



#SmallCountry
#GreatFood

Ambassadors Toolkit

FEVIA MEMBERS EDITION

feed.be
Small country. Great food.



TABLE OF CONTENTS

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8

Fevia

We are Fevia, the federation and the voice of the Belgian food industry. We represent 27 sectors and 700 companies that produce high-quality food and drinks in Belgium.

We are committed to the **sustainable growth of the Belgian food industry** in consultation with all stakeholders.

With the brand "**Food.be – Small country. Great food.**" we put the quality, innovation and sustainability of Belgian food in the spotlight in the whole world.

4,201
employers

61,4
billion euro
turnover

1,9
billion euro
investments

30
billion euro
exports

98,000
direct jobs

140,000
indirect jobs

100% FAN OF BELGIAN FOOD AND DRINKS



2

Why food.be?

We are proud of our Belgian food and drinks,

and we think you know why: because it's excellent! Our goal is to show the world just how great our products are! But Belgian food has a lot of hidden champions waiting to be discovered. And this is why we created and developed the brand "Food.be - Small country. Great food."

We realized that having a community of 1,300 Belgian food producers and partners is a real asset. **We work together with our partners** as a team, to promote our delicious products and to help each other grow even more. And that's exactly what food.be is about, showing the world how tasty Belgium can be.

**“1,300
food.be ambassadors,
including you”**



3

Our main message

Small country. Great food! That's our motto.

We are here to show the world how **delicious, innovative and sustainable** the Belgian food industry really is.

A small country filled with some of the most delicious treasures, that's something we are all very proud of. Food.be's goal is to use **that pride and passion** to promote our Belgian delicacies to the entire world.

This way, **we make Belgium more visible**, we promote our products, and we export more.

Proud to share (y)our story

You know it, we know it, Belgian food and drinks are unique and that should be known in the entire world. Help us spread the message and share your pride in what the food industry has to offer!

What's in it for you?

This is a chance to tell your story! Food.be is all about promoting the local products, the local delicacies that you create and put your passion into. Our aim is to enhance the image of the Belgian food industry abroad, and to show what Belgium has to offer. Part of our communication strategy is always giving platform to local producers and telling their story to the world. Choose which content format suits you best:

food.be snacks

Take part in the short news items that Fevia and food.be distribute for you free of charge. A new investment planned and jobs created? An inspiring innovation you want to share? A sustainable solution to be announced? Let us know!



food.be voices

Showcase the talents of your company in a dynamic video, showing why your company is top-notch. In this modular content format, your employees highlight your companies' sustainable solutions, innovations, investments in balanced nutrition, employer branding and export successes.



Best of Belgium

Promote your success stories worldwide with a powerful web article. We offer you the chance to put your company in the spotlight with an international audience.



food.be photography

Thanks to a collaboration with a leading photography agency, we offer you two advantageous formulas for a professional photo reportage in your company. Because a picture often says more than a thousand words ...

If you share your stories through one of these formats, we include it in the food.be newsletter that we send to international retailers, distributors, food service and food producers.

This is all about you! The content formats are a platform for you to share your story, so choose what you want to highlight and share it with us.

How you can support?

Start engaging online - Like, share, engage, repeat. Through our channels we are regularly sharing important information and insights of the Belgian food industry. If, together, we strengthen the image of the Belgian food industry by promoting the local products, we help you and other companies grow sustainably.

“Like, share,
engage, repeat

Here you can find the links to our different social media channels.

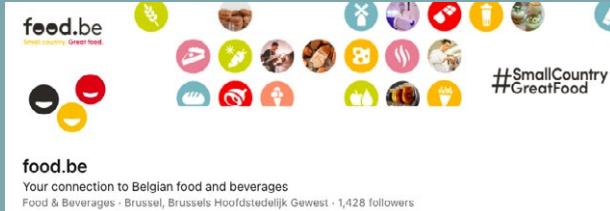


Plus, let's not forget to enjoy the delicious food we offer and to actively choose Belgian products ourselves. Let's show the world what a great small country has to offer!

5

Channels

LinkedIn



 food.be
1,428 followers
1mo • 

+ Follow ...

Did you know Belgium produces freshfrozen fruits, the best beers and even a large variety of delicious bread?  There are many other mouth-watering things that come from our small country, that you probably don't eve ...see more

food.be

Did you know all these food and drinks are from **Belgium?**

**YES,
REALLY!**

 #SmallCountryGreatFood



CLICK TO VIEW

 10 • 1 comment

 food.be
1,428 followers
1mo • Edited • 

+ Follow ...

Belgian food and drinks producers are driving the green transition to protect our planet.  Cutting back on energy, water usage and seeking green resources, making packaging more sustainable, finding solutions for limiting foo ...see more

food.be

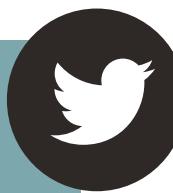
By 2025, all the packaging of Belgian food and drinks will either be recyclable, re-usable or biodegradable.





CLICK TO VIEW





food.be @Food_be · 8 juil.

Hungry for the latest news and stories from Belgian food and drinks producers 😊? Dig in the [#FoodBEnewsletter](#) 👉 mailchi.mp/food.be/foodbe...!

- 🍴 | Gulf region's taste for 🇧🇪 food
- 🍴 | [@GreenyardFrozen](#)'s cauliflower rice in NYC
- 🍴 | Ortis' Chinese webshop
- 🍴 | Solina's promise to make food matter

What's cooking in the Belgian food industry?
Dig in the food.be newsletter!

SmallCountry GreatFood

[CLICK TO VIEW](#)

food.be @Food_be · 15 juil.

Our producers are experienced and passionate craftsmen. 🎨 They want to offer the best quality, meet the highest standards, and share their knowledge with the rest of the world. 🌎

Follow us and get to know them now! 👈



One of the Belgian producers' secret ingredient is
PASSION

You can taste it in their **products**. Their **love** and **commitment** is what makes the difference.

food.be

[CLICK TO VIEW](#)



Our key messages, your story

Our campaign is based on 4 communication pillars – Quality, Innovation, Sustainability, Small but Great. These are all strengths of the Belgian food industry, and that deserve to be showcased more. Read below to discover each one of the pillars:

QUALITY

Belgian food & drinks are safe, delicious, internationally recognized and produced by true experts.

Our producers really do put a lot of attention to the **quality** of their creations and apply high food safety standards during the whole process.

The culinary products are also **delicious**. Beers, chocolate, waffles, fries and so much more. We have it all!

Our products are also **internationally recognized**, as we export to the whole world!

Belgian food producers are **passionate** about their work and master their craft like no one else does. They are proud to deliver products of the highest standards and they love to share their craftsmanship with everyone.



INNOVATION

You could say that Belgium and innovation is a love story, especially in the food and drink industry.

Belgium is such an **excellent testing ground** with the perfect location to try and test new ideas on different publics. We have a huge cultural diversity, with Belgium being the crossroad between the German and Roman cultures, and therefore it's the perfect place to test if products will work in Europe and even worldwide.

There is also a strong link between **food companies and R&D centers** here in Belgium. They work closely together and keep on finding new innovative ideas that follow and define the trends.

The Belgian food producers just love to **think outside the box**, to test, to try, to optimize, to adapt and to challenge the younger generation to do the same. It's brilliant to see and to follow.

SUSTAINABILITY

More and more Belgian food companies place sustainability at the core of their business models and they keep on investing in R&D to find better and green solutions everyday.

Belgian food companies are **optimizing their use of natural resources** by cutting back on energy and water usage and seeking green resources

The producers we work with also **rethink and invest in new packaging** to be more sustainable and reduce waste.

Our companies are extremely efficient in **avoiding food loss** (limited to 1,5% of production) and continue to invest in new measures to reuse materials as much as possible into new food products. Belgian food and drinks producers are major donators to the Belgian food banks and other initiatives to avoid food loss and support those in need.



SMALL BUT GREAT

Belgian food & drink producers are easy to do business with thanks to the location of Belgium at the heart of Europe and their cool and humble mindset, also called “Belgitude”.

Belgium is strategically located at the **crossroads of European transport corridors** with good connectivity by road, rail, sea, and air. This makes Belgium an excellent logistical hub and means food companies can distribute their products to buyers and consumers fast and in optimal conditions.

Belgitude makes doing business with Belgian food producers easy and pleasant. It is a mindset, a way of living and it's what makes our country so special. **Belgium is uniquely phenomenal**. The mix of Germanic efficiency and Romanic relations makes them the perfect partners to work with! Belgians are modest with a no-nonsense approach, while never losing their tongue in cheek sense of humor.

Belgians are “bon vivants” who like to enjoy good food and drinks in good company and you can taste that in the food and drinks they produce. Plus, it's in their blood to share their cuisine and art of crafting with everyone, lucky you!

Speaking of small but great, **our producers are mainly SME's**. Small companies with the greatest products and ideas. You can taste that in the products they offer, it's authentic, it has a story and stands out. Plus, it makes the food companies much more accessible and easier to reach out to them.



Material to use

In order to make things easier, we have created a video and an article, which give the essence of what food.be is about. Have a look and then show your support by **circulating them around!** Feel free to share them on LinkedIn and Twitter and don't forget to tag food.be and use the hashtag #SmallCountryGreatFood.

VIDEO



[CLICK TO VIEW](#)

Belgium: a small country with great food!

Belgium is a small country with great food. People across the globe already associate Belgium with great beers, waffles, chocolates and fries, but the Belgian food sector has a lot of hidden champions waiting to be discovered. And that's exactly the message we proudly share with "Food.be – Small country. Great food!".

What sets Belgian food and drinks apart?

Four things lie at the very heart of the Belgian food & drinks industry: quality, innovation, sustainability... and the Belgian way of doing business!

- Belgian producers put a lot of attention into the quality of their creations, ensuring they are both consistently safe and delicious. Belgian food and drinks are also recognized internationally thanks to the expertise and craftsmanship of our producers.
- Belgium is an excellent testing ground for food innovations thanks to its location at the crossroads of different cultures in Europe and its extensive R&D landscape. This makes Belgian food companies innovation-minded and flexible to new trends and consumer demands, at home and abroad.
- Sustainability lies at the very core of Belgian producers' business models: investing in R&D for better and greener solutions, optimizing natural resource usage, rethinking packaging and finding ways to avoid food loss, such as donating to food banks.
- With Belgium being an excellent logistical hub, producers can distribute their products fast and in optimal conditions. When it comes to doing business, our SMEs' humble but flexible mindsets make them easy to do business with.

Promoting Belgian food and drinks together as proud ambassadors

Food.be brings together a community of 1,300 Belgian food and drink producers and their partners. With the brand "Food.be – Small country. Great food." we show the world how delicious, innovative and sustainable Belgian food and drinks really are. This way, we strengthen the image of Belgium abroad and share our passion with consumers all over the world.

Discover what a great small country has to offer!

The website www.food.be is the reference site for Belgian food & drinks. Connect with more than 1,300 producers, discover their great stories and find out at which trade fair or trade mission to meet them.

Follow our social media channels - [LinkedIn](#), [Twitter](#) and [Facebook](#)- and engage with us, as well as with each other. Like, share, engage, repeat!

Sign up for the [Food.be Newsletter](#) and encourage your network to do the same. Feel free to forward the Newsletter to all your relevant contacts!

But most of all: enjoy delicious Belgian food and drinks, by yourself or together with your friends, families and business contacts. Share pictures and your thoughts about them on LinkedIn and Twitter, tagging @food.be and using the hashtag #SmallCountryGreatFood.

#SmallCountryGreatFood.



Let's go!

Food.be will tell your story to the world. It will help you grow sustainably so that you can keep working with the same passion and talent.

We hope you are excited to be part of this network, a network where you can exchange with other ambassadors that share the same passion for delicious food, drinks and of course for our fantastic country!

“ Afterall... Small Country, Great Food

