

BEWITAL invitation to Berlin

Company awards best distributions partners

Pet food manufacturer BEWITAL petfood awarded its most successful international distribution partners with a weekend trip to Berlin. Lydia LTD (Greece) obtained first place in the competition category "highest sales increase in tonnage", "strongest newcomer" was KO.ME. sas from Italy.

Together with the BEWITAL export team the winners of the „Distributor of the year“-competition explored the German capital for three days. The Saturday was marked by the recent history of Berlin (from construction and downfall of the Berlin Wall to the present). An impressive guided tour to Berlins' showplaces was followed in the evening by the atmospheric show "Made in Berlin" in the "Wintergarten" theater. Sanssouci Palace in Potsdam, with its impressive buildings and gardens completed the tour on Sunday.

Sales Director Bernd van der Linde and his team (Export Manager Berthold Lütke Meyring and Export Customer Service Steffi Hessling) were delighted with the successful weekend - and appreciated the partners' positive feedback on the launch of the new BELCANDO grain-free products. ADULT GRAIN-FREE, FINEST GRAIN-FREE und MIX IT will be available internationally from September on.

The BEWITAL petfood team oversees distribution partners in over 50 countries. The focus is on the Super-Premium brands (aniVital®, BELCANDO®, LEONARDO®) and the Premium brands (BEWI DOG® and BEWI CAT®).

The next major international event will be the participation in the "European Dog Show" in Bucharest in October together with the Romanian partner Profi Pet.

(August 27th, 2012)

Contact Bewital petfood Export:

Bernd van der Linde; b.vanderlinde@bewital.de

Photo (full format enclosed with mail):



From left to right: Myrto Xydis, George Xydis, Nina Xydis (alle Lydia Ltd.); Berthold Lütke Meyring, Giuliana Volpe (KO.ME. sas), Steffi Hessling, Fausto Micocci (KO.ME. sas), Bernd van der Linde

Contact:

Gabriele Frankemölle – BEWITAL Online-Redaktion / eCommerce

Phone 02862/581687

Email g.frankemoelle@bewital.de