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Brand quality Baden-Württemberg

About us

The FBW Fördergemeinschaft für Qualitätsprodukte von Baden-Württemberg e.V. is a voluntary association of currently around 80 companies in the Baden-Württemberg food industry as a registered association. The members are all well-known manufacturer brands. Since its foundation on March 15, 1983, the FBW Fördergemeinschaft für Qualitätsprodukte aus Baden-Württemberg e.V. has supported the successful marketing of the entire range of foods from Baden-Württemberg through innovative community marketing with an independent profile.

It emerged from a working group that has existed since 1975, which works closely with the Ministry for Rural Areas and Consumer Protection. Detailed information available at: www.marken-qualitaet-bw.de

Our portfolio for your success

We focus on sales promotions of quality products from Baden-Württemberg companies. We also safeguard the production of diverse foods in small and medium-sized companies in Baden-Württemberg. We support the maintenance and promotion of jobs and training positions in Baden-Württemberg and promote the diversity of typical regional specialties.

- FBW Association for Quality Products from Baden-Württemberg e.V.
- Joint sales promotion campaigns in food retail
- Country reports in specialist journals
- Seminars, training courses
- Appearances at trade fairs, commodity exchanges

