



Agentur für Lebensmittel
 Produkte aus Bayern

Ludwigstraße 2 | 80539 München

Claudia Gräber

Phone: +49 (0)89 21822310

Mail: claudia.graeber@alp.bayern.de

www.alp.bayern.de/en



More Bavaria. For more sales and more satisfaction.

About us

Alp Bayern, the agency for Bavarian food products, was founded on 1 July 2011 as an independent body of the Bavarian Ministry of Food, Agriculture and Forestry. Our main aims are to boost the profile of Bavaria as a region of provenance and developing and expanding the potential of the 'Bavaria brand' for agricultural products and foodstuffs. We conduct marketing activities both in Germany and abroad and work closely alongside governing bodies and institutions, as well as companies representing the Bavarian food industry. Detailed information available at: www.alp-bayern.de/en

Our portfolio for your success

- Organising joint stands for Bavarian companies that represent the agricultural and food industries at specialist and consumer trade fairs both in Germany and abroad;
 - Organising promotional measures in Germany and abroad;
 - Organising delegation visits and entrepreneur trips, product presentations and specialist exhibitions;
 - Implementing information campaigns and PR;
 - Providing information and material for information events in food retail
-
- Unterstützung der bayerischen Ernährungswirtschaft durch Regional- und Exportmarketing
 - Staatliche Qualitäts- und Herkunftssicherungssysteme „Geprüfte Qualität - Bayern“ und „Bayerisches Bio-Siegel“
 - Bayerische Gemeinschaftsbeteiligungen auf Fach- und Verbrauchermessen im In- und Ausland
 - B2B Matchmakings mit ausländischen Handelspartnern
 - Kooperation mit Fach- und Verbrauchermedien
 - Werbemaßnahmen für über 50 bayerische EU-herkunftsgeschützte (g.U./ g.g.A.) Spezialitäten unter der Dachmarke „WeltGenussErbe Bayern“

