



GRIESSON - DE BEUKELAER



Our mission
statement

Griesson - de Beukelaer is an internationally orientated family company. We manufacture and market mainly biscuits and savoury snacks.

Our entrepreneurial freedom is founded on continued, profitable growth and a sound balance sheet; in this way we create our future ourselves. The character of the company is determined by sustainability and the fact that we act with a long-term perspective.

We are self-confident and consistent in our approach, yet our behaviour is modest and understated.

Our employees

Every employee contributes to the success of the company with his or her personal commitment. We only employ the best staff and we achieve high standards by means of selection, training and continuing education and creating an appropriate working environment. The way we work together is characterised by acting responsibly, through trust, delegation, the setting of clear objectives and good communication. We challenge ourselves and each other and enjoy our work. We achieve our goals together as a team.

Our managers ensure that all our employees show respect for one another in a way that promotes change and improvement. We follow the guidelines on behaviour and compliance that have been drawn up by Griesson - de Beukelaer.

Our brands

Our brands create enthusiasm; they make a major contribution to determining the value of our company. Our brands strengthen our profile and make us unique. Innovation is a major driver of growth. We manage other companies' own-label brands with just as much care and passion as our own brands.

Quality and sustainability

The superior quality of our products is the prerequisite for achieving our corporate goals. In this we bear in mind our ecological and social responsibility for the current and future generations.

We are leaders in food safety and consumer protection. The regulations on these form part of our own code of conduct.

Business partners and consumers

We are close to our customers and consumers, and understand their needs. They deserve and gain our full attention, the best service and a productive and collaborative working approach. Each of our brands and our customers' own-label brands meet their needs. We work with all our business partners on an equal partnership basis to our mutual benefit. We act in the way we would like others to act towards us:

- open
- reliable
- consistent
- fair
- friendly
- fast

In this way we continually improve customer satisfaction.

Competitiveness

The core elements of our competitiveness are:

- We produce more cost-effectively than any of our competitors.
- We are the technology leaders in our sector.

- We work pragmatically in an efficient organisation with flat hierarchies.
- Clearly-defined processes and responsibilities make us fast in the market.
- We work with a structured CIP system.
- The superior value for money of our products.
- We are willing to change and we react to market developments more quickly than other companies.
- Our focus on value creation makes us strong.

Social responsibility

Griesson - de Beukelaer is aware of its social responsibility and participates in various appropriate projects.

Griesson - de Beukelaer
GmbH & Co. KG