



Delegation of Bavarian F&B Companies to Hong Kong and Guangzhou

21st to 25th of October 2024

Introduction

The food and beverage (F&B) sector in Hong Kong and Southern China has been able to record continuous growth in recent years, driven by steadily rising incomes, despite the pandemic. The Bavarian State Ministry of Food, Agriculture, Forestry and Tourism's marketing agency, alp Bayern, promotes and supports the Bavarian food and agriculture industry with a wide range of marketing activities and is the main driver and main organizer of this year's business trip. Bavarian companies from the F&B sector thus have the opportunity to travel to Hong Kong and Guangzhou to get to know the market and establish important initial contacts.

We, German Industry and Commerce Ltd. (Hong Kong), are organising the entrepreneurial trip on behalf of alp Bayern with the support of the AHK Greater China. The trip will take place from the 21st to 25th of October, 2024 in Hong Kong and Guangzhou and is intended to provide Bavarian companies with comprehensive insights into the food industries of both regions. In addition to market analyses and successful entry examples, the aim of this trip is for the participants to establish new business contacts and find suitable business partners.

An essential part of the trip are B2B matching events, which will take place on the 22nd of October in Hong Kong and on the 24th of October in Guangzhou. Here, the participants will have the opportunity to present their company and products and then engage in individual discussions with potential business partners and exchange information.

This entrepreneurial trip offers an excellent opportunity to intensively explore the markets in Hong Kong and Guangzhou, establish valuable business contacts and build long-term partnerships.

Table of Contents

DELEGATES

FOOD

Hans Kupfer & Sohn GmbH & Co. KG4

Reber GmbH & Co. KG5

SPIRITS

Münchner Spirituosen6

BEER

Müllerbräu Neuötting GmbH & Co. KG7

WINE

Weingut Lange - Schloss Saaleck8

Weingut Staatlicher Hofkeller9

HANS KUPFER & SOHN



Company

Kupfer is a family-owned international group and a manufacturer of sausage products and vegan meat substitutes with three locations. ! With passion, first-class raw materials, and employees who understand their craft, we guarantee that customers can enjoy our meat and sausage specialties as well as alternative protein products with consistent quality.

Products

At Kupfer, we produce a variety of high-quality meat products and vegan meat substitutes. Our ham products include items like cooked ham, prosciutto cotto, crusted ham, and roast pork. We craft boiled and cooked sausages such as Wiener sausages, white sausages, grilled sausages, ham sausage, and liver cheese. Our raw sausages range from salami sticks and house salami to Thuringian knackwurst. In addition, we offer snack items like salametti, Tyrolini, and chicken bites. Our vegan meat substitutes feature products like vegan schnitzel, vegan cordon bleu, and vegan chicken filet.

Searching for

Sales Partner



COMPANY DETAILS

Mausendorfer Weg 11
91560 Heilsbronn
www.hanskupfer.de

Industry: meat and sausages



Daniel Lerche
Key Account Manager

REBER GMBH & CO. KG



Company

As a family-owned business since 1865, Reber is a renowned manufacturer of premium chocolates and the global market leader in Mozart Chocolates, famously known as "Mozart Balls/Kugeln." With approximately 350 dedicated employees, Reber supplies exquisite chocolates to around 52 countries worldwide. The production is CO2-neutral, reflecting the commitment to sustainability. Reber operates from two locations: Bad Reichenhall and Rudesheim am Rhein.

Products

The product range includes a variety of delicious treats such as balls, pralines, premium bars, and seasonal assortments for Easter, Christmas, and Spring/Summer. Since 1924, the Rudesheim confectionery has been known for its alcohol-filled chocolates, featuring renowned brands like Asbach Brandy, Verpoorten Egg Liqueur, and Schladerer Fruit Brandies.

Searching for

Sales Partner

Distribution Partner

Logistics Partner

Importer

COMPANY DETAILS

Ludwigstraße 10-12
83435 Bad Reichenhall
www.reber.com

Industry: Chocolate



Peter Botzleiner-Reber

Head of International Sales



MÜNCHNER SPIRITUOSEN



Company

Bavarian Spirits is a family-run business with a long history, specializing in the production of high-quality spirits, liqueurs, and brandies made primarily from our own harvest. Our commitment to exceptional taste and quality, combined with the traditional art of distilling, makes our products unique and refined.

Products

We specialize in producing high-quality spirits, liqueurs, brandies, whiskey, vodka, gin, and rum. We use primarily our own harvest to create our products. Our liqueurs offer a superior taste experience with the full flavor of fruits combined with sweetness and pure alcohol. Our brandies are made from the best raw materials, processed gently, fermented with special yeasts, and distilled in state-of-the-art facilities, resulting in a mild and refined full fruit flavor. Our whiskey, crafted from our own malted grain and aged in oak barrels, stands out for its exceptional quality, golden color, and phenomenal finish.

Searching for

Sales Partner

Distribution Partner

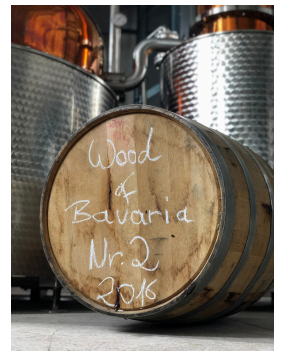
Logistics Partner



COMPANY DETAILS

Hauptstrasse 66
82008 Unteraching
www.bavarian-spirits.de

Industry: Spiritis



Johannes Schlemmer

Owner

MÜLLERBRÄU NEUÖTTING



Company

Müllerbräu Neuötting is a family-owned regional brewery with a rich tradition and a passion for craft-brewed beer. Our classic range includes both bottom-fermented and top-fermented beers, carefully brewed with the highest quality standards.

Products

Our bottom-fermented beers include light beer, dark beer, Pilsner, and more, while our top-fermented beers feature wheat or white beers. All our beers are brewed exclusively with hops and malt sourced from Bavarian growing regions. In addition to our traditional beer specialties, we offer a selection of homemade refreshing beverages, including delightful lemonades made from trusted recipes and natural ingredients.

Searching for

Sales Partner

Investor

Shareholder

Acquisition of the production company (possible)



COMPANY DETAILS

Burghauserstraße 2

84524 Neuötting

www.muellerbraeu.de

Industry: Beer



Reinhard Müller

Owner

WEINGUT LANGE SCHLOSS SAALECK



Company

The winery, Schloss Saaleck, was first documented in 1298 and today Weingut Lange cultivate over 18 hectares of vineyards organically according to NATURLAND standards. We focus on 100% organic farming, hand harvesting, and groundwater protection by avoiding irrigation and synthetic chemicals. In the cellar, we prioritize gentle processing, including spontaneous fermentation with natural yeasts. Our wines are vegan and low in sulfur.

Products

At Schloss Saaleck, we offer an exquisite selection of white wines, including Silvaner and Riesling, as well as red wines such as Spätburgunder (Pinot Noir) and Domina. Additionally, we provide various organic Prosecco options, available in both regular and non-alcoholic versions, along with organic sparkling wine crafted using the traditional Methode Champenoise. Our product range also includes organic mulled wine, wine jellies, and spirits.

Searching for

Sales Partner

Distribution Partner

Logistics Partner



COMPANY DETAILS

Am Marktplatz 1

97762 Hammelburg

www.weingut-schloss-saaleck.de

Industry: Wine



Ulrike & Thomas Lange | 8
Owner

WEINGUT STAATLICHER HOFKELLER



STAATLICHER
Hofkeller
W Ü R Z B U R G
SEIT 1128

Company

With 890 years of history, Staatlicher Hofkeller is one of the oldest wineries in the world. The center of Staatlicher Hofkeller is located in the heart of Würzburg, within the UNESCO World Heritage site of the Residenz. Here, in Staatlicher Hofkeller's wine cellar, the winery operates as a member of the Association of German Quality Wineries (VDP). VDP strives to produce premium wines from traditional grape varieties such as Riesling, Silvaner, and Spätburgunder.

Products

Staatlicher Hofkeller offers premium quality wines from a leading VDP winery in Franconia. Our exquisite selection includes white wines made from traditional grape varieties such as Silvaner, Riesling, Müller-Thurgau, and Spätburgunder.

Searching for

Sales Partner

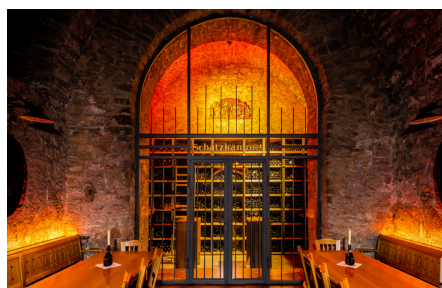
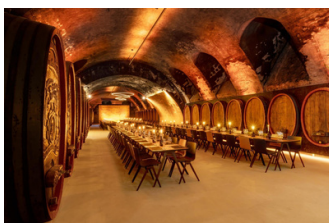
Distribution Partner

Logistics Partner

COMPANY DETAILS

Residenzplatz 3
97070 Würzburg
www.hofkeller.de

Industry: Wine



Thilo Heuft
Director