

Marketings un produktu virzība tirgū

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- Jauna produkta paraugs
- Kā izskatās ēdiens
- Terminoloģija
- “Latviskie” ēdieni

Jauns produkts

- USP un stāsts
- Programma
- Loģistika
- Sanitāras prasības
- Ko var paņemt līdzi ?



USP – Unique selling proposition

Ar ko jūsu produkts ir unikāls, kā tas atšķīrās no visiem pārējiem ?

Bērzu sula



Stāsts

- Spring is the time to rid your body of winter toxins and rejuvenate it with the freshness of spring!
- People who live in symbiosis with nature are keen observers of it.
- Latvians have noticed that the birch tree is especially rich with pure water from deep underground filtered by the roots of the tree verdant with growth promoting minerals and nutrients.
- A 100% natural internal spa treatment straight from the tree itself!
- At Bērzaine we offer you a chance to tap the tree yourself!



Programma un cena

- 10.00 depart Riga
- 11.00 Morning tea at „Bērzaine” eco-farm
- 11.30 – 12.30 A walk in the woods to tap your own birch juice (all equipment provided)
- 12.30 – 13.30 Lunch (sadarbības iespēja)
- 14.30 Arrival in Riga
- Price: 10.00 Ls per person
- Kopīga cena par visu pasākumu, un tūrists nemaksā neko vairāk.



Loģistika

Kā cilvēki nokļūst pie jums ?

- ko rīkojiet jūs ?
- ko rīko ceļojumu aģentūra ?

Ja jūs paši, tad Rīgā ir jābūt jūsu gidam / šoferim kurš / kura

- - runā attiecīgā svešvalodā
- - ir šarmants /- a
- - ir uzticams un māk risināt problēmas



Sanitārās prasības

- Dzeramais ūdens
- pirms un pēc meža pastaigas ir jābūt pieeja tualetei
- slapjas salvetes
- Aprīkojums : tapiņām, caurulītēm un pudelēm ir jābūt tīrām, un redzami tīrām.
- Tas pats attiecas uz personālu



Ko viesi var paņemt līdzī mājās ?

- mazu neatvērtu bērzu sulas pudelīti *Stiklā / plastikātā ?*
- recepti

Suvenīri

- Koka karotes, bērza tāss mantiņas, „Bērzaines” medus, ievārījums utt.
- Labāk ir gādāt par skaidri redzamu piedāvājumu ar cenām, nekā uzbāzties.



Neaizmirstiet labas izteiksmīgas bildes reklāmas materiāliem !

Kā izskatās ēdiens ?

A collage of various Latvian dishes. The central focus is a large, round, yellow bread with black seeds, sliced into several pieces on a white rectangular tray. To the left, a glass of beer with a thick white head of foam sits in a ceramic mug. Above the bread, there are several small bowls: one with a wooden spoon, one with a yellowish rice or grain dish, and one with a potato. To the right, a bowl of white milk is visible. Below the main bread, there are four smaller images: a tray of small, round, orange-topped pastries; a slice of dark, dense bread on a wooden board; a bowl of dark, round, chocolate-like treats with a wooden spoon; and a bowl of dark, round, meaty stew with a wooden spoon.

THE
CUISINE

OF
LATVIA

7 wonders of Latvia

These are just seven of Latvia's wonders, and all on your table!
Come to visit Latvia and see what more we can offer!

Black balsam

Black balsam – a wonderful remedy whenever you get that sickly feeling.



Herbal tea

Bitter herbal teas should be enjoyed without sugar or honey. They'll soon have you wanting to get better.



Lamprey

A man who eats lamprey will get hard... fast.



Curd cheese

Eating curd cheese will ensure that your brain is in excellent order. That's why eating three spoons before important business meetings is a certain ticket to success.



Black bread

Black bread should be enjoyed with a drink of milk; it will make you an excellent lie detector.



Caraway cheese

Count the caraway in a slice of caraway cheese. It equals the number of times you'll be kissed this evening.



Cold soup

Don't get into an argument eating cold soup; the weather will soon turn cold.



www.ggl.lv

Growing Green in Latvia.

Healthy, delicious and natural products grown in Latvia with appreciation and care. Enjoy Latvia – sample our special food!



RIGA GOURMET ROUTES

- OLD CITY
- ART NOUVEAU
- PARDAUGAVA

FOOD

January 2008

and

£3.50 US\$6.95

TRAVEL

Gourmet travelling in
Cape Town
Bangkok

**NEW YEAR
NEW RECIPES**

Gary Rhodes
Jamie Oliver



The art
of baking



Printed in the UK

Secret ski resorts

A weekend in the country

CHIC SHOPPING CITIES
48hrs in Milan, Madrid and Antwerp

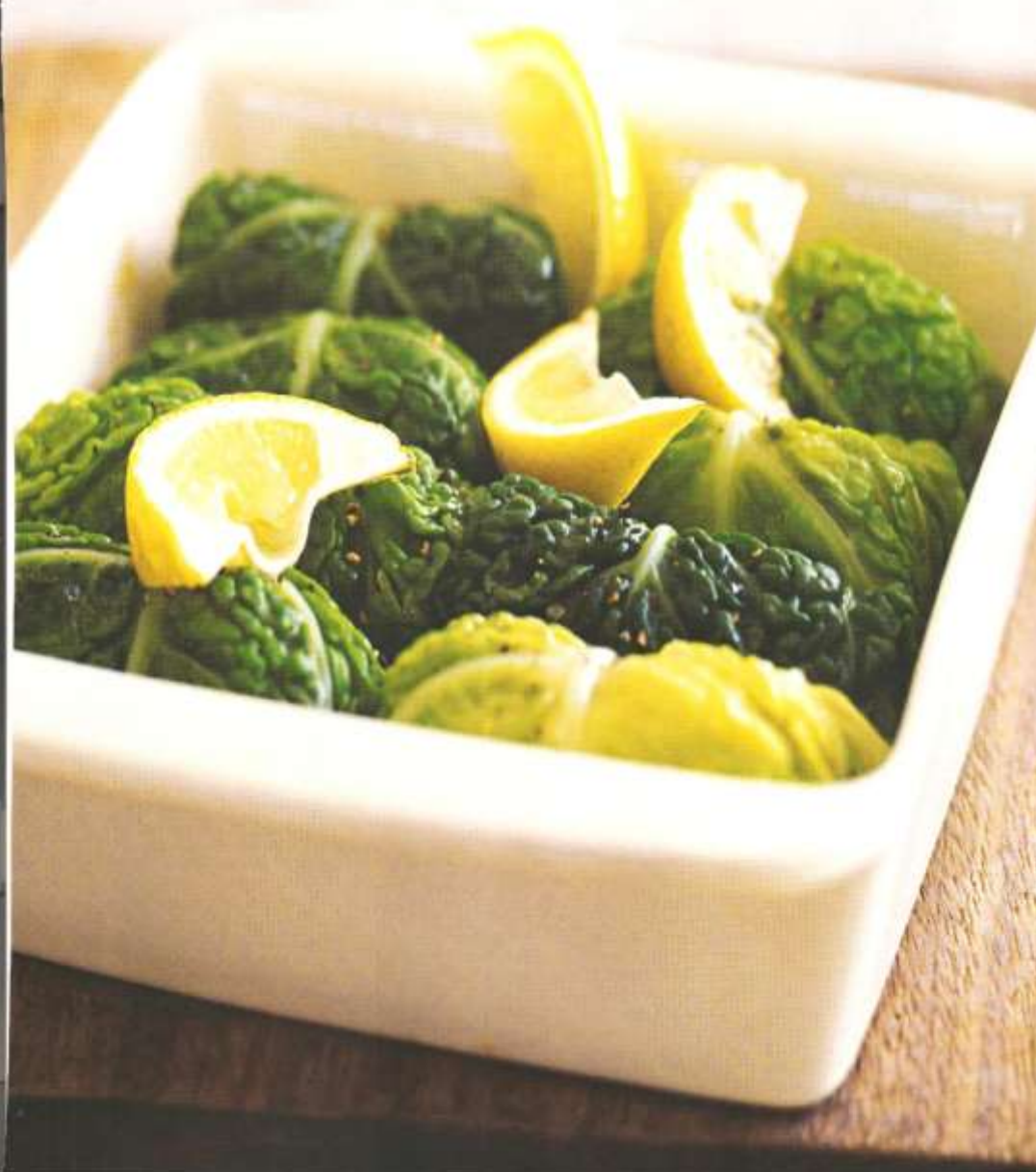
escapes entertaining drinks weekends restaurants adventure

WIN
A TRIP TO CHILE

in this month

SAVOY CABBAGE ROLLS

RECIPES START ON PAGE 138





**Roasted squash wedges
with pumpkin seed pesto**



PEARS IN PINOT NOIR
AND CREAMY BLUE CHEESE

RECIPES START ON PAGE 116

A close-up photograph of several pieces of fish, likely salmon or trout, being grilled on a metal grate. The fish is garnished with thin slices of lemon and small green herbs. The background is dark and out of focus, with a bright orange flame visible at the top, suggesting an outdoor grill setting. The text "Taste of Australia" is overlaid in a white, handwritten-style font in the upper left quadrant.

Taste of
Australia

gastronomía culinaire

NUEVA COCINA NÓRDICA

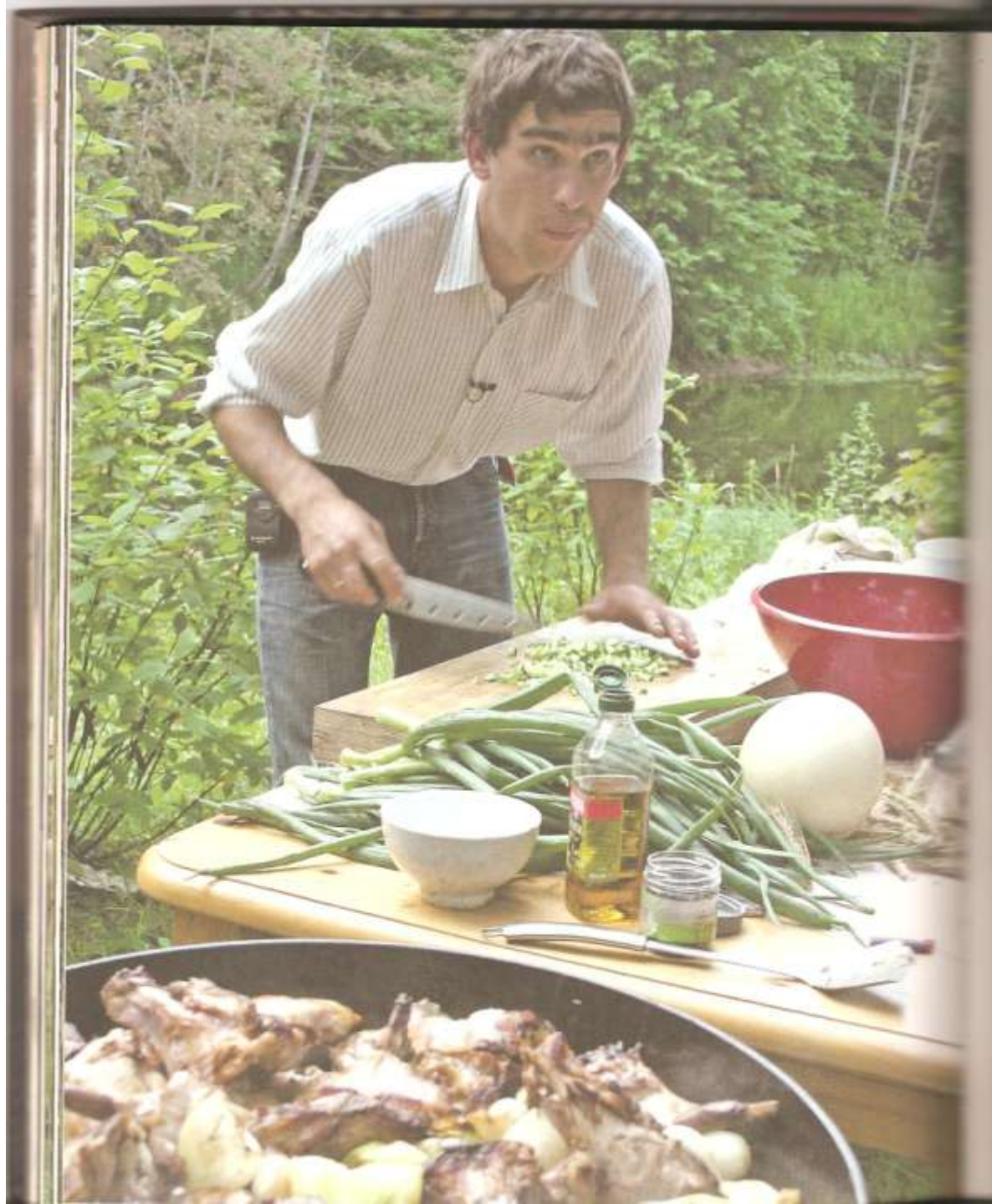
NEW NORDIC CUISINE

¿Por qué los gourmets de todo el mundo incluyen Dinamarca entre sus destinos favoritos? Nuevos cocineros y su selecta despensa son sus secretos.

Why do gourmets round the world include Denmark in their favourite destinations? New cooks and their select larder are their secrets.

100 10 4147802







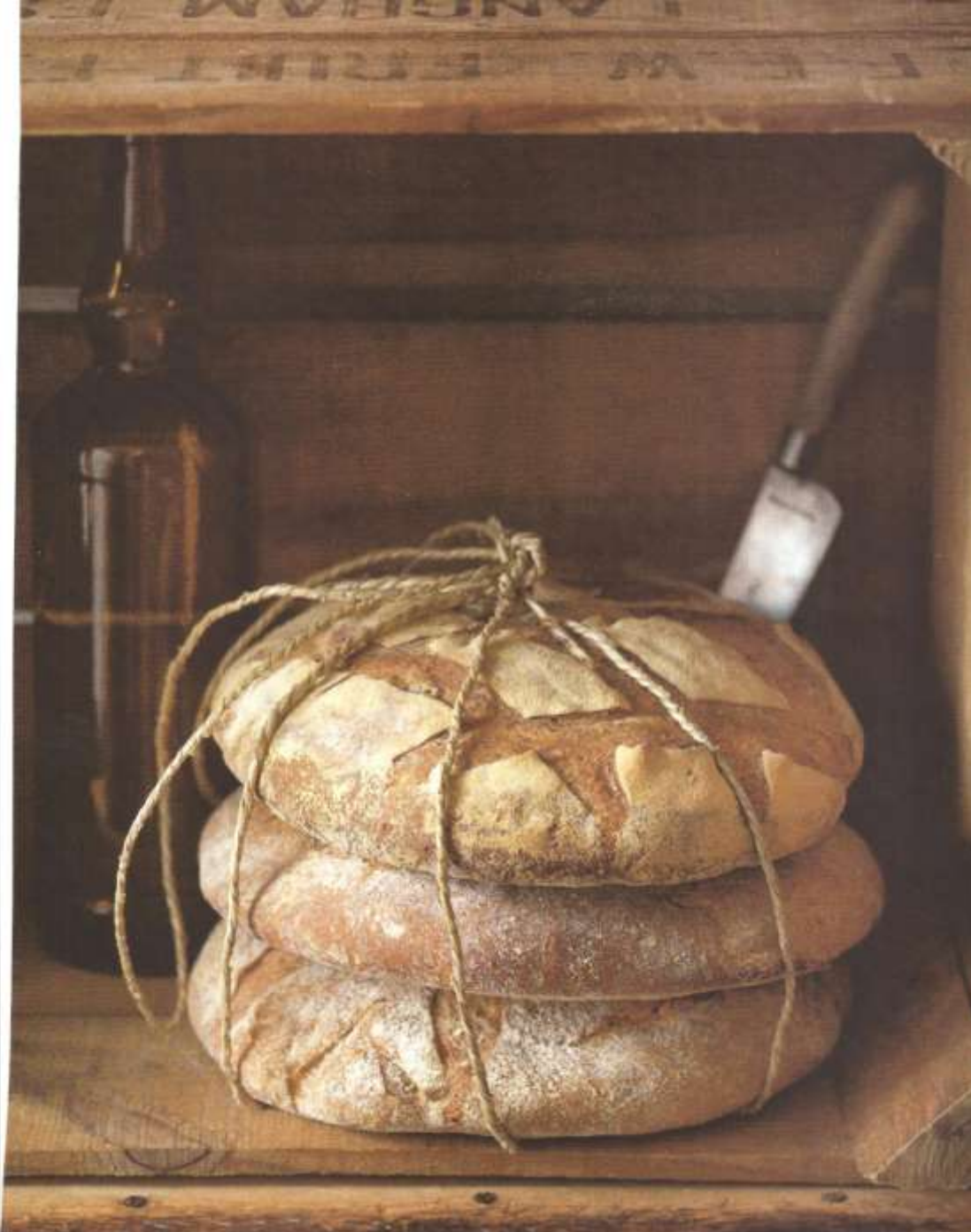
LĒNI CEPTA CUKAS PAVĒDERE AR KANĒĻA SIRUPA ĀBOLU.

SLOW-COOKED PORK BELLY WITH CINNAMON APPLE.



SĀRKANBAUŠSĀRKĀNS — BALTAJĀ BĒDISĀ IĒVELTAS BIETES AR RUŠONAS SIERU.

RED, WHITE AND RED — RUŠONA CHEESE AND BAKED BEETROOT ROLLED IN RADISH.





1 Cotton tablecloth, Hoff 538, 2 Linen napkins, CR 50 each, both Catani, 3 "Alpaga" tablecloth, Haus 277, Pierre Puy, 4 Tablecloth with double border, from 8188, Vojea Linen Company, 5 "Mangle" napkin, 290, Eckhardt, 6 "Labster" napkins, £1.46, ICTC, 7 Red and natural linen stripe tablecloth, 282.80, Divinens, 8 Pipa napkin, £28 per pair, Fortes Green, 9 La Table est Mlle. tablecloth, 248 euros, Finesse, 10 Red and natural check napkin, £18.50 for a set of four, Divinens, 11 "La Collection de Campagne" tablecloth, from £30, Richard Dax, 12 Linen napkins, £28 for a set of four, Everlasting by Mail, 13 Red and cream checked napkins, £7.95 for a set of four, Oboor. Bread supplied by Palate. Prices exclude VAT. For suppliers' details see Appendix Book 1.



banish the awkward silence from mealtimes: set the dining table with napkins, place-mats, runners and linens that will be sure to get the conversation started. One of the cloth Benjamin Kempton can't keep quiet about a satisfying spread. Photography: Anders Gramer

TABLE TALK

LTD "Ilta-D"



Raiņa 4a, Ilūkste, Daugavpils district

Phone + (371) 54 62207, + (371) 9160314

The enterprise has shops, canteen, café, confectionery workshop, and ready-to-serve food shop.

The vegetables and meat are bought from the farmers of Ilūkste region.

We sell our semi-finished products in our ready-to-serve food shop. We pickle cabbages and cucumbers, preserve sorrel.

There are 50 places in our café, and 12 places in banquet hall. We take orders on banquets and funerals, as well as home-delivery orders.

Not far from us there is tourism place of Pilskalni. If ordered, we lay the tables & banquets in the customers' chosen place.

Specialty: "In the taste of host" ready-to-serve food shop.



Terminoloģija ir svarīga

- Organic
- Organically-grown
- Ecological
- Artisan
- Biodynamic
- Bio - everything
- Free range
- Farmhouse
- Slow Food



Slow Food®

„Latviskie” ēdieni

- Pīrāgi ir speķa rauši (bacon rolls)
- Sklandarauši un viduslaiku ēdieni
- Sēņu “rissotto” un “kaša”
- Rasola “problēma”

