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“Taste the South. Baden-Württemberg“

About us

“Taste the South. Baden-Württemberg“. This is the motto of the common sales promotion in Baden-Württemberg. All resident companies of the agriculture, food and catering industry are friendly invited to participate in the cooperative marketing, to contribute to success and profit from it. Condition for your participation is the use of the quality label of the organic label of Baden-Württemberg or the membership in the FBW “Förderungsgemeinschaft für Qualitätsprodukte aus Baden-Württemberg“ (Association for quality products from Baden-Württemberg). All arrangements are supported by the ministry for rural area and consumer protection of Baden-Württemberg. The MBW is active in the areas sales promotion, trade fairs, public relations, marketing consulting, further education and quality assurance and is responsible for the project “Regionale Speisekarte“ (regional menu). Detailed information available at: www.gemeinschaftsmarketing-bw.de

Our portfolio for your success

Support of the Baden-Württemberg agriculture and food industry through a variety of activities under the label “Taste the South. Baden-Württemberg“ including marketing measures, sales promotion measures, joint trade fair appearances.

- Trade fairs, e.g. IGW, Biofach, Anuga, Intergastra
- Activities for state quality programmes (Quality Baden-Württemberg, Bio Mark Baden-Württemberg)
- Activities for EU-protected originals
- Long-term cooperation, e.g. “Taste the South“ restaurateurs, FBW Förderungsgemeinschaft f. Quality products from Baden-Württemberg e.V.
- Conferences, seminars

