

Welcome to Carpathian Delta!

Doripesco's participation at TuttoFood, Expo Milano 2015

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Abstract

Romania participated at TuttoFood 2015 with a national pavilion, Romanian dishes promoted on this occasion being distributed in two stands. Doripesco, which has six certified traditional food products, is a family business developed with passion and devotement, with love for profession and respect for nature, and it was Romania's only representative on fish products. On the occasion of its successful participation at Tutto Food 2015 Doripesco proved again its art of food products offering. TuttoFood, Expo Milano 2015, was a good opportunity to meet new potential partners and create authentic and lasting brand awareness for Doripesco products.

Keywords: TuttoFood, Expo Milano 2015; fish products; marketing strategy; brand awareness

JEL Classification: L26, L66, M31, Q22

Doripesco's successful participation at Tutto Food 2015

Romania's participation at the Expo Milano 2015 was significant (four years ago Romania being the first country in the European Union to announce its participation), more companies choosing to promote themselves by participating at this important event. On the

other hand, let us remember that at the end of April, just before the opening ceremony, the United Nations expressed its proud of being at EXPO Milano 2015 to highlight the cause of food security, as showed by the UN Secretary-General Ban Ki-moon in his welcoming video message (which was screened in the UN Garden close to Pavilion Zero where visitors are introduced to the challenging UN theme for Expo 2015, “The Zero Hunger Challenge • United for a sustainable world.”





From 3 to 6 May 2015 took place, within the generous framework offered by the Expo Milano 2015 (considered to be a true platform for the exchange of ideas and shared solutions on the theme of food – RDC Magazine, Volume 6, Issue 1, Year 2015), TuttoFood 2015, the International Exhibition for Food Industry, the largest specialty food event in Italy. (Doripesco, Press release, May 2015) Romania participated at this important International Exhibition with a national pavilion funded by the Ministry of Economy, Department of Foreign Trade and International Relations under the export promotion program. (DCE, Press release May 6, 2015) Regarding the Romanian pavilion (887 square meters) at the Expo Milano 2015 universal exhibition (from 1st May to 31st October 2015), this was focused on the topic of “In harmony with nature/Living with Nature”, being: “a contemporary interpretation of a traditional Romanian house where visitors are invited to discover, through modern audio-video presentation, innovative technological solutions, and the promotion of healthy eating patterns, based on agricultural ecologically made products, its natural resources and ecological solutions adopted to promote the country's sustainable development” (the Ministry of Foreign Affairs was the coordinator of the process of Romania’s preparation and participation - Press release, 02/26/15).

Romanian dishes promoted on this occasion were distributed in two stands totaling 318 square meters in the Hall 6 RHO of Fiera Milano exhibition complex. Romanian producers (AGRO COSM FAN SRL, ANDROMI COM SRL, ANGST RO SRL, ARTENSAS DEL SUCRE SRL, AVICOLA GAESTI SRL, AVICOLA LUMINA SA, CAROLI FOODS GROUP SRL, CERTINVEST SRL, COSM FAN CARMANGERIE SRL, DIANA SRL, DORIPESCO EXPORT SRL, EUROPROD SA, KANDIA DULCE

SA, NATURAL SRL, ORLANDO IMPORT-EXPORT 2001 SRL, PAN FOOD SRL, PERLA HARGHITEI SA, POP INDUSTRY SRL, ROSTAR LOGISTIC INVESTMENT SRL, SCANDIA ROMANIA SA, SERGIANA PRODIMPEX SRL, TIGRINO GRUP SRL, TIP TOP FOODS INDUSTRY SRL, VASCAR SA, VLADALEX IMPEX) exposed: fish dishes, meat and meat products, canned food, bakery, confectionery and sweets, nuts and candied fruits, juices and mineral water, beer, etc. Brasov City (Kronstadt; founded in 1211 by the Teutonic Knights on an ancient Dacian site) was represented at this international event by two brands: Doripesco and Sergiana. Moreover, Doripesco's products and services were also presented at Romania's Pavilion at the EXPO Milano 2015 exhibition.





According to Romanian Association for Food Promotion (APAR) 2014 represented the highest level of Romanian exports of agricultural products, exceeding the threshold of EUR 5.57 billion, representing a share of 10.62% of the total national exports. The 5.47% increase of the Romanian food exports compared to 2013 maintains the sector on the third position in the export structure of Romania, after the machine building industry and the textile, clothing, leather and footwear industry. Doripesco company in Brasov (a family business developed with passion and devotement, with love for profession and respect for nature) was Romania's only representative on fish products. On the occasion of its successful participation at Tutto Food 2015 Doripesco proved again its art of food products offering, its unique style of increasing customers' desire and of impressing customer's diners, its know-how in making the difference to customers' experience of meals, by harmonizing eating, nutrition and health.

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DELTA DIN CARPATI
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DORIPESCO
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Fishing is a practice in Banat Country for a very long time. The fish was either prepared fresh or preserved salted and smoked for a longer period of time, constituting a delicacy for festive meals. The old practice of smoking fish supposes to create a product low in salt, heat smoked with sawdust of beech or oak and with a special flavor given by juniper leaves. Doripesco's bighead roll respects the desires of Transylvania's population which requests that the fish is processed as filets, overlapped and tied with strings from place to place.

BIGHEAD ROLL

Specialitate Doripesco, Rulada Păstrăvului unește o rețetă din zone Mărușului (Județul Brașov). Carnea de sănger și novaci sărată, condimentată și aromată cu verdeață este învelită în fileuri de păstrăv fiindare și curcubeu din fermele proprii și afumată cu rumeguș din lemn de țap și frunze de lemn, conform tradiției.

TROUT FARMER'S ROULADE




Doripesco (which has six certified traditional food products: carp roe salad, smoked trout, Transylvanian trout, Doripesco Wand, Silvercarp Roll and fish pastrami) delighted its guests with Romanian traditional products from fish (such as: delicious carp roe salads,

smoked trout and carp products, pulp and trout fisherman), and also with delicious fish specialties, and healthy diet: fish with vegetable stew mushrooms, trout with sautéed spinach, vinaigrette and trout stew. Romanians living in Italy (which hosts the largest Romanian community outside our country's borders) were truly captivated by Doripesco products (they were missing their “home-sweet-home cuisine”).

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Raised in its aqua farms from Podu-Olt or Bogati Valley, Doripesco's trout follows a tradition transmitted from generation to generation starting with the 18th century when smoking alimentis became a part of daily household practices in the Banat Country. The tradition of smoked alimentis comes from the german colonists who inhabited these territories starting with 1225. The smoke from sawdust of beech, boiled in advance, with cherry leaves confers a unique aroma to Doripesco's trout.

**SMOKED
TROUT**



The bighead is a so-called chinese carp as it was brought in Romania in the 1955-1960's from the east-asian territories for intensive aqua farming. These fish have been successfully acclimatized in Romania. Cuffed directly from its own ponds, Doripesco's bighead is transformed into fillets, salted and heat smoked according to the tradition using sawdust of beech or oak and cherry leaves for additional flavor.

**SMOKED
BIGHEAD**





As regards the Italian consumers of fish products which visited Doripesco's exhibition stand, the most sought products were trout with sautéed spinach and fish with mushrooms Zacusca, dietary products, designed for fine tastes. Despite Doripesco products can be already found in certain areas of Italy, Doripesco is intending to develop existing partnerships and find and acquire new customers.

FISHING FOR A DREAM” (Humanitarian Project)

We at Doripesco also know, one hand, that we can influence consumers' tastes and preferences, and on the other hand, that a friendly atmosphere at fishing is one of the most popular outdoor recreational activities. A conversation about life from the point of view of a fishermen is always challenging, at least for the simple fact that a fishermen always knows... the weather forecast, and how to turn accordingly any day into a good day, in which, for example, all participants to a fishing contest (always a special time) felt not only more competent, getting a fishing trophy, but also happy to contribute to an humanitarian response to an identified challenge.

But Doripesco also understood that as its business has evolved to meet the challenges of the relevant marketplace, it needs to give something back for humanitarian purposes, for instance, by engaging with an humanitarian project – such as “FISHING FOR A DREAM”, an innovative project (which proved Doripesco's ability to cope in order to improve the quality of humanitarian response to identified challenges) – and organizing something accordingly. And after some years of working together with other responsible partners and supporting such kind of projects, Doripesco is happy to see the development of its knowledge, critical understanding and

key practical skills necessary to co-create and implement solutions which help communities facing social, economic and environmental challenges.



Conclusion

Planning Doripesco's participation at such an important event as Tutto Food, Expo Milano 2015 was about knowing what we wanted to achieve, considering: our objectives providing direction for every aspect, including growing our business and increasing our brand awareness (the ultimate goal of any marketing strategy); our previous attendances to such important events; the type of visitors we wanted to attract to our stand etc. Doripesco knows that marketing and sales is a continuum, and once the company has developed a brand, it can work on ways to build awareness of it through a right marketing plan based on company's target audience and budget to raise awareness about Doripesco brand. We know that Doripesco's continued success depends on creating a community around our brand (as one of the basic principles of brand awareness), and we are struggling accordingly. From this strategic point of view, TuttoFood, Expo Milano 2015, was a good opportunity to meet new potential partners and create authentic and lasting brand awareness for Doripesco products.

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