

The network of food, tastings and gourmet promotion:

NFTGP



BEE NET – ebn team presentation



Coordinator of the EBN: Campo d'Oro is a family business company born at the end of 1998, from the entrepreneurial spirit of Paolo Licata, who dreamt to continue the long family canning tradition started by his father, transforming fish products and, then, making fruit jams and vegetable conserves and sauces. The company is located in Southern Sicily, a few kilometers from a natural reserve, surrounded by bright sand dunes, between the city of Castelvetro (TP) and Menfi (AG), in the territory of Sciacca (Ag). Over the course of more than 20 years of history, the company has begun a path of growth characterized by technological innovation, participation in fairs in Italy and abroad and product assortment.



Tenuta Casalazzi is a Sicilian agricultural company located in the countryside of the Valle del Belice, Southern Sicily, better known as the land of Gattopardo. The farm covers about 13 hectares and is specialised in the cultivation of prickly pears and in the production of jams and mustards. The production is organic certified and the authenticity, the care given not only the treatment of the soil for a better growth and for the environmental sustainability, but also to the processing of the prickly pears, delivers an high quality product made by tradition, a product telling the story of a family, of a territory and a country.



BEE NET – ebn team presentation



Caterteam Sp. o.o. is a Polish Company born in 2002 that imports 2.500 high quality food products and about 350 wines. Caterteam owns a chain of 9 shops from 100 till 300 square metres "Piccola Italia & Mediterraneo" that have a friendly and unique atmosphere; by making tasting and culinary experience, they bring customers in an another country, without leaving their own city.



BEE NET – ebn team presentation

The Siaiva company is a family run company born in 2008 from the intuition of Ms Jolanta Vigelyte to import high quality gourmet products in Lithuania and in the Baltic countries. Nowadays the company imports and distributes more than 800 kind of gourmet products such as cheese, wine, ham, olive oil, sauces, patè and so on from the Mediterranean countries. The company owns an exclusive fine store called 'Mediterranean delicacies' located in Kaunas Žaliakalnis.



BEE NET – ebn objectives



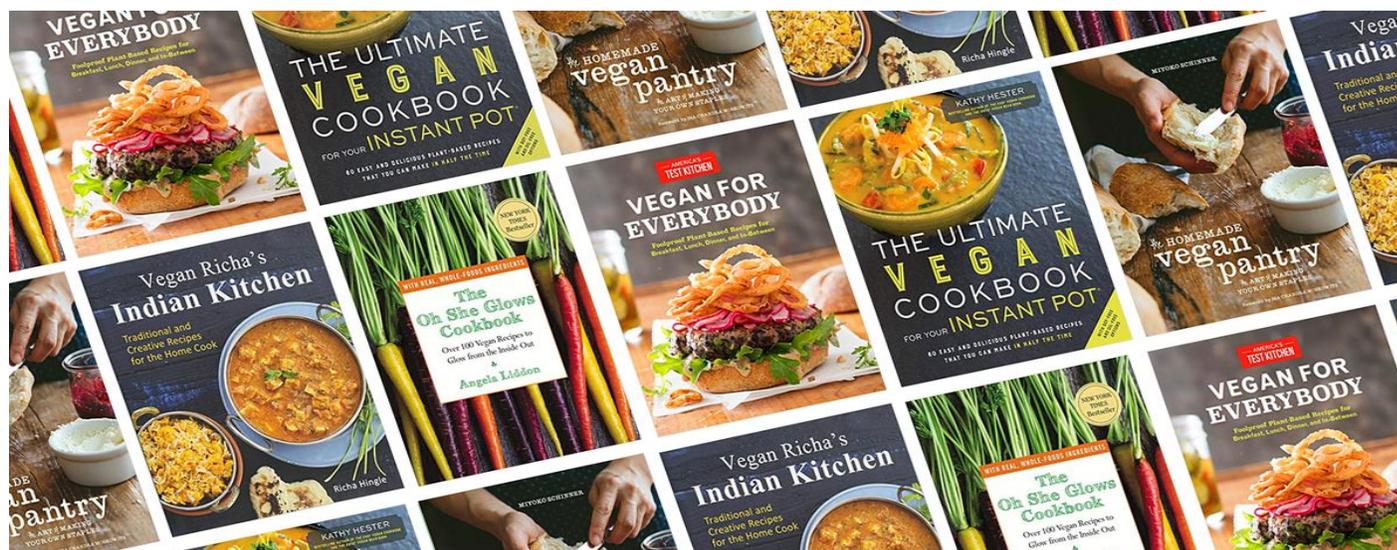
The project aims at putting together 4 business companies coming from 3 European countries with the purpose of strengthening the commercial cooperation, improving the promotion and the sales of the products adapted to the specific requests of the foreign targeted markets USA, Lithuania and Poland, through promotion activities of new gourmet products and the distribution of a cookbook.



BEE NET – EBN action plan

The strategy for the implementation of the objectives, foresees a shared action plan to better the performance of the 4 companies in the partnership.

The production companies Campo d'Oro and Tenute Casalazzi will get the chance to promote and test new flavoured products for the Polish, Lithuania and American market. On the other side the Caterteam company partner, Polish importer and distributor, will check how the promotions and the presence of a network cookbook can improve the consumption of gourmet products. Finally, the Lithuanian partner Siaiva, thanks to the recipes and the network tasting activities, will be able to improve the offer by suggesting quick and easy meals to try 'the experience' of the Italian culinary tradition.



The intended products for the targeted markets are:

Typical regional specialties such as:

- sweet creams and jams, patés, sauces, pestos and condiments

Moreover innovative products have been added thanks to the synergy of the four companies of the network. Two main kind of products have been identified for the targeted markets Poland, Lithuania and Usa and specifically 7 variations of:

- 7 pates: artichokes and tuna, peppers and almonds, dried tomato, spicy, orange tuna;

Spreadable creams: ricotta, pistachios and chocolate.



The activities to achieve the promotion and selling objectives of the products are:

- The participation to the event <http://www.ecrm.marketgate.com/> that will take place in USA, Illinois, from 27th to 29th of July, dedicated to review suppliers of Canned Foods, Breakfast, Baking, Condiments & Dressings, Dry & Boxed Foods, Sauces & Spreads, and Natural, Organic, that will present new items and promotional opportunities to buyers from across all retail channels. The event brings together the region's distributors, retailers, manufacturers and associations. These representatives are searching for the latest innovative products on the market.
- Communication action (the website, the cookbook to incentive the purchase of the products by means of "instructions" on how to prepare a quick and tasteful Italian traditional dishes) ;
- Promotion actions will be carried out from the Polish and Lithuanian partners in the target markets, including testing and presentation events to the segments Horeca and GDO.

BEE NET – SWOT

S

- production of high quality products respecting the Italian manufacturing tradition for gourmet products;
- deep pulse and knowledge of the target market;
- ability to recognise the market needs not only launching innovative products but also enhancing the classic ones;
- ability to choose, make and promote the innovative and the classic products by using the skills and the experience of the 4 partners;
- distribution of a cookbook;

W

- production times to make the innovative products: since the network has not made any specific customer satisfaction evaluation yet, it will be difficult to foresee the quantity of product to make and the relating time to provide it.

O

- Short-term monitoring and evaluation activities to measure the return of the promotion actions, by means of the direct sales, the web site accesses monitoring and the on line cookbook numbers of downloads.

T

- The main threads are due to the presence of multinational corporate companies which, given the growth in the specific segment of gourmet stores, are very aggressive in catching small distributors and local importers.

1) Professional and /or consultancy services € 13.800,00:

- A Tem temporary export manager will be recruited to manage and coordinate the internationalization project;
- The network will select an expert for the making of the network's brand. He will cure also the making of the catalogue.
- The network will participate to the ECRM Exhibition Illinois and to related b2b meetings



ecrm

BEE NET – EBN budget

2) International events and for activities aimed at developing the international dimension of the EBN or the launch of products: € 11.450,00

- Creation of the network website,creation of brochure and catalogue;
- Rental set up location for promotion activities in Lithuania
- Rental set up location for tasting activities in Poland;
- Travel and subsistence for the EBN staff for promotional events included in the project;
- Transport and insurance costs for materials and products used exclusively for promotional events included in the project



BEE NET – EBN budget

3) Brand design and development of logo and graphics of the EBN: € 800,00;

4) Preparation and publishing, on-line and printing, of promotional material: € 1.500,00:
→ EBN's products sheets, pricing lists, leaflets, web-pages, promotional brochures



- 5) Travel and accommodation costs for participating in the kick off meeting in Barcelona, to the final event in Palermo, events, conferences and international exhibitions, for max. 2 people Euro 800,00.
→ Travel and accommodation costs for participating to the kick off meeting in Barcelona for two people



BEE NET – EBN achievements and future



Within the 3 target markets, the network is expected to have an increase based on what has already occurred with the positive growth trend both in Poland and Lithuania, above all with the recognition of the potentialities present in new innovative products and in the team of the 4 companies. The target countries represent an important area for expanding the turnover of all 4 companies. In fact, in the line of increases in turnover that the network companies have registered over the last two years in the target markets - between 10 and 15%, deriving above all from a constant effort of active presence through trade fairs, out-going missions, promotional events and decentralized distribution-logistics development, the network companies believe that the following results can be achieved at the end of the project: Lithuanian market: + 5%, Polish market: + 8%, US market + 5.



Thank You

