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Fructinale 2009
400 international guests from the fruit trade
enjoy stunning premiere

Gabi Decker at Marheineke Markthalle, Kreuzberg – the comedy value of fruit and vegetables

Berlin, 5 February 2009

This evening Marheineke Markthalle was transformed into a comedy stage: cabaret star Gabi Decker's performance earned an enthusiastic reception from the 400 representatives of the fruit and vegetable industry, who had gathered in one of Berlin's last surviving market halls for this unusual meeting. Members of parliament for the SPD and CDU were among the guests of honour.

Gabi Decker belongs to the cream of Germany's comedians and there was tremendous applause for the excerpts from her current stage programme "Deckerdenz" and the fruit and vegetables quiz that had been specially developed for this event.

The caterers and traders in Marheineke Markthalle served exclusive delicacies to the guests, just like the ones Berlin residents can buy there fresh every day.

The evening was hosted by the association of German wholesale markets, GFI. The event was held during the Fruit Logistics, the

key trade fair for the international fruit and vegetable business, held from Wednesday to Friday at Messe Berlin exhibition centre.

Uwe Kluge, chairman of the GFI board, was delighted at the huge response: "The film industry has its own event, the Berlinale. And now the who's who of the fresh food trade is gathered here. This Fructinale is a newer, fresher sign of appreciation for life's true stars: fruit and vegetables."



Uwe Kluge, GFI board chairman, welcomes the guests



Gabi Decker transforms Marheineke Markthalle into a theatre



Gabi Decker with excerpts from her stage show "Deckerdenz"



Prizes for the candidates in "Fruit and Games" – the Buddy Bear



Relaxing and networking after the show



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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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