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Germany

HRI Food Service Sector

2006

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Report Highlights:
The German food service sector is very fragmented and highly competitive. Total turnover of the German food service market amounted to 41.5 billion Euro or 51.4 billion U.S. dollars in 2005, slightly more than in 2004. The gradual upswing in the German economy will also influence the food service sector and lead to increasing food & beverage consumption away from home. Based on the continuing trend for foreign-style foods, the German HRI sector offers good potential for U.S. suppliers.

Includes PSD Changes: No
Includes Trade Matrix: No
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Currency Conversion Rates
The value of the dollar has been decreasing against the Euro since 2002. This report includes the dollar equivalents for the reader's convenience but all trends and analysis in this report refer to changes on a Euro basis.

Average Annual Currency Conversion Rates:

2001	1 U.S. $ =	1.1166 Euro
2002	1 U.S. $ =	1.0575 Euro
2003	1 U.S. $ =	0.8840 Euro
2004	1 U.S. $ =	0.8051 Euro
2005	1 U.S. $ =	0.8078 Euro

I. MARKET OVERVIEW

Germany, with its 82.5 million people (or 18 percent of the EU 25 population), has the world's third largest economy after the U.S. and Japan, and is the leading market for food and beverages in the European Union. Germany's consumers spent Euro 195 billion (approximately US$ 241 billion) in 2005 on food and beverages, or 15 percent of total national expenditures. Of this amount, about 19 percent was spent in restaurants, canteens, and other places where food and beverages were served on-premise. The remaining amount was spent in retail food and beverage outlets.

Germany's stagnant economy, however, has slowed retail sales, including sales of food products. In 2004, total sales (turnover) by retailers of food and beverage in Germany were approximately Euro 127 billion (or US$ 158 billion) compared to nearly Euro 124 billion (US$ 140 billion) in 2003. The Euro 127 billion generated in 2004 were primarily from the sale of food products. These items are usually sold by organized food retailers such as supermarkets, hypermarkets, discount stores, and small traditional retail stores. Bakeries, butcher shops, farmer's markets, drugstores, gas stations, and kiosks also play a key role in Germany's retail as well as food service sectors.

An additional Euro 65 billion in food and beverage sales were generated by restaurants, canteens, and snack shops (imbiss) where food and beverages are served on-premise.

In 2005 Germany imported US$ 721 million worth of consumer-oriented agricultural products from the U.S., substantially more than the US$ 648 million a year earlier. The increase in imports was mainly in fish and fish products, meat and meat products, tree nuts, fresh fruits, and pulses. Approximately one-third of all U.S. agricultural exports to Germany are in this category.

The major competitors in the consumer-oriented products market are from EU countries, particularly the Netherlands, France, Italy, and Spain. The U.S. is the second largest non-EU supplier of consumer-oriented products to Germany, after Turkey.

Key Demographic Trends

- The average German consumer can be characterized as relatively affluent and older. Increases in the number of working women and the number of single-person households, as well as the large immigrant population, are other notable demographic characteristics.

- Germany has one of the lowest birth rates in the world of only 1.4 babies per woman of childbearing age and that has led to an older age structure of the German populace. This trend is not expected to reverse in the foreseeable future. Currently, of Germany's 82.5 million inhabitants, 35.4 million, or more than 40 percent, are 45 years of age or older. Given current demographics, by the year 2030, every other German will be 50 years of age or older.

- Along with an aging population, a rising number of single-person households and of women in the workforce has also had a substantial impact on food consumption. Currently there are about 14.4 million single-person households in Germany, about 40 percent of which are accounted for by persons under 45 years of age.

- The growing number of working women has increasingly contributed to Germany's high average net household income. The percentage of working women in the 15-65 age group is 58.9 percent.

- The high share of single-person households and the rising number of working women has led to strong growth in the consumption of more convenient types of foods and beverages, such as frozen foods, snacks, prepared and other convenience foods. People spend less time preparing meals, which has increased the frequency of dining out and eating on the run.

- More than a decade after reunification, the income gap between the 67 million people living in the western German states and the 15 million in the former East Germany still exists. Average incomes in the eastern states are still markedly lower than in the west and the unemployment rate in the east is more than twice as high than in the west.

- A large immigrant population and the penchant by Germans to travel abroad have also influenced domestic food consumption behavior.

- About 7.3 million foreigners without German passports live in Germany, the majority of whom have been in Germany more than 10 years. These foreign populations, with their special products and cuisines, have exerted considerable influence on the consumption patterns of the entire nation.

- As "world class" travelers, many Germans have been exposed to a large variety of different cultures, which has also been translated into consumer preferences for certain foods.

Expenditures of German households in billion Euros (Dollars)			
	2005	**2004**	**2003**
Food, Beverages And Tobacco Products	194.67 ($240.99)	189.97 ($235.96)	186.90 ($211.43)
Hotel and Gastronomy Expenditures	65.4 ($80.96)	65.1 ($80.86)	65.0 ($73.53)

Source: Federal Statistical Office.

Food Service Sector Overview:

The German food service sector is large and highly fragmented. Total turnover of the German food service market amounted to 41.5 billion Euro in 2005 ($ 51.4 billion), not even one percent more than in 2004, according to the ZMP (German Central Marketing and Price Agency). However, this is the first modest increase after several years of market decrease or stagnation because of the depressed economic climate. High unemployment and the uncertainty of the economic future induced consumers to increase savings and reduce expenditures, e.g. by eating out less.

The traditional full-service gastronomy (restaurants, pubs, cafes) has not yet fully recovered from the economic downswing, whereas the bigger players actually achieved a small increase in revenue. This can be attributed largely to their ability to streamline expenses and reduce overhead costs. The outlook for the near future is gradually improving, albeit only marginally. Take away foods and hand-held snacks, the least expensive options for consumers are viewed as trends with the most potential in the near future, while fine dining and similar service providers are the most impacted by the economic situation.

Industry sources estimate the growth opportunities in the German food service sector over the next 2-3 years as follows (based on a scale of +5 to –5):

Take away	2.60
Coffee bars/shops	2.18
Gas station snacks	2.03
Home-delivery	1.83
Event catering	1.76
Big events	1.47
Bakery/butcher/retail snacks	1.44
Leisure	1.43
Travel	1.36
Classic Fast food	1.16
Retail restaurants	1.04
Fine dining	0.71
Canteens	0.29
Full service / a la carte	- 0.11
Snacks/imbiss classic	- 0.99

Source: FoodService

Annual Turnover in the German Hotel/Restaurant/Foodservice Sector

Turnover	2003		2004		2005	
	Billion Euro (dollar)	% Change	Billion Euro (dollar)	% Change	Billion Euro (dollar)	% Change
Hotels	18.4 ($20.8)	- 3.2	18.6 ($23.1)	+ 0.9	18.7 ($23.1)	+ 0.6
Restaurants & Fast Food Outlets	34.7 ($39.3)	- 6.4	33.2 ($41.4)	- 4.2	32.5 ($40.23)	- 2.1
Canteen & Caterers	4.4 ($5.0)	+ 1.6	4.4 ($5.5)	+ 1.6	4.5 ($5.06)	+ 1.8
TOTAL	57.5 ($65.0)	- 4.8	56.2 ($69.8)	- 2.1	55.8 ($69.1)	- 0.9

Source: DEHOGA Deutscher Hotel- und Gaststaettenverband

Advantages/Opportunities and Challenges Facing U.S. Products in Germany

Advantages/Opportunities	Challenges
Germany's 82.5 million inhabitants have one of the highest income levels in the world.	Very competitive market combined with stagnant growth in food service sales.
Germany is among the largest food/beverage importing nations in the world.	German (EU) import tariffs on certain products are high. EU enlargement will give preferential access to products from accession countries.
Relative weakness of the U.S. dollar versus the EURO could benefit U.S. products.	German buyers demand quality, but also low prices; U.S. exporters must comply with German/EU standards and regulations
Germany has many, well-established importers. The distribution system is well developed.	Products often lose US-origin identification.
The "American-Way-of-Life" and U.S.-style foods are popular, principally among the affluent younger generation.	German food industry produces "US-style" foods domestically.
Large non-German population and German's penchant to travel abroad help fuel demand for a variety of foreign foods.	Quantitative demand for particular brands or products is often too small for commercially viable imports.

Structure of the German Foodservice Sector

The German food service sector can be divided into commercial and institutional food service:

Commercial Foodservice:

The German commercial foodservice market includes hotels, restaurants, fast food & take out outlets, bars, cafeterias, coffee shops, and similar outlets.

The 5 key sectors in the commercial foodservice sector are:

Sector	% of total sales in 2005	Increase in sales over 2004
Fast food	49.7 %	5.4 %
Travel	25.2 %	2.6 %
Full service	9.4 %	4.9 %
Retail	8.4 %	2.8 %
Leisure	7.3 %	8.9 %

Developments in the individual sectors were as follows:

Fast Food Sector:
Total sales in the German fast food sector in Germany amounted to 4.35 billion Euro in 2005 ($5.39 billion), which is 5.4 percent more than in 2004. The number of outlets increased by 3.7 percent to 8,839. The top 5 players in the German fast food sector are:

	2005 turnover (in million)		
Company	**Euros**	**Dollars**	**Outlets**
McDonald's	2,424.0	$ 3,000.7	1,264
Burger King	595.0	$ 736.6	489
Nordsee	286.2	$ 354.3	367
YUM!	126.8	$ 157.0	115
Edeka	115.0	$ 142.4	2,142
TOTAL Fast Food	**4,352.7**	**$ 5,388.7**	**8,839**

Travel Gastronomy:
Total sales in the German travel gastronomy sector in Germany amounted to 2,203.8 million Euros ($ 2.7 billion) in 2005, which is 2.6 percent more than in 2004. The number of outlets increased by 2.5 percent to 5,035. The top 5 players in the German travel food service sector are:

	2005 turnover (in million)		
Company	**Euros**	**Dollars**	**Outlets**
Lufthansa LSG	726	$ 899	44
Tank & Rast	525	$ 650	390
Aral	152	$ 188	1,271
Mitropa	117	$ 145	240
Gate Gourmet	105	$ 130	12
TOTAL Travel	**2,204**	**$ 2,071**	**5,035**

Full Service Gastronomy:
The full service food segment was the only sector with a decreasing number of outlets in 2005. Total sales in the full service sector in Germany amounted to 820.9 million Euros in 2005 ($ 1,016 million), which is 4.9 percent more than in 2004. The number of outlets decreased by 2.9 percent to 401. The top 5 players in the German full service sector are:

	2005 turnover (in million)		
Company	**Euros**	**Dollars**	**Outlets**
Moevenpick	125.0	$ 154.7	42
Maredo	89.7	$ 111.0	58
Kuffler	82.3	$ 101.9	37
Block House	76.6	$ 94.8	40
Kaefer	72.0	$ 89.1	8
TOTAL Full Service	**820.9**	**$ 781.6**	**401**

Retail Gastronomy:
Total sales in the retail foodservice sector in Germany amounted to 734.3 million Euros in 2005 ($ 909 million), which is 2.8 percent more than in 2004. The number of outlets increased by 4.1 percent to 659. The top 5 players in the German retail food service sector are:

	2005 turnover (in million)		
Company	**Euros**	**Dollars**	**Outlets**
Metro	248.0	$ 307.0	277
Karstadt	208.4	$ 258.0	196
Ikea	143.5	$ 177.6	36
Globus	51.0	$ 63.1	58
RestoLutz*	30.0	$ 37.1	45*
TOTAL Retail	**734.3**	**$ 909.0**	**659**

*-estimated

Leisure Gastronomy:
Total sales in the leisure sector in Germany amounted to 642.3 million Euros in 2005 ($ 795 million), which is 8.9 percent more than in 2004. The number of outlets increased by 3.5 percent to 629. The top 5 players in the German leisure sector are:

	2005 turnover (in million)		
Company	**Euros**	**Dollars**	**Outlets**
Mitchells & Butlers	57.4	$ 71.1	47
Extrablatt Group	54.0	$ 66.8	61
Europa-Park	52.9	$ 65.5	39
G&Tanz	49.7	$ 61.5	41
Greater Union	40.5	$ 50.1	91
TOTAL Leisure	**642.3**	**$ 795.1**	**629**

Top 20 German Gastro Service Companies

Rank	Company	Type */ No. of outlets	Turnover – 2005 Million EUR	Turnover – 2005 Million USD	Growth rate 2004/05 (in %)
1	Mc Donald's Deutschland Inc., Munich	FF 1,264	2,424.0	3,000.7	4.9
2	LSG Lufthansa Service Europe/Africa GmbH, Neu-Isenburg	VG 44	726.0	898.7	1.9
3	Burger King GmbH, Munich	FF 489	595.0	736.6	5.7
4	Autobahn Tank & Rast GmbH & Co.KG, Bonn	VG 390	525.0	649.9	1.7
5	Nordsee Fischspezialitaeten GmbH & Co.KG, Bremerhaven	FF 367	286.2	354.3	-2.0
6	Metro AG, Duesseldorf	HG 277	248.0	307.0	0.0
7	Karstadt Quelle AG, Essen	HG 169	208.4	258.0	-7.8
8	Aral AG, Bochum	VG1,271	152.0	188.2	1.3
9	Ikea Deutschland GmbH & Co.KG, Hofheim-Wallau	HG 36	143.5	177.6	14.8
10	YUM! Restaurants Interntational Ltd. & Co.KG, Duesseldorf	FF 115	126.8	157.0	1.4
11	Moevenpick Gesellschaften Deutschland, Stuttgart	AS 42	125.0	154.7	-4.6
12	Mitropa GmbH, Eschborn	VG 240	117.2	145.1	1.4
13	Edeka Zentrale AG & Co. KG, Hamburg	FF 2,142	115.0	142.4	2.6
14	Gate Gourmet GmbH Deutschland, Neu-Isenburg	VG 12	105.0	130.0	2.9
15	Stockheim Unternehmensgruppe, Duesseldorf	VG 27	94.0	116.4	-14.9
16	DB Fernverkehr AG, Frankfurt/Main	VG 540	90.3	111.8	6.0
17	Maredo (Whitbread) Restaurants Holding GmbH, Duesseldorf	AS 58	89.7	111.0	-4.1
18	Kuffler Gruppe, Munich	AS 37	82.3	101.9	8.9
19	Shell Deutschland Oil GmbH, Hamburg	FF 1,043	81.6	101.0	8.2
20	Kamps Bakeries GmbH, Duesseldorf	FF 980	80.0	99.0	2.5
	Total turnover TOP 20		**6,415.0**	**7,941.3**	**2.9**
	Total turnover TOP 100		**8,754.0**	**10,836.8**	**4.4**

*** Categories:**
AS – Full service gastronomy
FF – Fast food, snacks, home delivery
FZ – Leisure gastronomy
HG – Retail gastronomy
VG – Transportation & trade show gastronomy

Source: Food-Service

Institutional Foodservice:

The majority of the institutional foodservice market is covered by caterers. The 5 key sectors in the institutional foodservice sector are:

Sector	Market share in % sales in 2004
Company restaurants/Cafeterias	52.2
Hospitals	25.4
Nursing/Retirement Homes	13.2
New Markets (Event Catering)	5.8
Schools, Universities	3.6

Developments in the individual sectors were as follows:

Company Restaurants /Cafeterias -	2004 Sales in millions		
Top 5 players	**Euro**	**Dollar**	**% change to 2003**
Compass*	490.0	606.6	1.2
Aramark*	244.0	302.1	2.5
Sodexho	114.7	142.0	18.0
Dussmann*	113.0	139.9	1.3
DB Gastronomy	62.1	76.9	- 10.3
TOTAL	**1,353.5**	**1,675.5**	**4.2**

Hospitals –	2004 Sales in millions		
Top 5 players	**Euro**	**Dollar**	**% change to 2003**
Schubert	120.1	148.7	10.0
Dussmann*	117.0	144.8	2.6
Klueh Service	95.0	117.6	10.5
Compass*	80.0	99.0	- 23.8
SV	34.8	43.1	- 24.4
TOTAL	**660.9**	**818.1**	**0.7**

Nursing/Retirement Homes –	2004 Sales in millions		
Top 5 players	**Euro**	**Dollar**	**% change to 2003**
Klueh Service	72.0	89.1	41.2
Victor's Health Care	48.3	59.8	- 3.6
Dussmann	46.5	57.6	8.1
Schubert	35.9	44.4	14.7
Apetito	22.1	27.4	3.8
TOTAL	**345.5**	**427.7**	**11.6**

New Markets /Event Catering –	2004 Sales in millions		
Top 5 players	**Euro**	**Dollar**	**% change to 2003**
Compass*	63.0	78.0	800.0
Bayer	30.8	38.1	38.1
Aramark*	28.0	34.7	7.7
Schubert	12.1	15.0	3.4
Gastromenue	5.2	6.4	8.3
TOTAL	**150.7**	**186.6**	**78.0**

Schools, Universities – Top 5 players	**2004 Sales in millions Euro**	**Dollar**	**% change to 2003**
Sodexho	57.3	70.9	32.0
Dussmann*	15.0	18.6	- 25.4
Apetito	10.7	13.2	8.1
GVL	2.9	3.6	- 27.5
SV	1.9	2.4	61.0
TOTAL	**93.9**	**116.2**	**11.5**

*-estimated

Top 10 German Caterers

		Turnover in million Euro ($)		% Change
Company	Area of Business	2004	2003	
Compass Group, Eschborn	Company Restaurants Hospitals Nursing/Retirement New Markets	648.0 ($ 804.9)	609.0 ($ 688.9)	6.4
Dussmann AG Berlin	Company Restaurants Hospitals Nursing/Retirement Schools, Universities New Markets	288.6 ($ 358.5)	285.6 ($ 270.1)	1.2
Aramark Holdings Neu-Isenburg	Company Restaurants Hospitals Nursing/Retirement Schools, Universities New Markets	288.0 ($ 357.7)	290.5 ($274.7)	- 0.9
Sodexho Catering Hochheim	Company Restaurants Hospitals Nursing/Retirement Schools, Universities	162.4 ($ 201.7)	160.8 ($ 152.1)	1.0
Schubert Group Duesseldorf	Hospitals Nursing/Retirement Schools, Universities New Markets	153.0 ($ 190.0)	121.0 ($ 114.4)	26.5
Klueh Service Duesseldorf	Company Restaurants Hospitals Nursing/Retirement Schools, Universities	139.7 ($ 173.5)	106.7 ($ 100.9)	30.9
Apetito Catering Rheine	Company Restaurants Hospitals Nursing/Retirement Schools, Universities	100.2 ($ 124.5)	92.7 ($ 87.7)	8.1
SV GmbH Langenfeld	Company Restaurants Hospitals Nursing/Retirement Schools, Universities New Markets	92.2 ($ 114.5)	84.6 ($ 80.0)	9.0
DB Gastronomie Frankfurt	Company Restaurants	69.2 ($ 86.0)	78.8 ($ 74.5)	- 12.0
Bayer Leverkusen	Company Restaurants New Markets	55.2 ($ 68.6)	51.8 ($ 49.0)	6.6

Source: gv-praxis

II. ROAD MAP FOR MARKET ENTRY

A. Entry Strategy

German food service operators rarely import products directly from third (non-EU) countries, because of

- Quantities needed
- Complex import procedures
- Language
- Time difference
- Availability of specialized importers who take potential risks

To ensure that the products they use meet all sanitary and health requirements, major operators from the institutional catering sector often buy through central buying offices. Large caterers may occasionally import directly or ask their importers or brokers to import products they are especially interested in.

All food products imported must comply with German/EU food law requirements. For details see the Food and Agricultural Import Regulations & Standards (FAIRS) report on the FAS Home Page - http://www.fas.usda.gov

The two major distribution channels for the German food service trade are:
Cash & Carry Wholesalers and Specialized Distributor/Wholesalers.

Cash & Carry (C&C) wholesalers operate large stores with food and non-food products. They sell to retailers, restaurants, and other food service operators. C&C stores offer a variety of products at competitive prices during extended operating hours. They are not open to the average consumer.

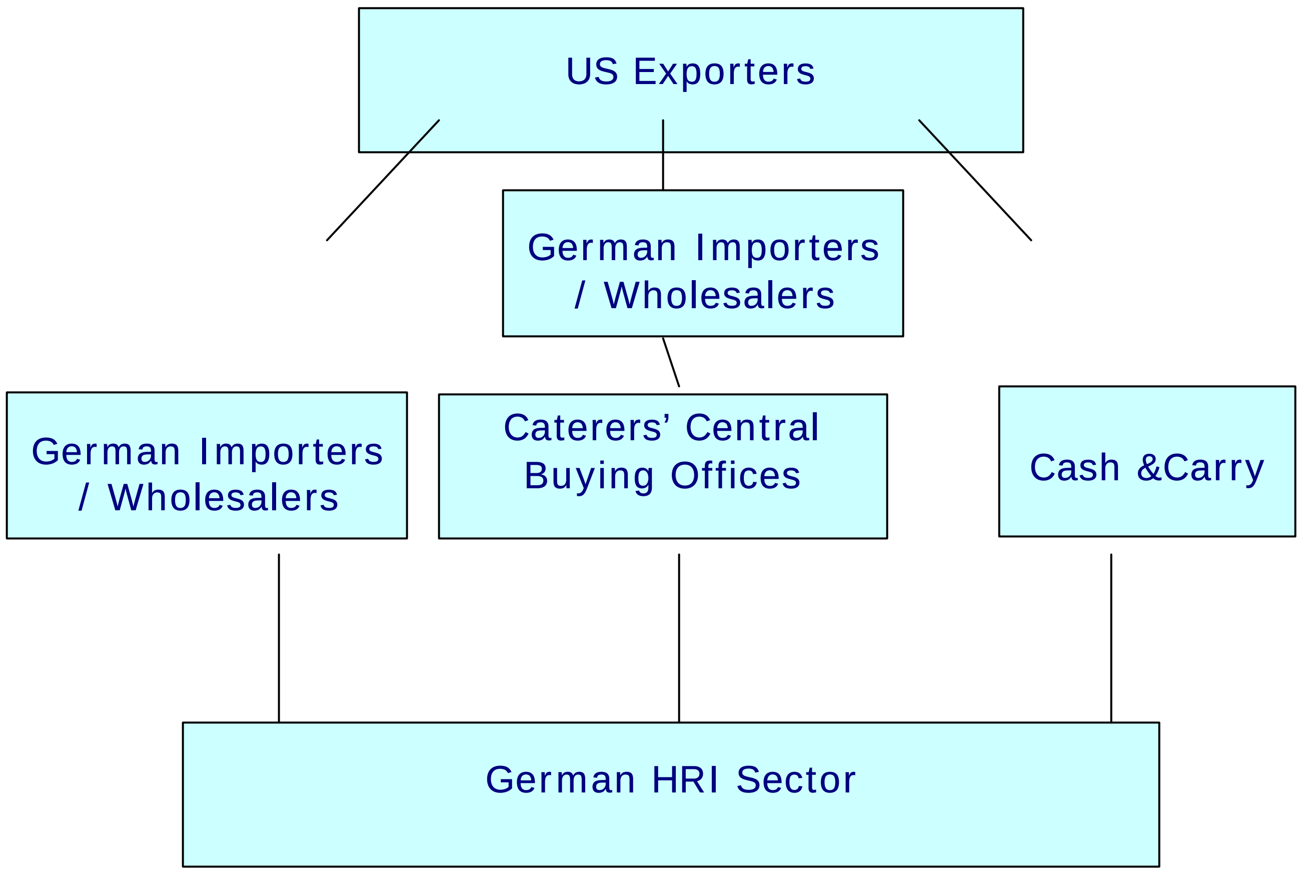
Specialized distributors (GV) to the food service sector have dry and cold storage facilities with refrigerated/frozen trucks for deliveries. They buy from processing companies, importers and, occasionally, foreign exporters. To cover the entire German food service market, regional distributors have organized in groups, such as Intergast and Service Bund. Some of those distributors organize in-house food shows once or twice a year where their suppliers can demonstrate their products to potential customers. This is an excellent opportunity for U.S. suppliers of products ready to enter the German food service market.

The top 10 German food service wholesalers, covering almost 88 percent of the market, were:

	Turnover (2004) in million	
Company	**Euros**	**Dollars**
GV-Partner	845	1,050
Rewe GV-Service	712	844
Intergast / Gafateam	583	724
Service-Bund	477	593
Como	421	523
Edeka-Group	361	448
Deutsche See	270	335
Stoever	210	261
Vierlande	145	180
Dewender	135	168
Top 10	**4,159**	**5,166**

Source: Food-Service

The diagram below indicates product flow in this market segment.



III. COMPETITION

Local food and beverage products dominate the German food service market. However, U.S.-origin ingredients could be contained in locally produced foods, such as nuts & dried fruits, or seafood. The majority of imported product originates from other EU countries. The table below gives an overview of foods and beverages imported from the U.S. and major competitors in 2005:

Product Category	Major Supply Sources	Strength of Key Supply Countries	Advantages and Disadvantages of Local Suppliers
Meat and Meat Products Net imports: $ 5.3 billion	1. Netherlands - 17.5% 2. Belgium - 15.0% USA - Minor supplier (0.1% share)	Proximity to the market. No duties and less stringent veterinary requirements. Outside EU-25, Brazil and New Zealand are major suppliers.	Chefs in high-class gastronomy prefer to buy from local suppliers. High quality beef and game products are not available in sufficient quantities.
Fish and Fish Products Net imports: $ 3.0 billion	1. Denmark – 11.8% 2. Norway – 11.3% USA – 5.7%	Proximity to the local markets. Aggressive marketing and highly competitive prices.	Germany does not produce saltwater fish and seafood in sufficient quantities.
Rice Net imports: $ 174.6 million	1. Italy – 28.0% 2. Thailand - 13.8% 3. USA - 12.1%	Proximity to market. No duties as an EU-member country (Italy).	Germany does not produce rice.
Pulses Net imports: $ 38.6 million	1. Turkey – 23.8 % 2. Canada – 19.0 % USA – 6.0	Aggressive marketing. Established contacts to importers and distributors.	German production of pulses is negligible.
Dried Fruits & Nuts Net imports: $ 660.9 million	1. USA – 55.4 % 2. Spain – 17.0% 3. Turkey – 8.5%	Traditional, established business contacts.	Product is not grown locally (such as pistachios) or not in sufficient quantities (walnuts, hazelnuts, etc.).
Wine, incl. sparkling wine Net imports: $ 2.31 billion	1. Italy - 33.7% 2. France – 29.3% USA – 3.3%	U.S. wines mainly compete with “New World” wines, e.g. Chile and Australia.	Germany is a large wine producer, but also depends on imports.

IV. BEST PRODUCT PROSPECTS

Despite the existence of a "single" EU market, consumer demand and the structure of the food and beverage market vary substantially between the individual member-countries of the EU, as well as between north, south, east, and west Germany. Generally, those U.S. products with the best export opportunities in the German market meet one or more of the following criteria:

- product is not grown/produced in Europe
- the basic product is not produced in Europe in sufficient quantities or quality
- a fresh product is not currently in season
- the product is specifically unique to the U.S. or to a region within the U.S.

The following products from the United States have good potential for finding markets in Germany:

- **Specialty Items:** Specialty food items and products, particularly those with little or no competition from European production, have good sales potential in Germany. These products include: delicatessen and snack foods, novelty products, food products germane to the United States, spices, dried vegetables, and wild rice.

- **Ethnic Foods:** One of the fastest growing segments of the German food service sector is ethnic foods. European ethnic foods, for example Italian, Greek, and Spanish foods, have been popular in Germany for years. In recent years, Asian and Mexican or Tex-Mex foods have experienced increasing popularity due in part to the extensive international travel by Germans. These ethnic products have become so popular, and sold in sufficient quantities, that they are now being produced by the German/European food industry and adapted to local tastes.

- **Nuts:** Germany imports significant quantities of a wide assortment of tree nuts, as well as peanuts and sunflower seeds. In Germany, most tree nuts are used as ingredients by the food processing sector (ice cream, confectionery, breakfast cereals, baked goods). Sunflower seeds are also used mostly as a food ingredient, particularly in very popular sunflower seed bread and bread rolls. The German food service industry offers good opportunities for U.S. exporters of almonds, walnuts, hazelnuts, pecans, pistachios, as well as peanuts and confectionery quality sunflower seeds.

- **Dried Fruit:** Like nuts, Germany imports a significant quantity and a wide assortment of dried fruits. Dried fruit is mostly used as an ingredient by the food-processing sector for use in breakfast cereals and baked goods. Dried fruit is also popular as a snack, often in combination with nuts.

- **Wine:** Wine consumption in Germany has been growing during recent years. In particular, the demand for red wine is strong. Good prospects exist for "new world" wines, including those from the United States. Germany is the world's largest importer of wine, with imports accounting for about one-half of domestic consumption.

- **Fresh Fruits and Vegetables:** Opportunities are greatest for products which are not grown in Europe, or are grown in only limited quantities. Potential also exists for fresh products that can be supplied when EU product is off-season, which may be a period of several weeks prior to or after the local crop is marketed. Green asparagus, grapefruit, pears, certain soft fruits, and berries offer the best opportunities.

- **Fruit Juices:** Germany has one of the highest rates of per capita juice consumption in the world. The most popular juices are apple and orange; these two items also account for most imports. The best opportunities for U.S. products in the German market are citrus (orange and grapefruit) and specialty (cranberry and prune) juices.

- **Fish and Seafood:** Fish and certain seafood products (Alaska pollock, Alaska salmon; lobster, etc.) from the United States have enjoyed success in the German market in recent years.

- **High Quality Beef and Game Products:** Limited opportunities exist for hormone-free, high quality beef, game, and exotic meat products. Even though those products are normally very expensive, they find a market in German gourmet restaurants. All meat must originate from plants certified and approved by EU authorities before it can be shipped to or sold in the German market.

V. POST CONTACT AND FURTHER INFORMATION

German Trade Shows for Foodservice-Oriented Products

Participating or simply attending a trade show can be a very cost-effective way to test the German market, introduce a product or to expand sales. Germany offers a wide variety of trade show venues for food and beverage products. The following table provides details on major trade shows for food, beverages, and other agricultural and related industries taking place in Germany.

German Trade Shows for the Foodservice Industry		
Name and Location of Show	**Date**	**Contact**
InterCool / InterMopro / InterMeat hogatec Duesseldorf, Germany, (Interval: 2 years)	September 24-27, 2006	www.messe-duesseldorf.de
BRAU Beviale Nuremberg, Germany, (Interval: yearly)	November 15-17, 2006	www.nuernbergmesse.de
*** ISM (International Sweets and Biscuit Show)** Cologne, Germany (Interval: yearly)	January 28-31, 2007	www.koelnmesse.de
*** Fruit Logistica** Berlin, Germany (Interval: yearly)	February 8-10, 2007	www.messe-berlin.de
*** Bio Fach** Nuremberg, Germany (Interval: yearly)	February 15-18, 2007	www.nuernbergmesse.de
Internorga Hamburg, Germany, (Interval: yearly)	March 9-14, 2007	www.hamburg-messe.de

*** ProWein** Duesseldorf, Germany, (Interval: yearly)	March 18-20, 2007	www.messe-duesseldorf.de
*** ANUGA** Cologne, Germany, (Interval: 2 years)	October 13-17, 2007	www.koelnmesse.de
GAESTE Leipzig, Germany, (Interval: 2 years)	November 4-7, 2007	www.leipziger-messe.de

* Show has USA Pavilion – please contact FAS Berlin for further details.
Note: More information about these and other German exhibitions and trade shows can be found under the following Internet address: http://www.auma-messen.de.

Internet home pages of potential interest to U.S. food and beverage exporters are listed below:

FAS/Washington www.fas.usda.gov
U.S. Mission to the European Union www.useu.be/agri/usda.html
AUMA (trade show listing) www.auma-messen.de

If you have questions or comments regarding this report, or need assistance exporting to Germany, please contact the U.S. Agricultural Affairs Office in Berlin at the following address:

Agricultural Affairs Office
American Embassy
Clayallee 170
14195 Berlin
tel: (49) (30) 8305 - 1150
fax: (49) (30) 8431 - 1935
email: AgBerlin@fas.usda.gov
Home Page: www.usembassy.de/

Importer listings are available from the Agricultural Affairs Office for use by U.S. exporters of U.S. food and beverage products. Recent reports of interests to U.S. exporters interested in the German Market include:

Report Title	Report Number	Month Report was written
FAIRS Report	GM 5030	August 2005
Fish Products Report	GM 5036	September 2005
Exporter Guide	GM 5037	September 2005
Retail Guide	GM 5043	December 2005
Wine Report	GM 5044	December 2005

For more information on exporting U.S. agricultural products to other countries, please visit the Foreign Agricultural Service Home Page at http://www.fas.usda.gov