

Media Release

Swiss Meat Specialities for German Consumers

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German consumers will have a great opportunity to discover Swiss meat specialities at the International Green Week 2009, which opens in Berlin this week. Proviande – the umbrella organisation of the Swiss meat industry – will be presenting the immense variety of Swiss meat products in tandem with Switzerland's country presentation.

Attracting worldwide interest, the International Green Week (IGW) Berlin is the biggest consumer trade fair and most important forum for the meat-processing industry in Germany. Since 1999, Switzerland has attended the IGW with a country presentation organised by *Agro Marketing Suisse* (AMS) – i.e. with the Swiss food and farming industry's joint pavilion which features a different guest canton every year.

As the official partner country of the IGW 2008, Switzerland enjoyed being the centre of attention in Berlin. Which is why in 2009 *Proviande* is using this platform a second time to display Switzerland's finest meat specialities. As such, the presentation is part of the transnational activities of *Swiss Meat*, a marketing communication platform.

On show for the first time will be *Swiss Meat's* new logo which was designed to convey what Swiss meat represents: Swiss quality and Swiss values. At our booth under the banner of *Swiss Meat*, we will be offering a fantastic selection of Swiss meat specialities to sample, savour and buy. The goods on offer range from *buendnerfleisch*, a traditional dried-beef delicacy, to *cervelat*, the Swiss national sausage. Also waiting to be discovered are the beef-jerky-type specialities which the Traitafina Company will be offering at two separate booths. All in all, seven different meat-processing firms will be trading their wares.

The focus of *Swiss Meat's* presentation will be an eating experience that is sensuous and enjoyable. The visitor can become acquainted with the unrivalled quality and variety of Swiss meat products only by seeing, smelling and tasting them. So why not come and see (and taste) for yourself? From 16 to 25 January at Booth 101 in Hall 17.

For further information and picture material, please visit our website www.swiss-meat.com and click on *Activities* or *Press*.

Contact

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