



Press Release

Serbian Cheeses Take Center Stage at Fancy Food Show in New York

BELGRADE, June 2009 - Nine Serbian specialty food companies are showcasing their exclusive produce in New York during the Fancy Food Show. This annual event began on June 28th and will last until June 30th.

The finest selection of Serbian organic jams and preserves, premium wild mushrooms, all-natural herbal teas and famous Serbian raspberries, blackberries and other fruit products are being showcased under the joint slogan ***Serbia Naturally***. The presentation of Serbian producers at Fancy Food Show was made possible through the support of USAID.

During this year's event, Serbian cheeses have been presented on the US Market for the first time. The ***Serbia Naturally*** stand this year, boasts a rich selection of traditional Serbian cheeses as well as specialty products such as goat and feta cheese.

The nine Serbian companies featured in New York this year are: Agropartner, Pionir, Strela, Bilje Borca, Foodland, Igda Impex, Kuc Dairy, Sabac Dairy and Select Milk.

Produced by The National Association for the Specialty Food Trade (NASFT) since 1955, the Fancy Food Shows are North America's largest specialty food and beverage marketplace. The shows boast 16,000 - 24,000 attendees; 250,000 products including confections, cheese, coffee, snacks, spices, ethnic, natural and organic; 1,300 - 2,500 exhibitors and 81 countries being represented.

The recent global financial crisis and has not deterred Serbian exporters in trying to establish a strong foothold in the international market. USAID, through its Agribusiness Project in Serbia continues to support Serbian companies in their efforts to access foreign markets and establish regular exports.

USAID's Agribusiness Project which works with Serbian agricultural producers at all stages of the production cycle "from field to fork" to increase the value of Serbian agricultural products sales and agricultural employment.

The exquisite array of Serbia's delicacies will be waiting for you at the Serbia Naturally Pavilion Booth 4250 from the 28th to the 30th of June in the Javits Center in New York City.

For all additional information, please visit our website www.serbianfruit.com or contact us at info@serbianfruit.com.

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