

Food.be

Excellence in Belgian food

Food.be

Small country. Great food.

FEVIA

Federatie Voedingsindustrie
Fédération de l'Industrie Alimentaire

Food.be is an initiative of the Belgian Food and Drink Association

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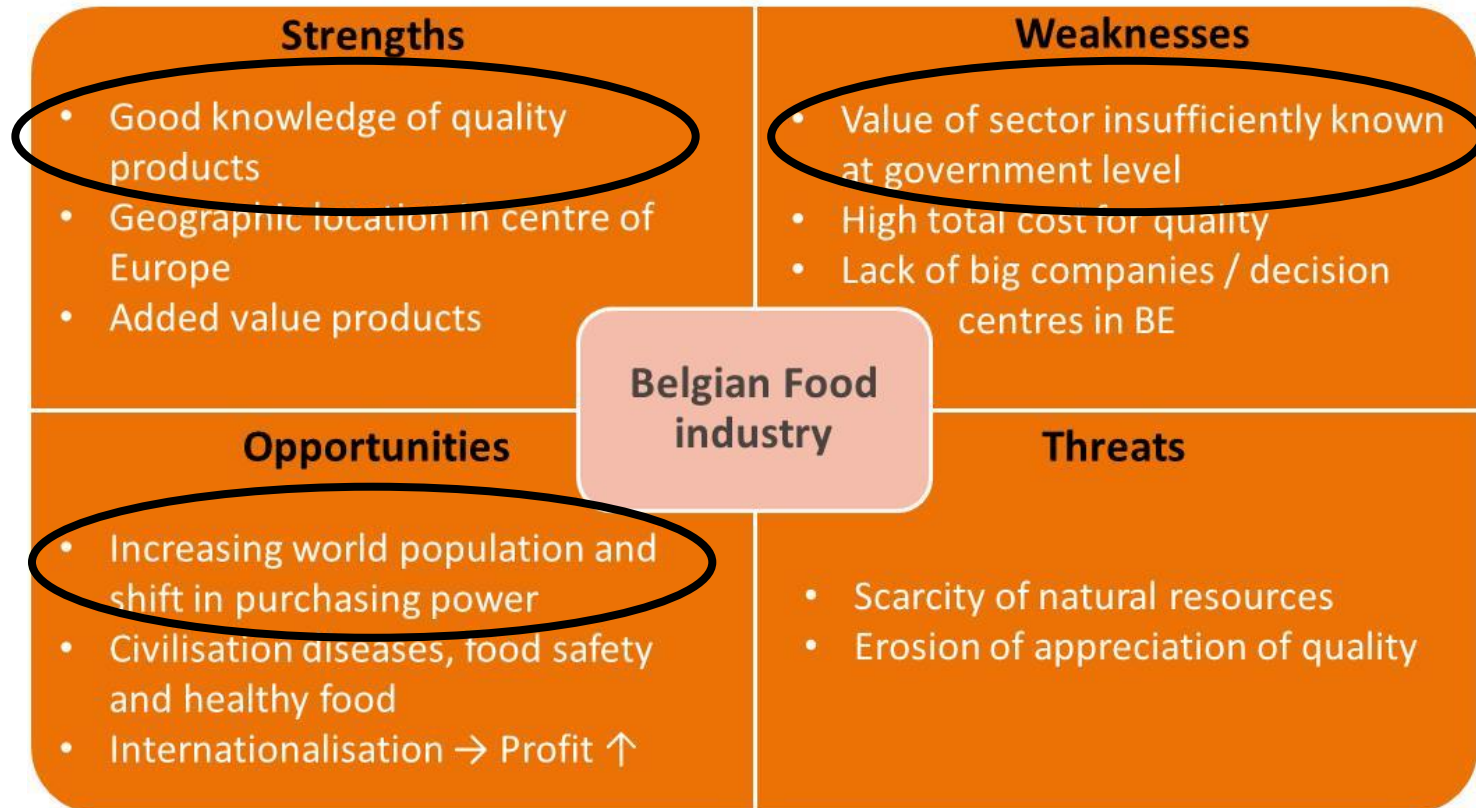
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SWOT-analysis of Belgian food industry



The excellent quality of Belgian food is an undeniable asset...

EXCELLENCE

DIVERSITY

QUALITY

INNOVATION

...but the food sector needs more visibility

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The strength of this concept is the broad support from federal and regional authorities

- Prime Minister Di Rupo presented FEVIA / Food.be as one of the cutting edge sectors in Belgium @ the WEF in Davos
- Presentation of Food.be @ the Diplomatic Days
- Collaboration with embassies (Belgian Week, events,...)
- Toolkit for diplomatic and economic representations



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- Minister-Presidents of Flanders & Wallonia support Food.be
- FIT, AWEX and BIE actively co-promote Food.be in their food industry related actions
- ANUGA, ISM : Food.be prominently present on the stands of Belgian companies



Communicate proactively on Belgian Excellence

Stories, pretty facts,... of Belgian excellence, quality and innovation in food on our :

Website www.food.be

Facebook page [Food.be](https://www.facebook.com/food.be)

Twitter [@Food_be](https://twitter.com/Food_be)

READ MORE

Belgian fries, a rich tradition which has put Belgian potato processing on the world map



History books tell us that Belgian fries came into being at the end of the 18th century, when people of the region of Namur and Dinant tried to find a substitute for the small fish they used to eat, which were inaccessible during a particularly cold winter when the Meuse River was completely frozen over.

READ MORE

Inulin, a prebiotic dietary fibre and... made in Belgium

For more than twenty years Belgium has been producing more than 70% of the world volume of inulin, a soluble dietary fibre. This vegetable dietary fibre is extracted from the chicory root.



The Barry Callebaut Company began with the Callebaut family back in 1850. This highly entrepreneurial family founded a chocolate company in 1911 to add to its existing dairy and brewery. A century later, the family company had grown into an international company.

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Spectacular growth thanks to innovation in breakfast cereals

Mulder Natural Foods N.V. is a leading European manufacturer of breakfast cereals. The company's base is an ultra-modern production site at Roeselare.

READ MORE

The leading global brewer? Belgian of course!



Belgian mineral water of international renown



The international group Spadel produces and sells natural mineral water and lemonades. Spadel is the market leader in the natural mineral waters sector in the Benelux.

READ MORE

European leader in fresh lasagne



Ter Beke is an innovative fresh foods group with two activities: processed meat and fresh ready meals. Ter Beke markets its range of products.

Food.be heeft een link gedeeld. 18 november 2013
"Brussels has more Michelin stars than Berlin"
http://www.derelectie.be/cm/vrtnieuws.english/Culture/131118_Michelin_Belgianfood

Food.be heeft een link gedeeld. 21 oktober 2013
Chaudfontaine, a Belgian mineral water bottler, is the first to receive a gold-level European Water Stewardship certificate. The EWS certificate rewards Chaudfontaine's significant contribution to preserving our world's most important resource... potable water.
More information on: www.evp.eu/4244/first-mineral-water-bottler-ews-certified/

Food.be heeft een link gedeeld. 4 oktober 2013
One of Britain's coolest brands is Belgian
Coolbrands® selected Duvel, a famous Belgian Beer brand is one of Britain's coolest brands, based on the opinions of experts and consumers. Each brand featured has qualified for inclusion based on the collective opinions of the Expert Council and just under 3,000 members of the British public. From the thousands of brands initially identified, approximately 1,150 brands were shortlisted. This shortlist was scored based on research based judging criteria: style, innovation, originality, authenticity, desirability and uniqueness.

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EU approves Belgian innovation in healthy chocolate
<http://www.food.be/eu-approves-belgian-innovation-in-healthy->

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Communicate proactively on Belgian Excellence

Discover Belgian food products, brands and companies via the database on www.food.be

The screenshot displays the Food.be website interface. At the top, there is a navigation menu with links: ABOUT US, FACTS & FIGURES, THE BEST OF BELGIUM, SEARCH DATABASE, NEWS, EVENTS, MEDIA, and CONTACT. The main header features a colorful grid of food-related images, including 'biscuits' and 'potatoes'. The Food.be logo is prominently displayed with the tagline 'Small country. Great food.'.

A search result is shown for 'Suykerbootje BVBA'. The details include:
Address: Sint-Gillislaan 145, 9200 Dendermonde
Telephone: +32 52 40 80 34
E-mail: info@tsuykerbootje.be
Website: www.suykerbootje.be

Below this, there is a section for 'Abbaye Notre Dame Saint-Remy' with its contact information:
Address: Rue de l'Abbaye 8, 5580 Rochefort
Telephone: +32 84 22 01 40
Fax: +32 84 22 10 75
Website: www.trappistes-rochefort.com

A search filter overlay titled 'Search Belgian food' is visible on the right side. It includes a 'Product search' dropdown menu set to 'Main Productcategories'. Below this are input fields for 'Quick search', 'Product', 'Company name', and 'Brand'. There are also several checkboxes for filtering results: B2B, B2C, Foodservices, Retail, Own Brand, Private Label, Ambient, Chilled, Frozen, Organic, Sugar Free, Gluten Free, and Salt Free.

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Further develop and strengthen collaboration with export promoting agencies

Raising further awareness and stimulate use of Food.be towards diplomatic and economic representations

Collaboration with tourism promoting agencies

Projects – partnerships

Milano 2015 : Food.be as the central theme of the Belgian Pavilion

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**...an initiative of the Belgian food industry
federation, FEVIA**

More information: info@food.be

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THANK YOU

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