



The Piedmont Stand at the Speciality & Fine Food Fair September 2014

## Piedmont artisan food at the Speciality & Fine Food Fair London

Working with **Piemonte Centro Estero de L'Internazionalizzazione** we arranged for buyers attending the fair to visit the Piedmont stand and meet the producers.

The stand looked wonderful with superb artisan products on display .

They ranged from gourmet coffee blends, olive oils and vinegars, traditional cheeses, raw and cooked salumeria, , truffle products and much more.

### INTRODUCING PRODUCTS TO THE UK MARKET

On behalf of the **Barcelona Chamber of Commerce** and **Aragon Exterior (AREX)** we have just completed 3 projects which range from food to fashion introducing the products to the UK market for the very first time.

This involves researching the markets to find the right buyers for the products and preparing a database of contacts.

Contact with the buyer is made by us on behalf of the producer and the product is introduced. Feedback is recorded and meetings set up with buyers.

This is a cost effective way of testing the market.

After a busy summer period September started at Olympia, London at the Speciality & Fine Food Fair where **Ceipiemonte** had an amazing stand exhibiting a wonderful array of artisan food products from this gourmet region in Italy.

Xtend2 has also been invited by **AREX (Aragon Exterior)** to attend their annual Encuentro Internacional AREX ([www.aragonexterior.es/Encuentro/informacion-general/encuentro-internacional-arex](http://www.aragonexterior.es/Encuentro/informacion-general/encuentro-internacional-arex) ) as the UK/Republic of Ireland in-country promoter for food and wine. Xtend2 will be meeting with regional food and drink companies, reviewing their products and discussing their export readiness ahead of introductions to the UK/ROI markets at the end of the month.

Xtend2 will also be visiting SIAL in PARIS, the world's largest food exhibition held very two years, in order to meet existing and new clients.

Xtend2 has been working hard for clients from UK, Spain, Italy, Chile and China on a range of projects which have included finding distributors in the UK, trade fair assistance, market research, market introductions and meeting agendas for our clients.

Xtend2 works with government export promotion bodies, regional export promotion bodies, trade associations as well as other generic organisations. We can also work for individual companies.

We cover the UK and ROI markets and can also cover other European markets for non EU Clients.



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## Xtend 2 Services

- Trade Missions.
- Buyers Missions.
- Individual Meeting Agendas.
- Press Trips.
- In Store Promotions.
- Tastings, workshops & Meet the Buyer
- Trade Fair Representation.
- Trade Fair Support.
- Consultancy



Maria Ignacia visits the UK September 2014

## SIAL PARIS CELEBRATES ITS 50<sup>TH</sup> ANNIVERSARY – XTEND2 MARKS THE 10<sup>TH</sup> YEAR OF VISITING SIAL!

We will be visiting SIAL again this year. This excellent and extremely busy show is the World's number 1 food exhibition taking place between 19<sup>th</sup> and 23<sup>rd</sup> October. We are looking forward to meeting up with our existing clients as well as making new contacts.

### Watch out for our Tweets



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## ENCIERRA WINE - CHILE

Encierra ([www.encierra.cl](http://www.encierra.cl)) wine producer Maria Ignacia Eyzaguirre recently travelled from Chile to Europe with a full itinerary we put together meeting potential wine buyers in Ireland and London.

This included a full day at Food Hospitality Ireland in Dublin. Maria presented the excellent Encierra Wine (Robert Parker gives it 90 points) along with the news that Encierra is currently building a new winery (French style) and has employed the services of Monsieur Didier Debono, Oenologist, University of Bordeaux France. Exciting times ahead and we look forward to the vintage of 2012.

### Coming up....

Gerald Lawson-Tancred, Xtend2's Director, has been invited to attend the annual **Encuentro Internacional AREX** in Aragon, Spain.

In his role as the UK and Republic of Ireland in-market rep he will be meeting with regional producers and manufacturers, reviewing their products and discussing their export readiness ahead of introductions to the UK market.

This is a service we provide to a number of government export promotion organisations in Spain, allowing Spanish companies to benefit from our experience and knowledge of the UK and ROI markets.