

**PRESS RELEASE** – Berlin, 20.11.2009



**Comedy event with healthy networking for 400 guests  
A Who's Who of the fresh produce trade to gather  
at the 2nd GFI Fructinale**

**Encouraged by the success of this year's premiere, the GFI Association of Wholesale Markets will once again be offering its highly unusual platform for healthy networking; the evening set is Thursday, 4 February 2010. The "Fructinale" event has been timed to coincide with Fruit Logistica, the major international trade fair.**

Over 400 guests from the business, political and media communities are expected. A live comedy show in an unusual location, plus an opportunity to enjoy fresh food and networking, produces a mix that makes this event quite unique.

**Exclusive industry meeting in relaxed atmosphere**

Andreas Foidl, GFI board member, is looking forward to the forthcoming event: "The film industry has its own event, the *Berlinale*. At this summit meeting of wholesale markets we are making a stand for greater freshness, and we want to celebrate life's true stars: fruit and vegetables. Fructinale is the name of 'our baby', it was born in 2009 and was a major event for many firms involved in the fruit and vegetable business. The good and the great will be gathering for the Fructinale 2010. Industry professionals and partners plus friends of the trade are looking forward to good conversations, interesting contacts and a party atmosphere."

**Marheineke Markthalle: the covered market place**

The venue will once again be Marheineke Markthalle in Berlin-Kreuzberg. This is one of Berlin's last surviving retail market halls and it has won plaudits over the past 2 years for its new trading and catering concept. Over 50 suppliers attend to the needs of their customers, and their motto is "organic – fresh – regional".

Quality produce and customer service are their prime concerns. This combination makes the hall an attractive meeting point for trade customers.



*Marheineke Markthalle in Berlin Kreuzberg Ingo Oschmann*

### **Comedy – with Ingo Oschmann**

This year Ingo Oschmann, one of Germany's best-known comedians, promises to provide a welcome break from the stresses of the fair. His message is "Laugh without Regrets" and he will be presenting the best of his current live programme "Wonderful – that's the way it is!" Andreas Foidl: "We are so pleased that Ingo Oschmann has agreed to do this show. He will transform the market hall into a comedy theatre. No other comedian masters the balancing act between stand-up comedy and improvisation as well as he does. His shows are never the same twice running, because he always reacts to his audience."

### **Culinary delights – straight from caterers and traders**

The caterers and traders at Marheineke Markthalle will once again ensure that no guest goes hungry. Andreas Foidl: "It doesn't come any fresher or more authentic than this. Every guest will find his favourite snack among the many different delicacies on offer. As the hosts of this event we offer freshness, variety and quality – in other words, what wholesale markets do best."

### **Major names among the new sponsors**

Andreas Foidl is pleased to report that there is greater support for the event, with growers, wholesalers, service providers and media companies among the numerous sponsors. "A majority of the sponsors of the last Fructinale have promised their renewed support for the upcoming event. More big players have joined us for the next show, and this will enhance the networking value of the evening. We are grateful above all to our main sponsors, Fruchthandelmagazin, Weihe, Godeland, van Wylick and Chiquita. Their support gives a huge lift to our industry meeting."

### **Sponsors of Fructinale 2010**

► Fruchthandel Magazin, Düsseldorf



- ▶ Weihe Früchte & Salate KG, Berlin
- ▶ Godeland Vermarktungsgesellschaft mbH, Glückstadt
- ▶ Chiquita Deutschland GmbH, Duisburg
- ▶ Fruchtimport vanWylick GmbH, Düsseldorf
- ▶ Zespri International Germany GmbH, Hamminkeln
- ▶ Consorzio Melinda, Cles, Italien
- ▶ Birlik MT e.K., Wiesloch
- ▶ Wirsol Solar AG, Waghäusel

**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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