

GFI INFORMATION FOR THE MEDIA - Berlin, 25 November 2016



Trade and fresh-food networking event for 300 guests

6th GFI Fructinale 2017: Fresh, colourful, brilliant!

On 9th February, 2017, during the Fruit Logistica trade fair, Germany's Association of Wholesale Markets, GFI, will once again be staging the "Fructinale" - the exclusive networking platform for the fresh food trade.

Boris Schwartz, GFI board member and deputy works manager of Munich Market Halls, is looking forward to this event which is held every two years. "For a decade, our industry event has been one of biggest get-togethers held on the fringe of the trade fair, attracting an audience of 300 people from the business, political and media communities. The mix of entertainment, fresh food, networking and an unusual location makes our event quite unique. The who's who of the fresh food trade meets at our Fructinale - representing dedicated mid-sized grower enterprises, wholesalers, retailers and the restaurant business. They all answer our call to freshness."

Once more, professionals, partners and friends of our industry may look forward to holding good conversations, meeting interesting people and spending a pleasant evening. As Boris Schwartz says, "It'll be fresh, colourful and brilliant."

- **Location.** The event will again be held in the historic Water Works in the Wilmersdorf district of Berlin. The venue is a blend of the modern and the traditional, and our first Fructinale here was in 2015.

- **Catering.** Paying homage to what fresh food markets offer - “freshness, variety and quality” - the Water Works’ chefs will freshly prepare an exclusive World Food Buffet on the premises, offering many different culinary delights.

- **Programme.** GFI has once again planned an imaginative programme that will be a welcome break after a tiring day at the trade fair. As Boris Schwartz says, “Apart from the traditional presentation of our Buddy Bear Awards to business friends and partners, the audience can look forward being enchanted by the acts in the show. Of course, there will still be time for people to meet up with each other and chat.”



Major names are loyal sponsors

Boris Schwartz is pleased to report that there is renewed, wide support for the event, and growers, wholesalers, logistics firms, service providers and media companies are among the many sponsors. “The many firms which have sponsored the event from the outset have been joined by some new sponsors for the forthcoming Fructinale. We are especially indebted to our main sponsors Fruchthandelmagazin, Keuthmann, vanWylick, Zespri, Chiquita, Lindner Food and Veolia for their commitment.”

Sponsors of Fructinale 2017

- Fruchthandel Magazin, Fruitnet Media International GmbH, Düsseldorf
- Peter Keuthmann GmbH & Co. KG, Berlin
- Fruchtimport vanWylick GmbH, Düsseldorf
- Zespri International Germany GmbH, Bocholt
- Lindner GmbH Fruchtimport und Handelsgesellschaft, Frankfurt
- Messe Berlin GmbH – FRUIT LOGISTICA
- Elbegarten GmbH Obst & Gemüse Vermarktung, Glückstadt
- Veolia Umweltservice GmbH, Hamburg
- Rolf Oertel GmbH Fruchtimport & Großhandel , Leipzig

For further information and portraits of the sponsor companies please go to:
www-frischemaerkte.org/fructinale



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