

# Capitalize on the Booming European Kosher Market

## Kosher Focused Trade Mission to Paris

### Take Advantage of the 16% Market Growth Rate in France

France is a major consumer of and international trading center for kosher foods. The European kosher market is estimated at \$6 billion. The French portion of this market is \$2.5 billion; with a growth rate calculated at \$4 million each year. Adding to the potential of this market is the fact that kosher foods are consumed by many different types of consumers who consider kosher products to be healthy, high quality, natural and good tasting. Seventy-one percent of French supermarket chains have developed a kosher strategy that features the establishment of a dedicated in-store kosher section.

#### This Trade Mission Includes:

- Import analysis and a competitive store check for one product
- In-market seminar on the French kosher market and label regulations
- Guided tours of major store chains—see the opportunities first-hand!
- Guaranteed one-on-one meetings with key kosher foods buyers, importers and distributors and a table-top product showcase for potential customers
- Inclusion in the French language Trade Mission promotional brochure to be used during the table-top showcase and widely disseminated throughout the industry in France
- Interpreters throughout the mission to facilitate communication between participants and their potential customers

## More Information

**Cost:** Mission fees are \$475, inclusive of the cost of sample shipping from Philadelphia to Paris and in country ground transportation to trade mission events.

**Deadline:** The registration deadline is April 27, 2006.

**Fax this back to Food Export USA—Northeast at 215.829.9777**  
**(Note: This is not a registration form.)**

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PRODUCTS

- Check this box if you no longer want to receive faxes from Food Export USA—Northeast. Please provide your company name and fax number and fax this form back to 800.671.7111. If you would like to hear about future Food Export USA—Northeast promotions via e-mail, please provide your e-mail address.
- Check this box if you'd like to receive export assistance to prepare for your meetings.



### Significant Market Opportunities

U.S. kosher foods with good sales prospects in France include: fruit juices and soft drinks, dried fruits and nuts, fresh fruits and vegetables, frozen foods, snack foods, tree nuts, "ethnic" products, seafood, innovative dietetic and health products, organic products, soups, breakfast cereals and pet foods. In addition, niche markets exist in France for candies, chocolate bars, wild rice, kosher and Halal foods.

### A Convenient Way to Off-Set Expenses

The mission fee of \$475 covers all of these services, as well as the cost of sample shipment to Paris from Philadelphia for the import analysis and some transportation to mission events. Companies will be responsible for flights, hotel, and meals. These **expenses qualify for Branded Program reimbursement** for qualified participants! The number of participants is limited so hurry to register!

### About MIATCO and Food Export USA—Northeast

The Mid-America International Agri-Trade Council (MIATCO) and Food Export USA—Northeast are private, non-profit associations that offer services to help U.S. food and agricultural companies promote their products in foreign markets.



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