



PRESENTS THE
**FANCY
FOOD
SHOW**

OFFICIAL
**show
DAILY**

MONDAY,
JUNE 24, 2019

2

prepare
to be
WOWed

HAPPENING TODAY

- 9:15 – 9:45 a.m.**
Baking Outside the Lines: A Q&A with Christina Tosi of Milk Bar
River Pavilion
 - 10 a.m. – 5 p.m.**
Exhibit floor open
(Halls 1D & 1E open at 9:30 a.m.)
 - 10 – 10:45 a.m.**
How Convenient! New Models for Fresh, Fast, and Tasty Retail
River Pavilion
 - 11 a.m. – 12 p.m.**
Plant-Based Foods: A Movement, Not a Trend
Big Idea Stage, outside Hall D
 - 11 a.m. – 12:30 p.m.**
Maker Session: How to Work with a Co-Packer
River Pavilion
 - 12 – 1 p.m., 1:15 – 2:15 p.m.**
Big Idea Talks
Big Idea Stage, outside Hall D
 - 1:15 – 2:45 p.m.**
Maker Session: How to Build Buzz on a Budget
 - 5 – 6:30 p.m.**
Front Burner
Foodservice Pitch Competition
River Pavilion
- Full schedule on p. 14

Honorees Celebrated, Board Initiatives Announced

New co-chairs, vice chair appointed to SFA Board of Directors

By Julie Gallagher

The Specialty Food Association honored a trio of Lifetime Achievement Award recipients and inducted eight members into its Hall of Fame, Sunday.

“The remarkable people we honor here today are true innovators with the passion and drive to disrupt the same-old, same-old way of doing things,” said SFA President Phil Kafarakis.

See **HONOREES** p. 3

Jerky, Vegetable-Forward Foods Among Day 1 Trends

By Denise Purcell

Early trend picks from Day 1 of the Summer Fancy Food Show include jerky and meat snacks, vegetable-based carb substitutes, and mission-driven, sustainable products and companies. The SFA Trendspotter panel, made up of buyers,



PHOTO: LOOP SEVEN

chefs, educators, writers, and industry watchers, comb the exhibit hall each show day in search of the categories, ingredients, and attributes that are trending.

Here are some trends and innovations spotted at the Summer Show, with a few examples of each. More examples can be found throughout the exhibit hall.

Jerky and Meat Snacks

According to the SFA's newly released State of the Specialty Food Industry research, jerky and meat snacks are poised for continued growth between 2019 and 2023. New products at the show include a variety of meat or plant-based jerkies and some combinations. Examples include Shroom Splits Filet Mignon + Portabella meat snacks that pair slices of grass-fed beef with meaty portabella mushrooms, and wagyu beef jerky from Greg Norman. See **TRENDS** p. 3

Mom's Magic Masala Named sofi Product of the Year

By Mark Hamstra

A spice blend that draws on the rich culinary traditions of India captured top honors at the Summer Fancy Food Show on Sunday.

Mom's Magic Masala All-Purpose Indian Fusion Spice Blend won the 2019 sofi Product of the Year, chosen from a field of 39 top products in as many categories, as selected by a panel of food professionals in blind tastings.

The product had won the sofi Gold award in the Seasoning and Spice category, and was one of a total of 154 sofi award winners selected as the best specialty food items from a field of nearly 2,000 entries.



See **SOFI** p. 3

State of the Industry: Opportunities in a Maturing Market

By Mark Hamstra

The torrid growth pace of specialty foods has begun to slow, according to a presentation Sunday at the 2019 Summer Fancy Food Show.

“What we're seeing are some signs of maturing, which is not a bad thing, but that's the first time I have ever said that about specialty foods,” said David Lockwood, director of Mintel Consulting, who gave the presentation based on the Specialty Food Association's State of the Specialty Food Industry report from Mintel and SPINS/IRI.

Sales growth of specialty food in the last year totaled 4.7 percent, reaching \$148.7 billion, but slowing from the previous year's 5.3 percent pace of growth and from the 9 percent-plus rate of expansion that characterized the specialty food industry just a few years ago.

Part of the challenge for the growth of the industry lies in the fact that mainstream grocery stores capture more than 82 percent of specialty food sales, and that retail segment itself is mature.

See **STATE OF THE INDUSTRY** p. 38

How to Succeed: A Buyer's Tips for Exhibitors

Compiled by Kelsey Crane

Tom O'Brien, head of procurement at Marley Spoon, shared what exhibitors should know about appealing to buyers, during an SFA webinar Q&A about succeeding at the show.

Do you plan which booths you will visit before going to the show?

My first go-to is a combination of planning using the directory to map out potential suppliers for certain items that I'm targeting. So I go with basically a wish list of new item targets, and I definitely plan out those visits, and then I also have a list of current suppliers that I want to speak to in person.

What stands out to you in booth design? Is there anything that turns you off when walking the aisles?

I really appreciate a well-lit booth, and a booth that has samples to view and taste. If a box is taped down to a table or tablecloth, it's just really annoying because I'm not trying to steal it, I'm trying to look at the box and turn it around and visualize it on the shelf. Also, something that really stands out to me is the interaction from the booth. Even if they're in a conversation with somebody else, if they just look at me, look my way, smile and put up a finger, say, 'hey I'll be with you in just a minute', some kind of acknowledgement is a really positive thing.

How quickly after the show do you expect to hear from an exhibitor?

Imagine me being at one of your shows for a very long weekend, I'd probably come into town to do Biz Builders for an extra day or two before, and I get back

to my desk and I am slammed with emails and requests that I'm trying to catch up with. Following up is wonderful, but not an aggressive approach where every single week on the same day at the same time you send me an email asking me for a follow-up. So, all it takes is just a quick note saying 'thank you for stopping by,' usually within one week after the show, saying 'I'm available to talk anytime when you have questions.' Then I would recommend you wait 7-10 days and then circle around again, but whatever you do, don't send large megabyte docs in your email unless they're requested.

What is your best recommendation for exhibitors?

Have some new news for the show. Buyers want to find out what is new and that's the first question that they will typically ask you.



PHOTO: LOOP SEVEN

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



Powered by SAP
SILVER LEVEL SPONSOR
Biz:Builders 1:1



SILVER LEVEL SPONSOR
The Basics



BRONZE LEVEL SPONSOR
Incubator Village



SILVER LEVEL SPONSOR
LevelUP



FRONT BURNER
FOODSERVICE PITCH COMPETITION



Tessa Lowe



Chris Muir



Daniel Fitzgerald

5 – 6:30 p.m.

Front Burner Foodservice Pitch Competition

Sponsored by ANICAV

Watch the excitement as three SFA member companies face off to pitch their products to a panel of judges from the hospitality industry.

Hosted by: Chef Elizabeth Falkner

Contestants: Tessa Lowe, Olo & Company; Chris Muir, Wild Hibiscus Flower Company; Daniel Fitzgerald, Small Axe Peppers

Judges: Angela Flenoy, Sysco; Ken Toong, University of Massachusetts; Sean Buchanan, Reinhart Foodservice



Chef Elizabeth Falkner



Angela Flenoy



Ken Toong



Sean Buchanan

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

11 a.m. – 12:30 p.m.

How to Work with a Co-Packer

Co-packing is like a marriage: the right fit matters. Get an understanding of what co-packing is, what to have ready before you go to a co-packer, how to determine whether you're ready for a co-packer, and where to find one once you're ready. Learn how pricing is done and the benefits of volume, the equipment needs of your products, and what sort of financial requirements and certifications you need before you get into this serious and important relationship for your product.

Speaker: Jonathan Milo Leal, Milo's Whole World



Jonathan Milo Leal

1:15 – 2:45 p.m.

How to Build Buzz on a Budget

New food brands need to build brand awareness in order to attract customers. But how can this be done when every penny is going towards manufacturing? Learn how to create a winning content strategy that can lead to success everywhere from social media to national media. In this session you will learn: How to find the right pitch angle to create a compelling brand story; the right (and wrong) ways to reach out to the media; key strategies for building an influencer program and winning on social media; and how to build partnerships with much larger brands to help you grow faster.

Speaker: Lisa Curtis, Kuli Kuli Foods



Lisa Curtis

