

Report on Coconut Development Board Participation in FINE FOOD EXPO 2013 at Pragati Maidan, New Delhi from 11th to 13th December 2013.

The **FINE FOOD INDIA-2013** is being organized 3rd premiere Gourmet & specialty Food, Drink event by M/s Diversified Communications, India Pvt. Ltd. Juhu Road Snathacruz Mumbai-400049, held at Pragati Maidan, New Delhi from 11th to 13th December 2013. The Fair was inaugurated by Master chef Judge Kunal Kapoor, in the presence of members from different 14 Countries.

The exhibition created awareness about the new arrivals, in products as well as services/facilities including welfare programmes & policies for the benefit of the public, in the Food Sector. Fine Food India was a show based on networking and marketing platform focused on the Food, Drink, Equipment and New Technologies by the participant from both domestic and international company. A 3-Day Business Forum at Fine Food India has arranged product technology sessions from leading food & beverage and equipment manufacturers including demonstrations on food & Beverages preparation.

The fair was covered, Foods such as Meat, poultry & Seafood, Convenience Foods, Gourmet, Natural & Organic Food, Fresh produce, Dried Fruits & Nuts, Bakery & Dairy Products, Confectionery & Snacks and from Beverage sector Wine, Coffee, Tea Alcoholic & Non-alcoholic Beverages, Juices, including Kitchen, Tableware products & Catering equipment, etc.

The Coconut Development Board had participated in the three-day exhibition to create awareness about the health and nutritional values of coconut and its products, their usage in daily life in accordance to the change in life style. In the CDB stall value added products from coconut such as different brands of coconut oil, virgin coconut oil, desiccated coconut powder, coconut milk/ milk powder/ milk cream, coconut pickle, jam, packed tender coconut water, activated carbon, shell charcoal, handicrafts and other coconut based food & beverage, industrial & household utility items were showcased in Board's stall. Posters highlighting the versatility of coconut, goodness of coconut and its products, etc. are all displayed.

Apart from these, publications and periodicals were kept for sale and brochures and leaflets on different coconut based value added products, their qualities & uses, etc. were distributed to the visitors to create awareness among them. Sale of coconut products was also arranged in Board's stall through local dealers M/s KC Enterprises, New Delhi for COCONAD coconut oil, M/s Nakshatra Enterprises for Coconut vinegar, Milk & Virgin Coconut oil, Mr. Nitin Goyal with products from M/s Keratech, They amazed over the array of coconut products

displayed as they are aware only about the fresh tender coconut, matured coconut, coconut oil (as a cosmetic) and desiccated coconut. Clarifications/ guidance on the queries regarding uses and availability different value added products were also provided by Board's officers in the stall. Apart from the Board, several Central/ State Departments/ Organizations and private big players participated in the fair by display in the exhibition.

Visitors from the associated sectors such as Higher officials, from Govt. organizations related to the above sectors, technical & research institutions Hotel industries, Food processing sectors, Exporters and Importers of Food products from different countries, Bakery & confectionary sector, machinery/ Equipment's manufactures, packing, transportation etc, were visited the exhibition during these days.

The fair was concluded on 13th December 2013 at 05.00 pm

