

Distribution of bioPress® / Issue No. 63

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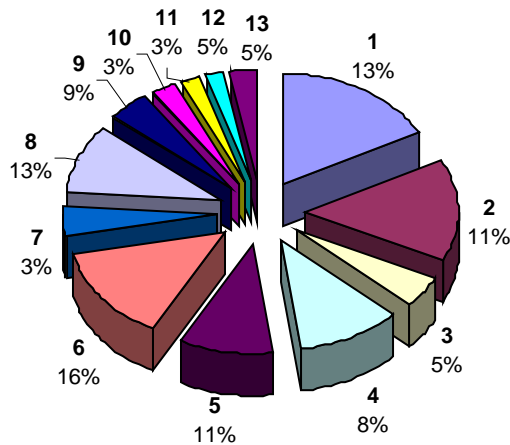
Dispatch: May 2010

Topics: Organic regional | Organic in the catering trade | Organic from Peru |
Series: Health and Organic

Trade: Organic in the Food Supermarket | Organic in the Delicatessen |
Natural Nonfood products in the Chemist's Shop and in the Retail Trade

Topics of Product Line: Cold Drinks – Drinking-Joghurt – Cocktails | Pastas and all the Details |
Frozen Foods+ Ice-Cream | Potatoes | Nonfood: Organic Textiles - Basics

Fair reports: After-Fair-Reports: BioFach | Organic at the Fruit Logistica | Innatex
Trailer: InterMeat | InterCool | InterMopro (Subject to change)



1. 2,600 independent retailers 400 - 799 sq. ft.
2. 2,250 independent retailers 800 - 5.000 sq. m
3. 700 wholefood stores / organic grocers
4. 1,600 subscribers
5. 1,500 producers and wholesalers
6. 2,100 Leaders of the professional sector food
7. 650 wholesalers for catering and drugstores
8. 1,500 master addresses (editorial selected contacts)
9. 600 health food stores
10. 400 delicatessens
11. 300 baker's shops
12. 300 butcher's shops
13. 400 Parcel delivery to companies

target groups:

Food retailing, independent food retailers (Rewe, Edeka and other sources), medium-sized stores, drugstores, leaders in food trade centres and wholesales trade, organic food shops, health stores, food manufacturers, fruit and vegetables, bakeries, butchers shops, delicatessens, cut price supermarkets, wholesalers supplying catering trade, beverage shops, hotels and catering, cosmetics, food and health advisers, multipliers in editorial offices / public institutions / institutes.

The core audience address of our stock is currently at around 34,000 addresses. Included is our special bioPress address file containing more than 15,400 addresses, we have met directly on the market for organics in the past 15 years and will intensify the communication in the near future (fairs, direct contacts, requests, editorials as well as subscribers from all target groups) and will contact with others too e.g. the participants of our bio-trade forums and congresses organized in cooperation with Koelnmesse and supported by bioPress. The bioPress address-list is used only for own bioPress purpose and is not handed to anybody and doesn't get sold.

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