



Press release 3. November 2009

SYLTER ROYAL - the only oyster „made in Germany“ belongs to the „brands of the century“

In the new edition in 2010 of the encyclopaedia „brands of the century“ Dittmeyer's Austern-Compagnie is distinguished with the brand seal of the German standards.

On Frankfurt Book Fair on Thursday, 15th of October, 2009 the publisher Florian Langenscheidt presented the 16.revised edition of the „brands of the century“.

At first a „product of real freshness“ found its way in the guide of German Kults.

Expert and epicure of this noble seafood praise her taste and the steady availability - the SYLTER ROYAL oyster, is for over 23 years a registered and protected brand. This latest honouring recompenses the continuous work around the quality, marketing and fame of the culinary ambassador of Sylt.

The brand seal is lent to those brands which have been chosen by advisory board, publisher and editorial staff in the run-up to the „brand of the century“ – 250 brands under it traditional as well as anew established manufacturer's brands and trademarks are the proud prize winners.

In the advisory board approved experts co-operate - like Bernd Michael, president of the German marketing of association; "Marketing-Pabst" Prof. Dr. Dr. h.c. Heribert Meffert; Jean Remy von Matt, co-founder of the Hamburg advertising agency Jung von Matt; Christoph Berdi, chief editor in absatzwirtschaft – to select a spectrum of the German economy to move around the globe as missionaries for „made in Germany“.

Thus this reference book appears not only in German, but also as an English issue "German Standards - Brands of the Century" and in a Chinese translation.