



# News

April/May 2018

## China Food and Drinks Fair 2018 in Chengdu



Source: [www.cdf.org](http://www.cdf.org)

### LOCATION

Chengdu is the capital of southwestern China's Sichuan province.

### POPULATION

Around 15 million

China's state council has designated Chengdu as the country's western center of logistics, commerce, finance, science and technology, as well as a hub of transportation and communication. It is also an important base for manufacturing and agriculture.

**China Food and Drinks Fair 2018 Chengdu is China's longest established and one of the most influential food & drinks show, that attracts more than 100,000 wine importers and buyers from many of China's regional cities.**



The organisational form of it is quite unique. During the first three days (19th-21st) the exhibition points are dispersed in different hotels throughout the city including hotel rooms. Then it takes place the China Food and Drinks Fair for other three days more (22nd-24th).



*Part of FBLOG sales group and colleagues from Chengdu office*

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## China Food and Drinks Fair 2018 in Chengdu

It is highly recommended that our sales team in China involved with or/and dedicated with FBLOG attends this exhibition, as it provides plenty of opportunities, due to all the importers and distributors in China travelling to the exhibition. It is a fantastic chance to meet so many people from the industry. This year the FBLOG team was formed by 14 people from Beijing, Tianjin, Qingdao, Shanghai, Xiamen, Shenzhen, Guangzhou and Hong Kong.

The main countries present at the exhibition were France, Chile and Australia, followed by Italy, Spain and Germany added with a nice presence of wines from South Africa and as something trendy wines from California. It is interesting to note that for the first time the wines from California were represented within a pavilion, however we also saw New Zealand and South Africa be present with as smaller exhibition space this year.



Our FBLOG sales group



Californian pavillion

If you have any further questions please do not hesitate to contact food & beverage logistics China:

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FBLOG Manager – Greater China

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Mr. Leo Xu (Shenzhen) and Ms Daniela Gracia (HK) with a customer at a networking event



## 24 - 27 April 2018

10am – 6pm daily

Singapore Expo, Hall 10

International Trade Fair for Wines and Spirits





## Introducing our colleagues around the world - Spotlight on: FBLOG Netherlands MARIELLE KALLEWAARD!

### 1. When did you start working for FBLOG and what is your job function?

**Marielle:**

In 2013 I started with outside sales and took all food & beverage customers under my responsibility but combined this with general cargo clients. I started working for a. hartrodt in April 1995. I worked in the sea freight export department and handled airfreight shipments before we opened our own airfreight office in Amsterdam.

### 2. What have you experienced/learned working in FBLOG and what do you enjoy most about your job?

**Marielle:**

I like most of all the passion of these customers have for their products and it is much more understandable than general cargo as food and beverage are our daily needs. I learned a lot about all different kind of wines and am personally more interested than before. All food and beverage products have their special requirements while importing and carefully checking everything before sending with our local offices is a "must". I learned a lot about this.

### 3. If you had to describe the FBLOG team in the Netherlands three words, which would they be?

**Marielle:**

Passionated, customer friendly and very involved.

### 4. Where do you see the potential for FBLOG in the Netherlands now and in the future?

**Marielle:**

As sustainable food is getting "hot" with more food produced with extra attention for people, animals and the environment, I see a growth of the organic food sector already. Wine from the "new world" are also getting more and more popular and we see also the export of food and beverage products to China growing bigger.



*Marielle Kallewaard,  
Key Account Manager  
a. hartrodt Netherlands*

### 5. What do you see yourself doing in the next few years at FBLOG?

**Marielle:**

As we are now already helping customers with exporting and as their knowledge is minimal, I see myself being involved more and more. My experience is that with all the help we offer and with the assistance of our overseas offices, we give our customers so much trust that they stay loyal to us and see our services as a big advantage. With what we learned until now we will grow within the next couple of years.

### 6. Last and most important question to someone working in the F&B industry - What is your favorite drink and food?

**Marielle:**

Haha, you asked me to use max. 350 words. Difficult question. Rooibos tea from South Africa, Indonesian food, steak from Argentina, red Chilean wine and tiramisu from Italy.

**If you have any further questions please do not hesitate to contact food & beverage logistics in the Netherlands!**

**Ms Marielle Kallewaard**

Key Account Manager

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## Exhibitions in Greater China / Spring season 2018



Name	City	Dates
Interwine Beijing International Wine & Spirits Exhibition	BEIJING	10-12 MAY
Fruit Logistica China	SHANGHAI	14-16 MAY
SIAL China	SHANGHAI	16-18 MAY
Interwine Guangzhou International Wine & Spirits Exhibition	GUANGZHOU	18-20 MAY
TopWine China	BEIJING	21-23 MAY
Vinexpo	HONG KONG	29-31 MAY
Food Taipei	TAIWAN	27-30 JUNE
IFE Guangzhou	GUANGZHOU	28-30 JUNE

## FBLOG at ProWein 2018

From the 18<sup>th</sup> - 20<sup>th</sup> March, the wine and spirits industries gathered in Duesseldorf for ProWein 2018.

It is the world's leading trade fair for the trade and this year saw 6,800 exhibitors showcasing their goods and services under the "one roof" – well, 10 halls actually. During the three very busy days 60,000 visitors from 133 countries attended the fair.

As usual FBLOG representatives attended the fair to meet with clients, listen to their challenges but also opportunities and trends.

Local colleagues Falko Kaulmann and Markus Mathey from our Ratingen/Duesseldorf office met with their many domestic clients exhibiting at the fair. André Duerre, our bulk manager from Hamburg office was in attendance as usual and met with many of the overseas wineries where we load wine/spirits in bulk. Also attending was our Ireland Sales Manager, Gerard Kiernan who met with our Irish clients – both at the fair – and at the airport.



From left: a customer, André Duerre and Gerard Kiernan at ProWein fair.

"ProWein has become hugely important to the wine and spirits trade in Ireland with key buyers descending on Duesseldorf during March each year which usually coincides with Saint Patrick's Day celebrations – so its an added bonus! The Irish Food Board [Bord Bia] also have a presence at the fair to support our exports of spirits, liqueurs, and beers so it's a vital opportunity for our clients." said Gerard.



## Customer corner – advertise your products or services here!

Are you looking for new distributors? Or would you like to import a new product? food & beverage logistics is happy to help you. Just get in contact with your local sales representative and provide the most important information about your business and what you are looking for. We will publish an advertisement in our customer corner. The food & beverage logistics newsletter will be distributed to customers and colleagues around the world! Don't miss this great opportunity!

**Woodland** is a true dry gin from the wooded mountains and moist meadows of Sauerland. Blending classic and local botanicals created the exceptional flavour of this unique distillate. Spruce tips, wood ears and dandelion evoke a subtle, wooded flavour. A gentle top note of fresh nettle, hand-picked sorrel and citrus aromas round out the crisp body note. This results in a fresh but defined dry gin, distilled with pristine, smooth Sauerland spring water, perfectly suited for aperitifs, long drinks with selected tonics and cocktails.



### Contact person:

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## Vinality 2018, April 15 - 18

For this quarter, instead of tasting a wine, we did a one day visit to **Vinality in Verona** which is the largest wine fair in Italy with more than 4,200 exhibitors. I visited it together with our colleague Davide Orecchia, Sales Executive of a. hartrodt italiana. Separate FR already issued.

Vinality, International Wine and Spirits Exhibition has been founded in 1967 and take place every year. All the players in the sector come together at Vinality to discover excellence, learn more about market trends and especially for business. The event is increasingly investing in innovation and technology to provide operators with effective digital tools to connect supply and demand, and bridge distances between continents.

We usually visit it to meet actual and potential customer. It is a chance to meet in a single place various customers coming from different part of Italy.



Mr. Virgilio Gazzolo visits Vinality in Verona.

For the 2019 edition if a colleague wants to give any sales lead or request of information about a winery is more than welcome.

### Mr. Virgilio Gazzolo

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