

Bright ideas for an all-natural product

Coloured eggs are an integral part of Easter, and they are popular with consumers young and old. So why not have coloured eggs all year long? The German company Heinrich Goertz GmbH & Co. KG provides just that. The traditional egg trading company is well known for high-quality fresh eggs and, above all, for an attractive assortment of creative coloured eggs meeting the highest demands of quality and safety.



“Eggs are all natural, the most natural and healthiest product available, and we supply them fresh just as the hens lay them,” says Renate Bremges, human resources manager and co-owner of Goertz, a family business with more than a century of experience in eggs. “In 1907 my grandfather Heinrich Goertz started the company as an import and wholesale business for butter, margarine, cheese, eggs and poultry. After WW II, my father Willy Goertz rebuilt the business and established it as a reliable partner of food retailers, including big department stores which were mainly sup-

plied with fresh eggs. In the 1960s the company specialised exclusively in eggs marketed under its own brand Regina Frischeier, soon well-known as a hallmark of fresh quality. In 1976 Goertz was granted the official approval as a packing centre for sorting and grading eggs.”

Boiled and coloured Easter eggs have been part of the Goertz assortment since the 1950s, initially exclusively made by hand. In 1974, the company implemented the first egg cooking and roller colouring machines, followed by airbrush machines. When in 1998 Ms. Bremges, her husband and



Appetizing and healthy, the Goertz snack egg is always at hand at home or on the go

her son took over the family business, they moved to new headquarters, uniting the packing centre and the egg boiling and colouring facilities under one roof. Ever since, Goertz has offered coloured eggs all

year long. Today, Goertz is well established as a competent and reliable partner of the food trade, underlines Ms. Bremges. “Our trading partners know our reliability. We have always delivered fresh quality just in time, and we have never let them down.” Goertz provides a comprehensive assortment of fresh eggs fully in line with market trends and available in a variety of types and packing. “Since 2007 we have promoted alternatives to battery cages, and today we market free range, barn and organic eggs exclusively. We source the eggs from contract farms in Germany and partly in the Netherlands, long-time partners who fully meet the quality standards. We immediately sort, grade and pack the eggs and distribute them with our own fleet of trucks to ensure freshness and quality. The same applies to the assortment of boiled and coloured eggs.” Working according



Fresh quality from the farm to the POS, the Goertz fleet of trucks ensures prompt shipment of the fresh products



A passion for coloured eggs, examples from the Goertz assortment of fresh pastel spring eggs

to HACCP standards, Goertz has been certified to IFS for years. Just like the contract farms, Goertz is regularly audited by independent institutes. The company is a member of KAT, an organisation for controlled alternative animal rearing, and of QBE, the association ensuring the consistently high quality of coloured eggs. Today, Goertz stands for an unmatched variety of coloured eggs, a premium range, attractive for both consumers and the trade. The range encompasses multicoloured eggs for picnic and lacquered snack eggs available all year long, brightly coloured and richly decorated Easter eggs, golden eggs for Xmas, half-time eggs for international football events decorated in national colours or black and white, and seasonal eggs such as light yellow, green and blue spring eggs and shiny yellow and orange summer eggs. "For us, coloured eggs are more than just a product," stresses Mrs. Bremges. "They are a passion shared by all members of staff. We invest a lot of time and cre-

ativity into further expanding the range. The production of our attractive and unmistakable labels is supported by local artists. Fully in line with the latest trends, we are increasingly using natural colours for the eggs."

With the proven fresh quality of products and the market-oriented assortments of fresh natural and coloured eggs, the traditional family business is well prepared for future growth. "Run by the third and the fourth generations, Goertz will continue to be a flexible and reliable partner for fresh quality and coloured eggs," explains Ms. Bremges. "And we will further expand our assortments fully in line with market and consumer trends. At present regional products are the prevailing trend even more than organic products. Consumers prefer fresh products from their region. We have always aimed at supplying the trade with regional eggs, and we will further increase these efforts in the future." ■

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