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FOR IMMEDIATE RELEASE

THE FRENCH FOOD AND DRINK FEDERATION LAUNCHES U.S. MARKETING EFFORT TO CREATE AWARENESS FOR EUROPEAN BRANDS

Business France Will Execute a Three-Year Campaign Targeting Business to Business and Consumer Channels

NEW YORK, NY, June 18 The French Food and Drink Federation (ANIA) kicked off a three-year marketing plan to reach U.S. consumers and professionals at the annual National Restaurant Show in Chicago. The organization was also a sponsor of the annual IFEC (International Foodservice Editorial Council) Bubble Party.

“The NRA Show is an essential communication point with the trade audience in the U.S. The goal of our campaign is to educate trade and consumers on why French foods are a great choice, and this was the perfect place to launch it,” says Laura Marley, European Public Affairs Manager, ANIA.

Twelve of the Federation’s members were present to speak with buyers and have their brands sampled while three different food demonstrations took place each day at the pavilion. “By having potential buyers sample each of the brands in a real-life setting, we were able to present them with ideas for using the brands in their own operations,” says Wassila Satouri, Head of the North America Food Division for Business France.

As part of the three-year campaign, the French Food and Drink Federation and Business France will also implement a media and influencer relationship program, schedule several road shows, retail tastings and spearhead trade show presence in the U.S. Additional goals of the campaign will be to educate trade and consumers on why French foods are a great choice and to explain the difference between PDO, PGI, TSG and the EU Organic labels.

The European Taste Experience Campaign, co-financed by the European Union, was set up to create awareness for the variety of European products available on the U.S. market and to suggest ways that American consumers can incorporate those into their diets, recipes and lifestyles.



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About the French Food and Drink Federation:

The food processing industry is the #1 industrial sector in France in terms of revenue and employment: “ANIA supports more than 17,000 companies daily in developing healthy, safe and sustainable products for local and export markets.”

For more information on the campaign, visit: <http://events-export.businessfrance.fr/europe-antaste-us/home/>

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