



Danish Crown
PROFESSIONAL

PASSION FOR BURGER



MEET THE CHEF

Get insights from
Chef MJ and her
go-to burger tricks

BUSINESS TIPS

Keep burger costs
stable and protect
your margins

INSPIRATION IN RECIPES

Get inspired and
explore new burger
possibilities

Elevate your
burger game

A safe & tasty
choice

Explore the
possibilities

*The taste of
traditions*



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How to **PROTECT YOUR MARGINS** **WITHOUT SACRIFICING FLAVOUR OR QUALITY**

With the cost of living crisis rising, and guests having less money to spare, the food service sector is the first one to see the consequences. Quality is always expected, but it is sometimes difficult to balance it with the right costs. Nowhere is this balancing act more evident than in the humble yet iconic burger - a menu staple that continues to evolve in creativity, popularity, and profitability.

Here are some simple hacks to help you reduce costs without compromising on quality.

5 INGREDIENT COST HACKS EVERY CHEF SHOULD KNOW!

1

EMBRACE HIGH-QUALITY FROZEN BURGERS

Not all frozen patties are created equal - and modern advancements in flash-freezing and patty technology mean that today's premium frozen burgers deliver consistent flavor, texture, and performance. Opting for high-quality frozen burgers allows for better portion control, reduced waste, and simplified inventory management. They're also a time-saver on prep and can help keep your line moving at peak hours.

Tip:

Choose frozen burgers that grant optimal functionality and that adapt to the cooking methods from your kitchen.

4

SCRAPS TO SPECIALS: UNLOCK HIDDEN FLAVOR IN YOUR PREP

Creating in-house burger toppings is a smart way to cut costs and reduce waste - while also adding character to your menu. Underused trims like brisket ends, pulled pork leftovers, or even roasted vegetable can be transformed into crave-worthy chili blends, smoky sauces, or house pickles.

Donus:

Call them "house-made" or "chef's special" to elevate perceived value and encourage upsells.

2

STREAMLINE YOUR INGREDIENT INVENTORY

Having a wide variety of ingredients might seem like a way to unlock creativity, but in reality, it often leads to overordering, spoilage, and operational inefficiencies. Instead, focus on a tighter inventory of versatile ingredients that can work across multiple menu items - not just your burgers. An efficient list of complementary sauces, pickles, and toppings not only simplifies prep but allows for more consistent execution and easier staff training.

Pro move:

Experimenting with sauces and components already used in other dishes can be a powerful way to drive innovation while ensuring ingredient rotation. A signature aioli from your small plates menu might become the unexpected hero on your next burger special.

3

RETHINK YOUR BUNS

The bun sets the tone for the burger - visually and texturally. Standardizing bun size and sourcing can help control costs and keep your builds consistent, especially when working with frozen or par-baked options that offer great quality with minimal handling. But beyond the basics, the bun also offers an opportunity to express brand personality and differentiate your plate.

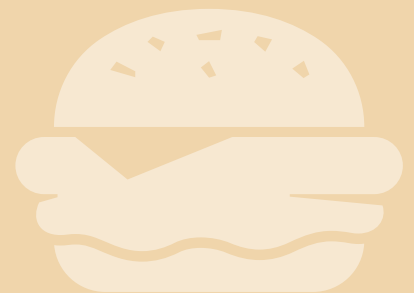
Hack:

Elevate frozen or standard buns with simple kitchen touches - brush with garlic or herb butter before toasting for extra flavor and aroma. Want a pop of visual appeal? Add sesame seeds, chili flakes, or herbs on top before the final toast (a light egg wash helps them stick). You can even incorporate beet juice or turmeric into the butter for color-tinted buns that add flair without new SKUs.

Donus hack
STAMP YOUR BRAND ON THE BUN

Use a custom metal branding iron (heated on the grill or on an open flame) to stamp your logo directly onto the top - works best on brioche or lightly toasted buns.

No branding iron? Try a stencil: brush the bun with egg wash, then dust with cocoa or charcoal powder before toasting for a visual pop.



5

REEVALUATE YOUR GARNISH STRATEGY

Classic burger garnishes like lettuce, tomato, and onion are staples - but also among the quickest to spoil. Replacing or balancing them with longer-lasting, low-waste alternatives like sun-dried tomatoes, fried onions, pickled cucumbers, or roasted peppers can reduce throwaway costs and unlock new flavor combinations.

This isn't about skimping - it's about designing garnishes that work harder, last longer, and elevate your burger's identity - still with a quality focus.

Quick win:

Train staff to apply consistent garnish portions - small over-serves across every plate add up fast and have an impact.

New **CRISPY CHICKEN BURGER**

**CRAFTED FROM JUICY, TENDER CHICKEN BREAST FILLETS
AND COATED IN A GOLDEN, CRISPY CORNFLAKE CRUST**

حلال
HALAL



FOR A WHOLE NEW BURGER EXPERIENCE

Our crispy and spicy patty for all poultry fans. The patty consists of juicy, tender pieces of chicken breast fillet coated in a crispy cornflake crust. A true all-rounder and much more than just an alternative to crispy burgers.

Additionally, our Crispy Chicken Burger is also ideal for halal snacks.



Award-winning!



Our new product, the Crispy Chicken Burger, has completely impressed the catering and food service professionals. We are delighted to have won the 2025 Cooking Award and the gold medal in the Meat and Poultry category.

INGREDIENTS: Chicken meat (62%), water, salt, flavourings, topping (33%): (cornflakes, (corn, sugar, salt, barley malt), WHEAT FLOUR, sugar, breadcrumbs (WHEAT FLOUR, salt, yeast), spices (contains CELERY), sunflower oil, rice flour, starch, raising agents (E450, E500), colouring (E160c), spice extracts). Contains GLUTEN and CELERY.

REAL CHICKEN
BREAST FILLET
PIECES

CRISPY, CRUNCHY
CORNFLAKE
COATING

SPICY, SAVORY
FLAVOR

PRE-COOKED AND
READY TO COOK

WEIGHT:
90 G + 120 G

PREPARATION FROM CHILLED



Deep fryer:

Approx. 4 min at 170 °C

Our recommendation



Combi steamer/dry oven:

Approx. 9 min. at 180 °C



Air fryer:

Approx. 9 min. at 180 °C



Merrychef:

Aprox. 1:15 min. At 250 °C



COOKING METHODS

Every cooking method has it's advantages, and, we have tailored some of our products depending on which is your preferred one.

Here are some tips and tricks for cooking your burgers to perfection:

USING THE PAN

This method is the quality method.

When to use:

Recommended when prioritizing quality over time.
Better match of crust and moisture – juicy core.

Tips:

Thaw your burger the day before

USING THE OVEN

This method is the patient approach to reach juiciness.

When to use:

Recommended when you need to keep the burgers warm longer.
Juicy core, but not as crunchy in the surface.

Tips:

Start on the pan to brown the outer layer.
Serve with crunchy ingredients and strong sauces.

Taste
PAN



Juiciness
OVEN



Time GRILL



Convenience MERRYCHEF

USING THE GRILL

This method is the tasty method.

When to use:

Recommended when you have several guests.
Better reach of well-done burgers with
stronger umami taste.

Tips:

Before taking out the burger, press the
edges with a flat surface – Similar to
smash burgers, but just on the edge
will make your guests enjoy the steak
in every bite of the burger.

USING THE MERRYCHEF OVEN

This method is the convenient approach.

When to use:

Short time, no stains! Recommended
when you have your kitchen closed!
If you lack the space in your business,
or you want to offer quick to-go burgers,
this is the method!

Tips:

Use precooked burgers for this method
– Our Smoky & Grill and Sous vide burger
are perfect for this method.
You can put the whole burger in, but add the top
bun 10 seconds before the cycle finishes.
For an extra touch add a bit of sauce after the cycle,
and maybe some fresh ingredients.

COWBOY SANDWICH

HP sauce

HP Sauce brings rich, tangy depth with hints of spice and sweetness that define the entire bite. Its bold, malty base and subtle vinegar sharpness create a savoury-sweet balance that lingers, adding warmth and complexity to every mouthful.

Focaccia bread

Fragrant, airy, and lightly crisp on the outside, focaccia brings a rustic, olive oil-infused richness that elevates any burger or sandwich. A bold alternative to the classic bun.

Caramelised onion

Soft, sweet, and deeply savoury, caramelised onions add a rich layer of flavour that enhances every bite. Slowly cooked to golden perfection, they bring warmth, depth, and just a touch of indulgence.

Mayonnaise

Creamy and subtle, mayo adds a silky richness that ties all the flavours together. It's a classic base that enhances without overpowering.

Cheddar cheese

Rich, bold, and perfectly melty-cheddar brings a sharp depth that enhances every layer of the burger. A timeless classic that delivers comfort and flavour in every bite.

TIP!

ONE SANDWICH INTO TWO TOASTS? NO PROBLEM. TURN YOUR SNACK INTO A FULL DISH BY OPENING IT AND ADDING AN EXTRA PATTY



PRE-COOKED

Smoky & Greens burger

Preparation

This burger variant is precooked and crafted for convenience. While it can be cooked straight from frozen, thawing it the day before helps speed up cooking and results in a juicier patty. We've also added broccoli to the mix - a smart way to introduce more veggies without compromising flavour. And those grill lines? They add visual appeal and elevate the overall eating experience.

Cooking recommendation

This burger is suitable for both conventional ovens and Merrychef ovens. From frozen, cook at 180 °C for 10 minutes in a standard oven. In a Merrychef oven (from chilled), cook for 1.0 minutes using 100% microwave power and 100% ventilation (with the cheddar on top). Alternatively, from frozen, you can cook it for 4 minutes on each side using a grill or a pan.



Sizes available

The Smoky & Grill burger patty is available in 90 g and 130 g.

CHILI CHEESE TOP BURGER

Brioche buns

Soft, slightly sweet, and beautifully golden-brioche buns bring a touch of indulgence to every burger. Their pillowy texture and rich flavour balance savoury fillings perfectly, making each bite feel just a little more special.

Ketchup

A timeless favorite. Ketchup adds a tangy sweetness and vibrant colour that ties everything together.

Chilli cheese tops

Crunchy on the outside, molten cheese and chilli on the inside - these little flavour grenades bring heat, texture, and gooey indulgence right into the burger. More than a topping, they're a bold move.

Chilli mayo

When paired with crispy chilli cheese tops, it doubles down on spice and richness, creating a fiery contrast to the juicy, savoury beef.



PRE-COOKED

Smoky & Grill burger

Preparation

This burger variant is precooked and crafted for convenience. Its classic beef taste and firm texture make it ideal for high-speed lines, while grill lines add visual appeal and enhance the overall eating experience.

Cooking recommendation

This burger can be cooked in the pan or grill for 4 minutes per side. In case you have a Merrychef oven you can assemble the burger and refrigerate. When cooking in the Merrychef oven, lift off the top bun and chili cheese tops and place separately on the plate. Assemble the burger after cooking.

Time: 00:50 min. | Oven: 10% | Micro: 100%



Sizes available

The Smoky & Grill burger patty is available in 90 g and 130 g.

ONION RING GOOD & EASY BURGER



Bacon

Depending on where you plan to cook it, we recommend the following options:

Pan or grill:

Danish Crown Professional Streaky bacon - this is the one we've used here, bringing that irresistible crunch to your burger.

Oven:

Danish Crown Professional fully cooked bacon - perfect for quick prep without sacrificing taste.

The bun

You choose it, you decide if - and how much - to toast it. But make sure it fits the size of the meat!

A skewer

Burgers tend to get messy! This little element helps preserve the perfect harmony of the burger, while also serving as support for its best sidekick - the onion rings.

Purple onion

Naturally tender and milder in flavour than white or yellow varieties, purple onions bring a subtle bite to your burger. But let's be honest - the real star quality here is visual. That bold pop of colour? Total aesthetic win. Because yes, looks matter!

The Greens

A fresh burst of flavour, vibrant colour contrast, and that satisfying crunch - greens are essential in any great burger. We've gone with crisp iceberg lettuce here, but we know you've got your own favorite too!

Truffle mayo

Truffle stimulates the senses even before the first bite, thanks to its rich, aromatic scent. Blended with creamy mayo, it brings a burst of flavour and juiciness to the burger.



Good & Easy burger

Preparation

This burger variant is designed for speed and efficiency. It can be easily cooked from frozen in just a couple of minutes. This is thanks to its precisely measured thickness and the small holes in the patty, which enhance heat distribution and speed up cooking.

Cooking recommendation

From frozen, cook for 5 minutes on each side using a grill or pan. If you're using a dual-surface grill, just 4 minutes total will do the trick!



Sizes available

The patty is available in 62,5 g, 100 g, 125 g, 150 g, 200 g.

Spicy

JALAPEÑO SMOKY & GREENS BURGER

The bun

You choose it, you decide if - and how much - to toast it. But make sure it fits the size of the meat!

Pickled purple onion

A tangy twist with a splash of colour. Pickled red onions bring brightness, crunch, and just the right zing to cut through rich flavours. A simple upgrade that makes your burger pop - visually and on the palate.

Jalapeños

For those who like a little heat! Jalapeños add a fiery kick and a crisp bite that cuts through the richness of the burger. Whether fresh or pickled, they bring attitude and edge to every layer.

Cheddar cheese

A timeless classic that brings bold flavour and creamy richness. As it melts over the patty, cheddar wraps everything in its sharp, savoury goodness - adding visual appeal and pure satisfaction in every bite.

Caramelized onion

Sweet, soft, and golden - caramelized white onions add a rich depth that takes any burger to comfort-food status. Slowly cooked to bring out their natural sugars, they melt right into the bite, balancing bold flavours with buttery sweetness.

Sauce of your choice

Everybody loves a good sauce! But don't overdo it - too much can steal the spotlight from the rest of the dish.



PRE-COOKED

Smoky & Greens burger

Preparation

This burger variant is precooked and crafted for convenience. While it can be cooked straight from frozen, thawing it the day before helps speed up cooking and results in a juicier patty. We've also added broccoli to the mix - a smart way to introduce more veggies without compromising on flavour.

And those grill lines?

They add visual appeal and elevate the overall eating experience.



Cooking recommendation

This burger is suitable for both conventional ovens and Merrychef ovens. From frozen, cook at 180 °C for 10 minutes in a standard oven.

In a Merrychef oven, cook for 1.5 minutes using 100% microwave power and 75% ventilation. Alternatively, from frozen, you can cook it for 4 minutes on each side using a grill or a pan.

Sizes available

The Smoky & Greens burger patty is available in 60 g and 90 g.

SOUS VIDE JUICY CLASSIC

TIP!

DON'T MASK THE AMAZING TASTE AND FLAVOUR OF THE SOUS VIDE VEAL BURGER WITH TOO MANY EXTRAS - LET THE QUALITY OF THE MEAT SHINE THROUGH

The bun

A bit crunchy, providing a nice contrast to the tender and juicy texture of the patty.

Mustard

Tangy, sharp, and unmistakably bold - here, mustard cuts through the umami and depth of the meat, while adding a splash of colour to your burger. Use it wisely: balance is key! Masking the flavour of this burger would be a crime.

The Greens

Fresh feeling, vibrant colour contrast, and a pleasant crunch. We chose to keep it classic with iceberg lettuce - it adds texture without overpowering the flavour of the burger.

Mayonnaise

Smooth, creamy, and quietly confident - mayonnaise adds richness without stealing the show. It brings the elements together, softening sharp flavours and adding just the right touch of indulgence.



PRE-COOKED

Sous Vide Veal burger

Preparation

Any heating method is suitable for this patty, but remember - it is slow-cooked, so it's important not to overcook it! The Merrychef oven is ideal for maintaining a pink centre: simply heat for 1 minute at 75% microwave power with high ventilation. A hot pan or conventional oven also works well, but make sure they are thoroughly preheated before introducing the patty.

Cooking recommendation

Our most quality-oriented burger patty, crafted from veal raised under certified higher welfare standards and slow-cooked in its own juices. The recommended method is to thaw the patty the day before serving, keeping it in its individual bag in a cold environment (the fridge). This helps preserve its juicy structure and ensures optimal texture.



Sizes available

The Sous Vide Veal Burger is available in 100 g.

SMOKY & GREENS BURGER

The bun

The rustic artisan bun adds texture to the burger, offering a hearty bite that complements the tender, juicy patty without overpowering it. Additionally, it gives the burger a distinct profile - more 'homemade' and 'quality-oriented' - enhancing the overall eating experience.

Pickled purple onion

Vibrant, tangy, and lightly sweet, pickled purple onion brings a zesty punch and a pop of colour to the burger. Its sharpness cuts through rich flavours, adding balance and a refreshing bite.

The tomato

Bright, juicy, and refreshingly sweet, tomato slices bring balance and vibrancy to every burger. Their natural acidity cuts through richness, adding a fresh burst of flavour and vibrant colour to every bite.

Green leaf lettuce

Light, crisp, and naturally ruffled, green leaf lettuce adds freshness and a gentle crunch to your burger. Its tender texture and mild flavour lift the whole build without overshadowing the main ingredients.

Lamb's lettuce

Delicate, tender, and slightly nutty, lamb's lettuce brings a fresh, elegant touch to your burger. Its soft texture and mild flavour balance richer ingredients without overpowering them.

Mayonnaise

Applied beneath the patty, a thin spread of mayonnaise creates a moisture barrier, enhancing juiciness while adding a subtle, creamy richness. It anchors the build, ensuring balance and cohesion with every bite.



PRE-COOKED

Smoky & Greens burger

Preparation

This burger variant is precooked and crafted for convenience. While it can be cooked straight from frozen, thawing it the day before helps speed up cooking and results in a juicier patty. We've also added broccoli to the mix - a smart way to introduce more veggies without compromising flavour. And those grill lines? They add visual appeal and elevate the overall eating experience.

Cooking recommendation

This burger is suitable for both conventional ovens and Merrychef ovens. From frozen, cook at 180 °C for 10 minutes in a standard oven. In a Merrychef oven, cook for 1.5 minutes using 100% microwave power and 75% ventilation. Alternatively, from frozen, you can cook it for 4 minutes on each side using a grill or a pan.



Sizes available

The Smoky & Greens burger patty is available in 60 g and 90 g.

TIPS & TRICKS

from a chef

MARIA JESÚS NIETO SHARES HER EXPERT ADVICE ON HOW TO ELEVATE YOUR BURGER GAME

ON THE MEAT

"My preferred method for cooking burgers is using a pan when I have time to focus, and the grill when I'm serving a larger group of guests."

"My main goal when cooking the patty is to preserve the juiciness inside while achieving a crisp, flavorful crust on the outside."

"For me, the quality of the meat is absolutely essential. It's always the centerpiece of the burger, and the flavor I aim to highlight."

That's why my burgers never rely heavily on bold spices or overpowering sauces."



COOKING TIPS

Avoid smashing the patty in the pan - it forces out the juices and dries out the meat. If you want a juicy burger, let it cook undisturbed.

Crust and juiciness go hand in hand - but only if your pan is very hot. A high temperature is key to developing a crunchy outer layer while sealing in moisture.



MARIA JESÚS NIETO
Chef in Chez Pepito
Madrid, Spain

Ingredient inspiration

MY FAVOURITE BURGER COMPLEMENTS

CARAMELIZED ONION

How to make it: Thinly slice a mix of red and white onions into half moons. Cook them slowly in a pan with a bit of oil until they begin to turn translucent. Then, add a splash of balsamic vinegar from Modena and let it reduce, stirring frequently, until the onions are soft and richly caramelized.

Why add it to your burger:

The combination of balsamic vinegar and caramelized onion adds a deep, sweet layer of flavour that beautifully complements the salty and umami notes of the burger.



RUCULA

Why to add it to your burger:

Its bitter and spicy touch enhances the flavours of the meat and brings complexity to the overall profile of the dish.

EDIBLE GOLDEN SPRAY

How to use it: You can find it in the spice section of specialty wholesalers or online. Just spray it over the bun, patty, or even the plate - it's entirely up to your creativity!

Why add it to your burger:

It adds a luxurious, eye catching touch without breaking the bank.

"When I first used it, I worried guests might hesitate - but instead, they loved it. I've received so much praise for something as simple as spraying it over a burger!"



FOIE GRAS MI-CUIT

How to prepare it: Buy it from a deli and cut a slice about 1 cm thick. Sear it quickly - just 5 seconds per side - in a very hot pan.

Why add it to your burger:

Foie gras instantly elevates a classic burger into something gourmet. Its soft, creamy texture and intense, rich flavour add depth and contrast to the meat and bread, making each bite feel indulgent and refined.

KOKUMI

Kokumi isn't a taste like sweet or salty - it's a feeling. It adds richness, roundness, and a sense of continuity to flavours, making dishes feel more satisfying and complete.

Some food such as foie gras, mature cheese, fish sauces, soy sauces and even beer have kokumi compounds, which, rather than eliciting any taste on their own, tend to act as enhancers of other tastes.

"KOKUMI FOODS" are recommendable if you want to promote the meat taste in a burger.

Burger ASSORTMENT

Good & Easy burger



With 99% beef and a great result in a burger, Good & Easy burger patty is an affordable quality solution. Different sizes are available to adapt to your needs.

Benefits:

- 99% Meat
 - Consistent performance
 - 5 sizes to choose – Fit any bun!
-

62,5 g / 100 g / 125 g / 150 g / 200 g

US burger



Tasty burger patty. Easy and quick to prepare. Added potato so that the steaks retain their juiciness and texture after cooking. The addition of roastbeef in the burger gives a selected and distinguished taste.

Benefits:

- Juicy burger with great texture properties
 - Extra umami taste – Your guest will love it!
 - Consistent performance
-

95 g

Angus burger



The angus quality with 99% beef. Only salt and pepper are added. The flavor, texture and juiciness is guaranteed. The meat is particularly tender and juicy – almost too good to end up in a bun!

Benefits:

- 99% Angus beef
 - Angus quality
 - Consistent performance
-

200 g

Veal Sous Vide burger



Tender veal burger patty with a high meat content (99%). Made out veal with high animal welfare standards, spiced with salt and pepper for convenience and ready to heat. Slow cooked for over an hour on its own juices which leads to an excellent aroma and texture development. High quality and quick preparation.

Benefits:

- 99% certified animal welfare veal
- Versatile to cook – Pan, oven, Merrychef oven or air fryer are some of the possibilities

100 g

Smoky & Grill



Tasty burger patty with 92% meat content. Beautifully marked with grill lines and cooked to perfection through a combination of frying and steaming, this patty achieves the ideal consistency for both taste and convenience.

Benefits:

- Versatile to cook – Pan, oven, Merrychef oven or air fryer are some of the possibilities
- Easy to prepare – Also from frozen
- Available in 2 sizes – 90 G and 130 G patties

90 g / 130 g

Smoky & Greens



Tasty burger patty with 92% meat content. Beautifully marked with grill lines and cooked to perfection through a combination of frying and steaming, this patty achieves the ideal consistency for both taste and convenience.

Benefits:

- Versatile to cook – Pan, oven, Merrychef oven or air fryer are some of the possibilities
- Easy to prepare – Also from frozen
- Available in 2 sizes – 60 G and 90 G patties

60 g / 90 g

Crispy Chicken burger



Tasty and crunchy chicken burger patty, covered in cornflakes and with a small spice kick. Guaranteed success among your guests!

Benefits:

- Crunch and taste on each bite.
- Easy to prepare – Also from frozen
- Available in 3 sizes – 92 G, 120 G and 135 G patties

92 g / 120 g / 135 g



Danish Crown

OUR AMBITIONS AT DANISH CROWN

We have embarked on a journey beyond taste and heritage.

Danish Crown is committed to taking action to combat climate change by reducing greenhouse gas (GHG) emissions both within our own operations and throughout our value chain. This commitment is embedded in our ESG Policy and our Climate Roadmap towards 2030. Our near-term targets have been validated by the Science Based Targets initiative.

The key to fulfilling this ambition is to create more value from the available resources by producing high-quality meat products for our customers. Through these efforts, we aim to distinguish ourselves by being transparent, dedicated, and committed. We acknowledge that meat production puts pressure on natural resources and has a substantial carbon footprint, which we must reduce to ensure a food production with as few CO₂ emissions as possible. This challenge positions us not just as contributors, but also as key players in developing solutions.

Read more about this targets here:

[Sustainability - Danish Crown](#)







Danish Crown
PROFESSIONAL

OUR AMBITIONS AT DANISH CROWN PROFESSIONAL

At Danish Crown Professional, our Foodservice team is at the forefront of the change we want to make. A change for better animal care, better balance with nature, better collaborations, and a better food environment.

For too long, food as an industry has become too distanced from the passion that comes from enjoying and creating tasty meals.

It has become a commodity, where one piece of produce can easily be replaced by another.

To us, food is more than a big industry of machines and distribution.

Food is nutrition, know-how, and constant innovation.

Food comes with an innate responsibility to serve people, facilitate traditions and inspire creativity.

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