

PRESS RELEASE – Berlin, 20.01.2009



GFI's joint stand at Fruit Logistica 2009 Germany's wholesale markets: powerfully communicating freshness, variety and quality

For Germany's wholesale markets the first highlight of the year 2009 is the Fruit Logistica from 4 to 6 February 2009 in Berlin. For the sixth time in the trade fair's history the 17 leading centres for fresh produce will making their presentation at the shared 400 m² GFI stand - located this year in hall 21, stand D-18.

Platform for talking with traders

Again, trade visitors to the stand will see the proof that wholesale markets are both modern and important institutions and can pick up lists of companies, brochures and other info flyers. Moreover, wholesale market representatives will be available for personal talks and to answer any queries.

Experience shows that the fair stand is popular with large numbers of wholesalers and importers as somewhere to hold in-depth talks and negotiate with clients and suppliers from all over the world.

GFI – a firm feature of the industry

One of GFI's objectives is to strengthen relations with existing marketing partners, e.g. Zespri, Sopexa, Melinda and Südtiroler Obstwirtschaft. Another is to continue with an established pattern of talking to many other potential partners from overseas.

Plans for 2009 include working with marketing partners to stage more promotions in many retail outlets. Uwe Kluge, chairman of the GFI board, is especially looking forward to new cooperation arrangements: "We shall be holding more talks with suppliers of bananas and citrus fruits. These products have suffered badly from

price wars and deserve better marketing. We can offer that in our freshness network composed of independent food retailers." GFI arranges for street markets, greengrocers and covered markets to act as sales channels for its partners and their brands.



Willkommen zur Fructinale 2009

Der ultimative Comedy-Event für Frische, Vielfalt und Qualität

mit Gabi Decker

5. Februar 2009
 Marheineke Markthalle in Berlin-Kreuzberg
 Einlass/Registrierung: 19 Uhr bis 20 Uhr
 Showbeginn: 20 Uhr

GROSSMÄRKTE DEUTSCHLAND

Fructinale 2009

To mark this year's fair GFI, Germany's Association of Wholesale Markets, is also staging a really unusual opportunity for healthy networking – the "Fructinale 2009" to be held on the evening of Thursday, 5th February 2009.

Andreas Foidl, GFI board member, is looking forward to the evening. "The film industry has its own event, the *Berlinale*. But what we stand for is fresher, and we want to celebrate life's true stars: fruit and vegetables. Fructinale 2009 is the name of 'our baby', and it's going to be a major event for every firm involved in the fruit and vegetable business. Everyone who's anyone will be gathered at the Fructinale. A live comedy show where fresh food is served and people can network in an unusual location is a mix that makes our event quite unique."

The show is being staged in Marheineke Markthalle, Berlin-Kreuzberg, one of Berlin's last remaining retail market halls. Market traders and caterers will supply and serve the food and drink. And offering a complete change from the stresses of a day at the fair, cabaret star Gabi Decker presents her show "Fruit & Games".

Over 400 guests from the business, political and media communities will be attending. GFI's evening event is the largest during the trade fair.

About GFI German Wholesale Markets. GFI German Wholesale Markets was founded in 2000 and represents the interests of Germany's 17 major wholesale markets. GFI is the central point of contact for national and international growers seeking to market their produce through quality, independent food retail channels. GFI offers its members a forum for the structured exchange of information and insights on ways to market wholesale markets; it also offers public platforms such as a joint stand at the Fruit Logistica and its own website, www.grossmaerkte.org

About German Wholesale Markets. These fresh produce centres guarantee a wide variety of top quality fresh produce, especially fruit and

vegetables. At these central, urban trading platforms around 2,600 small and medium sized wholesalers, importers and growers supply fresh produce from the region and all over the world to more than 53,000 customers in the specialist, independent food retail business such as greengrocer shops and street markets and to large-scale caterers and top restaurant chefs. Annual turnover of goods is around 7.4 million tonnes with a total value of roughly 9.8 billion euros. Germany's wholesale markets thus ensure the availability of good, nutritious food for around 100 million consumers in Germany and neighbouring European countries.

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