

Greek F&B Roadshow | Next stop: Vienna

powered by  **managi**
Produced Locally • Sold Globally

Thank you, Austria!

3rd Greek F&B Roadshow



One-stop solution for Buyers of
Greek F&B | ManaGi

17:00 | 16 of May 2024
at Hotel Imperial, Vienna

3rd
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Roadshow**
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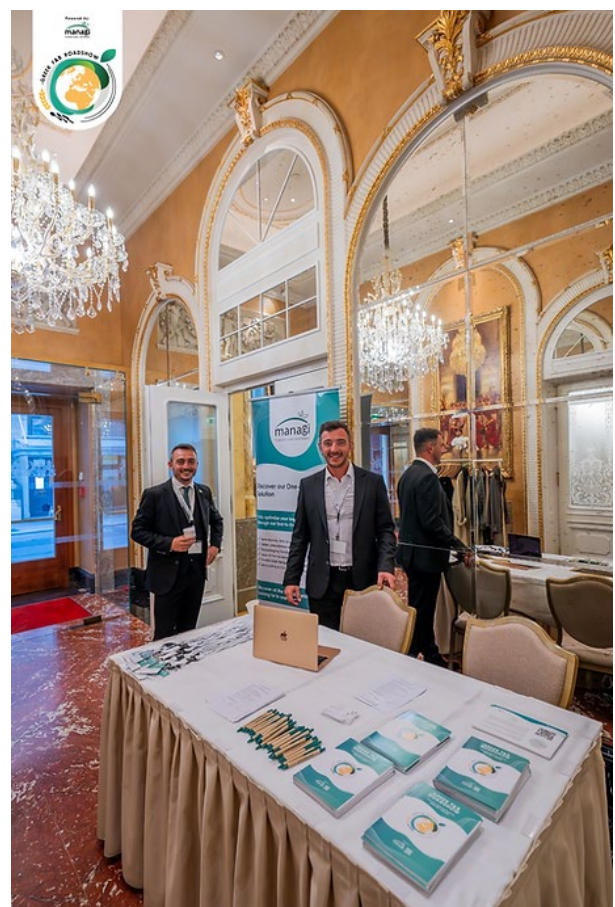
    

Greek F&B Roadshow Makes a Grand Entry into Vienna

Vienna, Austria – May 16, 2024 – ManaGi, proudly announces the successful execution of the latest edition of the Greek F&B Roadshow. The event took place at the prestigious Hotel Imperial, bringing the vibrant flavors and high-quality products of Greece to the heart of Austria.



The event was inaugurated by the esteemed Ambassador of Greece in Vienna, Georgios Iliopoulos, whose welcoming address set the tone for a day filled with culinary exploration and cultural exchange.



The Greek F&B Roadshow, powered by ManaGi, aims to position Greek food, beverages, and natural cosmetics prominently on the global market through a series of targeted events, creating a platform for engagement between Greek Producers and international stakeholders.



The Vienna event continued the tradition of success established by previous roadshows in Malta and Warsaw. Attendees included potential importers, distributors, supermarket representatives, beverage store owners, grocery store managers, delicatessen operators, wholesalers, hoteliers, restaurateurs, and caterers. They were treated to an exquisite array of Greek wines, olive oils, olives, and a variety of other high-quality products, demonstrating the diversity and excellence of Greek production.



ManaGi's strategic vision focuses on elevating Greek products on the global stage, leveraging partnerships with local embassies to facilitate the introduction of Greek goods to new markets. The Vienna roadshow featured product presentations and tastings that allowed Greek producers to directly engage with potential business partners in Austria. This hands-on approach has been pivotal in securing positive feedback and forging new business relationships.

The response was overwhelmingly positive. These products, known for their exceptional quality and unique flavors, resonated well with the Austrian audience, paving the way for future business endeavors.

ManaGi extends its heartfelt gratitude to all participating producers, importers, and the Greek Embassy in Vienna for their unwavering support. Special thanks are due to Ambassador Georgios Iliopoulos for his inspiring words and active participation, as well as the team at Hotel Imperial for their outstanding service and hospitality.



You can get a taste of the Greek F&B Roadshow | Next stop: Vienna [here](#)

For a glimpse of previous **Greek F&B Roadshows** click respectively [Warsaw](#) or [Malta](#)

A few words about **ManaGi**

ManaGi is the first Greek company that provides a full range of services to Greek producers. Essentially, it functions as the "Outsourced Exports Department" for its network of partner-producers. This means that **ManaGi** undertakes all the necessary actions for their products to be exported. These actions include sales, promotion, advertising, branding, packaging design, and, of course, handling the entire export process.

At the same time, **ManaGi** is the first Greek company to provide a full range of one-stop services to international buyers. This means that it takes care of the physical and logistical groupage of products, export document issuance, logistics services, quality control, private label design, label modification and translation, as well as flexible payment methods, managing multiple suppliers, and providing after-sales and marketing support.

Stay tuned for the next stop on this culinary journey!