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PRESENTS THE
**FANCY
FOOD
SHOW**

OFFICIAL SHOW DAILY

2

Monday,
June 26, 2017

#SFFS17

HAPPENING TODAY

Super Session, River Pavilion
Buyers Panel: Selling Specialty
8:45 – 9:45 a.m.

LevelUP: An Immersive
New Attraction, River Pavilion*
11 a.m. – 5 p.m.

Excite Talks, River Pavilion*
11:15 a.m. – 12:15 p.m.,
2:30 – 3:30 p.m.

sofi Awards Product of the
Year Announcement
D Hall Entrance
3:30 – 4 p.m.

Front Burner: A Foodservice Pitch
Competition, River Pavilion
5 – 7 p.m.

*Premium pass required, purchase one at any registration counter

See full schedule: p. 12

SFA Honors Lifetime Achievement Recipients, Inducts Hall of Famers

By Julie Gallagher

The Specialty Food Association honored seven Lifetime Achievement Award recipients and inducted 27 industry veterans into its Hall of Fame, during a ceremony at the Summer Fancy Food Show in New York City, last night.



See **LIFETIME ACHIEVEMENT**, p. 4

How to Reach the Young Consumers Who Are Driving the Specialty Food Market

By Susan Segrest

Matt Beaudreau of The Center for Generational Kinetics knows Gens Y and Z. Not only is he a millennial himself—and a parent to young kids—he works for a research company that focuses on understanding and reaching the millions of potential consumers that make up these generations.

Beaudreau tackled some of the challenges that come with selling to five generations of consumers—specifically how to get past assumptions about younger customers so you can really understand them—during the Super Session, “Know Tomorrow: What Moves the Consumer Who is Moving the Market,” yesterday at the Summer Fancy Food Show. Here are six takeaways:

1. The average millennial is three to five years behind in life experience than you think.



This means that 23-year-olds walking into a store may never have shopped for themselves—and most millennials surveyed said they believe people become adults around age 30. If that research surprises you then you may want to adjust your core beliefs about this consumer, according to Beaudreau.

2. Seventy percent of Gen Y and 100 percent of Gen Z shoppers enter stores with their phone in their hands. Consumers are ready to compare prices, look up recipes, and post photos of what they are seeing. Ask yourself if there is a way for you to use their ever-present phone to help them shop better, suggested Beaudreau.

See **YOUNG CONSUMERS**, p. 4

Consumer Interest in Wellness, Authenticity Drive Specialty Food Growth

By Mark Hamstra

Specialty food sales are projected to grow at a 7.7 percent compound annual growth rate during the next five years, driven by consumers' interest in health and wellness, their desire for food “experiences,” and their demand for transparency, according to presenters at the Fancy Food Show on Sunday.

While the 7.7 percent growth rate marks a slowdown from the 8.7 percent pace of specialty food in the past five years, it's still a healthy pace, and reflects an end to the deflation that has put a damper on growth in the last two years, said David Lockwood, director of Mintel Consulting,

which issued the forecast. In addition, he said, growth has been slowed by retail industry consolidation, which he said he expected to abate after next year.

Each of the top four specialty food categories—cheese, meat/poultry/seafood, salty snacks, and non-

See **GROWTH**, p. 2



MEMBERS ANNOUNCEMENT

The Annual SFA Member Breakfast Meeting will take place Tuesday morning, June 27, from 9:15 to 9:45 a.m. in room 1E03 at the Javits Center.

TODAY'S BOOTH EVENTS

12 p.m.

Olive Oil Tasting Class with Olive Oil Master Gonnelli

Italian Products USA, Booth 2642

1 p.m.

Slicing a Leg of Iberico de Bellota

Rogers Collection, Booth 2450

1 - 4 p.m.

Martini Happy Hour

Gaea North America, Booth 4301

GROWTH *continued from p. 1*

ready-to-drink coffee—are forecast to grow at around 5.5 to 6 percent.

Among the specialty food categories that Lockwood sees having strong potential to outpace that rate in the years ahead are meat, poultry, and seafood products. Specialty varieties of these items only account for 11 percent of the total meat/poultry/seafood category, he said, and only 24 percent of specialty food consumers have purchased them in the past six months.

Similarly, specialty varieties of salty snacks, at 18 percent of the total market for that category, have the potential to exhibit strong sales growth as well, driven by innovations around the use of ingredients such as ancient grains and pulses and “non-grain” formulations to appeal to consumers avoiding gluten.

Other categories Lockwood highlighted for their growth potential included specialty frozen desserts, bottled water, and wellness bars.

Mintel’s projections for growth across 33 categories of specialty foods are available to show attendees with premium access in the LevelUP attraction.

The growth in specialty food sales is being driven in large part by consumers who are seeking to “trade up” for their everyday dining occasions, said Shelley Balanko, senior vice president at The Hartman Group.

“Today’s consumers want something better all of the time,” she said. “They are expecting distinctive flavors, they want locally sourced foods, they want artisan—things that are handmade.

“Even if consumers trade up just a

couple of times a week, it is having a significant impact on the industry,” said Balanko.

She said Hartman Group research has found that 53 percent of consumers break from their normal eating routine at least once a week. Of those, 38 percent are breaking from their normal routine for higher quality, and 43 percent are breaking for variety.

And while millennials are the largest regular buyers of specialty brands, Gen-X consumers—slightly older and more financially well-established than millennials—show a disproportionate interest in specialty products, Balanko said.

“The specialty space, both in food-service and retail, is growing at several multiples faster than conventional, so this is clearly the exciting place to be for the industry,” she said.

The Path to Food Innovation

By Susan Segrest

Wonder what you’ll be eating—and selling—in the years ahead? Yesterday at the Fancy Food Show Excite Talk session, three influential thinkers shared their views on how change is happening. Here are some highlights:

Sarah Masoni on the Keys to Successful Innovation

As someone who specializes in food entrepreneurship at the Oregon State University Food Innovation Center Experiment Station—Masoni has worked with a wide range of companies. Here are some things she believes are critical to success in launching new products.

- **Have genuine transparency and a valid story.** People need to understand what your product is, she explained, and why you created it.
- **Focus on cooperation, not competition.** “All boats rise as the category rises,” said Masoni.
- **Never pass judgment on new ideas.** Masoni recalled that Ben Jacobsen pitched an idea about bringing

ocean water to Portland and turning it into salt. Masoni didn’t think it was financially feasible. But, he did it and now Jacobsen Salt Co. is sending Pacific Northwest salt all around the world.

Mike Lee on Pursuing the Food of the Future

Looking ahead is Mike Lee’s job as the founder of Studio Industries, a food product design and innovation studio, and the Future Market, a futurist food lab that explores what our food system could look like in the year 2065. He talked about how the companies approach innovation.

- **Lee’s mantra is: Better innovation in food today starts with more ambitious thinking about the future.** He is striving for a future of food that is good for people, planet and profit and wants to push the industry to do this.
- **One of his themes is around designing products that have empathy for nature.** This includes



Mike Lee addresses Excite Talk audience

creating products made with foods that are grown together like beans, squash, and corn, which provides crop diversity and helps keep them from depleting the nutrients in the soil.

- **It’s important to create bridges to completely new ideas.** “There’s a reason why cars are rated in horsepower,” he explained. You need to connect what people already know with the new concept.

Alvyn Severien on Creating Products with Microalgae

The CEO and co-founder of Algama—which makes Springwave water made with spirulina—talked about why he thinks products made with microalgae are good for the world.

- **Our current food production isn’t sustainable.** Transitioning toward more plant-based diets that are in line with standard dietary guidelines could reduce food-related greenhouse gas emissions by 29 percent to 70 percent, said Severien.
- **There are health benefits with microalgae.** Spirulina contains 9 vitamins, 3 minerals, 20 amino acids, and is 70 percent protein.
- **Technology is enabling companies to develop products more quickly.** Which is good, explains Severien, because by 2050 there will be more than 9 billion people on earth who will need to be fed.



Dear Sir/Madam,

I warmly welcome you to the Polish stand of the prestigious Summer Fancy Food Show. For years, Poland has been known for the production of tasty food of a very high quality. The changes that have taken place in the Polish countryside and rural areas since the mid-1990s triggered a lot of energy and initiative among farmers.

We have some of the most modern meat and milk processing plants. In a very short time, we have adapted to very exacting quality standards applicable in the European Union. At the same time, we were able to keep traditional, sometimes very old recipes. It is in them and in the high quality of raw materials where the taste and quality of Polish food lies. Continuing our export intentions, constantly expanding the circle of our consumers, we could not miss the largest food fair event for the food industry in the United States of North America, which the Summer Fancy Food Show in New York undoubtedly is.

We present our offer based on producers whose products have been awarded the sign Try Fine Food. This sign guarantees invariable taste and invariably high quality of a product. I encourage you to try our meats, fruit juices, herbal teas, cheese and other dairy products, meads, pastries, as well as various types of fruit and vegetable products. Employees of the Ministry will provide you with all necessary information concerning the agri-food industry in Poland, the Try Fine Food Program, organic farming. It will also be possible to talk to the representatives of Polish companies and distributors present on the American market.

I wish you interesting conversations and interesting contacts in the atmosphere of traditional Polish hospitality according to the saying “what's mine is yours” – when consuming excellent products.

id-1990s triggered a lot of energy and initiative among farmers. We have some of the most modern meat and milk processing plants. In a very short time, we have adapted to very exacting quality standards applicable in the European Union

Krzysztof Jurgiel
Ministry of Agriculture
and Rural Development



Poland
tastes good

LIFETIME ACHIEVEMENT, *continued from p. 1*

“Over the past 65 years we have had the great pleasure to work side by side with many extraordinary people who have contributed to what is now our \$127 billion business,” said Becky Renfro Borbolla, chairwoman of SFA’s board. “These individuals have kept us going and growing, through good times and tough times. We’re gathered here this evening to honor some of these visionary industry leaders.”

The Lifetime Achievement Awards endeavor to identify and celebrate the actions and special qualities of those persons widely recognized as having grown the industry, improved the Specialty Food Association, inspired companies, and nurtured individuals.

Last night’s recipients are:

• **Harold and Lorie Alexander of Kopper’s Chocolate**, a couple that

introduced panned chocolates, were the first to combine chocolate and coffee, and helped take coffee “gourmet.”

- Actor turned “King of Jamaican Condiments,” and co-founder of the **Busha Browne Co., Winston Stona**, who is widely recognized for introducing jerk seasoning to the U.S. market.
- The late **Ted Koryn of Liberty Foods** who participated in the inaugural Fancy Food Show and introduced iconic brands like Evian water and Lu Biscuits to the American palate.
- **Paul Saginaw and Ari Weinzweig of Zingerman’s Community of Businesses** who’ve proven that business can be a powerful tool for positive social change.
- The late **Jerry Santucci of Santucci Associates Inc.**, who grew his business from the basement of a house,

into one of the most respected specialty food brokerage firms in the industry.

Mario Foah, a founding member of the SFA, and 2014 Lifetime Achievement participant who pioneered the introduction and popularity of Italian specialty foods, urged audience members to become more involved in the SFA.

“You cannot do it yourself,” Foah said. “You need the guidance and the help of the Association. If you’re not one already, become a member. If you already

have membership, use it and become involved in the committees because you need them and they need you.”

The SFA’s Hall of Fame, which was established in 2015 with the mission of honoring individuals whose accomplishments, impact, contributions, innovations, and successes within the specialty food industry deserve praise and recognition, gained 27 new members last night. The full list can be found at specialtyfood.com/awards/hall-fame.



Phil Kafarakis and Mario Foah

YOUNG CONSUMERS, *continued from p. 1*

3. Millennials prefer to communicate via text first (“Real friends don’t call,” Beaudreau joked), email second, and social media third.

If you haven’t already created easy access for customers to engage with you in these ways, you should begin working towards it, he said.

4. Younger generations are taught that they’re special—and want to be treated that way. Customizing your product towards the individual shopper can help you start to develop loyalty in this consumer base that has \$13 trillion in buying power, Beaudreau said.

5. Members of Gen Y and Z are visual learners. Their first stop in mastering anything is to head to YouTube—so think about how to incorporate videos or other visual elements in your store, he urged.

6. Humanize everything to win over millennials. Gen Y doesn’t inherently trust brands, they trust people, said Beaudreau. He encouraged the audience to have a human face to their organization, and add personal details about company leaders on their LinkedIn pages. Think about ways to help consumers connect with the people behind the business, he stressed.

MASTHEAD

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Lee Zalben, *Peanut Butter & Company*

WE'VE GOT IT IN THE BAG



**51608 Hot Pepper
Fire Trucks**
Case count: 12 bags x 4oz



31973 Licorice Ice
Case Count: 12 Bags x 4oz



51606 Pink Cadillacs
Case Count: 12 Bags x 5.2oz



51200 Gumbilees
Case Count: 12 Bags x 5.2oz



32103 Satellite Wafers
Case Count: 12 Bags x 1.23oz



44604 Coins
Case Count:
12 Bags x 5.2oz



31963 Drops
Case Count:
12 Bags x 5.2oz



31933 Cats
Case Count:
12 Bags x 5.2oz



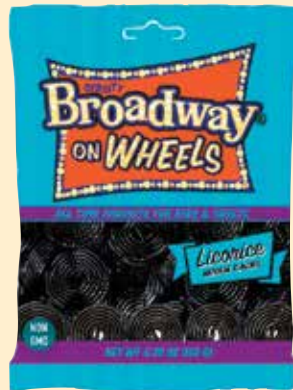
31943 DoubleSalt
Case Count:
12 Bags x 5.2oz



51605 Sugared Bears
Case Count:
12 Bags x 5.2oz



**31971 Broadway Laces
Strawberry**
Case count: 12 bags x 4oz



**86053 Broadway on
Wheels Licorice**
Case count: 12 bags x 4oz



**86051 Broadway on
Wheels Strawberry**
Case count: 12 bags x 4oz



The Evolution of Specialty

Industry veterans reflect on how the specialty food industry has changed over the years.

By Sara Kay

Members of the 2017 Specialty Food Association Hall of Fame are recognized for their innovations, accomplishments, and contributions, which over the years helped shape the specialty food industry into the \$127 billion business it is today. Here, three honorees look back on industry advancement and the biggest drivers of change.

Q: What's changed the most with specialty food during your tenure in the industry?



Jeffrey Cohen
Sutton Place Gourmet

When I started in the industry, very few retailers had quality specialty foods and almost no retailers had an entire market with all specialty food and wines. Now many grocery stores and boutiques in many locations all over the world have a selection of specialty foods.

The pace of change and innovation is five to 10 times what it was when I began my food career in specialty foods 25 years ago. The new product development is incredible and the innovations in packaging and branding have become so unique and dynamic; so much so that it's harder to find a lasting point of difference. Speed to market is the operating call to action. If you can't innovate and quickly get your great products onto the shelves, there's someone else out there ready to grab that shelf space instead of you.



Scott Jensen
Rhythm Superfoods

The biggest area of change that I've witnessed over the past 21 years has been the increased awareness, appreciation, and demand from end consumers seeking specialty foods. When I first started in the industry, you could only find premium packaged foods at boutique, "gourmet," super-premium retailers, which significantly limited the audience experiencing these types of products. The entire marketplace and the goods being sold within our industry has grown into a significantly larger portion of everyday consumers' shopping baskets. This increased demand has placed real pressure on traditional CPG brands and grocers, forcing real change for how and where specialty food brands can and do go to market. It's fairly common to now find traditional, large, chain grocers actively embracing specialty foods like never before. This is the result of end consumers demanding better quality products in every category that they are shopping for everyday, not just for a special occasion. Stonewall Kitchen's ingredients and brand integrity resonate with consumers—that has been the most consistent thing I've seen over the past 21 years.



Natalie King
Stonewall Kitchen

Responses have been edited for clarity and fit.

Shopping 25 Years into the Future

Mike Lee, founder of The Future Market, previews his ExciteTalk on *The Future Market: Envisioning the Future of Food*.

By Sara Kay

What projects is The Future Market working on?

We're launching our pop-up concept grocery store at LevelUP, a new experience at the Summer Fancy Food Show. We've created 21 concept food products for the store, as well as a shopping experience that blends digital and physical, and vignettes on the future of grocery and foodservice.

What do you hope to educate people on during your Excite Talk?

My hope is that I can get the food industry to start thinking more ambitiously and gain more of an appetite for exper-

imentation and bold, smart failures. The big players in our industry are losing share to the smaller ones, and the smaller players are becoming the new big players. There's so much change and uncertainty, but the one thing that's certain is sitting still is a recipe for disaster. I want people who listen to my talk to walk away wanting to shake up what they're doing in a meaningful way, innovate faster, and be better at trying to stay ahead of consumer needs and where the market is going.

Tell me about the grocery store of the future.

The first thing you'll notice is our mu-

rationals that depict what we might see in a grocery store in 2042. The idea of a grocery store will flex into being a point of production, as more food will be grown (or cultured ... or printed) on site. You'll also notice that there is no inventory in the aisles and the shopping experience is largely digital. This digital shopping experience lets us better tailor the experience to your specific needs, something that brick and mortar stores aren't able to do easily today. Then of course, the centerpieces of our pop-up are the 21 concept products. These are all products that imagine what happens when smaller, emerging trends of today become mainstream trends tomorrow.

In your ideal market of the future, where would you spend your time?

In my ideal market there's only one aisle—the one that's made just for me. I want that aisle to not only know what I need and like, but to also know when I want to discover new food and be surprised. We can already do this online with things like Netflix and Amazon, but why can't we do this in our markets? My ideal market aisle would know that I was just reading (and obsessing) about handmade, Sardinian squid ink pasta, and now all I want is that. I'd really love it if a drone could show up at my doorstep with some of that right now.



Listen to Mike Lee talk about the future of food at the LevelUP attraction's ExciteTalks today at 2:30 p.m.



Summer Fancy Food Show 2017
Jacob K. Javits Convention Center

KOREAN FOOD FOR ALL FIVE SENSES

Visit and try new product samples from 30+ leading Korean food & beverage exhibitors

Enjoy the daily demo & tasting from easy recipes made from Korean ingredients

Crazy Korean Cooking *Live Show!*

KOREA PAVILION
Level 3, Booth #1933



JUNE 25
11:00AM-12:00PM
2:30PM- 3:30PM

JUNE 26
11:00AM-12:00PM
2:30PM- 3:30PM

JUNE 27
11:00AM-12:00PM



Show Strategy

Members of the buyers panel on selling specialty, a super session moderated by “Supermarket Guru” Phil Lempert and taking place at 8:45 a.m. today, share their Summer Fancy Food Show game plan.

Q: How will you approach the Summer Fancy Food Show as a buyer?

Like a kid in a candy shop! All kidding aside, my team and I have a shopping list of key areas we want to develop in the future or strengthen. Discovering a new company that shares a similar vision and is capable of consistently great product and is eager to grow sales make it worth the time. This is also an excellent time to meet with the various international organizations and learn how they can support our business through education and awareness campaigns.



Scott Zoeller
vice president, deli, prepared foods, cheese, meat and seafood, Kings Food Markets

We always have two purposes. One is to go deeper, face-to-face, with the relationships we already have with the vendors. The second purpose is — since we know what categories are doing well overall in specialty, and we also know what’s doing well in our world — we look for items in those categories that are really doing great. We also have to be selective. In some categories, such as jams and preserves, there are phenomenal producers from all over the country, but we can’t carry eight or nine varieties of seedless red raspberry preserves.

We don’t have a specific list of products we are looking for. We are looking for anything, as long as we can turn it, which is good for them and good for us.



Trip Straub
president and CEO, Straub’s Markets

Panels like the one I am speaking on and informational sessions are extremely important to me. I am looking to gather as much information as possible at these events. There is that Wayne Gretzky quote that is overused in business, and that is, “I skate to where the puck is going to be, not where it has been.” That is what I try to identify through the information that is provided by some of these seminars and panels: Where are we going to be a year from now or two years from now? Also, I translate that down to the floor where I can talk one-on-one with suppliers so I can gather more information and get more granular about their products. I want to understand what they see as the trends, but also understand the passion and commitment they have for their products. We found chia seeds and quinoa at shows, and we had them early. It is really about recognizing those specialty products before everyone else does, and getting ahead of the curve.



Tony Stallone
vice president of merchandising, Peapod

I think food shows are a great opportunity to find innovation, get to know some of the producers, and understand what trends are emerging across the industry. It’s an opportunity to walk around and talk to those brands about what they have going on in the coming months, and see things that you’ve never seen before. We also spend time with the brands we already work with, taking the time to build our relationships, asking questions about what new products are coming out, how we can continue partnering, and what we can do to drive the business forward.



Monica Schechter
specialty and international food category manager, Jet.com

Use the opportunity at the show in a few ways. Number one is to keep a connection with our producer partners. In one building for three days I can catch up with a lot of them. I don’t necessarily use it to buy new products from current partners, because my partnerships are strong, and I would have known about the products before or would have seen them. But I do look for new products if there are new members of the organization who are showing. I look for some of what I call “diamonds in the rough.” I also look at packaging, to see if there are any unique packaging styles, and to see if there are any interesting things that pop out. We’re looking for products that reflect not only the land, but also the food culture of the people from that area, whether the products are domestic or imported. Part of my role with Whole Foods—and part of the customer’s expectation—is to help define and translate that food culture to be integrated into their daily lives.



Cathy Strange
global executive coordinator of specialty and product development and innovation, Whole Foods Market

Session available for purchase after the Summer Fancy Food Show at learning.specialtyfood.com. Responses have been edited for clarity and fit.

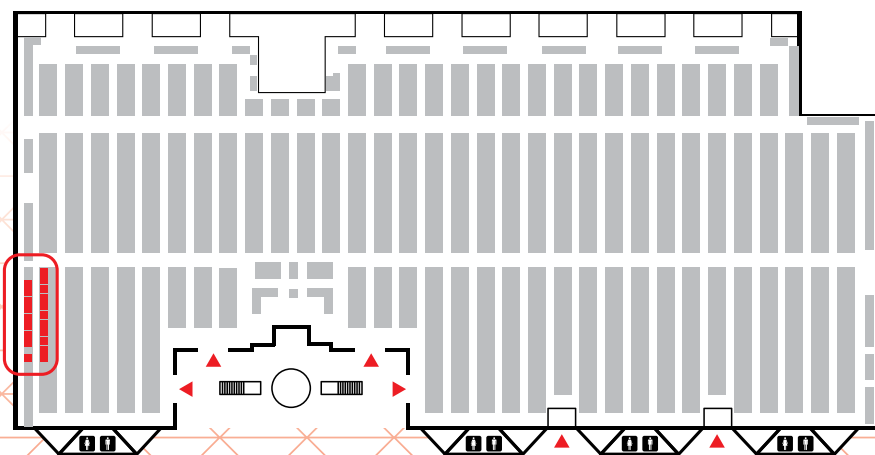
JAPAN PAVILION

Summer Fancy Food Show 2017

25(Sun.) - 27(Tue.) June, 2017

Jacob K. Javits Convention Center, New York City

**LEVEL 3, HALL 3E
BOOTH # 113-134**



MAFF
Ministry of Agriculture, Forestry and Fisheries

JETRO
Japan External Trade Organization

A New Crop of NYC Food Destinations

New York City's retail scene is booming with new outposts of specialty chains, food halls, and niche openings. Here are eight spots adding to its eclectic offerings.

by Amy Blankstein

CHOBANI TRIBECA

Chobani is on a mission to get Americans to eat more yogurt. "Increasing that [number] starts with helping people see how yogurt can be used beyond one meal, and beyond one flavor profile," says Michael Gonda, Chobani's vice president of corporate communications.

Last fall, the company launched its second café in New York City, nestled in a prominent corner of Target's new Tribeca store. The fast-casual concept features grab-and-go Chobani yogurt products, in addition to an array of freshly crafted sweet and savory dishes inspired by Mediterranean cuisines, including yogurt mixed with red pepper harissa, feta, mint, and extra virgin olive oil, or mango, avocado, jalapeños and cilantro with yogurt.

COOKIE DŌ NYC

Walk down LaGuardia Place just below Washington Square, and you'll bump into a long line of people waiting to enter Cookie DŌ NYC. The café, which opened in January, is the brainchild of St. Louis native Kristen Tomlan, whose childhood passion for baking—and for sneaking bites of raw cookie dough—evolved into New York City's latest dessert destination.

The café features classic flavors like Signature Chocolate Chip and Oatmeal M&M, as well as a regularly rotating roster of seasonal favorites. Shoppers can eat their dough straight-up, mixed with toppings or ice cream, or even opt to whip up a batch of cookies at home.

EATALY NYC DOWNTOWN

Nearly 16 years after the attacks of September 11, 2001, the World Trade Center complex is once again teeming with commercial activity. Several foodservice options have moved in to feed the throngs of Wall Street workers and tourists pouring into the area, but none more enticing than the new downtown outpost of Eataly, which opened this past August.

Like its Flatiron District counterpart, Eataly NYC Downtown's market offers New Yorkers a comprehensive array of Italian specialty foods, including counters where mozzarella and pasta are produced fresh each day. Eataly's food hall includes sit-down and to-go options, perfect for visitors looking for a respite from the bustling neighborhood. Foodies looking to deepen their Italian cooking skills can tap into daily tastings and demos at Eataly's Fooddiversità.

FAIRWAY GEORGETOWN

This January, the iconic New York City grocery store Fairway opened its second Brooklyn location in Georgetown, a shoreline community sandwiched between the borough's southeast neighborhoods of Canarsie and Mill Basin. The 44,000-square-foot store on Ralph Avenue features an extensive selection of fresh, natural, and organic products, prepared foods, and hard-to-find specialty and gourmet offerings, along with a full assortment of conventional groceries. In addition to hundreds of locally sourced items,

a cheese counter, a sizable coffee selection, and an olive oil area, the store is catering to the needs of Georgetown residents with a robust kosher selection that includes a fully stocked kosher bakery.

THE GOTHAM MARKET

Fort Greene, Brooklyn's expanding cultural district welcomed its first neighborhood food hall this January. The Gotham Market at the Ashland features Italian and southern cuisine offerings from Dinosaur Bar-B-Que founder John Stage, tapas from restaurateur Yann de Rochefort, as well as cocktails from Bar Granger (named for Walt Whitman's favorite brass band). According to Gotham's Chief Operating Officer Chris Jaskiewicz, a primary focus of the project is to celebrate and support Brooklyn producers and entrepreneurs. "One of our concepts is a neighborhood incubation program—a rotating pop-up shop, where we'll host Brooklyn-based restaurants." Gotham also commissioned the market's handblown chandeliers from neighbor Urban Glass.

HONEYGROW, BROOKLYN HEIGHTS

Since its launch in 2013, honeygrow has expanded its reach around the mid-Atlantic, from Philadelphia to locations in Washington, D.C. and northern New Jersey. With a focus on stir-fries and salads, the growing fast casual chain eschews frozen and pre-packaged foods, offering up dishes made from scratch, with

fresh ingredients sourced locally and sustainably where possible.

This April, honeygrow made its foray into New York City, opening a storefront in the Brooklyn Heights neighborhood of the city's hippest borough. CEO Justin Rosenberg was drawn to the neighborhood's relatively low commercial rents (compared to Manhattan), as well as its mix of high office density, and bustling residential traffic. It was also a homecoming of sorts—the third-generation entrepreneur spent his summers helping in his grandfather's Greenpoint plant.

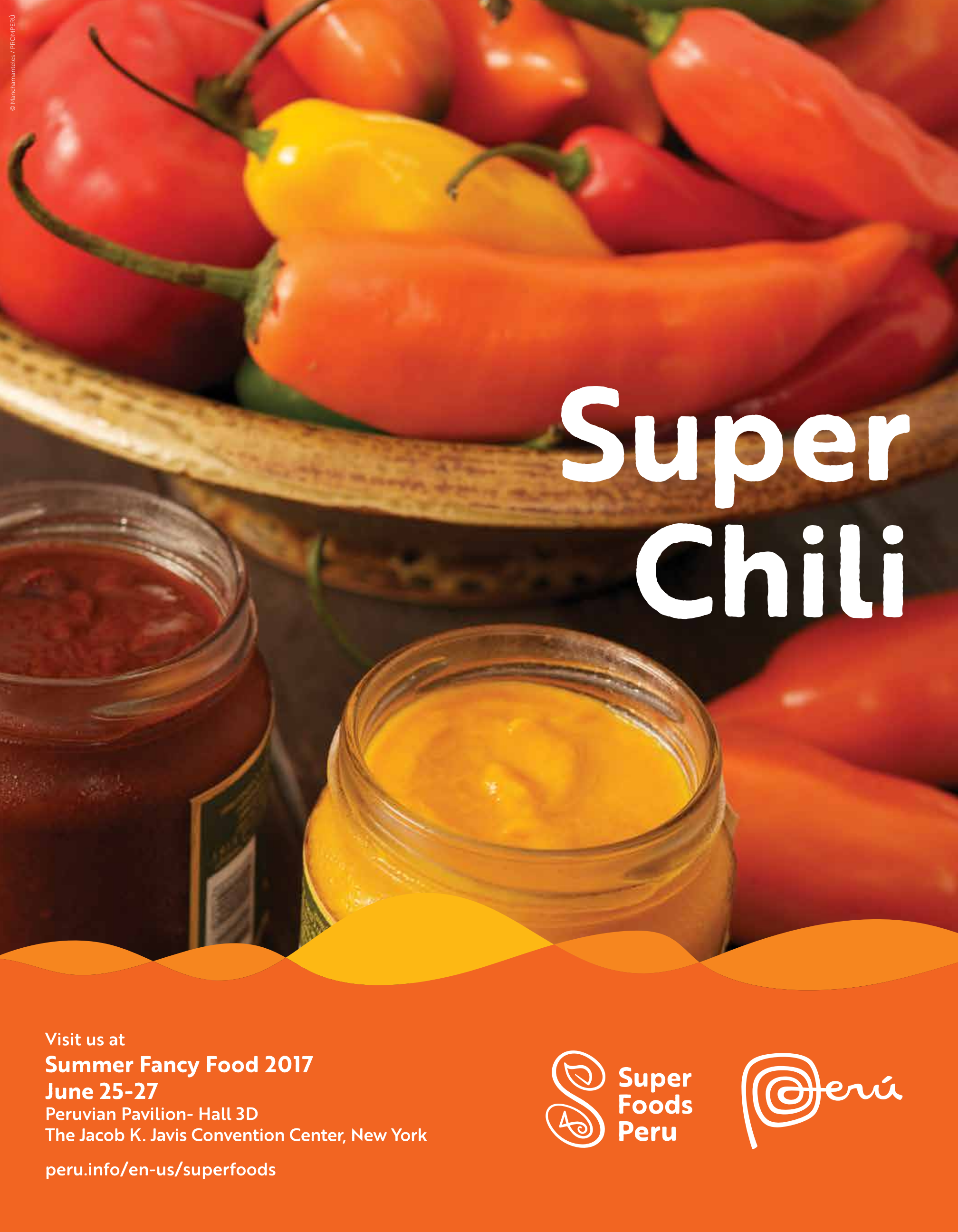
UNION FARE

Combined, Union Fare's restaurant and gastrohall occupy 24,000 square feet of retail space in a landmarked former mercantile exchange near Manhattan's Union Square. Since it opened in May 2016, Union Fare has quickly captured the daytime loyalties of neighborhood tech firms and fashion-brand staffers with its bakery, food hall options, and laid-back communal atmosphere.

"We thought about running this just as a restaurant, but we realized we could capture thousands of people each week—as opposed to hundreds—if we opened this all up as communal seating," says Ryan Harris, development director. "We wanted to be a community space during the day. It's a comfortable and beautiful space, and there's no pressure to leave. It creates kind of a nice community."

See **NYC DESTINATIONS**, p. 30

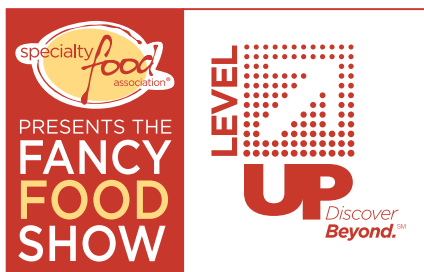




Super Chili

Visit us at
Summer Fancy Food 2017
June 25-27
Peruvian Pavilion- Hall 3D
The Jacob K. Javis Convention Center, New York
peru.info/en-us/superfoods





Discover The Future Of Food



As consumer demand for specialty food continues to increase, buyers need to stay ahead of the trends. That's why, to celebrate 65 years of shaping the future of food, the Specialty Food Association is launching LevelUP—a new multi-faceted, future-focused attraction debuting at the 2017 Summer Fancy Food Show.

The LevelUP attraction allows you to experience the store of the future, discover and share category forecasts, and taste on-trend product innovations under development. You will also be inspired by high-profile speakers and roundtables, forward-thinking business analysts and trendspotters, and provocative thinkers and experts who are impacting the specialty food industry's direction.

At LevelUP, you'll discover the following attractions and experiences:

- ♦ **Consumer & Category Forecasts.** Learn how specialty foods will fare over the next five years. Generate and share product category trend infographics.
- ♦ **The Future Market.** Experience the store of the future and uncover what factors will drive food commerce tomorrow. The Future Market™ is designed by and brought to you in collaboration with Alpha Food Labs.
- ♦ **Foodservice Reimagined.** Explore a quick-service restaurant of tomorrow, designed and brought to you in collaboration with The Future Market™/Alpha Food Labs.
- ♦ **Digitized Palate.** Presented in collaboration with Vivanda is the ability to create a digital visualization of one's personal taste profile.
- ♦ **Taste Tomorrow.** Sample leading-edge products, from seaweed pastrami to algae-based mayonnaise.
- ♦ **World Food Trends.** Learn about trends that will shape the future of food worldwide, in collaboration with SIAL Paris.
- ♦ **Italian Food Awards.** See the winners of the international competition among Italian food and beverage companies.
- ♦ **Products on the Radar.** A collection of on-trend products at the Summer Fancy Food Show, as selected by the SFA Trendspotter Panel.
- ♦ **2017 sofi Award Winners.** A showcase of sofi New Product and Gold Award winners.
- ♦ **Innovation Wayfinder.** Create a map to locate new and award-winning products in the exhibit hall.

SCHEDULE AT A GLANCE

Read more details on LevelUP attractions and other special events on the coming pages.

Sunday, June 25

- 8:45 – 9:45 a.m.** Super Session: Know Tomorrow: What Moves the Consumer Who is Moving the Market
- 10 a.m. – 5 p.m.** Summer Fancy Food Show Exhibit Halls Open (Halls 1D and 1E open at 9:30 a.m.)
- 11 a.m. – 5 p.m.** New LevelUP Attraction Open *
- 11:15 a.m. – 12:15 p.m.** Excite Talks *
- 12:45 – 2:15 p.m.** The Food Market of Tomorrow: Trends and Forecasts to Prepare for Today *
- 2:30 – 3:30 p.m.** Excite Talks *
- 5 – 6:30 p.m.** Lifetime Achievement Awards and Hall of Fame Ceremony and Reception

Monday, June 26

- 8:45 – 9:45 a.m.** Super Session: Buyer Panel - Selling Specialty
- 10 a.m. – 5 p.m.** Summer Fancy Food Show Exhibit Halls Open (Halls 1D and 1E open at 9:30 a.m.)
- 11 a.m. – 5 p.m.** New LevelUP Attraction Open *
- 11:15 a.m. – 12:15 p.m.** Excite Talks *
- 12:45 – 1:45 p.m.** Peeking into the Future of Food Safety *
- 2:30 – 3:30 p.m.** Excite Talks *
- 3:30 p.m.** sofi Product of the Year Announcement
- 5 – 7 p.m.** Front Burner: A Foodservice Pitch Competition

Tuesday, June 27

- 10 a.m. – 4 p.m.** Summer Fancy Food Show Exhibit Halls Open (Halls 1D and 1E open at 9:30 a.m.)
- 11 a.m. – 4 p.m.** New LevelUP Attraction Open *
- 11:15 a.m. – 12:15 p.m.** Excite Talks *
- 12:45 – 1:45 p.m.** Super Session: The Reality of Small Business Success
- 2 – 3 p.m.** All Money Isn't Green: A Panel on Funding Your Business

*Premium Pass Required



MOROCCO

KINGDOM OF TASTE

VISIT US AT LEVEL 3 BOOTH # 2204



SEMINAR LINEUP

The Summer Fancy Food Show offers three days of engaging and informative sessions, panels, and roundtables to help participants stay up to date on trends and abreast of new business ideas. *All events will take place in the River Pavilion unless otherwise noted.*

SATURDAY, June 24

8 a.m. - 5 p.m.

Room IE04

The Basics: The Business of Specialty Food

Are you new to the specialty food industry or just looking to get a leg up on the competition? The Specialty Food Association's one-day intensive workshop—from a team of veteran specialty food producers and leaders of the SFA—helps you learn the fundamentals of the market and increase your knowledge base. The Basics covers how to build your brand, sell to supermarkets, specialty retailers, and foodservice, work with brokers and distributors, price your product, extend credit, and market to the trade using promotions, shows, and other activities. You'll leave with a clearer understanding of the industry, learn best practices, and get real-world answers to your questions. Lunch is included.

Our panel of speakers includes industry veterans pictured right.

(Read more about them at specialtyfood.com/education)

*Available for purchase at learning.specialtyfood.com

Speakers



Jack Acree,
executive vice president,
American Halal/
Saffron Road Food



Deborah Holt,
Chief Marketing
Officer, Marich
Confectionery Co.



Tim Metzger,
president, Metzger
Specialty Brands



Ron Tanner,
vice president,
philanthropy, government
and industry relations,
Specialty Food Association



Trish Pohanka, former director of
merchandising and marketing, European
Imports Inc. (a specialty division of Sysco)



Doug Renfro,
president,
Renfro Foods



John Roberts,
founder, Blackpoint
Management Inc.

THREE SUPER SESSIONS

From prominent speakers to a roundtable featuring executives in the buying trade, you'll pick up high-level insight on issues that directly affect your business.

SUNDAY, June 25

8:45 - 9:45 a.m.

SUPER SESSION

Know Tomorrow: What Moves the Consumer Who is Moving the Market

We work in a time of unprecedented generational change. Five generations of consumers, from seniors to those just coming of age, are currently in the marketplace—and strategies to reach and engage one group can be complete turn-offs for others. In this talk, Matt Beaudreau, of The Center for Generational Kinetics, will help you understand and respond to challenges of a multi-generational marketplace. He will share surprising findings, unexpected trends, and step-by-step actions you can apply immediately to engage the consumer of today and the consumer of the future.



Matt Beaudreau,
The Center for
Generational Kinetics

MONDAY, June 26

8:45 - 9:45 a.m.

BUYER PANEL: SELLING SPECIALTY

Presented by the Specialty Food Association
Retailer Network Council

Join "Supermarket Guru" Phil Lempert for a lively discussion on the state of specialty food as he hosts some of the leading minds in retail. In this high-level panel featuring mass-merchant, supermarket, natural food store, specialty, and e-commerce retailers, we'll delve into the changing specialty food landscape. We'll also look at what's driving sales in the different channels, what consumers are looking for, and what it will take to sell specialty foods in the future. Panelists include:



Monica Schechter,
specialty and international
food category manager for
Jet.com and Walmart.com



Tony Stallone,
vice president of
merchandising at
Peapod



Cathy Strange, global executive
coordinator of specialty and
product development and inno-
vation at Whole Foods Market



Trip Straub,
president and CEO
of Straub's Markets



Scott Zoeller,
vice president of deli prepared
foods, cheese, meat and sea-
food for Kings Food Markets
and Balducci's Market



Moderated by:
Phil Lempert,
Supermarket Guru and
founder and editor of
"The Lempert Report"

TUESDAY, June 27

12:45 - 1:45 p.m.

THE REALITY OF SMALL BUSINESS SUCCESS

Presented by the Specialty Food
Association Broker Council

Jon Taffer, host of Spike TV's "Bar Rescue" joins Specialty Food Association President Phil Kafarakis for a conversation about the future of foodservice and how a small business can succeed in such a fast-changing and competitive marketplace.



Jon Taffer,
host of Spike TV's
"Bar Rescue"



Phil Kafarakis,
Specialty Food
Association president

A photograph of a breakfast spread on a wooden table. In the foreground, a stack of golden-brown pancakes sits on a white plate, topped with a drizzle of syrup. To the left, a white plate holds three rectangular slices of butter. Further left, a white bowl contains a mixture of nuts and seeds. In the background, a woven basket is filled with various breads, including croissants and a loaf dusted with powdered sugar. A white ceramic pitcher and a glass jar of red jam are also visible on the table.

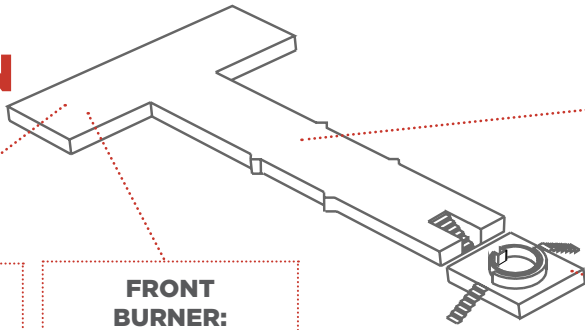
Egypt

Visit Us at Egyptian Pavilion

Level 3 - Booth 415 : 434

FLOORPLAN OVERVIEW

RIVER PAVILION



NEW LEVELUP EXPERIENCE, EXCITE TALKS, AND SUPER SESSIONS

Explore a new immersive attraction showcasing future consumer trends, commerce, and tastes of tomorrow with leading-edge research, high-profile keynotes, and more. (See p. 12-17 for details.)



LIFETIME ACHIEVEMENT AWARDS & HALL OF FAME CEREMONY

Celebrate the industry's influential innovators at this awards ceremony and reception.

FRONT BURNER: A FOODSERVICE PITCH COMPETITION

Exhibitor finalists show off their products to a panel of judges.

SFA NEWS LIVE IN PARTNERSHIP WITH FOODABLE TV

Interviews with industry trailblazers, creative gurus, critics, and icons, available via social media, specialtyfood.com, and foodabletv.com.

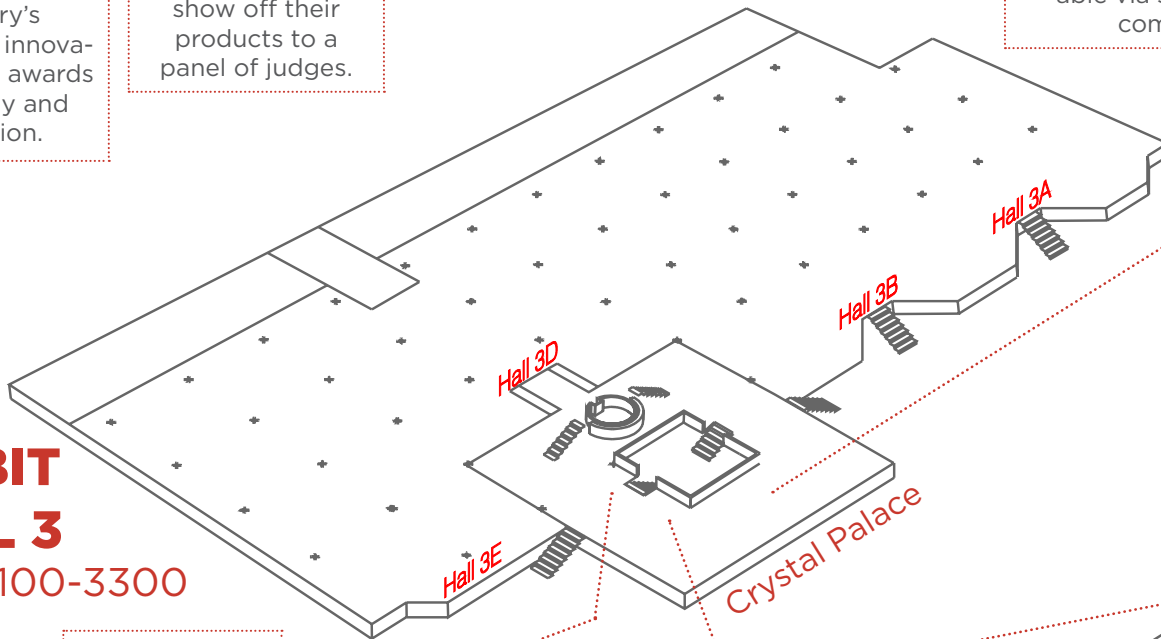


WHAT'S NEW, WHAT'S HOT SHOWCASE

This targeted showcase features hundreds of products following the hottest trends in new foods and beverages, gift ideas, and natural and organic.

EXHIBIT LEVEL 3

Booths 100-3300



LEVELUP LAUNCH PAD
Get information on this new attraction.

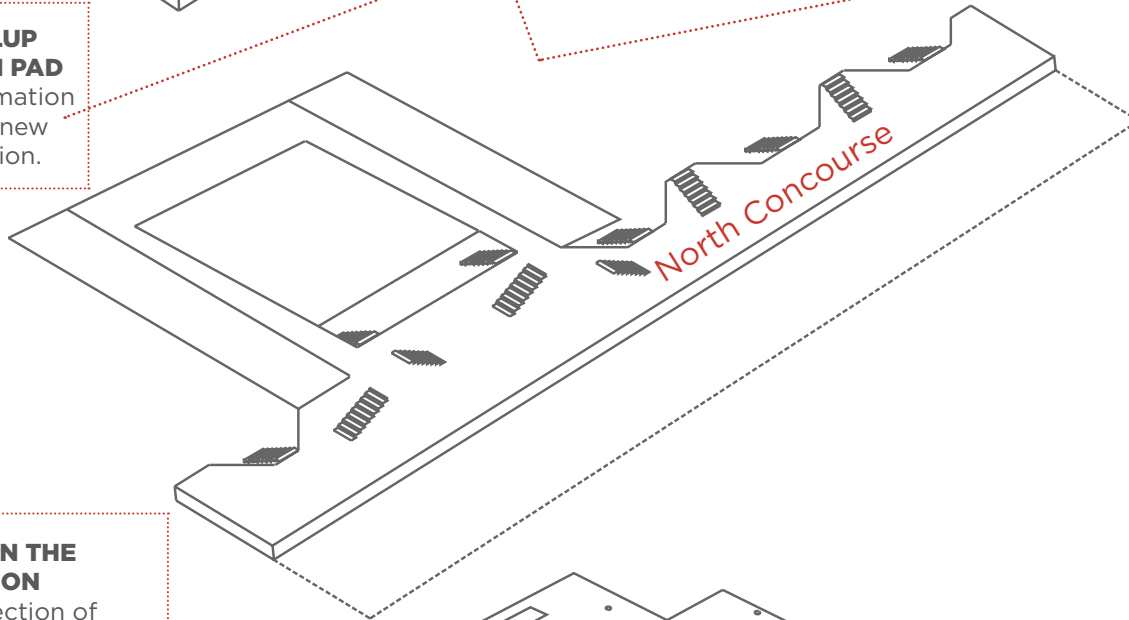
SPECIALTY FOOD ASSOCIATION BOOTH

Discover how the SFA partners with producers and buyers to foster growth in the specialty food industry year-round.



CONCOURSE LEVEL

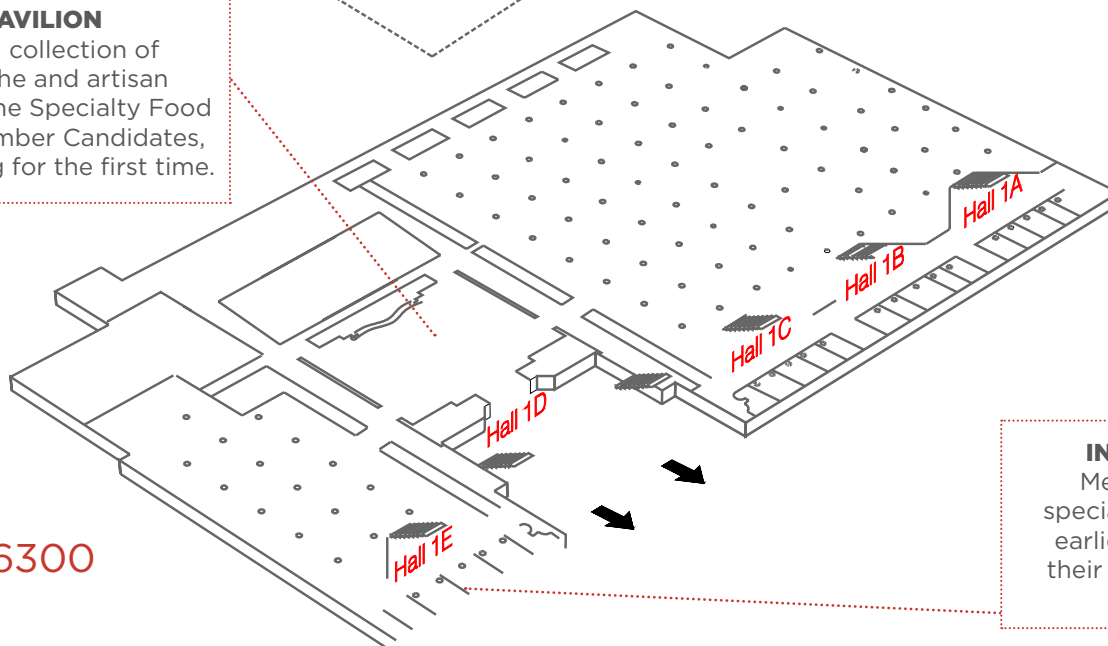
Registration



NEW BRANDS ON THE SHELF PAVILION
Showcasing a collection of tantalizing niche and artisan specialties from the Specialty Food Association's Member Candidates, who are exhibiting for the first time.

EXHIBIT LEVEL 1

Booths 3400-6300



INCUBATOR ALLEY
Meet up-and-coming specialty foods stars at the earliest stage and explore their products before your competitors do.

EXCITE TALKS AND SPECIAL EVENTS

Be inspired by forward-thinking experts on the latest developments in food products, commerce, and consumption. Here is our daily lineup.

*Requires a Premium Pass. Purchase one at any Registration Counter. All events will take place in the River Pavilion unless otherwise noted.

SUNDAY, June 25

11:15 a.m. – 12:15 p.m.

- ♦ **The Path to Innovation: Elevation from the Street** with Sarah Masoni, Portland Food Innovation Center
- ♦ **The Future Market** with Mike Lee
- ♦ **Microalgae: An Untapped Resource that will Feed the Future** with Alwyn Severien, Algama

12:45 – 2:15 p.m.

- ♦ **The Food Market of Tomorrow: Trends and Forecasts to Prepare for Today**
In partnership with The Hartman Group and Mintel
Speakers: Shelley Balanko, The Hartman Group, and David Lockwood, Mintel

2:30 – 3:30 p.m.

- ♦ **Re-Capturing \$1B Worth of Food Wasted Each Week** with Tomas Pasqualini, Wasteless
- ♦ **Eat Everything: Lessons from Salvage Supperclub** with Josh Treuhaft, Salvage Supperclub
- ♦ **Kelp, Mushrooms, Scraps: The Past Is the Future** with Will Horowitz, Beyond the Shoreline, Harry and Ida's

MONDAY, June 26

11:15 a.m. – 12:15 p.m.

- ♦ **Tasting the Future of Customized Nutrition** with Jae Berman, Habit
- ♦ **The Resurrection of Food Waste: Brewery to Table Cuisine** with Bertha Jimenez, Rise Products
- ♦ **Going from the Gene to the Fork** with Dave Stone, Oregon State

12:45 – 1:45 p.m.

- ♦ **Peeking into the Future of Food Safety**
In partnership with Food Marketing Institute/ Safe Quality Food Institute
Speakers: LeAnn Chuboff, vice president of technical affairs for the Safe Quality Food Institute, and Robert Garfield, chief food safety assessment officer and SVP for Food Marketing Institute

2:30 – 3:30 p.m.

- ♦ **Future Food Trends** with Florence Fabricant, *New York Times*
- ♦ **The Future Market** with Mike Lee
- ♦ **Doing More with Less to Meet 21st Century Challenges**, by SIAL & XTC with Nicholas Trentsaux, SIAL

TUESDAY, June 27

11:15 a.m. – 12:15 p.m.

- ♦ **Towards a New Triple Bottom Line in Specialty Food Products**
with Jonathan Deutsch, Culinary Arts & Food Sciences, Drexel
- ♦ **Insights from Modernist Bread**
with Francisco Migoya, Modernist Cuisine

2 – 3 p.m.

- ♦ **All Money Isn't Green: A Panel on Funding Your Business**
Moderated by: Dan W. Dowe, Artisanal Cheese LLC

SUNDAY

5 – 6:30 p.m.

Lifetime Achievement Awards & Hall of Fame Ceremony

The Specialty Food Association proudly honors the founders and pioneers of the specialty food trade through its Lifetime Achievement and Hall of Fame Awards. This year, seven individuals will be presented the Lifetime Achievement Award and 27 more will be inducted into the Hall of Fame.

Limited capacity: Entry is on a first-come, first-served basis.



SPECIAL EVENTS

MONDAY

3:30 p.m.

Outside 1D Hall

2017 soft Awards Product of the Year Announcement

Phil Kafarakis, president of the Specialty Food Association, will announce the 2017 soft Product of the Year—a new honor awarded to the one product that has earned the highest score amongst the 3,000 entries this year.

5 – 7 p.m.

*Presented by the Specialty Food Association
Foodservice Council*

Front Burner: A Foodservice Pitch Competition

Watch the excitement as three SFA member companies face off to pitch their products to a panel of judges from the food, beverage, and hospitality industry. The competition will be immediately followed by a networking reception with beer, wine, and hors d'oeuvres.
Limited capacity: Entry is on a first-come, first-served basis.



EXHIBITOR LIST

List as of June 7, 2017

Company Name.....	Booth Number
29 Fevrier.....	3206
34 Degrees.....	674
4505 Meats.....	3827
5th Avenue Chocolatier LLC.....	4712A
88 Acres Foods, Inc.....	6130
A Cajun Life.....	5374
A Mishrun Inc.....	NBOTS
A Sprinkle and a Dash.....	5350
A Taste for Life LLC.....	741
A.L. Bazzini Co., Inc.....	1748
A.O.A. Chatzivaritis SA.....	4736
A.Tosh & Sons (India) Limited.....	5169
Aana.....	833B
Abdallah Candies.....	2453
Abtley Chocolaterie.....	530
Aceites Albert, SA.....	1829B
Aceites Balcon Del Sur.....	1804B
Aceites Jerez, SL.....	1810
Aceites Oro Bailen.....	1826
Aceites Toledo, SA.....	1729
Aceites Ybarra.....	1835A
Aceitunas Losada S.L.....	868
Aceitunas Montegil.....	1705
Acesur North America, Inc.....	2271
Acetaia Bellei Luigi e Figli SRL.....	2623
Acetaia di Modena SRL.....	4931
Acetaia Fondo Montebello SRL.....	2900A
Acetaia Giusti.....	2429
Acetaia Leonardi.....	3006
Acetaia Marchi.....	2616
Acetaia Terra Del Tuono SRL.....	2824
Acetificio Carandini Emilio SPA.....	2923
Acetificio Marcello De Nigris SRL.....	2610
Acetificio Marcello Denigris.....	3150
Acetificio Mengazzoli SNC.....	2308B
Aceto Balsamico Condimenti e Dintorni.....	2321
Aceto Balsamico del Duca di Adriano Grosoli SRL.....	2911
Acetomodena.....	4935
Acetum SPA.....	3028
Acme Import, LLC.....	844
Acme Smoked Fish Corporation.....	6020
Acornseekers.....	1712
Acqua Minerale San Benedetto SPA.....	2825
Acque Minerali SRL - Lurisia.....	4951
Adams & Brooks, Inc.....	2549
ADT Isle Of Cyprus - Olive Oil Ltd.....	3322
Advanced Bio Development, Inc.....	5567
Advantage Austria.....	2223
Advantage Austria.....	2227A
Aegean Exporters Associations-Turkey.....	1320A
Aegean Naturals P.C.....	2023
Aervana.....	944
Afineur.....	4120
Agostoni Chocolate N.A.....	2629
Agrarmarkt Austria Marketing Gesmbh.....	2229
Agrexpo S.A.....	2018
Agricola Due Vittorie.....	2914
Agriconserva Rega.....	4950
Agricultural association Corporation Songneu Mushroom.....	1929
AgriFood Export Group Qc Canada.....	3200
Agrilogistica.....	2332
Agrino - Ev.Ge Pistiolas SA.....	2105
Agriscilia SRL.....	4939
Agritalia.....	2433
Agro Aceitunera S.A.....	5141
Agro.VI.M. S.A.....	2131
Agrocorm for Agriculture Investment S.A.E.....	429
Agroindustrial Montaña Azul - Essential Costa Rica.....	4830
Agroland S.A.....	3059
Agroliol SRL.....	2501A
Agromed.....	525
Agromonte Soc. Agrícola Monterosso Soc. Coop. ARL.....	2816
Ahmad Tea London.....	2851
Aimurai.....	5139
Aiya America.....	4809
Ajiri Tea Company, LLC.....	5631
Ak-Impex Ltd. Sti./Ak-Impeks Ltd. Sti.....	1525
Al Bacio by Greentur.....	4937
Al Dente, Inc.....	5825
Al Emam for Dairy Products.....	422
Al Safa Foods Canada Ltd.....	3216
Aladdin Bakers, Inc.....	6039
Aladdin Label a Repacorp Company.....	546
Alba Foods.....	1850
Albanese Confectionery Group, Inc.....	5614
Albea Blanca.....	1728A
Alder Creek Beverages, LLC.....	781
Alexian Pate.....	360
Alfa Messinias - G.Konstantopoulos @ Sons Co Alfa Messinias (Olive You).....	2127
Alfonso Sellitto SPA.....	2919
Alfred Ritter Gmbh & Co. Kg.....	3233
Alicomar.....	2214
Alimad Food.....	3425B
Alimani.....	2311

Alimentos y Conservas del Ecuador - Ecuconservas.....	3117
Aliments Lucyporc.....	3315B
Alion Vegetables & Fruit Co Ltd.....	3318
Aljazira.....	501B
All Beauty, LLC.....	3615
All Japan Trade Association Of Confectionery Manufactures.....	121B
Alli & Rose LLC.....	5214
Alliance of Baltic Beverage Industry (ABBI), Association.....	3415
Allied Old English, Inc.....	2660
Almoursou Manufacturing & International Distribution.....	426
Almond Brothers.....	5351
ALO Drink by SPI West Port, Inc.....	5739
Aloha Shoyu Company Ltd.....	3935
Alouette Cheese USA LLC.....	248
Alternative Air & Store Fixtures Company.....	2269
Alya Foods.....	1143
Amalthia S.A. Industrial & Commercial Enterprises of Agricultural Products.....	2017
Amalthia S.A. Industrial & Commercial Enterprises of Agricultural Products (Olive You).....	2129
Amanida USA Corp.....	5362
Amano Artisan Chocolate.....	5532
Ambrosi Cheese USA.....	175
Amella.....	3618
American Express.....	1155
Americasia International, INC.....	4615
Amira I Grand Foods Inc.....	556
Amoretti.....	5711
Amplify Snack Brands.....	5314
Amrita Health Foods.....	3083
Amrita Health Foods.....	3083
Amtrade, Inc.....	1671
Anastasia Confections, Inc.....	5702
ANCO.....	2874
Anderson International Foods, Inc.....	247
Andrea Fratepietro.....	2511
Andre's Confiserie Suisse.....	3637
Andriani SPA.....	2522
Anette's Chocolate Factory Inc.....	754
Angel Camacho Alimentacion, SL.....	1732A
Antiche Tradizioni di Gragnano.....	2327
Antico Casale USA LLC.....	4106
Antonio Mozzarella Factory.....	2274
Aperitivos Flaper SA.....	1823A
Apidis.....	820A
Appennino USA.....	2345
Apulian Bufula SRL.....	2513
Aquitaine Spécialités.....	831A
Aramco Imports.....	5112
Arasol.....	1827A
Argentina Olive Group (AOG).....	5143
Argo Century Inc.....	5767
Argo Tea.....	3641
Argolis Faklaris Bros S.A.....	2025
Ariston Specialties LLC.....	5206
Ark Konservcevik Tarim Ur.lth.lhr.San. Tic.Ltd.Sti (Ark Foods Co.).....	1604
Arla Foods, Inc.....	377
Armada Gida Ticaret Sanayi A.S.....	1625
Armbruster W. Teigwarenfabrik GmbH.....	3112
Arnold Farm Sugar House.....	1654
Aroma Bursa Fruit Juice and Food Ind Inc.....	1621
Arrowhead Farms.....	6049
Arteasans Beverages LLC.....	5945
Artisanal Foods.....	5870
Artisanal Pantry.....	4214
Asarasi, Inc.....	5368
Asatsu Co.Ltd.....	124a
Asdrubal.....	523
Asher's Chocolates.....	2360
Asia Etc. LLC.....	3640
Asiago Food SPA.....	2622
Asiatic Agro Industry Co., Ltd.....	3402
aspecialtybox.com.....	5309
Asplund Co., Ltd.....	119B
Astar Inc.....	146
Astor Chocolate Corp.....	5301
Atlanta Corporation.....	2542
Atlantic Beef Products Inc.....	3331
Atlantic Food & Beverage Processors Association.....	3321A
Atlantic International Products Inc.....	3056
Auchan.....	3011
Aufschnitt Meats LLC.....	4700
Aunt Butchie's Desserts.....	6037
Aunt Gussie's Cookies.....	2251
Auntie GG Co., Ltd.....	3420
Aurantiaca USA LLC.....	5611
Auricchio - The Ambriola Co. Inc.....	2830
Austrian Federal Economic Chamber.....	2205A
Austrofood.....	3101B
Autom River Inc.....	5954
Avalmarti, S.A.....	3123
Avod Kurutulmus Gida Ve Tarim Urunleri San. Tic. AS.....	1522
Aysarlar Dry Nut and Turkish Delight.....	1626
Ayoba-Yo.....	6232

Azaconsa, SL.....	1825A
Azienda Agricola Gatti Luca.....	2312A
B & R Classics LLC.....	2752
B Nutty, LLC.....	3823
Bacchi Azienda Olearia Siciliana.....	2900B
Bacci Chocolate Design.....	6106
Back to the Roots.....	5869
Bäckerei Stiebling GmbH.....	3205
Bagel Lites.....	NBOTS
Allyance of Baltic Beverage Industry (ABBI), Association.....	2053
Bakerly LLC.....	5882
Baklava Made Better America.....	NBOTS
Balactis.....	3208
Balsamic Vinegar of Modena, The Original Protected Geographical Indication from Europe.....	4949
Baltas Naktis, Ltd.....	5158
Bantam Bagels LLC.....	5666
Bard Valley Medjool Date Growers.....	1153
Barhyte Specialty Foods, Inc.....	1854
Barilla America, Inc.....	647
barkTHINS Snacking Chocolate.....	347
Barnana.....	5782
Barry Callebaut USA LLC.....	5121
Baruvi Fresh LLC.....	2275
Base Culture, LLC.....	6321
Basilur Tea Export (Pvt) Ltd.....	5354
Basso Fedele & Figli SRL.....	2707
Bauducco Foods Inc.....	2950
Baycliff Company, Inc.....	760
BCGA Concept Corp.....	5514
BE Food Ltd.....	5432
Be Home Inc.....	3616
Beanos.....	5834
Beaunjolais Panforte.....	473
Beaverton Foods, Inc.....	1967
Bebé.....	1828
Becks Cocoa / PIT Süßwaren Hoffmann GmbH & Co. KG.....	3229
Bee Free Honee.....	6354
Beecher's Handmade Cheese.....	971
Beehive Cheese Co. LLC.....	474
Beekman 1802.....	5569
Beemster Cheese.....	2652
Beer Bakers Inc.....	5347
Beijing Fuyinong Chestnuts Co., Ltd.....	4869
Beijing Kaida Hengye Agriculture Development Co., Ltd.....	5071
Beijing Leway International Fairs Co., Ltd.....	4765A
Beijing Tianhe International Exhibition Co., Ltd.....	4862A
Belgian Boys.....	5639
Belgioioso Cheese, Inc.....	3138
Belgium's Chocolate Source.....	5557
Belgravina Imports.....	1452
Bell Plantation Inc.....	3738
Bella Lucia Inc.....	6259
Bell'Amore Imports, Inc.....	2750
Bellucci.....	2758
Belmont Peanuts of Southampton, Inc.....	6200
Belorganic e.U.....	2221
Belveder.....	4847
Benoit Nihant Cacaofevier.....	3431
Bequet Confections.....	5661
Bergen Marzipan and Chocolate.....	2038
Berkiz Gida Sanayi Ve Tic. Ltd. Sti.....	1628
Bernhard Zabler GmbH & Co. KG.....	3124
Bertagni 1882 SPA.....	2431A
Bertozzi Corp of America.....	2632
Besler Pasta.....	1421
Best Cheese Corp.....	1166
Bestmaker Food Suqian Co., Ltd.....	4762A
Bewley Irish Imports.....	1163
Beyti (A Joint Venture of Pepsico & Almarai) Bia SPA.....	2902B
Biena Foods.....	5476
Big Fork Brands.....	3625
Big Picture Farm LLC.....	6344
Big Tree Farms.....	343
Biggest Little Popcorn Company.....	NBOTS
Bikaji Foods International Limited.....	5174
Billie-Ann Plastics Pkg. Corp.....	1876
Bio Organica Italia SRL.....	2426
Bioalimenta SRL.....	2517A
Bioterra.....	1808
Biovola.....	3403
Biscotti Brothers Bakery Inc.....	1147
Biscotti Di Suzy.....	1551
Biscuits Fossier.....	524
Bissinger's Handcrafted Chocolatier.....	5411
Bittermilk LLC.....	5845
BK Specialty Foods.....	2180
Black Market Gelato.....	1580
Blackberry Patch, Fabulous Fruit Syrups.....	2762
Blake Hill Preserves.....	6346
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TUNISIA



AUTHENTIC FLAVORS

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Sipso Tropical Drink Co., Ltd.....	3509	Sunggyung Food Co., Ltd.....	1904	Tootsi Impex.....	3204	Vasinee Food Corp.....	5941	Woeber Mustard Manufacturing Company.....	2150
Sisters Gourmet, Inc.....	4800	SunRidge Farms.....	5962	Topan SRL.....	4933	Vaubernier - Bons Mayennais.....	520	Woodland Foods.....	1655
Skedaddle Maple.....	3333	Sunshine (Tianjin) Produce Ltd.....	4868	Torani / R. Torre & Co.....	2250	VCR Sodalmu.....	2206	World Finer Foods, LLC.....	1336
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Smith Packing Company Inc.....	3358	Sweet Harvest Foods.....	5325	Trade and Investment, Consulate General of the Republic of Poland.....	203	Vermont Nut Free Chocolate Company, Inc.....	6349	Yamabishi Fisheries Co., Ltd.....	134
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		Taza Chocolate.....	5710						
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The Perfect Pairings Cheese Condiment Collection includes items like Fig & Elderberry Balsamic Drizzle, Garlic Balsamic Drizzle, Boozy Jellies, and creatively flavored jams and creamed honeys. **Beekman 1802; 914.907.9690; warren@beekman1802.com; beekman1802.com** **BOOTH 5569**



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Carton packaging is the future of the center of the grocery aisle. Jack's Quality Beans are certified USDA Organic, low sodium, and Non-GMO Project Verified. Jack's offers garbanzo, black, cannellini, red kidney, borlotti, and butter beans in Tetra Pak cartons. These high-quality beans are pre-cooked and ready to eat.

Save space, reduce waste, and conserve water usage by "kicking the can" and switching to the smarter protein option. **Jack's Quality Beans; 248.723.0793; info@jacksqualitybeans.com; jacksqualitybeans.com** **BOOTH 3740**



Squeezable Single-Serve Olive Oils

Introducing Bellucci's on-the-go Italian extra virgin olive oils: Fully traceable Bellucci 100 percent Italian classic and organic EVOOs now come in single-serve squeeze packs. They make a spectacular summertime splash for active, health-conscious consumers eager to enjoy delicious, convenient unprocessed foods. EVOO lovers will also enjoy the convenience of seasoning a dish on the fly with fresh Italian EVOO flavor.

These convenient squeeze packs easily fit into a tote, knapsack, lunch sack, or desk drawer to give lunches, salads, and snacks a healthy boost of flavor. Get your squeeze at booth 2758. **Bellucci; 559.579.7166; susan@candor-ags.com; belluccipremium.com** **BOOTH 2758**



Philly's Famous Milan Salad Dressing

The original Milan restaurant opened its doors in 1951 at 19th & Chestnut in Philadelphia, where it became a landmark for celebrities and locals alike. Though there were many classic Italian dishes, everyone started with the famous Milan Salad—a simple salad with such a devoted following that it continues to appear on menus far and wide.

Now you can bring this Philly tradition home with Jimmy's Milan Salad Dressing. **Jimmy's Milan Salad Dressing; 610.551.5200; ann@milan39.com; milan39.com** **BOOTH 4627**



Calivirgin Sweeps sofi Awards™ Olive Oil Category

Jalapeño Garlic brings home the gold! Calivirgin Jalapeño Garlic Olive Oil is milled exactly the same way as this family-owned company's premium extra virgin olive oil, except fresh jalapeños and garlic cloves are crushed together with the olives. The result is a fresh, unfiltered premium California olive oil that has a natural jalapeño and garlic flavor with no additives or preservatives. At first, you'll taste the savory garlic, then the fiery jalapeño will sneak up on you with a burn that keeps you eating more. This one is not for the faint of heart. *Piccante!* **Calivirgin Olive Oils; 209.712.7080; julie@calivirgin.com; calivirgin.com** **BOOTH 5117**



Exotic, Thirst-Quenching Beverages

Makomas creates the freshest beverages using only sustainably-grown organic fruits, flowers, and roots. These uniquely flavored beverages are made from family recipes handed down through the generations. Available in hibiscus, baobab, and ginger, these drinks—while both tantalizingly exotic and thirst-quenching—are low in calories, vegan friendly, gluten-free, contain no caffeine, are not from concentrate, and have no artificial flavors, colors, preservatives, or additives—and no added sugar. Makomas believes that quality beverages are what customers deserve in every sip. **Makomas, LLC; 877.787.0059; magbesavane@makomas.com; makomas.com** **BOOTH 6114**



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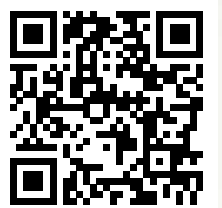
Over 60% of Brazil's territory consists of native forests. The country has abundant water, wind and solar resources, thanks to which it boasts one of the cleanest power grids in the world.

Do you know what else Brazil has? It has the research and technology infrastructure to position the country globally as competitive and sustainable. It is a pioneer in bioenergy production, a world leader in agroforestry, and its agricultural productivity has been growing without expanding its cultivated land. If you consider sustainability in your business, consider Brazil.

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Season Savories are ready-to-eat flaked, skinless, and boneless sardines with mixed vegetables. Packed with protein and omega 3s, consumers can enjoy the health benefits of sardines on the go with these sardine salad kits.

Available in Lemon Veggie, Mediterranean, and Sweet & Spicy. Each kit includes a pork and six rice crackers.

Season's Brand; 201.553.1100, ext. 2322; contact@seasonproducts.com; seasonproducts.com

BOOTH 2352



Organic Sauces, Salsas, and Ketchups

The Vine specializes in 100 percent USDA Certified Organic pasta sauces, salsas, and ketchups. Emphasizing transparency, health, and community involvement, the company believes quality ingredients result in quality foods, and every consumer should be able to see and understand exactly

what they're putting into their body. The Vine uses USDA/CCOF Certified Organic ingredients, no preservatives, and no added sugars. Products are non-GMO certified, made in small batches using a slow-cooking process, and never made with powdered or dried ingredients. The Vine is 100 percent women-owned. **The Vine**; 516.365.8463; eve@foodsofthevine.com; foodsofthevine.com

BOOTH 3512



Award-Winning Infused Olive Oils

New for 2017: Sutter Buttes' Garlic Herb Infused Extra Virgin Olive Oil combines the fresh flavors of garlic and herbs, which are wonderfully paired with its extra virgin olive oil, creating an invigorating, delightful aroma. Citrus Habanero Infused Extra Virgin Olive Oil is smooth and rich. Handpicked fresh habanero peppers are slowly infused with its Meyer Lemon Infused Extra Virgin Olive Oil to create this award-winning blend. Silver awards for 2017: Los Angeles International Olive Oil Competition; California State Fair Olive Oil Competition; Yolo County Olive Oil Competition; and Napa Valley Olive Oil Competition. **Sutter Buttes**; 530.763.7921; sales@sutterbuttesoliveoil.com; sutterbuttesoliveoil.com

BOOTH 5321



72 Percent Dark Chocolate Made with Xylitol

All the delicious advantages of 72 percent dark chocolate—without any sugar! Tru Chocolate sweetens its dark chocolate with xylitol that is naturally extracted from the bark of Canadian birch trees.

Made with non-GMO ingredients, snacks include solid dark chocolate wafers, dark chocolate covered gluten-free pretzels, dark chocolate covered raw pasteurized almonds, and dark chocolate covered Flame Raisins. No sugar. No dairy. No gluten. Simply delicious and diabetic friendly. It's the only chocolate that loves you back. **Tru Chocolate Inc.**; 855.878.2462; bobbergwall@tru-chocolate.com; tru-chocolate.com

BOOTH 5111



NYC DESTINATIONS, continued from p. 10

In the evening, Union Fare caters to residents and tourists from nearby hotels, seamlessly transforming into a fine-dining space with an adjacent sports bar and a basement speakeasy.

WHOLE FOODS BRYANT PARK

Whole Foods Market's new Bryant Park store caters to Midtown's wide-ranging customer base—residents, office workers, daily commuters, and tourists from

around the globe—with a primary focus on prepared culinary offerings from some of the City's most recognizable chefs and producers, including Italian classics from Frankies Spuntino, traditional Japanese omakase by Genji Sushi, and a raw bar in partnership with Chef Daniel Boulud. The 43,000-square-foot store also features two levels of retail space filled with the natural and organic foods customers have come to expect from Whole Foods Market.

"We thought about running this just as a restaurant, but we realized we could capture thousands of people each week—as opposed to hundreds—if we opened this all up as communal seating," says Ryan Harris.

For harried New Yorkers still fighting the good fight to get a healthy homemade meal on the table after a long day at work, the new location's produce department offers the services of the Produce Butcher—a Whole Foods staff member who will cut, slice, dice, julienne, chop, and grate any produce item upon request. ✂

HIGHLIGHTS FROM THE SHOW



1.-2. Becky Renfro Borbolla, chair of the SFA Board of Directors, cuts the ribbon at the ceremonial start of the 2017 Summer Fancy Food Show, which opened yesterday.
3-7. Exhibitors from Megpies, Harvest Stone, and other companies interacted with attendees on the show floor. First-time exhibitor Mollie Sauces' glass sauce jars broke in transit, but were replaced by The Freeman Co., a general contractor for the Summer Fancy Food Show.
8. Actor Erik Estrada posed with SFA art director Maria San Andres.

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