

# BEE NET – EBN kick off meeting Barcelona



The Innovative Network Meets Taste, Coffee, Topping and Products for Bars and Pastry: MEET TASTE



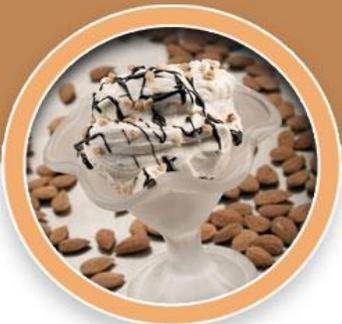
**As Coordinator of the EBN: Zi caffè, is a family business company born in 1929 when, Vito Zichittella, a coffee lover and connoisseur, opened a small coffee roasting shop in Marsala, Western Sicily. For more than 80 years now, four generations of the Zichittella family have carried on and expanded the coffee business with the same passion ignited in the founder Vito.**



**Stramondo is a second generation family business company born in 1940, located in Western Sicily, producing**

## GELATO

VARIED AND ELABORATED: SIMPLE INGREDIENTS FROM ITALIAN ORIGIN; WISELY PROCESSED EXPRESSED BEST IN NOUGAT, PARFAIT AND PRALINATED OF ANTIQUE SICILIAN TRADITIONS.



## PASTRY

THROUGH MIXING OF THE INGREDIENTS, STRAMONDO PRODUCES A COMPLETE LINE FOR DECORATING AND FILLING ANY TYPE OF CAKE WITH FANTASY.



## DRINK

VARIETY OF FLAVORS, EASY TO PREPARE AND FANTASY FOR PRESENTATION. DRINKS MADE WITH SICILIAN CITRUES ARE ALSO EMPHASIZED.



## ORGANIC

STRAMONDO'S ORGANIC BIA RANGE WAS DEVELOPED TO SATISFY THE NEEDS OF THOSE CONSUMERS CONCERNED WITH THE WHOLESOMENESS OF THE PRODUCTS AND THE CULTIVATION METHODS OF THE INGREDIENTS.



## TO SPREAD

TO USE TO FILL AND TO SPREAD ON BREAD AND COOKIES, TO TASTE BY SPOONFUL OR TO USE TO COOK AND FOR DESSERT PREPARATION.



**Mario International Group was established in Estonia in 2005. The company mission is to spread new products to new markets distributing new kind of sweets for confectionary shops. With successful strategies and extensive experience, the dealer network has grown fast in the years. The company focuses on customers needs, giving maximum priority to accelerating pipeline development and delivering sales growth.**



**The Haring SRO is a family business company run by two brothers Jan and Daniel, who in 2007 started to import and distribute Italian coffee, coffee machines, products for confectionary shops and ice cream shops, bar furniture, in Slovakia. Their idea is to invite the customers not only to simply taste the Italian coffee, but also to make a total experience on the one of the oldest Italian food and drinks tradition, enjoying all the process the brings your coffee right to your table.**



# 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 through the promotion of traditional and innovative agrifood products. The project will be in fact a great testbed to experiment some new products: flavoured coffee pods, coffee toppings, mixed base for “cremino. The EBN network is looking for a new way of collaboration between producers and distributors, in order to enhance the sales of traditional and innovative products, and check the effectiveness of the promotional strategy in the target markets



The action plan aims to:

1) promote and test some innovative products, thanks to the synergy of the four companies of the network:

- Aromatic coffee pod in 4 flavours (hazelnut, pistachio, almond and chocolate)

- Dried fruit flavour for coffee toppings

- Mixed base with 4 flavours (hazelnut, pistachio, almond and chocolate) to make “cremino” and special topping

.2) enhance the importance of the traditional products already on the market;

- The target markets are Poland, Slovakia, Estonia and Sweden. The production companies Zi Caffè and Stramondo will participate to the fair **Poland World Food**, a platform that offers the opportunity to make b2b meetings to connect and conduct business with over 6.800 food and beverages industry buyers operating in Eastern Europe.

From the other side the companies Haring and Mario International Group will be able to verify through commercial presentation and promoting events the feedback on the new products, without overlooking the traditional products, from bars, restaurants and private users channel by means of the creation of an e-commerce website and sales promotion activities.

# BEE NET – SWOT

## **S**

- production of high quality products respecting the Italian manufacturing tradition for coffee and ice cream base production;
- 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

## **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 right after the launch event in Poland.

## **O**

- Short-term monitoring and evaluation activities to measure the return of the promotion actions, also by means of the on line sales on the web site.

## **T**

- Difficulty to collect information about a new potential segment of the market: the millennial generations. There are no data available on the consumption of innovative products neither on the level of interest.

1) Professional and /or consultancy services € 7.300,00:

- 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 and the website for the e-commerce.

- The network will participate to the fair Poland World Food and to related b2b meetings



2) International events and for activities aimed at developing the international dimension of the EBN or the launch of products: € 17.400,00

- .Creation of the network website, creation of brochure and catalogue;
- .Rental and setting up of the **exhibition area** for the participation to the World Food Poland;
- .Rental set up location for promotion activities in Baska Bystrica Malachov
- .Rental set up location for tasting activities in Sweden/Estonia Stockholm/Tallin;
- .Travel for 4 people to Warsaw, Poland and subsistence EBN staff for promotional events included in the project



3) Brand design and development of logo and graphics of the EBN: € 600,00;

4) Preparation and publishing, on-line and printing, of promotional material: € 1.600,00:  
→ 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 600,00.  
→ Travel and accommodation costs for participating to the kick off meeting in Barcelona for two people

# BEE NET – EBN achievements and future



The network foresees the following results at the end of the project: Sweden/Estonian market: + 5%, Polish market: + 15%, Slovakian market + 10%

That is a cautious estimate in reference to the historical trend of the last few years, and in relation to the potential of each reference market. In terms of volumes, it means an overall increase of around € 65,000, of which about + € 40,000 in Poland + 15,000 in Sweden/Estonia and + 10,000 in Slovakia. Once the project action is completed, it is considered that this will provide positive effects for a medium-long period. It is therefore estimated that for 3 years following the conclusion of the project, the turnover on the target markets of the action could grow by an additional 50% overall.



Thank You

