

Tailor made for discerning retailers

Joh. Seidel OHG, Hamburg

Everything began with "Oma Käthe" in Hamburg, where the owners' grandmother regularly sold as many Mecklenburg eggs as she could fit into her basket, thus laying the foundation stone of the Johann Seidel company, named after her son and which is run today by two of her grandchildren. Starting off with this weekly market business, the company continued to face up to new challenges until it became what it is today: a third generation family business that specializes in the marketing of regional eggs for hotels, restaurants, discerning retailers, vegetable market and ship suppliers in the Hanseatic city. The family business has also developed further from a regional point of view. The company fleet of vehicles is used nowadays to supply customers once or twice a week, and not only in Hamburg, but also in the neighbouring states of Lower Saxony and Schleswig-Holstein. Their green delivery vans are out and about every day throughout Northern Germany, delivering not only eggs but also ideas on how to market them. Customized ranges for discerning retailers can be regarded as Seidel's great strength here, and in the future other regions of Germany are due to benefit from this compe-



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tence, too. Essentially, Seidel constitutes the connecting link between regional producers and the retail trade. Several egg producers can supply their products under a regional brand such as "SchlemmerMarkt" and receive marketing support from Seidel. When a new brand is launched or the store is restructured, egg tastings are only one of the activities that are used to promote these brands, developed by Seidel. The homemade egg liqueur made to Oma Käthe's recipe is good advertisement for eggs that is readily accepted by both dealers and consumers alike. The vital factor here are good personal relationships. Seidel works as a consultant with a useful network of contacts in the retail and gastronomy industry. Great value is placed on regional

HARTMANN packaging is an important part of the Seidel marketing concept and is a key element of their commitment to merchandise eggs in a clean, tidy and appealing display.



Seidel seal of quality:
With proof of the farm on every egg.





quality in the hotel sector, too. Stand-up displays on the breakfast table or a note in the menu make reference to the origin of the eggs. This service is part of Seidel's recipe for success. "We give a lot of thought to the eating habits and needs of the consumer who benefits from our individual service. We even have the privilege of delivering in person to many areas where centralized purchasing is customary". In food retailing, the shelf is checked and evaluated with every delivery. Even though it is up to the retailer to look after the stock on the shelves, greater freshness is ensured in this way. Seidel guarantees the right quality for discerning retailers through partnerships with larger sized packing businesses as well as small farmers. The eggs are delivered directly by Seidel. Even before it was a legal requirement to stamp eggs, the Seidel range was distinguished by its guaranteed origin. "With proof of the farm on every egg" has remained a quality feature to this day. In addition to the name of the farm on every egg, the packaging also communicates as much information

as possible about the hen, farming method and feed. The first of these regional concepts was developed roughly 15 years ago in cooperation with Mr Struve, who is responsible today for numerous Edeka and Schlemmer markets in the north of Germany. Seidel has been able to expand its range continuously ever since. "Good Morning Eggs" which are marketed under their own name, are found, above all, in smaller markets, where they are delivered fresh over short distances, packed authentically in the simple **Fresh Pack™**. An important aspect for Seidel is the quality of the packaging: "HARTMANN packaging is well accepted on the egg shelf. From the design to the stability, it's good packaging. The main advantage of HARTMANN packaging over other moulded fibre packaging lies in its strength even under refrigeration conditions, which can sometimes be found in the markets," according to the brothers Wolfgang and Hans-Joachim Seidel. With the exception of the 4-cavity pack for singles, all regional concepts are available in labelled **imagic®** packs.

Egg wholesaler Seidel promotes eggs as a natural food with lots of fun and commitment and with the support of HARTMANN.

The only animal produced food that is marketed without processing needs professional packaging and good ideas to promote sales.

Take advantage of skills and competence from HARTMANN and report to us about your success.

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In hotels also, there is greater focus on regional quality. Information about the origin of the eggs creates trust and is an additional marketing tool for Seidel.

