



German American  
Chambers of Commerce  
Deutsch-Amerikanische  
Handelskammern

## FOR IMMEDIATE RELEASE

### **The German American Chamber of Commerce of the Southern U.S., Inc. brings German food makers to Atlanta for potential business opportunities**

*As part of their services, the GACC South will be hosting four German food companies in Atlanta in February to help them explore the U.S. food market and business potential*

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**Atlanta, Georgia – February 1, 2012** – From February 6-10, the German American Chamber of Commerce will be hosting four German food companies on their trip to Atlanta to explore business opportunities in the United States. During the business trip, sponsored by the German Federal Ministry of Food, Agriculture and Consumer Protection, the companies will participate in expert roundtables to gain knowledge on the U.S. market and network with German companies who are already successful within the U.S. They will also learn about legal differences, product liability, FDA regulations, labeling requirements and nutrition declarations in the U.S. Additionally, the GACC South is partnering with a market research company to organize a focus group, during which the German food companies will have the opportunity to get unbiased feedback about the perception and taste of their products from a representative group of potential consumers in the U.S.

Four German food manufacturers will be participating. They are:

**apetito AG** is an award winning, global organization with 50 years of experience in providing frozen food and catering solutions. apetito is the largest supplier and manufacturer of frozen ready-to-serve-meals in Germany. They carry about 3,400 dishes and create an additional 1,000 recipes each year. [www.apetito.com](http://www.apetito.com)

**Back Shop** offers a wide range of deep frozen bakery products such as varieties of bread, dinner rolls, pretzels, pizza, cake, donuts and cookies in combination with customized food industry solutions. Back Shop, a subsidiary enterprise of Harry-Brot GmbH, is a modern distributor with an extensive assortment of specialty products and a high stock capacity, allowing them to deliver on short notice. [www.backshop-tk.de](http://www.backshop-tk.de)

**Bäckerei Oswald Piller** specializes in pretzels, buns and hoagies that have a distinct, authentic split mahogany crust appearance as a result of the special ingredients and baking preparation. Piller Pretzels are imported directly from Bavaria, fully baked and ready to go with minimal preparation. [www.pillerpretzels.com](http://www.pillerpretzels.com)

**Frutelia** is the perfect partner for industry producers when it comes to fruits from around the world. Frutelia is the leading industry expert for passion fruit and is familiar with the possibilities and risks involved in trading fruit. With their newest addition of a Baobab fruit bar – wow!bab - Frutelia has combined amaranth, as well as red fruits and finished the bar off with a coating of fine dark chocolate. [www.frutelia-letellier.com](http://www.frutelia-letellier.com)

On the evening of February 7<sup>th</sup>, the GACC South will host a German Baked Goods & Pasta Business Delegation Reception at the Poggenpohl Kitchen Design Studio in Buckhead. People who are interested in developing business with the visiting companies are welcomed to attend. RSVP is required to Jimi Smoke – [jimismoke@gaccsouth.com](mailto:jimismoke@gaccsouth.com) or (404) 586-6839

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**About the GACC South:**

The German American Chamber of Commerce of the Southern United States was founded in 1978 to promote and support bilateral trade between Germany and the U.S. The GACC South is located in Atlanta, Georgia and serves the 11 Southeastern states of Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee and Texas. Four local chapters have been established in Charlotte, NC, Greenville, SC, Dallas, TX, Nashville, TN, as well as a branch office in Houston, TX, with a focus on the energy sector.

The GACC South is a private, non-profit organization and serves as the official representative of German trade in the Southeastern US. It is part of an international network composed of 120 German foreign chambers of commerce and government offices in 80 countries. The GACC South is one of the largest bi-national chambers in the United States.

Visit [www.gaccsouth.com](http://www.gaccsouth.com) for more information.