



BAVARIAN FOOD PROMOTION IN LATVIA

In our organisation a Bavarian food promotion took place in 5 RIMI hypermarkets in Riga, Latvia between 31st May and 13th June 2011. During the campaign 26 different types of Bavarian food specialties, mainly milk products - cheese, crème desserts and sweets as well Bavarian beer products were displayed and tasted by local consumers with great success.



Our local promotion partner was: „Magnet promotions“

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