

Media Release

Swiss exhibitors with culinary variety at Anuga 2009

Zurich, 21.8.2009. **Swiss food products are particularly popular abroad. The export hits from Switzerland include confectionery, chocolate and, of course, cheese. Other products too, such as Swiss Bündnerfleisch, have also been impressing consumers around the globe for a long time.**

At Anuga, which takes place in Cologne from 10 to 14 October 2009, 41 Swiss companies will be showcasing their culinary delights on the joint exhibition stands of Osec, Switzerland Cheese Marketing AG (SCM) and Proviande. They will be exhibiting a wide range of products for healthy, varied and enjoyable nutrition. In addition to basic foodstuffs, confectionery and drinks, popular Swiss cheese and dairy products as well as meat and sausage specialities will be represented. The two «**SWISS Pavilions**» in Halls 3.1 – Anuga Fine Food and 10.1 – Anuga Dairy – are being organised under the proven guidance of Osec in cooperation with Switzerland Cheese Marketing AG and fial, Federation of the Swiss Food Industries.

Switzerland the country for specialities

According to information from fial, Federation of the Swiss Food Industries, which represents 16 sector associations and conducts regular surveys among its member companies, the 191 firms achieved total sales revenue of CHF 17,216 million in 2007. Compared with 2006 the Swiss food industry thus succeeded in increasing its sales revenue by 12.5%. Swiss chocolate and Swiss cheese have always been particularly popular abroad, and these products are now to be joined in enjoyable growth by typical Swiss meat specialities such as Bündnerfleisch and Cervelat. The long-term goal of Proviande, the sector organisation for the Swiss meat industry, is to achieve a similar position on the foreign markets with meat products as already exists for the country's more established exports. Against the background of a possible free-trade agreement with the EU, the European market offers good opportunities for expanding the sales channels. Switzerland is a country of specialities. Only select, top-grade raw material is processed. What's more, each region produces its own meat specialities – of local character and at the highest level of quality. The strict animal welfare law, the Swiss food product law equivalent to EU food law and independent checks ensure the safety and high quality of Swiss meat products. Five exhibitors will be presenting their meat specialities to international trade visitors in Hall 5.2 – Anuga Meat.

Trend towards natural foodstuffs

According to a broad study just completed by the Gottlieb Duttweiler Institute and based on surveys of Swiss and German consumers, a value change is taking place in what people eat. The trend towards industrially produced foodstuffs which prevailed for decades has turned round for the first time. In the past, consumers who preferred natural food and who were prepared to pay a higher price for local products were in the clear minority. Now, however, the shift towards high-quality fresh products has been embraced by a broad section of the population. This trend can be observed not only in Switzerland but in all modern industrial countries. The Swiss food producers who offer numerous regional specialities as well as organic-grade products are therefore benefiting. In 2008 the sales revenue achieved by the Swiss organic sector rose sharply in Switzerland, by 11.2% auf CHF 1.44 billion. The Swiss organic food market thus grew twice as strongly as the market as a whole (+5.6%), Bio Suisse reports.

Enjoyment throughout the day

Trade visitors who are looking for selected fine food specialities will find a wide range of different products on the Swiss joint stand in Hall 3.1. It starts with mueslis in many different variations, cereal and whole wheat products, honey, dried fruit, premium and lifestyle jams, jellies, baking jams and bread spreads, snacks, soups, sauces as well as various convenience meals. Fine truffle risotto and organic spelt pasta are just some of the innovative developments to be presented by Swiss exhibitors. Diverse edible oils, fat and margarine round off the range. There will also be plenty of fine confectionery products to tickle the taste buds at the «**SWISS** Pavilion». Filled liqueur chocolates, Swiss drinking chocolate and lovingly made wafer specialities are a pleasure waiting to be enjoyed. Refreshing surprises will be offered by various drinks manufacturers, including energy drinks in interesting taste directions, sparkling natural thirst quenchers in diverse variations, healthy fruit juices and mineral water. Another exhibitor will be presenting spirits, fruit distillates and Vieille Prune. A number of firms will be showcasing their organic and fair trade products.

Tradition meets variety

Cheese-making has a long tradition in Switzerland. Swiss cheese stands for high quality, naturalness and great taste. The most well-known cheeses at home and abroad include Appenzeller®, Emmentaler AOC and Le Gruyère AOC, but Sbrinz AOC and Tête de Moine AOC have also been popular outside Switzerland for a long time. Cheese exports are particularly important for the agricultural and

dairy industries. More than 40% of Switzerland's milk production is made into cheese, one third of which is sold abroad. According to figures from Switzerland Cheese Marketing AG, 61,191 tonnes of cheese, processed cheese and ready-made fondue were exported from Switzerland last year. Over 450 different types of cheese are made in Switzerland. The tradition and variety of Swiss cheese will be presented at the completely redesigned joint stand of the SCM, with a record participation of 8 exhibitors, in the big cheese show. The presence in Hall 10.1 will be strengthened by Emmi, Mifroma, Rutz Käse and Züger Frischkäse.

The Swiss exhibitors in Halls 3.1, 5.2 and 10.1

The Swiss exhibitor brochure contains short portraits including news about the Swiss exhibitors in the two «**SWISS Pavilions**» as well as a list of all the Swiss exhibitors at Anuga 2009. The brochure can be viewed as from mid-August at www.osec.ch/swisspavilion under Anuga 2009 or can be ordered from the contacts listed below.

Further information:

Osec

Sandra Müller, Project Manager Trade Fairs

Stampfenbachstrasse 85 / Postfach 2407 / CH-8021 Zürich

Tel. +41 44 365 54 51 / Fax +41 44 364 19 57

smueller@osec.ch / www.osec.ch

Osec

Patrick Djizmedjian, Head of Public Relations / Public Affairs

Stampfenbachstrasse 85 / Postfach 2407 / CH-8021 Zürich

Tel. +41 44 365 55 16 / Fax +41 44 365 52 21

pdjizmedjian@osec.ch; www.osec.ch