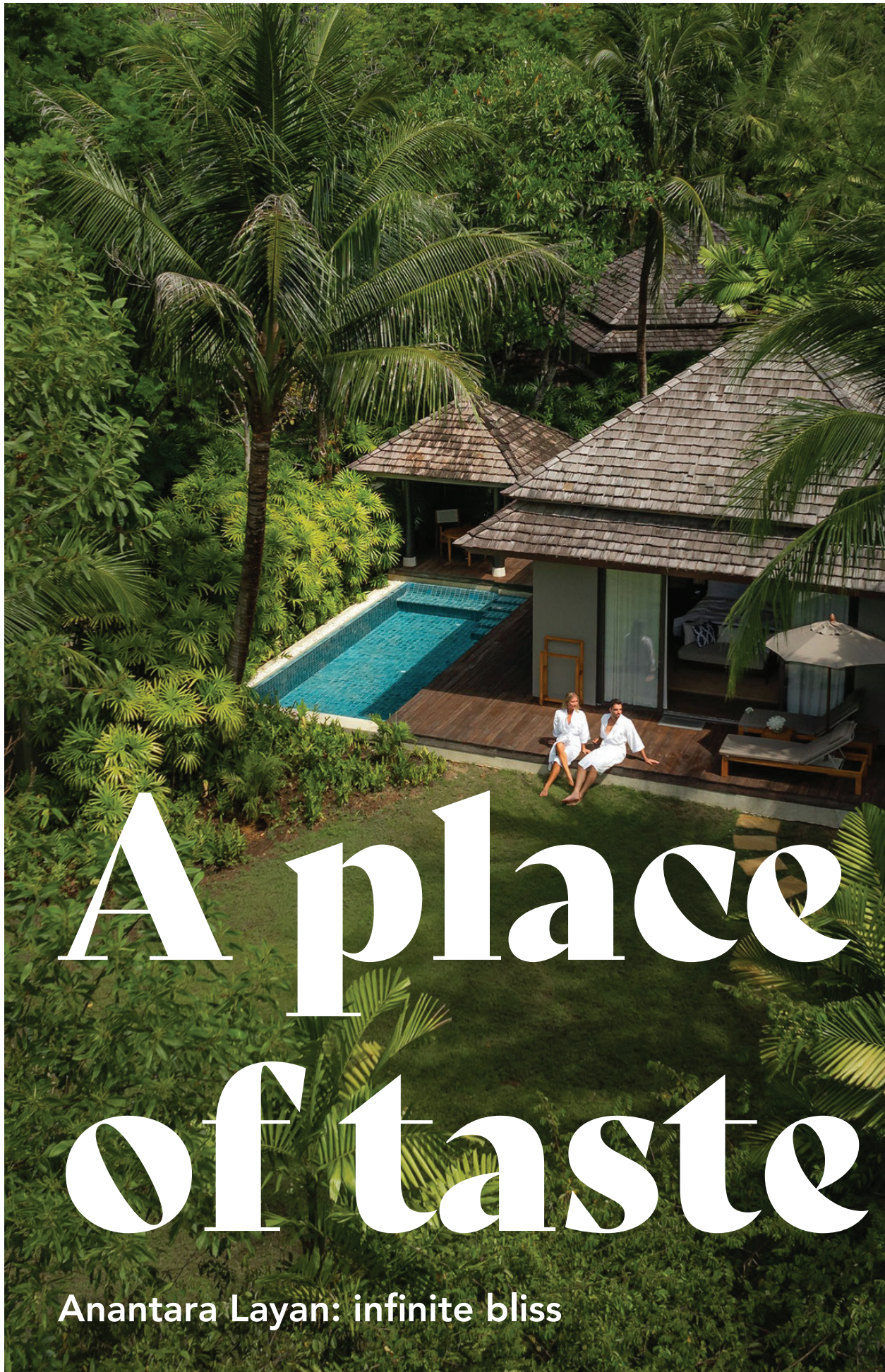
- Traditional, fine-milled coating.
- Classic panko for a premium and light Japanese-style flake.
- Cornflakes for the bold crunch.

And the Collection come in 4 different looks, to fit your team's needs and your customers' taste.

For more information, get in touch with your 'meatlover'.



PHUKET, THAILAND



# A place of taste

Anantara Layan: infinite bliss



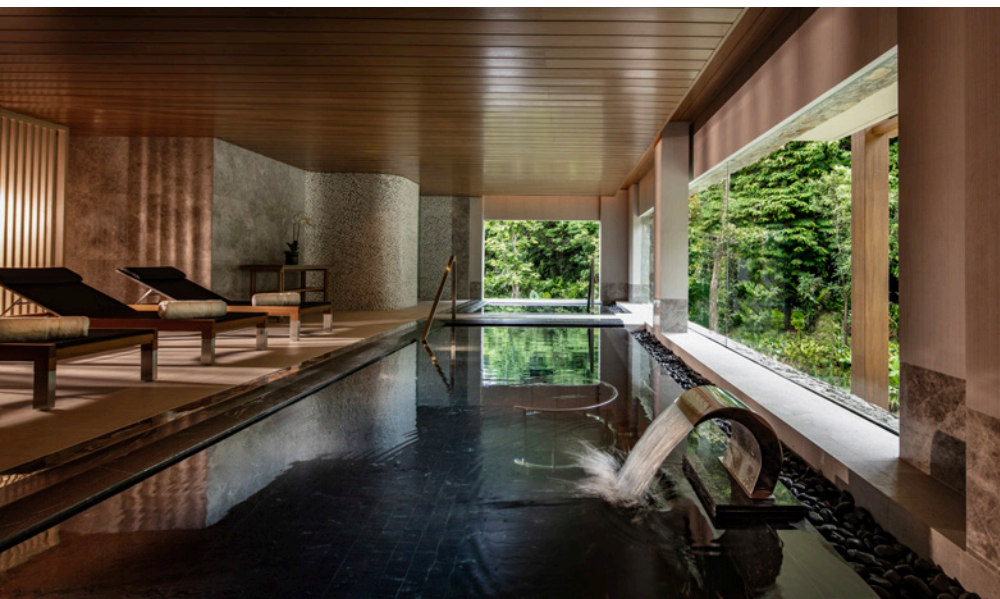
The name Anantara derives from the ancient Sanskrit word for ‘without end’, a philosophy that manifests the moment one steps onto the sun-bleached sands of Layan Bay in Phuket, Thailand. Here, on a secluded stretch of Phuket’s western coast, the horizon doesn’t just meet the sea; it invites a permanent state of aspiration. For the discerning traveller, this is not merely a resort, but a masterclass in tropical sanctuary - where the rugged spirit of the Andaman meets a refined, contemporary soul.



## A private sanctuary

The heart of the Layan experience lies in its collection of pool villas and residences, designed to dissolve the boundaries between the interior and the wild. The Beach Access Pool Villas offer a tactile connection to the coast, where the rhythmic pulse of the tide serves as a natural metronome for the day.

For those seeking the pinnacle of the estate, the Layan Residences by Anantara sit perched on the canopy-covered hillside. These are expansive architectural feats - multi-bedroom sanctuaries featuring glass-walled living spaces and infinity-edge pools that appear to spill directly into the turquoise bays below. With dedicated "Villa Hosts" attending to every detail, the experience is one of total autonomy and understated luxury.



## The new frontier of vitality

Beyond the traditional spa, the resort has unveiled Layan LIFE, its wellness concept. Spanning two storeys of biophilic design, the facility bridges the gap between ancient Thai healing and modern longevity science.

It is a holistic circuit that respects the four elements – Earth, Water, Wind, and Fire. From high-tech body screening and oxygen therapy to traditional herbal compresses sourced from the resort's own gardens, the objective is a bespoke recalibration of the self. It provides a serene, minimalist counterpoint to the high-energy fire of the resort's kitchens.

## A culinary dialogue of fire and stars

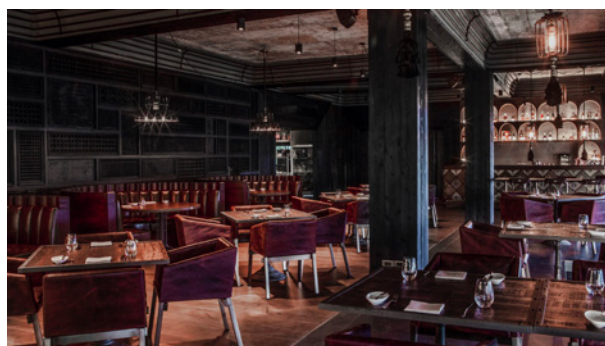
At Anantara Layan, the gastronomic experience is defined by a compelling duality: a conversation between the grounded intensity of the earth and the poetic heights of the Thai horizon.

### Age: the mastery of the flame

The resort's signature grill, Age, is an environment where precision meets the finest cuts. Here, the focus remains unapologetically on the ingredient and the mastery of the Jospier grill—a specialist charcoal oven that allows chefs to harness the raw power of the flame to create a perfect, smoky sear. The aesthetic is industrial-chic, featuring dark woods and an extensive wine cellar, providing a sophisticated sanctuary for the connoisseur of texture and smoke.

### Dara: a celestial experience

If Age is the fire of the earth, Dara Cuisine is the light of the heavens. Named after the Thai word for “star,” this venue offers a refined contrast to the grill. While Age focuses on the intensity of the sear, Dara explores the intricate layers of Thai heritage. It is a vibrant tapestry of local spices and garden-grown herbs, where traditional techniques are reimaged with modern elegance under a canopy of stars.



Interested in creating memorable food experiences for your teams and your customers with Bart De Pooter?

Check page 7 / Bart on the Go, and get in touch: [bart@beefclub29.com](mailto:bart@beefclub29.com).

### Bart on the go

In late January, Age hosted an exclusive two-night residency, the ‘Bart De Pooter Journey’. Defined by a hands-on exchange of expertise, the collaboration between Bart and the Anantara teams resulted in a tasting menu centered on premium beef. From technical butchery to the final seasoning, each dish celebrated a true cross-cultural dialogue between European and Andaman influences.”

*“Collaborating with the team at Age was a highlight of my journey. There is a rare energy in this kitchen - a perfect balance of technical discipline and genuine Thai hospitality. To work with such a dedicated crew in this breathtaking coastal environment allowed us to push the boundaries of the grill and create something truly memorable for our guests.” - Bart De Pooter*



## Phuket ingredients - Age x Bart's favourites

**SEA ASPARAGUS:** often found in coastal Thai regions; provides a natural, briny crunch to a salmon dish or a Thai twist to your chimichurri (mix it with your spring onions, lime juice, and oil, no need for extra salt).

**BLACK GARLIC:** while originally from Korea, it is heavily used in modern Thai fine dining for its sweet, umami, balsamic-like depth.

**COCONUT CREAM:** Phuket is famous for its fragrant, sweet coconuts. Used as the rich, fatty base for a dahl, the cream replaces traditional dairy.

**POMELO:** native to Southeast Asia, it has a sweeter, less acidic profile than grapefruit. Its bittersweet citrus “pearls” act as a sophisticated palate cleanser, cutting through the richness of smoked and matured meats.

# The 2+9 Edit



## KAI SHUN KNIFE DM-0777

"The master chef's knife". Classic Kiritsuke, handcrafted in Japan, and versatile. A limited edition was gifted to chef Bart when he worked in Japan.

Available on [www.kai-europe.com](http://www.kai-europe.com)

## 1. MACALLAN A NIGHT ON EARTH

Notes of shortbread, cinnamon, orange. When 'meatlovers' become 'whiskylovers'.

## 2. OENOPS XINOMAVRAW

Greek Xinomavro, minimal intervention. Complex fruity notes, juicy mouth. Tailor-made for Vittore Collection.

More on [www.oenopswines.gr](http://www.oenopswines.gr)

## 4. TRADITIONAL GREEK PITA

A star of our Picnic Club. Available on [www.beefclub29.com](http://www.beefclub29.com)

## 5. AGE, PHUKET

Anantara clifftop culinary theatre. From flame-grilled meats to sunset cocktails over Phuket's gold coast. More on [www.agerestaurant.com](http://www.agerestaurant.com)



*beefbar*  
Born in Monte-Carlo



### BERKEL MANUAL SLICER B3

Black beauty on a pedestal expertly selected by Max Gosschalk. Precisely slicing BEEF CLUB 29 premium meats at trade shows from Amsterdam to Milan.

### 5. BEEFBAR, MONTE-CARLO

A loyal friend for years.

### 6. DUTCH WHITE CHICORY

The gold standard in refined bitterness and crunch. Ideal paired with walnuts and blue cheese, it will elevate your next salad or carpaccio, as seen in our "Red Treasure" recipe on page 24.

### 7. BEEF CLUB 29 MATCHBOX

Essential for Sunday BBQs, beach fires, and late-night candles. You can create your personalised matchbox for celebrations, corporate or wedding gifting on [www.imprintnow.com](http://www.imprintnow.com)

### 8. KALIOS OLIVE OIL

Co-created with BEEF CLUB 29 chef Bart De Pooter. Produced from a late-season harvest in January/February when the olives reach peak ripeness, this oil features notes of walnut and butter. Available on [www.beefclub29.com](http://www.beefclub29.com)

### 9. GEUZE & LEMONADE COCKTAIL

A fresh twist on the classic Radler, crafted with Belgian beer. We suggest a premium Geuze (such as the 2016 vintage from 3 Fonteinen, available ), finished with a squeeze of fresh lemon juice and a touch of brown sugar. Garnish with fresh slices of lemon or lime. Available on [www.3fontein.be](http://www.3fontein.be).



# Vittore Carpaccio

Marinated, 'smoke-kissed' and matured loin

**The carpaccio signature you need.**

Holstein beef

Intense and refined taste, melt-in-mouth

Ready-to-create, no prep work

[www.beefclub29.com](http://www.beefclub29.com)

