



HAND MADE IN GERMANY 2018

An International Touring Exhibition of
German Gourmet Manufactories

BRÜSSEL

OCTOBER 13-21, 2018

St. Petersburg | Moskau | Shanghai | Macau | Shenzhen | Zhuhai | Hongkong
Tianjin | Peking | Chengdu | Dubai | New York | Tokio | Los Angeles | London

A project by

MEISTERRAT



Partner of the "Handmade in Germany"-Worldtour



Handmade in Germany— A Story of Success



Since 2014 the international touring exhibition “Handmade in Germany” has been showcasing Germany’s most significant manufactories abroad. Up to now, more than 20 exhibitions which were visited by about 1.5 million visitors have been organized by the Meisterrat.

This “touring exhibition composed of the best German quality manufacturers” has already been around the world as visitor to places such as Moscow, St. Petersburg, Shanghai, Paris, Hong Kong, Shenzhen, Tianjin, Peking and most recently to New York.

As global networking increases, the exhibition’s success and the great interest of the international public in products of high quality remains unbroken. Thus, the touring exhibition will be continued in 2018 and 2019 in order to allow German manufacturers to tap into new markets abroad.

New in 2018: Handmade in Germany Culinaria

The fair/exhibition “Handmade in Germany” is showcasing German quality manufacturing abroad – particularly its sensual side: not only are the products exceptional due to “technical perfection” but they also represent everything “good” – they are sustainable, enjoyable and aesthetic. .

For this reason, past stops of the exhibition have showcased iconic manufacturers such as Graf von Faber-Castell, Rosenthal, KPM or Nymphenburg as well as gourmet delicacies and high-quality beverages from Germany. This includes wineries and spirits, select gourmet noodles and other regional German specialities.

As a result of high demand, there will be a series of exhibitions called “Handmade in Germany Culinaria” starting this year which will solely be aimed at end and professional customers belonging to the food sector. The tour will take place in cooperation with internationally renowned food exhibitions.





The goal: Introducing German ma- nufacturies to international markets

Most German culinary delicacies are produced at premium quality thanks to a new societal consciousness for pleasure, organic products and sustainability which in turn makes the production level of the German food sector globally unique in its form.

Past stations of our world tour have shown us the incredibly high demand for German quality products. However, German manufacturers rarely have the possibility to fully use the potential of other markets (in Europe as well as in China and the US). Taking the plunge and starting to export often poses a risk many are not willing to take.

It is for this very same reason that our touring exhibition “Handmade in Germany Culinaria” is showcasing manufacturies abroad – to advertise their products and to slowly build up export possibilities.



The Bridge to Western Europe - Brussels' Voedingssalon

Taking the first steps into a global market can be difficult for regional manufacturers, it is therefore recommended to start out with small steps and to not go too far. Western Europe - Benelux, France, England and Spain - is still the main customer in the culinary sector.

We made the conscious decision to begin our touring exhibition "Handmade in Germany" at a small-scale event. Brussels' Voedingssalon is the culinary institution in the Benelux countries; the audience is made up by mostly Belgian and French connoisseurs, lately there has been an influx Chinese visitors. This year marks the 89th time the Salon will take place for a period of nine days - longer than most other exhibitions.

The secret to Voedingssalon's long-running history and success lies in its privacy: about 112,000 visitors are to be expected, the greatest part of them private clients and professional visitors. The exhibition is economically successful without losing sight of its roots.



Exhibitors

Adoratio
Alfred SCHLADERER
Altländer Honig
Assulzerhof Spezialitätenbrennerei
Ataman
Auleber Obstmanufaktur
Bäckerei Vollkern
Balema
BESH
Belsazar Vermouth
Berliner Bärensiegel
Berliner Brandstifter
Beverage Concierge
BLIESGAU-ÖLMÜHLE
Brauerei Clemens Härle
Brauerei St. ERHARD
Brennerei Grüner Baum
Brennerei Höhler
Brennerei Scheibel
Brennerei Schnitzer
Byoma Naturkost
Capulet & Montague
Chilli Manufaktur – Sacred heart
Christine Berger Sandokan
DACTARI
DaJa Chocolate
Das Berliner Frühstück
DerGugel Manufaktur
Die Marmeladenmanufaktur
Dr. Gustav Klein
Dwersteg Destillerie
Elbgold
Elbler
Elephant Gin LTD
Erzeugergemeinschaft Fränkischer Grünkern
Evers & Tochter Manufaktur
Feinbrennerei Simon's
Ferdinand's Saar Dry Gin
Fränkischer Grünkern
FAUDEfeineBRÄNDE
Finch
Fortezza Espresso
Fräulein Brösels Schnapserwachen
Gebrüder Elwert
Ginger Cat
Glam Cola

Goldhelm Schokoladen
Güterverwaltung Stiftungsweingüter
Hamburger Goldmandeln
Haus der feinen Kost
Hello Mellow
HirschRudel Kräuterlikör
Hock design
Hohenfelder Brauerei
Kaffee-Manufaktur Heilandt
Kaiserhonig
King of Salt
Klosterbrauerei Neuzelle
Kraterspirits
Kreuzritter
Kunstmühle Kleinhettstedt
LangLang
LemonAid
Lichtensteiner Wildfrüchte
maikaefer-flugbenzin
Mali's Délices
Mandolero Schokoladenmanufaktur
Manufaktur Jörg Geiger
Manufaktur von Blythen
Momentum
Monkey 47
Mr Cuckoo
Muli68
Münchner Kind'l Senf
myHoney
Neue Mazerate
Niemand Dry Gin
Nürnberger Altstadthof
Obenauf Kaffeemanufaktur
Ölmühle an der Havel
Peters Pralinen
Preussische Whiskydestillerie
pront'a tavola
Qonzern
Rabenhorst
Rheinland Distillers
Rosenrot & Feengrün
Sabine Pauly
Sash & Fritz
Scheibel Brennerei
Schlossbrauerei Fürstlich Drehna

schnapsidee
schnibbe.kaffee
Schramms Kaffeerösterei
Schloss Wackerbarth
Schumm
Schwarze und Schlichte Markenvertrieb
Sekthaus Solter
Senf Pauli
Siegfried Gin
Simon's Feinbrennerei
SLYRS Whisky Destillerie
Smokecraft Vodka
Stählemühle
Steinwälder Hausbrennerei Schraml
St. Michaelshof
Stobbe 1776
Tante Tomate
The Ostholsteiner
The Wolf Weissbrand
The Duke Destillerie
Tres Cabezas
tribalance
Von der Heide Gourmetbäckerei
Weideland Gourmet
Weingut Bergdolt
Weingut Domtalhof
Weingut Dr. Heger
Weinessiggut Doktorenhof
Weingut Egon Schäffer
Weingut Frank John
Weingut Johannishof
Weingut K.F. Groebe Windspiel
Weingut Köwerich
Weingut MÜLLER CATOIR
Wein- und Sektgut Schloss Wackerbarth
Weingut Paul WELTNER
Weingut Prinz von Hessen
Weingut Schloss Johannisberg
Weingut Schloss Saaleck
Weingut Schloss Schönborn
Weingut Wechsler
Weingüter Geheimrat J. Wegeler
Wiegand Manufaktur Weimar
Wildbach Schokolade
Wusil-Pfefferminze, Berliner Küsse, E.Wutzig

Manufacturing Exhibitors with Culinary Ties:

Andre von Martens
Berthold Hoffmann
Bordbar
Carstens Keramik
Claudia Schömig Porzellan
Dibbern
Dorotheenhütte
Fassmanufaktur Mattern
Fürstenberg
Glashütte Annenwalde
Guede Solingen
Nesmuk
Hedwig Bollhagen
Koch & Bergfeld
KPM Berlin
Kunstgießerei Lauchhammer
Lutz Könecke
Magnus Mewes
Nymphenburg
Rosenthal
Rotterglas
Rimma Tchilingarian
Sarah Maier
Theresienthal
Ulrike Sandner

Contact

Imprint:

Meisterrat e.V.
im Direktorenhaus
Am Krögel 2
D - 10179 Berlin

The world tour „Handmade in Germany“ is organized by Meisterrat e.V., based in the Direktorenhaus in Berlin. The Meisterrat is a lively community of manufactories and designers and promotes creative handicraft with initiatives, publications and numerous presentations within Germany and overseas. The members of the Meisterrat connect an understanding of quality, which is reflected in artisanal and limited production. Its members include small and medium-sized businesses as well as large factories and individuals.

As an organization, the Meisterrat represents the manufactories and workshops and contributes to the economic development of creative handicrafts in Germany. The organization focuses on 7 main topics:

- Quality
- Sustainability
- Digital transformation
- Education and Youth
- Foreign Trade
- Trade
- Intangible cultural heritage

Contact person for participation in the Handmade Exhibition:

Claudia Holzkecht | 030 - 2576 5603
holzkecht@direktorenhaus.com

Curator:

Pascal Johanssen | 030 - 4849 1929
johanssen@handmade-worldtour.com

Website:

www.handmade-worldtour.com