

World-Class Cuts Direct from the Gold Room



High-end chefs are a picky crowd. Collaborating with them stimulates innovation and raises the culinary eyes at world-leading meat exporter Danish Crown.

The large Danish Crown buildings is a state-of-the-art production site famous for its consistent standards of quality and food safety fit for a picky world market. The large, rather anonymous site, do contain a very special room which is anything but anonymous, though.

Cuts for a picky crowd

Inside the building containing vast halls of assembly lines, racks upon racks of meat cuts and packaging machinery there is a small refrigerated room. They call it the Gold Room. Inside that room are cuts of meat for another selective crowd: the Danish top-chefs.

The idea of the Gold Room started at the turn of the millennium when Danish Crown was inspired by two top chefs to do something extra for the country's best restaurants. Today, from this room, Denmark's leading chefs and restaurants can obtain every imaginable cut of pork or beef, aged and nurtured to mouth-watering perfection.

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Pick and choose the best raw materials

Danish Crown has an unmatched selection of raw materials. Being the world's leading exporter of pork, Europe's fifth biggest beef exporter, and the world's biggest supplier of organic meat (through the subsidiary Friland), Danish Crown can pick and choose for the Gold Room in accordance with orders and wishes from chefs throughout the country.

Crucial dialogue

The Gold Room is based on a mutual desire for continuous improvement through close cooperation and ongoing dialogue with every chef. Chefs who, on the one hand, have personal styles and preferences and – importantly – take the utmost culinary quality for granted. Danish crown, on the other hand, relies on the close dialogue to know the specific wishes and deliver accordingly as well as to understand what crucial new steps can make them stay relevant for the gastronomic world.