









since 1965

Rome 1965: Alberto, a young Abruzzese in search of fortune in the big city, takes a decision that will change the rest of his life and the future family. Between a quiet place in the bank and a stimulating prospect as a salesman for an important company in the meat sector, he has no doubts! He doesn't want to spend the rest of his life behind a desk, so riding his scooter he goes around the streets of the capital in search of customers.

Quickly he turns out to be one of the best sellers and just 5 years later, thanks to passion, spirit of sacrifice and dedication you earn the possibility of returning to your native Abruzzo to take care, always on behalf of the company, of the sale in the entire region. So he gets back on the road, this time aboard a more comfortable FIAT 500 and, above all, not alone: the new adventure promises to be even more exciting because it is shared with Adele, his young wife, and little Massimiliano, the eldest son; destination Pescara, moreover the birthplace of his other half.





Massimiliano and Paolo take the helm of the company, carrying out the project of the beloved father with the same spirit of sacrifice, dedication and passion.

In the following ten years, Alberto gathers successes and satisfactions and, by now I pay, he decides to leave, with his family recently enriched by the second son Paolo, for a new adventure, more on a human scale; they move to Magliano in the heart of the laughing Sabina, where in addition to a store in the historic center, it runs a wholesale of meats, which will be called GE. BA. Meats.



In the 1990s, firstly Massimiliano and later Paolo joined him on the farm and Alberto, from Abruzzo, was a true decision to start marketing in Rome and Latium the then-unknown roast of sheep, the pride of the cuisine of his region.

It is immediately a success: the first taste of the 'rustell' instantly demolishes the initial suspicion of restaurateurs. In a few years, thanks to the trust granted by the first faithful customers, the arrosticino conquers the palates of the Eternal city.





Product Catalog Frast







Energy value	112	KAL
	470	KJ
Fats	3,5	g
of which saturated fats	1,2	g
Carbohydrates	0	g
of which sugars	0	g
Protein	20	g
Salt	0,13	g

Values per 100 grams of product

Buffalo hamburgers

Buffaloes selected by us come from farms in southern Lazio.

Buffalo meat is an excellent meat for food diets that require a high protein intake with a low fat incidence. Its main characteristic is in fact that of not presenting infiltration grease, so as to make these meats exceptionally lean.



KG /Package	N° Pieces
2,5	12



Energy value	148	KAL
	620	KJ
Fats	6,5	g
of which saturated fats	2,1	g
Carbohydrates	2,9	g
of which sugars	0,7	g
Protein	18,6	g
Salt	2,87	g

Values per 100 grams of product

Chianina Hamburgers

Here is the opportunity to taste a kind of meat completely different from the usual, this due to a greater presence of fats and to a greater maturation of the meat, necessary to make even a more developed and adult muscle tender.



KG /Package	N° Pieces
2,5	12

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Energy value	148	KAL
	620	KJ
Fats	6,5	g
of which saturated fats	2,1	g
Carbohydrates	2,9	g
of which sugars	0,7	g
Protein	18,6	g
Salt	2,87	g

Values per 100 grams of product

Hamburgers of Adult cattle

Adult Cattle Burger, to which we add the right amount of salt and natural flavors, giving our tender burgers an extremely addictive and easy to find flavor with the right cooking.



KG /Package	N° Pieces
2,5	12





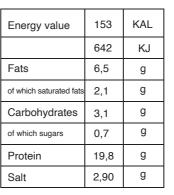






Angus burger

Gourmet line burgers. The meats used, those of the American Black Angus, are among the most appreciated in the world. The meat of this particular cattle breed is known for its intense flavor, made however balanced by our skilful processing.







KG /Package	N° Pieces
2,5	12







Sheep hamburgers

Hamburger prepared with minced high quality sheep. Intense and decisive flavor that enhances the precious succulence of this meat with its greedy and particular

Energy value	154	KAL
	644	KJ
Fats	8,1	g
of which saturated fats	2,6	g
Carbohydrates	0	g
of which sugars	0	g
Protein	20,2	g
Salt	0,11	g

Values per 100 grams of product

KG /Package	N° Pieces
2,5	12





Product Catalog Frast





Buffalo's Skewers

Selected Buffalo meat from the south of Lazio, prepared in the classic form of the Abruzzese roasted sheep, which enhances its tenderness and flavor.

Energy value	94	KAL
	397	KJ
Fats	1,4	g
of which saturated fats	0,5	g
Carbohydrates	0	g
of which sugars	0	g
Protein	20,4	g
Salt	0,13	g

Values per 100 grams of product



Energy value	145	KAL
	608	KJ
Fats	7,0	g
of which saturated fats	2,2	g
Carbohydrates	0	g
of which sugars	0	g
Protein	20,5	g
Salt	0,11	g

Values per 100 grams of product



KG /Package	N° Pieces
1	50

Skewers of Chianina

The queen of Italian beef in the delicious form of the classic roast beef. A different, alternative but certainly pleasant way to enjoy Chianina meat. Particularly suitable for the little ones who do not like to eat the classic slice ... the roastino is never said no!



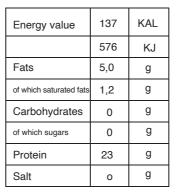
KG /Package	N° Pieces
1	50





Skewers of Angus

Skewers from the typical form of Abruzzese 'rustell', made with the best Black Angus USA meats. tender and tasty thanks to the particular marbling of the cuts used.



Values per 100 grams of product



KG /Package	N° Pieces	
1	50	



Energy value	145	KAL
	608	KJ
Fats	7,0	g
of which saturated fats	2,2	g
Carbohydrates	0	g
of which sugars	0	g
Protein	20,5	g
Salt	0,11	g

Values per 100 grams of product



The kebabs of sheep are the symbol of a land that can give in harsh and marginal conditions, a product of rare delicacy. Prepared with adult sheep meat cut into cubes and put on wooden skewers with a weight of about 20 grams. The fat fraction of the meat characterizes it.



KG /Package	N° Pieces
1	50









An original variation of the classic 'Rustell' of sheep, given by the combination with the very fresh bovine liver.



N° Pieces

50

KG /Package

Energy value	149	KAL
	624	KJ
Fats	7,0	g
of which saturated fats	2,4	g
Carbohydrates	0	g
of which sugars	0	g
Protein	18,5	g
Salt	0,18	g

Values per 100 grams of product



N° Pieces

50

KG /Package

Beef Skewers

Skewers made with the best cuts of cow thigh, mostly rump and topside; balanced thin layers of fat that make the meat even more tender. It is preferable to use a cooking "to the blood" with a dressing of extra virgin olive oil.

Energy value	145	KAL
	608	KJ
Fats	7,0	g
of which saturated fats	2,2	g
Carbohydrates	0	g
of which sugars	0	g
Protein	20,5	g
Salt	0,11	g

Values per 100 grams of product





KG /Package	N° Pieces
1	50

Chicken Skewers

Delicate chicken skewers with crispy breading with aromatic herbs. Suitable for the little ones, but not only, it is recommended to cook in a pan or on the grill. Ideal for aperitifs, appetizers or even as a main dish.

Energy value	153	KAL
	641	KJ
Fats	3,3	g
of which saturated fats		g
Carbohydrates	0,5	g
of which sugars		g
Protein	19	g
Salt		g
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Values per 100 grams of product



KG /Package	N° Pieces
1	50

Weal Skewers

For those who love more delicate tastes and prefer easily digestible meats and keep the veal skewer made with meat from cattle inferior to the age of the day it is the perfect product and suitable to satisfy the most demanding customers.

Energy value	228	KAL
	954	KJ
Fats	13,96	g
of which saturated fats		g
Carbohydrates		g
of which sugars		g
Protein	23,96	g
Salt		g
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Values per 100 grams of product





Product Catalog Frast







Phianina steak

Prized Chianina beef. High cut including bone, made from loin or rib. Provided with only Chianina cattle. Very tender and tasty, to be cooked on the plate or on the

Energy value	145	KAL
	608	KJ
Fats	7,0	g
of which saturated fats	2,2	g
Carbohydrate	0	g
of which sugars	0	g
Protein	20,5	g
Salt	0,11	g

Values per 100 grams of product



10 pieces per carton about 5 kg of variable weight



of 1,300 kg

Chianina's prickly beef

Premium Chianina beef. It is a cut obtained from the final part of the loin, even more valuable because it is partly composed also of the fillet. The wider thickness compared to the rib responds to the Tuscan ancient tradition from which the name rightly derives. There is no fiorentina without Chianina; the large, elegant and powerful cattle breed is the secret of this Tuscan delicacy. A steak at least 4 centimeters thick and 800 grams in weight will certainly be a real Florentine. Another aspect you can't neglect is that of form. It must be perfectly heart-shaped, with a not too thick layer of white fat around it and the spine in the middle to draw the T. On one side of the bone the thread, on the other the sirloin.

Energy value	145	KAL
	608	KJ
Fats	7,0	g
of which saturated fats	2,2	g
Carbohydrate	0	g
of which sugars	0	g
Protein	20,5	g
Salt	0,11	g

Values per 100 grams of product

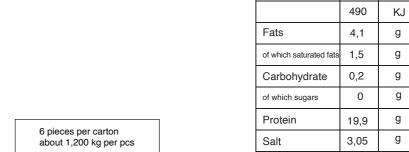


Pearl of the Tratturo

117

KAL

Delicious proposal for your special occasions, it is made with boneless sheep's belly and seasoned with salt, spices and natural aromas that give the already tasty meat an irresistible taste.



Values per 100 grams of product

Energy value



Carrè of Sheep

A delicacy able to fascinate even the most sophisticated palates. The genuine taste is enhanced in the cooking with the grating, but the characteristic marbling of this particular cut makes the steaks extremely versatile, so much so that they can also be cooked in the oven or in a pan with an adequate cooking bottom.

	Energy value	145	KAL
		608	KJ
	Fats	7,0	g
	of which saturated fats	2,2	g
	Carbohydrate	0	g
	of which sugars	0	g
	Protein	20,5	g
	Salt	0,11	g

Values per 100 grams of product





5 pieces per carton about 1,200 kg variable weight



Our Mission

Craft industry we make utopias



Innovate to amaze

Use the best only the best Turn Ithe raw material into quality inhalation

Working wisely to enhance the taste

Pack something unique every day

Amaze the consumers with something unusual

Origin Select to Produce

Know the raw materials Propose products that you should put on your table Select every day the best meats carefully Check the origin and quality of each cut

Consistently search for first ever new cuts and new cutting-edge processing methods

Relationships

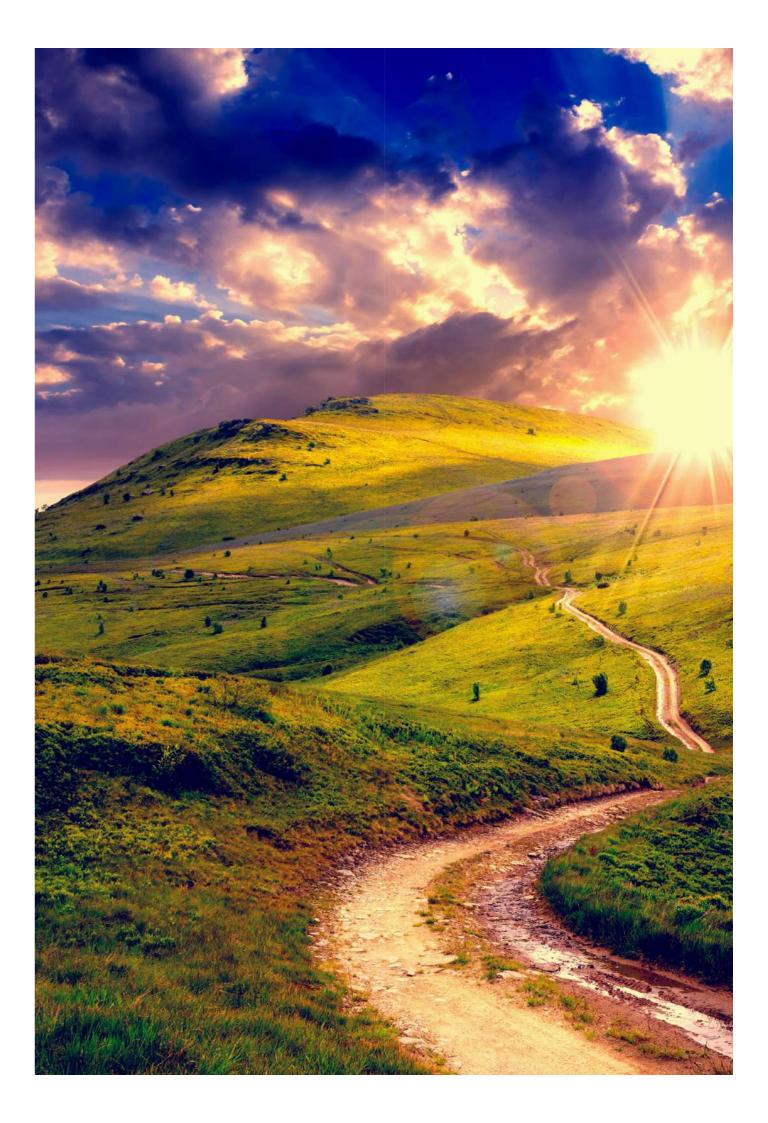
Interacting to Grow

Creating lasting and friendly collaborations Establishing fair and transparent relationships

Deserve Ithe trust of customers and suppliers

Generating a sense of belonging in employees and collaborators Defining a clear and unambiguous corporate identity.







GE. BA. Carni srl Voc. Berardelli 1/a 02046 MAGLIANO SABINA (RI) ITALY V.A.T. Nr. 00560410573 **\(\sigma\)** +39 3519755504

geba@gebacarni.it www.gebacarni.it





