

Estonian beverage producers are looking for new export countries from ANUGA

The world's leading food and beverage fair ANUGA will bring together the world's largest food production community in Cologne already on October 7. 16 food producers from Estonia will participate in the joint stands of the Estonian Chamber of Agriculture and Commerce (EPKK), whose interest is to find new export countries and expand their sales volumes in foreign markets.

"It is good to note that despite the crises in the economy, Estonian food producers continue to contribute to be visible at foreign fairs and thereby increase their export volumes. ANUGA fair, as one of the largest food fairs in the world, is the only right place for that," EPKK fairs project manager Janne Viisma praised the companies participating in the fair.

Katre Kõvask, who built Estonia's first oat drink factory in the small town of Türi, said that although YOOK is the first and largest oat drink producer in Estonia and the Baltic States, the largest food fair in Europe, ANUGA, is the very first fair for them to present their products. "Thus, ANUGA is a landmark food fair for both YOOK and the entire Estonian food industry, as oat drinks produced in Estonia have never been presented at foreign fairs before. We are happy to say that YOOK's product portfolio is diverse, very competitive in terms of quality, taste and pricing, and what is perhaps most important - as a portfolio designed primarily with export markets in mind," said Kõvask, head of YOOK Production, about the operation of the factory, which cost 12 million euros. "Our main future customers will visit the Anuga fair in the fall, and we hope to find good contacts among retail and Horeca companies both in Europe and further afield, which would make it possible to make Estonian oat drinks known and give YOOK a pleasant sense of heritage," he added.

Margus Masing, the export manager of Saku Brewery, said that this time they will not bring new products to the ANUGA fair, but will introduce more of the existing assortment. According to Masingu, the purpose of participating in the fair is to find new export countries. "Of course, in addition to new contacts willing to cooperate, we would like to meet existing export customers," said Masing. "Since environmentally friendly production and energy-saving solutions in the production cycle have become more and more prominent, we have something to introduce to customers."

16 companies from Estonia are represented at the ANUGA fair, and they are divided according to their stands: BREAD&BAKERY: AS Balsnack International Holding, DAIRY: Farmi Piimatööstus AS, Saaremaa Piimatööstus AS, Saaremaa DeliFood OÜ, Estover Piimatööstus OÜ; DRINKS: Peenjoogivabrik Nudist OÜ, Saku Õlletehase AS, Punch Club OÜ; FINE FOOD: Artisan Honey OÜ, Polven Foods OÜ; MEAT: Bolton OÜ, Puljong OÜ, AS Linnamäe Lihätööstus; ORGANIC: MÕM Organic Honey OÜ, Salvest AS, YOOK Production AS.

Additional information about the companies participating in the fair with contacts can be found on the tasteestonia.ee page.

The Estonian agricultural and food industry sector has contributed to the sustainable food production process. In agriculture, we have been able to reduce the usage standards of plant protection products and fertilizers to very small amounts. Therefore, Estonian milk, meat and cereal products are among the cleanest in the European Union. It is important for us to continue in the current direction and keep a clean nature and living environment around us. We believe that clean food provides a good foundation for strong health.