

**Polska**



Artykuł o polskiej żywności w  
indyjskim magazynie „NufFoods  
Spectrum”

2018-09-29 12:07:15



We wrześniowym wydaniu magazynu branżowego „Nuffoods Spectrum” ukazał się artykuł o polskiej żywności i informacja o Zagranicznym Biurze Handlowym PAIH S.A. w Mumbaju w kontekście zbliżających się targów spożywczych Annapoorna World of Food India.

Artykuł „Poland tastes good” ukazał się indyjskim magazynie branży spożywczej [Nuffoods Spectrum](#). Na pierwszej stronie czasopisma znajduje się informacja o polskich produktach spożywczych oraz o współpracy Zagranicznego Biura Handlowego PAIH.S.A. w Mumbaju z Krajowym Ośrodkiem Wsparcia Rolnictwa przy targach [Annapoorna World of Food India](#).

Targi odbędą się w Mumbaju w dniach 27-29 września 2018 r.



### Poland tastes good!

Poland is a Central European country located at the crossing of major trade routes, thus becoming a meeting point for multiple cultures and nationalities. This is why Polish culinary heritage is so diverse and rich in unique flavours. The recipes and the methods of preparing products, proven over the years, are used today to produce food in state-of-the-art production facilities that meet the highest safety and quality standards. Years of experience have come to fruition today, as consumers look for natural and traditional products that offer the highest quality, unforgettable taste and smell. The attractiveness of Polish agrifood products also lies in the ability to quickly adapt the offered product range to the needs of even the most demanding recipients.

**If you're looking for quality, well priced imports – think Poland!**

#### Some Polish food and Polish cuisine insights

- Poland is one of the largest and most modern European producers of dairy products, such as cheese and cheese curds, butter, yoghurt, powdered milk and whey.
- Poland is one of the leading EU producers of fruit and vegetables, mostly apples, currants, raspberries, chokeberries, blueberries, strawberries, mushrooms, cruciferous and root vegetables, onions, cucumbers, tomatoes.
- The flagship stars of Polish exports are fruit juices and concentrates made of apples, black currants, chokeberries.
- Very popular are also high quality fruit and vegetable preserves, such as sauerkraut, products from healthy beetroot, dill-preserved cucumbers in many flavour combinations, aromatic plum preserves.
- Poland, in fact, is the European leader in production and exports of frozen fruit and vegetables, with over 60% of production shipped to export markets.
- Renowned Polish specialities are chocolate and confectionery, for example the amazing chocolate-coated plum, other chocolate covered fruits and nuts, cream fudge, caramels, cookies.
- Other top products on Poland's export list include products and processed products made of fish, poultry and pork. Poland is the largest EU poultry producer - some 30% of Poland's poultry meat production is destined for export.
- Popular and valued both by domestic and foreign consumers are also grain-based products, such as flour, groats, muesli, pasta.
- Poland has its own local products, which are superfoods, such as the gluten-free millet, buckwheat, cranberries, blueberries, bilberries and chokeberries, rich in vitamin C sauerkraut, rich in precious minerals beetroot, flax seeds.



Poland devotes priority attention to its food exports, promoting them in foreign markets under the slogan "Poland tastes good", and building a uniform promotional message that resonates with its burgeoning foreign customers.

Poland has a very vibrant and sophisticated food sector that will be promoting its quality, affordability and diversity to visitors and trade buyers at the upcoming Annapoorna World of Food India in Mumbai.

#### We invite you to visit us to meet the best Polish agrifoods and leading Polish food exporters!

As the main Polish institution dedicated to agri-food export support, the National Support Centre for Agriculture (KOWR) contributes to raising awareness of Polish food as a brand and to fostering trade co-operation in the agri-food sector. KOWR is open to establishing contacts with entities seeking co-operation with the Polish agri-food sector and in creating trade opportunities of mutual benefit. Feel free to contact us at: [eksporter@kowr.gov.pl](mailto:eksporter@kowr.gov.pl).

Polish Investment and Trade Agency (PAIH) together with KOWR will be present at the Annapoorna World Food India. The Agency is the main institution in Poland responsible for promotion and facilitation of foreign investment and the Polish exports. Regarding the business potential in India, PAIH will be launching its trade office in Mumbai this year. More information on <http://india.trade.gov.pl>.



We look forward to meeting you at Annapoorna World of Food India  
27-29 September 2018 | Bombay Exhibition Centre, Mumbai | Stand: C01, hall 6



**INNOWACYJNA GOSPODARKA**  
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