

## THE GERMAN FROZEN FOOD INSTITUTE. YOUR STRONG VOICE.

Founded in 1956, the German Frozen Food Institute (*dti*) is the **communication platform and interest group for the German frozen food industry**. As an umbrella organisation based in Berlin, the *dti* represents companies from all parts of the frozen food chain: from production to suppliers and service companies to logistics and trade. When it comes to the interests of the German frozen food industry, the *dti* is the **central point of contact and spokesperson of the industry**, engaged in constructive dialogue with consumers, sales partners, the media and politicians, and always in the interests of the frozen food community.

## A HOME FOR YOUR INTERESTS.

With **more than 160 members from the entire frozen food industry**, the *dti* is a reflection of the sector. The institute combines frozen food expertise throughout all stages of the value-added chain and communicates on behalf of the entire category, regardless of the product group or brand. For companies that are active on the German frozen-food market, the *dti* acts as an interest group and network platform for maintaining and expanding business relationships.

- Frozen food producers
- Cold storage operators
- Refrigeration technology companies
- Logistics and distribution specialists

The *dti* plays an active part in all **relevant frozen food markets**: both in the food retail industry and the foodservice market.



ACHIEVING  
MORE  
TOGETHER



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**dti**  
Deutsches  
Tiefkühlinstitut

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## ADDRESSING TRENDS AND TOPICS TOGETHER.

As a recognised, established trade association, the **German Frozen Food Institute** represents the **interests of its members: competently, practically, enthusiastically and actively**. Examples of this are the strategic industry initiatives or so-called **dti** flagship projects entitled **“Increased appeal for the frozen food section in the retail market”** and **“Frozen products – 1001 possibilities” for using frozen foods in the foodservice market**. Supported by leading frozen food companies and other strong partners, the **dti** provides targeted incentives for the trendsetting, modern presentation of frozen food products in the retail sector and the correct use of frozen foods in the various areas of the catering market.

Together with the **“LEBENSMITTEL PRAXIS”** trade magazine, the **dti** awards the **“TIEFKÜHL STAR” (Frozen Food Star)** for the **best frozen food departments** in the German food retail sector. This honours outstanding and exemplary frozen food departments.



**TIEFKÜHL STAR**  
Ein Wettbewerb von LEBENSMITTEL PRAXIS und Deutsches Tiefkühlinstitut



## WORTHWHILE SERVICES.

As a **service provider and information centre** for the industry, analysing the frozen food market in the annual **dti** sales statistics and carrying out specific frozen food market research, as well as providing technical or legal information and advice to our members are also on the association's agenda. At events, trade fairs and conferences, **dti** members are offered an **expert platform** for information, networking and joint action.

## USING NETWORKS.

The **dti** organises and hosts several major events throughout the year: highlights include the **“Frozen foods conference”**, which is the central industry event, the **“Cold forum”** in partnership with the VDKL (German Cold Stores and Logistics Association), and the **“Quality forum”**. The **dti** also gives presentations itself at information and training events.

The **dti** engages in dialogue with politicians as host of **“KOSTBAR – the morning breakfast debate”** in Berlin.

Since 2013, the German Frozen Food Institute has been the exclusive **partner of the anuga food fair**, and has been supporting the exhibition company in Cologne with the design, organisation and implementation of anuga frozen food. The **dti** offers members an exclusive guest lounge at the world's largest food trade fair and an exclusive evening event as a meeting point for the trade.

Thanks to its on-site presence at the trade fairs and events of other organisations and institutions as well as numerous internal communication channels, the **dti** is an **indispensable network** for frozen foods, even on a European level.

## COMMUNICATE. BENEFITS.

Industry communication, networking, knowledge sharing, consulting and more – **dti** members benefit in many ways. Whether **traditional press or social media**: the **dti** is available to its members and the industry across all channels. **Informational material and publications by the dti are in demand**. The **dti** has one of the most successful brand pages in the food association sector on Facebook and therefore takes on a clear pioneering role among food industry associations. The **dti** runs a YouTube channel, distributes press releases on relevant topics, gives regular press interviews, produces radio broadcasts, initiates various campaigns and collaborations . . . and is also active on Twitter.

**Reports are published in the media – both online and offline – based on the PR work of the dti at least five times a day.**

## COMMUNICATING EXPERTISE.

The **dti** sees itself as a **centre of excellence** for frozen foods, which takes a leading role in initiating and coordinating important, scientifically substantiated projects with cross-sectoral significance. In its **press and public relations work**, the **dti** communicates information all about the frozen food industry and generates media interest in the advantages and proper handling of frozen foods.

As a member of the **network of important institutions and organisations in the food industry**, the **dti** is always up to date with changes in the German food industry and in constant dialogue with the federal ministries and authorities.

