



SPECIAL EDITION `SUMMER FANCY FOOD SHOW 2018` hub.brussels in New York

HELLO FROM NEW YORK

This is an initiative from the hub.brussels team in New York. We aim to send out a newsletter quarterly to give the Brussels Exporters some interesting news. We hope that this information will help you in your decision making and that you will contact us with all questions regarding your prospection on the American market (East Coast).

Kathlijn.fruithof@brussels-newyork.com

Inna.droznik@brussels-newyork.com

Phone: 212-399-8522

Email: newyork@hub.brussels

hub.brussels



As of January 1, 2018 Brussels Invest & Export, Atrium.brussels and Impulse.brussels integrated into one common organization called Brussels Agency for Business Support or hub.brussels.

SUMMER FANCY FOOD SHOW IN NEW YORK

The Summer Fancy Food Show is one of the largest food industry events in North America which offers both US and foreign companies a possibility to show their products. Exhibiting at the Summer Fancy Food Show is a great way to connect with buyers from gourmet stores as well as distributors and importers all across the globe. This year's Summer Fancy Food Show took place on June 30 – July 2, 2018 in New York City, at the Jacob Javits Convention Center, where more than 2,600 distributors and manufactures from 54 countries were present alongside thousands of attendees. This year Brussels Invest & Export / hub.brussels together with AWEX exhibited at the show as the **Belgian pavilion**. 10 booths were secured for 10 companies (4 from Brussels and 6 from Wallonia). Brussels-based companies were **Artemis Exports**, which specializes in sauces and condiments, **Pipaillon** with their luxury handmade jams and chutneys, **Sehabat** with their Turkish delights and **The Good Chocolate Company**, which presented a variety of healthy and energy boosting cocoa based chocolates.

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SUMMER FANCY FOOD SHOW IN NEW YORK



ARTEMIS

Artemis Exports focuses on three types of products: condiments and sauces (for example, mayonnaise and ketchup), chutneys containing onions

and varieties of fruits, and spreads, which are all bio-organic. During their time at the Summer Fancy Food Show, Naima Abdellaoui and Zakia Khazzani of Artemis met with a variety of distributors, not only from the US but also from parts of the Middle East and Northern Africa. The company enjoyed the experience and would like to return to the next year's Summer Fancy Food Show because the last day of the show they signed an important distributors' contract!



PIPAILLON

Pipaillon is a small, artisanal company which focuses on jams, chutneys, and tapenade among others, each incorporated in a sleek jar. Pipaillon holds a very strong "no-

waste" policy and their business model reflects that ideology. During the Fancy Food Show, Catherine Bodson and her husband Alain Dumort of Pipaillon learned that instead of selling their products via large importers they would prefer to sell in smaller gourmet stores directly. The day after the show they visited a variety of these gourmet stores recommended by our office. They engaged in excellent relationships with the potential of the introduction of the Pipaillon concept in New York.



SEBAHAT

Sebahat is a family-run business which focuses on a variety of products, the most prominent of which is the Turkish Delight. The company also has other products ranging from honey to jams and tea. Cavit

Sebahat and his sons Simon and Yusuf were able to make a few connections with companies in the US and even with one in Armenia. The company is planning on returning to next year's Summer Fancy Food Show as they described the entire experience as overall positive and very well organized. They are in serious talks with different distributors.



THE GOOD CHOCOLATE COMPANY

The Good Chocolate Company is a business revolving around the production and sale of healthy chocolates rich in flavanols. During their participation at the Summer Fancy Food

Show, Avigdor Hachamoff, Michal Norman and Maria Maricosu of The Good Chocolate Company resolved to begin working themselves as distributors of cocoa beans for local chocolatiers and artisans. Quite a few companies, including other international chocolate distributors, came to their booth to look into their products. The company confirmed their willingness to participate at the next year's show.



SUMMER FANCY FOOD SHOW 2019 - INFORMATION SESSION IN BRUSSELS

The New York hub.brussels team wants to further improve the chances of success for companies back home. That is why we plan to organize an information session in Brussels in order to prepare our participation at the Summer Fancy Food Show in New York in 2019. This event will most likely take place the first week of December 2018 and we plan on bringing in different expert speakers in the field of regulations, import, labeling, marketing and much more. All of this will be specifically tailored for the East Coast prospection. We will be having information sessions on how to optimize your participation and will showcase some success stories from over the years.

