

DETRY



Tradition and Expertise *dedicated to serving our customers and consumers*

It was back in 1963 that the Detry company team left the starting blocks to begin manufacturing and marketing a wide range of delicatessen & salt meat. In terms of quality, Detry claims that the secret is to guarantee the best rearing and feeding conditions, a respect for the animal, human expertise, attentiveness to consumer concerns and management based on steady investments.

Brief timeline

The four Detry brothers decided in 1963 to create a private limited company and to use their own family name as its title. Their line of business was buying live pigs and cutting up meat. Then the company went from strength to strength in terms of company size, workforce and activities.

A few key dates

- **1963** : Setting up SPRL DETRY initiated by **four DETRY brothers**.
- **1967** : Establishment in Avelal, a region that has a sense of well done work, tradition and duty.
- **1990** : Advent of the second generation of DETRY within the Executive Committee ... A family spirit that grows.
- **1998** : Introduction of a self-service assortment and creation of the «Avelal» brand.
- **2003** : First BRC certification achieved.
- **2013** : 50th Anniversary of the company.
- **2015** : Setting-up of a R&D center and investment in a new laboratory. - Moving the workshop producing head meat products into our brand new site located in Battice.

« **Avelal** » : a name that is closely linked with a region and a brand

From Avelal in the «Pays de Herve», the Detry family is well acquainted with the values of the region, which they both respect and promote. «Avelal» sets the tone for the various activities: keen on seeing work well done, a commitment to traditional values and a sense of duty. These values are obviously evident in the attitude of all our employees.

Detry has developed the Avelal brand for its delicatessen products. The brand adds style to «the authentic flavour of our traditional Belgian products».

Expertise & Tradition

Detry has made sure that the machine replaces back-breaking labour not human knowledge.

Traditional also involves paying tribute to the local flavours, reflected in the raw materials chosen or the recipes developed. These are prepared by master butchers. This respect for authentic flavours is reflected in the working procedures. The state-of-the-art smoke houses still rely on traditional-style beech sawdust for their operations.



Certification and quality



Ever since 1995, Detry has been carefully applying the HACCP (Hazard Critical Control Point) system. Operated on a voluntary basis, the system has helped the company to obtain the various certification statuses required for this line of business: BRC & IFS.

Looking beyond the certification process, Detry is placing further emphasis on quality thanks to:

- routine inspections for all processing activities : microbiological and physico-chemical analyses;
- Pinpointing three separate risk levels with each level determining what specific equipment should be used by staff and the control measures to be taken.



A few figures 2017

Staff :

308 people

Production :

300 tons of prepared pork meat sold every week

Turnover :

- Euro 83,2 million
- 67% in Belgium,
- 33% on the export market

Detry offers a comprehensive range of healthy and flavoursome products to their distributors and consumers, all made with a healthy respect for tradition, food safety and environment.



Detry, a high level of expertise and quality!

Detry belongs to the DETRY Group which includes 11 companies, all active in the production, commercialization and distribution of food products. The Group employs 1,360 people and has a consolidated turnover of 268 million euro.