

5 Key ingredients for organic growth

Georg Schweisfurth
at the Organic Café,
February 15, 2006



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all you need is ...



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... love!

**„There is no more sincere love
than the love for food.“**



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1. A market for organic food

Consumers have become disillusioned with processed and polluted food. Demand for organic food is increasing at 15 %/y min. in the past 4 years. There is a Market



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fresh



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2. Awareness of food culture

farming, handcrafted foods, cooking and eating as a social act is more and more estimated as a part of our



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3. Food scandals

A spread of information and an increasing interest in the ingredients in processed designer food (aspartame, glutamate, artificial flavours, citric acid etc. etc.)



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4. Bold, experienced and fearless entrepreneurs

There were few entrepreneurs in Germany who dared to go organic.



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5. A Strong Vision

„significant achievements will only be made by significant persons, and the only way to become significant is to act with determination.“

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7 Key Ingredients for basic

The fresh organic supermarket

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1. We didn't copy conventional supermarkets –

we tried something new!

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2. We put MORE than
one thing together ...

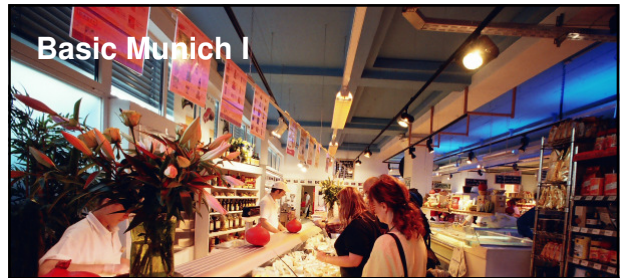
... and each ingredient tasted stronger

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3. We went 100 % Organic!

German customers appreciate their
stores` clear profile:

Where am I? What`s on offer?

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4. We created a different
shopping atmosphere

Light, Colours and Sound

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basic Essen



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5. Competent Sale Assistents

„I never had a marketing concept

**–
I just loved my customers.“**

Carl Davidoff

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5. Excellent Counter Service

- The sales of cheese, sausages, hams and meat increased by 20 % in one year – through excellence!

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6. Private Branding

- Place the basic brand into every household, every refrigerator, pantry and breakfast table!

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7. Education

- Attractive workplaces and training attract good and attractive people to work for us!



Love Love Love

