



[www.vsiconsulting.net](http://www.vsiconsulting.net)



Internationalization of the **FOOD and WINE** sector

in **G E R M A N Y**

*Services adapted to your company*



# About VSI Consulting



**VSI is an international business and marketing consultancy. Founded in 2005, it is dedicated to support Spanish companies in their internationalization processes.**

**The team of professionals that make up VSI in Spain has more than 20 years of experience in international trade and our network of delegations abroad (more than 40 markets) are highly qualified professionals, with extensive professional careers and recognized experience in support to the internationalization of Spanish SMEs. VSI has 16 people in Spain and more than 100 in the world.**



*Offices of VSI Consulting  
in Cerdanyola del Valles,  
Barcelona*

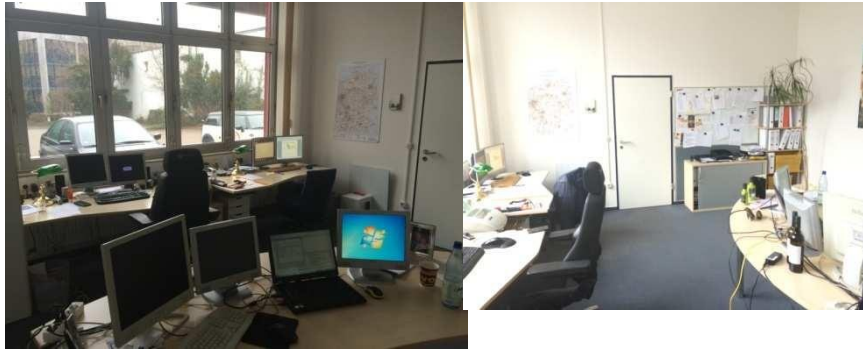
# VSI Food and Wine - **GERMANY**



- VSI Consulting offers the customer a wide range of services to facilitate sales in Germany. We have an experience of more than 10 years in the German market, having contacts / customers in all sales channels including the sale to the final customer. We are experts in the German food and beverage market.
- **We are Broker of 330 spanish products in 4.800 points of sale in Germany.**
- **We organize annually over 600 tasting days in distribution channels.**
- We have our own warehouse (more than 500m2) and logistics network in Germany to offer the client the possibility of an exclusive distribution channel, low volume shipments to customers, etc
- Our office and warehouse in the center of Germany. The Westphalia region is adobe to half of the country's population. Shipments all over Germany in 24h maximum. Headquarters of the main German food chains.
- Our directors talk perfect Spanish language.
- **CONSULT US!! Tell us your needs in the German market and we will make a detailed proposal tailored to your company.**



# VSI Food and Wine - **GERMANY**



**Offices, warehouses and show room in GERMANY**

# COSTUMERS with whom we have access



# SERVICES



**Full study:** Deep analysis of the German market including competition, market structure, German taste (which the Germans buy and which price they use), best selling products, analysis of current niches, potential niches and many more. Also includes 3 guaranteed meetings with interested German companies).

**Meeting agendas:** Search for customers (channel, importers, stores...), presentation of the product and meeting schedule guaranteed.

**Tastings of the product:** Tastings in stores / supermarkets, etc.

**POS in supermarkets:** Many large customers in the German market require that the supplier can have his own people to fill the shelves in each store on a regular basis. Service for companies that come to sell in Germany and do not have structure and personnel in Germany to perform this work.

# SERVICES



**Information brokers / importers:** Analysis and summary of brokers and importers in Germany with contact information.

**Study fairs:** Analysis of fairs in Germany (international and regional with details of objectives, history and success, recommendations, contacts, etc).

**Day at the fair:** One full day at the fair with full service: Translation, organization of meetings at the fair, negotiations.

**Drop shipment:** Implementation of a logistics system to make shipments to customers in Germany at economic expense with warehouse in Germany. Very useful for online stores with direct sales to the final customer or with sales of small quantities.

**Design and development of fairs:** Analysis and help in choosing suitable fairs, construction of an individual stand including design and personnel. Full service.

**Packaging Consulting:** adaptation to German tastes. **BRANDING**



## **SPAIN - Barcelona**

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*Think Global, act Local*