



# OFFICIAL show DAILY

SUNDAY,  
JUNE 23, 2019

1

always  
something  
new

## HAPPENING TODAY

- 11:30 a.m. - 12:30 p.m.**  
**The State of the Specialty Food Industry**  
River Pavilion
- 9:45 a.m.**  
**Ribbon Cutting**  
Crystal Palace in front of 3B
- 10 a.m. - 5 p.m.**  
**Exhibit floor open**  
(Halls 1D & 1E open at 9:30 a.m.)
- 1:15 - 2:15 p.m.**  
**Big Idea Talks**  
Big Idea Stage, outside Hall D
- 2:15 - 3:15 p.m.**  
**Appealing to the Next Generation with Plant-Based Foods**  
Full schedule on p. 12

## Annual Membership Meeting

The Annual Membership Meeting is an opportunity for all SFA members to be informed about activities of the Association, including Forward2022, the Fancy Food Shows, the SFA budget, and branding. It will take place at 5 p.m. in River Pavilion on the Main Stage. Immediately following will be the Hall of Fame inductions, the Lifetime Achievement Award presentations, and a reception.

## Taste it Live Makes Summer Show Debut

Live, chef-led demonstrations and tastings, effective food pairing education, and tips on serving suggestions are part of the Taste it Live interactive experience, taking place on Show days in River Pavilion. Come and see, taste, and smell specialty food products from around the world.

## Waters, African Flavors, Oat Milk Prevalent at Show

By Denise Purcell

Specialty waters, functional beverages, and African flavors are trends on the radar heading into the Summer Fancy Food Show. Throughout the show, which opens today and runs through Tuesday, the SFA Trendspotter Panel of buyers, chefs, educators, and industry watchers and analysts will report daily on their official selections for Summer Show trends.

Here are some initial trends and innovations expected to emerge, with a few examples of each. More examples can be found throughout the exhibit hall.



PHOTO: LOOP SEVEN

### Water

According to the Specialty Food Association's newly released State of the Specialty Food Industry report, 2019-2020 Edition, specialty water is the top category forecast to grow over the next five years. Innovations at the Summer Show include Alkazon Alkaline Water with a high pH level, electrolytes, and enriched with potassium. Mindful Proteins introduces Restore, a protein-enhanced water, and TapDrops offers a collection of liquid concentrates that can be added to purified water to recreate the ionic profiles of the world's regional waters.

See TRENDS p. 3

## SFA Unveils New Brand

The Specialty Food Association, which has nurtured quality and innovation in the specialty food trade since 1952, is undergoing a brand transformation to better reflect the changing dynamics of the industry, the Association, and its forward-thinking members as together they shape the future of food. Get a sneak peek of what's to come at the SFA Experience, located in the Crystal Palace on Level 3, and follow it up with a stop at the nearby Membership HQ booth on the North Concourse to learn about SFA programs and member benefits.



PHOTO: LOOP SEVEN

## Partner Country Germany to Host Demos, Tastings

By Julie Gallagher

As partner country of the 2019 Summer Fancy Food Show, Germany is showcasing a number of specialties in the largest pavilion the country has ever hosted at a Fancy Food Show.



Chefs will prepare various German dishes and distribute samples while interacting with attendees three times daily in a cooking demonstration area within the German Pavilion, which was organized by the German Federal Ministry of Food and Agriculture. It features more than two dozen exhibitors and is located on Level 3 of the Javits Center.

Wine tastings will be hosted by Germany's 70th Wine Queen, Carolin Klöckner, and German Wine Princess, Klara Zehnder, who are the elected ambassadors for the German wine industry. In addition to serving red, white, and sparkling wines, they will provide information about

See GERMANY p. 34

**Maker Space Sessions**

**Maker Pass: \$59 member/\$99 non-member**

Our educational pass provides access to the Maker Space sessions for all three days of the Summer Fancy Food Show. The Maker Space will feature classes designed for current and prospective producers and suppliers of specialty food on topics like scaling up your business, setting your pricing, selling to new channels, navigating e-commerce, and more.

**Today's Maker Sessions**

**8 - 9:30 a.m.**

**Start Right, Grow Strong: Nine Critical Steps**

This session provides a common-sense plan for companies that are relatively new, planning to enter, or exploring the specialty food market. Learn how to evaluate your product's potential on key success factors, understand pricing, execute a low-cost market test, analyze your results, expand with minimum risk, and develop a fact-based business plan.

Speaker: John Roberts, owner and president, Blackpoint Management, Inc.



John Roberts

**9:45 - 11:15 a.m.**

**E-Commerce: The Amazon Roadmap**

Based on the new book "The Amazon Roadmap: How Innovative Brands are Reinventing the Path to Market," this session guides you through the essentials of a successful Amazon strategy and the hands-on tactics that help your brand thrive online. No matter what point you're at in the development of your Amazon business, the roadmap provides a guide around the detours, traffic jams, and other headaches that can ruin your Amazon journey.

Speaker: Betsy McGinn, CEO, McGinn eComm



Betsy McGinn

we'd like to **thank**  
our sponsors



**GOLD LEVEL SPONSOR**  
Incubator Village

**SILVER LEVEL SPONSOR**  
The Basics

**SILVER LEVEL SPONSOR**  
Biz:Builders 1:1

**RED GOLD FROM EUROPE.**  
THE ART OF PERFECTION.  
PRESERVED FOR YOUR TABLE.



**GOLD LEVEL SPONSOR**  
Front Burner Pitch Competition



**SILVER LEVEL SPONSOR**  
Incubator Village



**SILVER LEVEL SPONSOR**  
Biz:Builders 1:1



**Food One**

Powered by SAP

**SILVER LEVEL SPONSOR**  
Biz:Builders 1:1



**SILVER LEVEL SPONSOR**  
The Basics



**BRONZE LEVEL SPONSOR**  
Incubator Village



**WebsterBank**

**SILVER LEVEL SPONSOR**  
LevelUP

### Red Gold Luscious Tomatoes, Perfectly Preserved for Your Table

Whether a home cook or a five-star chef, high-quality European canned tomatoes are a culinary treasure. Grown in a generous and fertile land and picked at the peak of ripeness, they're preserved by traditional methods and modern technology and then transformed into great masterpieces. Mother Nature and Europe's culinary artistry come together in a true work of art: Red Gold. Come and taste it.

**Anicav/Red Gold from Europe; +39.081.734.70.20; g.deangelis@anicav.it; a.freeman@redgoldfromeurope.com; redgoldfromeurope.com. Facebook: RedGoldFromEurope; Instagram: redgoldfromeurope**



**BOOTH 2628**

### Divine Ghee Made from the Highest-Quality A2 Milk

Divine Ghee's Gir cows are anything but ordinary, tracing their origins back thousands of years. Less than 3% of the dairy cows in the world are Gir cows, and their milk is truly extraordinary. Ghee made from Gir cow's milk contains only the protein A2 beta casein, which is then created into the company's ghee. A2 milk is regarded as extremely pure and creates the best nutrient profile and flavor. Divine Ghee is lactose-free, enriched with omega 3s and CLA, rich in vitamins, and has a high smoke point of 482°F. **Anthea Inc.; 571.384.1655; sales@antheaus.com; antheaus.com; divineghee.com. Instagram: Divineghee**



**BOOTH 4515**

### BelGioioso's New 3-Oz. Provolone Snack Cuts

New to the BelGioioso snacking line are Natural Provolone Snack Cuts. The 3-oz. portable packages contain award-winning mild provolone slices, perfect for portion control or on-the-go snacking. With seven grams of protein per serving, this low-carb snack is a good source of calcium and a perfect addition to any specialty cheese case. Available in cases of 12/3-oz. packages.

**BelGioioso Cheese, Inc.; 920.863.2123; info@belgioioso.com; belgioioso.com; Facebook: BelGioiosoCheese; Instagram: @BelGioiosoCheese**



**BOOTH 2936**

### Bellwether Farms Whole Milk Basket Ricotta

The distinguished flavor and texture of Bellwether Farms' Whole Milk Basket Ricotta comes from high-caliber ingredients and traditional techniques. Using fresh, whole 100% Jersey cow's milk from a neighboring farm, the milk is first cultured and then slowly heated in small kettles, developing its distinctive flavor and superior texture. The delicate curds are carefully hand-laddled into the draining baskets to preserve the quality of the product. The ricotta is then sold in the draining basket to protect the fragile cheese until it reaches the customer's table. Ricotta the Way It's Supposed to Be™. **Bellwether Farms; 707.763.0993; info@bellwetherfarms.com; bellwetherfarms.com. Facebook: BellwetherFarms; Instagram: @bellwetherfarms**



**NOT EXHIBITING**

### Maple Stream Expands the Syrup Category

Same great organic maple syrup but way more fun! No mess, no refrigeration needed, no more sticky, stuck-on caps. It's perfect for kids, parents, and cooks.

For seven generations, Coombs Family Farms has been working to grow and support the maple industry. They continue that tradition with this new addition that's going to expand and grow the maple category even more. Let Maple Stream drive your category sales. **Coombs Family Farms; 802.257.8100; arnold@coombsfamilyfarms.com; coombsfamilyfarms.com; Facebook: Get Real Maple by Coombs Family Farms; Instagram: @coombsmaple; Pinterest: @Coombs Family Farms**



**BOOTH 2144**

### Discover Asia's Finest Wines & Spirits

Diamond Hong Inc. is an importer and wholesaler of wines and spirits. The company carries the most popular premium brands from Asia, such as Moutai, Wuliangye, Luzhou Laojiao, Beijing Tong Ren Tang, Pagoda Brand, Pearl River, Red Star, Jing Liqueur, TTL, and Kinmen Kaoliang, to name just a few. For more information, visit [diamondhong.com](http://diamondhong.com). **Diamond Hong, Inc.; 718.832.1188; info@diamondhong.com; diamondhong.com**



**BOOTH 249**