

double portions, which keep their taste and freshness for five months, are just one example of quick sophistication. The newest product category - exclusive specialties for gourmands - was displayed with top quality and exotic produce. Meat products, produced according to biological standards, were on display.

Goats milk-based desserts, sea urchins and ginger-flavoured cheese were on display along with dried New Zealand kiwi fruit.

Other products displayed included organic olive oil from Spain, sous-vide vegetable dishes (cooked under vacuum). France has just introduced 20 different prepared vegetable and fruit products.

Exhibitors in the dairy produce sector exhibited the latest consumer food requirements under the motto "fit and light". Visitors were particularly interested in the new milk fitness drinks with even lower fat and calorie contents and margarines. Fresh cream and cream flakes, deep frozen, retain their excellent taste for several months.

OTHER NATIONAL PAVILIONS

Italy was the country with the highest number of firms followed by France, Spain, the Netherlands, Britain, the U.S.A. and Belgium. The foreign contingent represented about 70% of the show.

United States

The United States had the largest exhibit of a non-EC member country with approximately 250 exhibitors. ANUGA visitors saw an overview of U.S. foods and beverages covering a 2,000 square metre area. Products and presentation bore the slogan: "America is (s) T Qualitat" (America is/eats quality)". A separate U.S.A. Seafood exhibit demonstrated the wide selection of fish & seafood. The U.S.A. hall offered products, novelties and information to visitors from all segments of the import and retail trade. The U.S. display was so designed that the "continuous flow" configuration ensured that all visitors passed by all the exhibitors before exiting the display. The U.S. made good use of flags and overhead banners and curtaining to convey a quality image.

The diversity of food available from the United States led to the development of the "Eat & Drink American" campaign which is a unique venture jointly