

Marketing

## German markets to step up brand promotion campaigns

German wholesale markets association GFI is planning to increase the number of marketing partnerships it runs with fresh produce brand owners following positive reactions to a series of summer campaigns which involved key marketers including Pink Lady apples, South Tyrol PGI apples and Zespri kiwifruit.

The organisation says it plans to organise further promotional events in Germany during the autumn, having held some 50 successful promotions at street markets, in greengrocer shops and retail market halls together with marketing partners EOS, the Bolzano chamber of commerce's South Tyrolean export organisation, and Zespri International.

Uwe Kluge, GFI board member for marketing, said he was delighted that 2008 had set new records: "Including the Pink Lady promotions we organised with Sopexa in February, we have already



GFI has a number of marketing deals with companies such as Zespri (above)

held 100 events for quality conscious shoppers this year."

In May, in the week before Whitsun, GFI organised 20 parallel promotions for EOS in six cities – Hamburg, Berlin, Leipzig, Cologne, Stuttgart and Munich. Then, from the end of May to the beginning of July, the group ran a total of 10 promotions for Zespri in Bremen, Hamburg, Duisburg, Düsseldorf, Cologne, Mannheim, Karlsruhe, Stuttgart, Munich and Leipzig.

In both cases, the promotional activity was on a larger scale than ever before.

According to Mr Kluge, however, there is still a great deal of potential to build on the marketing partnerships strategy. "There is no sign of the promotion boom ending," he said. "The increasing popularity of our fresh produce network enables producers and marketers to implement their brand strategy without restrictions."