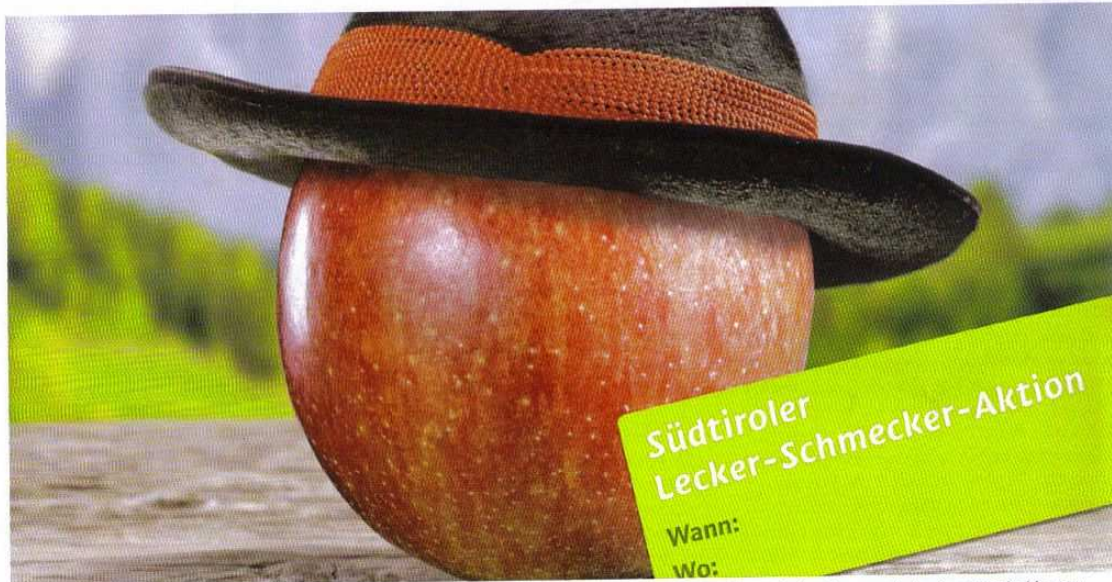


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The South Tyrol apple PGI is just one of a number of leading fresh produce brands due to be promoted through the German wholesale network this year

German wholesale markets resume brand promotions

The marketing partnership established last year between GFI, the association of German wholesale markets, and EOS, the marketing arm of the Bolzano Chamber of Commerce, to promote apple exports from the Italian region of Italy is to be extended this year.

As part of the venture, GFI is organising a total of 11 promotions for EOS in the cities of Munich, Stuttgart, Düsseldorf and Berlin between 16 April and 6 May. Customers will be able to sample conventional varieties like Braeburn, Golden and Jonagold and also to try the branded organic apple Pinova.

This year's promotions start on Munich's famous Viktualienmarkt, with subsequent promotions focused on

shops and covered markets in locations such as Stuttgart Market Hall, in front of Düsseldorf's Carschhaus store and in the Marheineke Market Hall, Berlin.

The marketing campaign is again based on the phrase 'vernasch mich' (loosely translated as 'enjoy me'), featuring posters and a competition offering the chance to win a week's holiday on a South Tyrolean fruit-growing estate.

"Specialist retailers attract quality-conscious customers who want to know where the produce comes from, and who particularly value quality and taste – these are brand buyers and especially responsive to any appeal to the emotions," explained Frank Willhausen, GFI marketing manager. "We will be targeting this kind of shopper."

GFI organises a number of sales channels events at street markets, greengrocers and covered markets for its partners and their brands, taking primary responsibility for the overall planning and coordination of promotions. Individual GFI wholesale market members plan the details of the campaign in their respective cities and decide how to involve the marketing partner in their events, using their knowledge of local trade and media structures to ensure communications target the right consumer groups.

"These promotions are the start of what will be a new record year for such events," added Mr Willhausen. "More promotions are planned for apples, kiwis, melons and bananas."