

World of Food Beijing

European SME Pavilion Exhibitors Profiles

Visit Booth: AB01 – AC10

November 18th – 20th, 2015 | China National Convention Center
 No.7 Tianchen East Road, Chaoyang District, Beijing 100105 China

Chocolate Na ĩve, from Lithuania | Booth: AB01



天赋之心
 Chocolate Na ĩve

In a little town on the Eastern side of Lithuania, Chocolate Na ĩve makes their bean to bar chocolate.

Chocolate Na ĩve is a bean-to-bar chocolate manufacturer set in Lithuania. At Chocolate Na ĩve, one of only 150 such producers worldwide, the production cycle starts with a dried cacao bean. Top class cacao beans are diligently selected from exceptional farms. They are then transported via the old seaways to Europe and, finally, to Lithuania, home of Chocolate Na ĩve.

Chocolate Na ĩve is interested in selling products in China, and now looks for distributors and retailers.

To learn more about the brand and their products, visit the website: www.chocolatenaive.cn



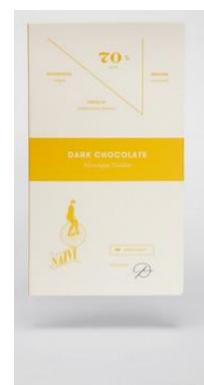
浆果黑巧克力



牛奶黑巧克力
 坦桑尼亚可可风味



马达加斯加可可特黑巧克力



尼加拉瓜可可黑巧克力

Fuchs Wine, from Germany | Booth: AC06



Weingut Fuchs is a traditional German wine estate. Since 1626 the family owns and runs the wine estate in the Rhine region in Germany. They offer dry and semi-dry wines as well as scrumptious, sweet ones.



White Wines



Red Wines

The white wines have wonderful bouquets, some of them like Pinot Blanc have delicate and discreet flavours, while others like Huxel are fruity, spicy and intense.

The red wines are full-bodied and range from ruby Pinot Noirs to deep velvety reds of Dornfelder or Dunkelfelder.

Location



The Village Dalsheim - Dalsheim is a small village in the south of the Rheinhessen wine region. It is located about 15 km west of the Rhine river and has about 1500 inhabitants. 2000 years ago the Romans brought the wine culture into the region. The village Dalsheim was already in the Middle Ages famous for its wines.

About the Owners



Hans-Jakob Fuchs

The owner and CEO of the Fuchs Wine Estate is a genuine wine enthusiast. He is the most important person in the winery, being not only the leader of the team but also the most experienced vintner.

Grown up in the winery, after his school education Hans-Jakob Fuchs studied agronomy and graduated at the University of Hohenheim.

The vinification is his most important task. No wine of the Fuchs wine estate will be bottled without the boss' approval. In private life Hans-Jakob Fuchs is fond of dogs and likes to walk them through the vineyards. He also enjoys horse-riding and hunting, reading and music as well as a good crime movie.

Hildegard Fuchs

The chiefess, Hans-Jakob Fuchs' wife Hildegard, is a lateral entrant in the wine business. After her business management training she worked in the prepress branch. She shifted her professional attention to the winery where she is in charge of the internet presence and of the export activities. In private life Hildegard Fuchs likes dogs, gardening and cooking. She also enjoys reading and needlework and plays the piano and the harp.

To learn more about Weingut Fuchs, visit the website: www.weingut-fuchs.de

Green Cola, from Greece | Booth: AB03



The border region of Orestiada Evros was set up as a starting point for Green Cola Company, which through its bottling plant (EPAP) keeps following the culture of its first production team formed, many decades ago.

The combination of tradition's authenticity with creation, is of fundamental importance towards creating innovative products of high quality, that respect consumer. Armed with greater passion for innovation and new trends' research on soft drinks, the team of GCC continues to experiment, searching for new recipes, hoping to increase consumer's already positive stream towards its products.

Green Cola is a new proposal for Cola, addressed to all, even to those with special dietary habits (eg diabetics) looking for a product with minimal caloric cost, without sacrificing the taste result.



- Ingredients: Water, Carbon Dioxide,
- Colour: Sulphite Ammonia Caramel,
- Acidificant Acid: Citric Acid and Malic Acid
- Sweeteners: Steviol Glycosides and Sucralose, Natural Flavouring
- Regulator: Sodium Citrate, Natural Caffeine.
- Green Cola does not contain sugar, aspartame, phosphoric acid, sodium cyclamate and preservatives. All ingredients of Green Cola have the suppliers' specifications and certificates. They also have the approval of food institutions (European Food Safety Authority)

To learn more about the Green Cola, visit: <http://greencola.com/>

VitalGrana, from Spain | Booth: AC04



Vitalgrana is a project which started its activity in 2008, when a group of 400 farmers, owners of 1.300 Ha (13.000.000 m²) of the land known as “Els Carrissals” or “Los Carrizales”, located in the Parques Naturales del Hondo of Elche/Crevillente and Las Salinas of Santa Pola (Alicante), decided to run a leading enterprise, specifically the PARC NATURAL AGRARI ELS CARRISSALS (PANAC) (www.carrizales.es), a project whose philosophy is based upon the environmental respect and support to the traditional agricultural and livestock activities that, throughout centuries, have been developed within this territory, under the protection of the European Agricultural Model.

The Vitalgrana’s project comes from the global strategy of the PANAC’s project, which bets on valuing a traditional cultivation, deeply-rooted within the area, the “ELCHE’s MUSHY POMEGRANATE” in particular. The area and environment where the project is based produces up to 90% of the European pomegranates production, which allows Vitalgrana to have the best raw material, that is daily transferred to its manufacture, and monthly harvested.



Pomegranate juice

Vitalgrana juice is prepared with freshly-squeezed pomegranates by using the revolutionary patented extraction system known as Vitalgrana Totum System®. It is extracted from peel, inner membranes (arils) and seeds all nutritional components which are unique and distinctive of each part of this great fruit.

Once separated, these parts are joined together in optimal proportions in order to obtain a balanced drink with a great taste and maximum health benefits.

Ingredients: Squeezed pomegranate Juice, acidifier: citric acid.



Pomegranate Jam Extra

The jam is elaborated from Pomegranates grown in Alicante, Spain. It is a product rich in vitamins, minerals and antioxidant polyphenols.

The pomegranate is a fruit which has low energetic value due to the majority compounds are water and sugars, glucose and fructose. It is a fruit rich in vitamins, the most important of this are vitamin C, E, A, B1, K and beta-carotene. The pomegranate is an important minerals source, such as iron, calcium, zinc and particularly potassium. It has also high concentration in antioxidant polyphenols, which are responsible of its beneficial properties.



Vitalgrana Honey 42

Vitalgrana Honey 42, first honey commercialized in Spain, majority from pollen of pomegranate blossoms. This honey has been elaborated in hives located in cultivars from Elche's crops, in the South of Valencian Community, grown with pomegranates "Mollar de Elche" variety

It is the unique honey commercialized with the 42% of pollen from pomegranate blossoms; it is tested by specialized laboratories through pollen analysis.

The pomegranate is world-known like a fruit with the most antioxidant capacity. All parts of pomegranate have an extraordinary antioxidant capacities, but the extracts get from the flowers have the best results in antioxidant activity.

Ingredients: Pomegranate Blossom Honey

To learn more about vitalGrana and their products, visit: <http://www.vitalgrana.com/en/>



Omega 5

Omega 5 is an essential fatty acid with highly beneficial properties for health, obtained mainly from pomegranate seeds.

It is known as punicic acid and it is the botanically known form of linoleic acid, a compound with chemical properties similar to those of CLA (Tonalin), a conjugated fatty acid from Omega 6.

D'Ascensão, from Portugal | Booth: AB05



Once upon a time there was a king who loved to drink the juice made from black and sweet grapes. However one day he found it a little bitter and put it aside. Months later, a beautiful Moorish slave named Ascensão, who was the king's favourite, desperate with her fate, wished to die. Finding the liquid set aside, and talking it for poison, she drank it so to end her life. She slept like never before and woke up happy and in love with the King, who soon made her his beloved Queen.

Thus this wine was born and until today it still brings happiness to those who drink it, and may cause sleep to those who fall too much in love with it to stop. It goes very well with red meat, spicy meat dishes, cheese and sausages.



Product Details

- Red Wine Region: Setúbal Península
- Grape varieties: Castelão. Touriga Nacional
- Alcohol Content: 13,5 %vol.
- Vinification: Ferments in stainless steel vats with automatic re-assembling and controlled temperature, following prolonged pelicular maceration. Aged in French and American oak barrels during 4 months.
- Serving: Recommended drinking temperature 16-18 °C. Goes well with all grilled meat, game and cured sheep dishes. Estimated longevity of around 5 years.
- Tasting notes: Presents an intense garnet colour an aroma of ripe berries, jam, completed with notes of new mood.

To learn more about the wine, visit website: <http://dascencao.pt/>



Selected Products from Northern Ireland | Booth: AC08

Company	Product Description	Photo
Moy Park	Poultry product	Only brochure will be displayed
Niche Drinks	Cream Liqueurs Whiskey Ready to drink Cocktail	
Karro	Pork Product	Only brochure will be displayed
Cocomojo	Healthy Drink of coconuts	
Irwin's Bakery	Bakery Cookie, cake	
Linwoods	Milled seed Milk	

Whites Oats	Oats	
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The brands are represented by Invest Northern Ireland at the booth.

About Invest Northern Ireland

As the regional business development agency, Invest NI's role is to grow the local economy. Invest NI does this by helping new and existing business to compete internationally, and by attracting new investment to Northern Ireland. It is a part of the Department of Enterprise, Trade and Investment and provides strong government support for business by effectively delivering the Government's economic development strategies. Invest NI offers the Northern Ireland business community a single organisation providing high-quality services, programmes, support and expert advice.

Contact Us

All the brands listed above are interested in the Chinese market and look for distributors and retailers.

If you would like to see some samples of the products and learn more about the brands, please contact the Centre to set up meetings at the Pavilion:

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About the World of Food Beijing

World of Food Beijing is an annual food & beverage trade fair powered by Anuga.

Occupying a total area of 35,000 sqm, comprising 25,000 sqm of showcase area with more than 600 exhibitors, and 10,000 sqm of conference and activity zone, this event is poised to showcase a wide array of foodstuff such as fine foods and imported foods, dairy products, bread and bakery, meat and seafood products, frozen foods, sweets and snack foods, coffee and tea. More than 45% of the exhibitors will hail from abroad and over 24,000 trade visitors are to be expected. To learn more about the event, visit: website www.worldoffoodbeijing.com/index.asp

About the EU SME Centre

The EU SME Centre in Beijing provides a comprehensive range of hands-on support services to European small and medium-sized enterprises (SMEs), getting them ready to do business in China. We provide support in four areas – business development, law, standards and conformity and human resources.

Collaborating with external experts worldwide, the Centre converts valuable knowledge and experience into practical business tools and services easily accessible online. From first-line advice to in-depth technical solutions, we offer services through Knowledge Centre, Advice Centre, Training Centre, SME Advocacy Platform and Hot-Desks.

The Centre is funded by the European Union and implemented by a consortium of six partners - the China-Britain Business Council, the Benelux Chamber of Commerce, the China-Italy Chamber of Commerce, the French Chamber of Commerce in China, the EUROCHAMBRES, and the European Union Chamber of Commerce in China.

To learn more about the Centre, visit website www.eusmecentre.org.cn

