



PRESS RELEASE

SPECIALTY FOOD PRODUCERS RETURN FROM NEW YORK FANCY FOOD SHOW

BELGRADE - From June 30- July 2, seventeen Serbian specialty food companies exhibited their new creations at the Summer Fancy Food Show in New York City. The firms participated under the 'Serbia Does Specialty Food' brand, which was developed through a collaborative effort between the United States Agency for International Development (USAID) and the Association for the Promotion of Serbian Food.

"The Summer Fancy Food Show is the largest trade event in the specialty food industry where innovative, high-quality premium food products were presented. Serbian companies were able to make new contacts and we hope that some of them will be able to export their products to the U.S. or other international markets," said Aleksandar Pavlović, Chief of Party of USAID's Competitive Economy Project, a \$12 million activity to strengthen the competitiveness of the Serbian food processing industry, particularly fruit and vegetable value chains.

Serbian companies presented specialty products such as raw honey infused with cocoa; healthy cereal snacks; vegan and gluten-free seeds; nut butters; hand-made pasta; mushroom condiments; spreads with fresh wild truffles; fruit-based beer spreads; and dried berries dipped in chocolate.

"We made contact with several major retail chains which will enable us to sell Happy Honey products in the USA. Also, it is great that we had the chance to showcase our products as part of the Serbian pavilion since we could not have independently financed our participation at this trade fair," stated Darko Mandić, owner of Happy Honey.

"International fairs are of great importance for the promotion and placement of Serbian high-quality products," said Robert Čoban, President of the Association for the Promotion of Serbian Food.

Companies that exhibited at the fair are: Flora - Ivanjica; Vrtlari - Mali Iđoš; Planinsko Blago - Raška; Basket Zdravija Hrana Made By Hand - Golubinci; Happy Honey - Belgrade; Suncokret - Subotica; Drenovac - Belgrade; Laki - Arilje; Global Foods - Belgrade; Kabinet - Sopot; Truff Truff - Novi Sad; Waw Miloš - Belgrade; Slatka Jesen - Požega; Real Red Raspberry - Bečej; Stanišić Bio - Novi Sad; AC-MINT – Nova Pazova; and Jam and Jelly - Irig.

Since 2001 USAID has invested more than \$774 million to stimulate economic growth, strengthen the justice system and promote good governance in Serbia.

For more information, visit <http://serbia.usaid.gov>