

# Company award : Henk Blom



**Dutch. Degree in Economics from the University of Zurich. Chairman of the Group Executive Board Tempé he joined in the 90's since 2001 Tempé produces and distributes Gastronomic Alsatian products.**

The company Tempé, family business founded in 1910 by Gustave Tempé is specialized in Charcuteries products and food prepared in accordance with the traditions, is now an important Actor of Alsatian agri-food sector. The group Tempé is an SME with a Turnover of nearly 50 million, 350 employees, three production sites and thirty outlets / corners.

**Since 2001, under the leadership of Henk Blom, the Tempé group asserts itself as, In a way, "the Ambassador of Alsatian cuisine" by providing Every day our customers with products that are modern and respectful of tradition.**

This means specifically, a greater presence in the retail sector in France And abroad, Alsatian specialty food, including self-service products and Ready to go.

**At the same time, in its own outlets and corners, Tempé shows his Traditional knowledge in marketing a variety of products from the top of Alsace Range. The products developed by the company are garnished sauerkraut, tart , sausages cooking-like knack cited in the literature of the XVI Century, sliced sausages and Alsatian type assortment of products Pastry meats such as quiche Lorraine and riesling pie .** most of Tempé specialties are in the Alsacian part of the Inventory of the french Culinary Heritage published in 1998 by Albin Michel and the Conseil National des Arts Culinaires.

Today, Tempé is positioned as producer / distributor of Alsatian gourmet specialty of high and medium range. The trademark Tempé enjoys a strong reputation in Alsace and a significant presence outside Alsace, in Paris in major regional cities and abroad.

Abroad, the group works under private label or retailer's brand: with Waitrose in Great Britain, with Migros in Switzerland, one of the few brands accepted by the Switzerland chain, with Rewe and Edeka in Germany, with Cora / Match in Belgium. The distributor activities consist in the marketing of a deep range of Alsatian products through "Tempé / CCA" outlets in Alsace, in the Upper Rhine, in Paris, Lille and Toulouse.

**Led by Henk Blom, which has become the reference shareholder of the group, the company Lived a phase of economic restructuration which enabled it to evolve from an "artisanal / employer" Situation to an entity "industrial / managerial" Ensuring the sustainability of its activities.**

**Henk Blom, convinced that the gastronomy of "terroir" has a place not only in Alsace and France but also abroad, especially in neighboring countries Like Switzerland, Germany, Belgium, Britain, highly Involved himself in developing the business.**

By playing "terroir" the card and its Alsatian origins, the Tempé group can evolve positively in a niche in France and In Europe. The development of the Group confirms the potential of local and Alsatian products Including sauerkraut, quiches, pies and tourtes. These products, in 2000, represent only 5% of turnover of the group but are now representing 20% of the total. Meanwhile, sales for the export market which accounted for 5% of sales outside outlets In 2000 are now at 12.5%, with a perspective of 2