



PRESS RELEASE 01-2010

EUROPEAN LEADER IN GOURMET-STYLE CRAYFISH GOES MIDDLE EAST

ALFOCAN's assortment will be presented for the first time at this year's edition of GULFOOD held in Dubai between Feb 21st and Feb 24th.

"Having received the Prix d'Elite in the category Best Foodservice Product 2009 at last year's edition of the European Seafood Exposition in Brussels as well as the growing sales in the airline catering business have confirmed the increasing demand of gourmet-style crayfish-products for the food-industry," emphasizes Klaus Baumann responsible for International Sales and Marketing. "GULFOOD 2010 is the ideal event to present our very specific, gourmet-style products of 100 % natural, wild-caught freshwater crayfish to the food-service and retail professionals and our participation will certainly set the stage for long-term business relationships expanding our export activities to the Middle East."

As ALFOCAN's CEO Erwin Alderlieste explains, "the increasing interest in products free of conserving or coloring agents and without any food-additives whatsoever does not only emphasize a shift towards higher quality. It also reassures us about the consumer's awareness and his focus on 100 % natural food."

Please feel free to stop by our ALFOCAN stand # R-N.32 in Sheikh Rashid Hall. We are looking forward to welcoming you there and sharing some more detailed information regarding our company philosophy and product range.