



# BAVARIAN FOOD PROMOTION IN ESTONIA

Similarly to our promotions in Lithuanian and Latvia earlier this year we organised Bavarian food promotion with product degustation in 5 RIMI hypermarkets in Tallinn, Estonia between 16<sup>th</sup> -29<sup>th</sup> of November, 2011. During the campaign 22 different types of Bavarian food specialties, mainly milk products - cheese, crème desserts as well as famous beer brands with low alcohol content and aromatic coffee products were displayed and tasted by the local consumers with great success.



Our local promotion partner was „Baltic Promotions“.

Projekt manager: Mrs. Aurelija Šliužienė, phone: +370 5272 4183, e-mail: [aurelija@vengrija.lt](mailto:aurelija@vengrija.lt)