



PRESENTS THE
**FANCY
FOOD
SHOW**

OFFICIAL
**show
DAILY**

TUESDAY,
JUNE 25, 2019

3

**always
something
new**

HAPPENING TODAY

- 9 - 9:45 a.m.**
Disrupt or Be Disrupted:
A Panel on the Future of Food
River Pavilion
 - 10 a.m. - 4 p.m.**
Exhibit floor open
(Halls 1D & 1E open at 9:30 a.m.)
 - 10 - 11:30 a.m.**
Maker Session: Price it Right:
Using Costs to Create
Real-World Price Sheets
River Pavilion
 - 11 a.m. - 12 p.m. and**
12:15 - 1:15 p.m.
Big Ideas Talks
Big Idea Stage, outside Hall D
 - 11:45 a.m. - 12:45 p.m.**
Lessons From the
Incubator Community
River Pavilion
 - 1:15 - 2:45 p.m.**
Lessons From a Chef:
Product Development
River Pavilion
- Full schedule on p. 16

**Wild Hibiscus Flowers in Syrup Wins
Front Burner Competition**

By Arielle Feger

Versatility was the name of the game at the 2019 Front Burner Foodservice Pitch Competition, last night, where Chris Muir of Wild Hibiscus Flower Company impressed judges by pitching the company's Wild Hibiscus Flowers in Syrup product, which has countless applications in food and beverage.

Wild Hibiscus Flower Company is a small family company that makes products with minimal ingredients and a long shelf life. Unique to the market, the syrup contains whole hibiscus flowers and flavor, giving it both culinary and aesthetic appeal. The syrup can be used for cocktails, baked goods, or vinaigrettes, while the flower can be used as a garnish on salads, charcuterie plates, or desserts.

See FRONT BURNER p. 3



PHOTOS: LOOP SEVEN

**SFA Launches
Diversity, Equity,
Inclusion Initiative**

As the makeup of the specialty food industry continues to evolve, the Specialty Food Association is evaluating the importance of diversity, equity, and inclusion to its more than 3,800 members and volunteer leadership. To kick off this initiative, SFA will host virtual focus groups on July 16 and 18; as many as 1,000 members can participate in each group. The Association is working with Mercer, a global HR firm. SFA encourages all members to take the time to inform the Association and its leaders of the importance of diversity, equity, and inclusion to their businesses. Look for additional information to be coming in the next few weeks.

**Modern C-Stores
Go Food-Forward**

By Mark Hamstra

Convenience and quality are no longer mutually exclusive, according to a panel at the Summer Fancy Food Show.

The convenience store landscape is undergoing a food-driven transformation in which high-quality prepared foods and a carefully curated selection of grocery items are replacing the overdone hot dogs on heated rollers and highly processed meat sticks of the past.



See C-STORE p. 3

**Innovative Snack Bars,
Quality Cocktail Mixers,
Kids' Food Among Day 2
Trends**

By Denise Purcell

Snack bars made with protein-rich cottage cheese or prebiotic-friendly barley are just some of the inventive, health-oriented snacks available at the Summer Fancy Food Show, according to the SFA Trendspotter Panel, a group of buyers, chefs, industry watchers and educators who scour the show to report on which products, ingredients, and attributes are trending. In addition to innovative snacks, cocktail ingredients botanical flavors, and sophisticated baby and toddler foods emerged as hot categories.

Here are some innovations spotted at the show with a few examples of each. More can be found throughout the exhibit hall.

See TRENDS p. 4

SFA, Cornell Team to Create Food Buyer Certificate Course

By Ron Tanner

Do you know anybody in the food business who has a Professional Food Buyer Certificate from the Specialty Food Association and Cornell University? Not yet, but you will.

This month, ECornell and the SFA released its extensive online program entitled the Professional Food Buyer Certificate Course.

Funded by SFA and its Distributor Committee, the course involves up to 36 hours of informative and compelling online training. The six modules are:

- Industry Background and Trends
- Supply Chain
- Strategic Partnerships
- Strategic Sourcing
- Supporting Product Success
- Special Considerations for the Foodservice Buyer

"The specialty food business has grown into a \$148 billion industry that represents more than 16 percent of all food sales at retail," says Phil Kafarakis, SFA president. "Yet there is little professional development for people who make this business a career choice."

Each module has about 50 instructional pages that

inform the learner about various aspects of the industry. Videos, slide presentations, graphics, and knowledge checks keep the process engaging. There are also reflection and long-form exercises that help learners understand how they can put this information to use on the job. At the conclusion of each module, there is a quiz, and a final test at the end of the course must be passed for buyers to receive their certificate.

The Cornell Institute for Food Systems and ECornell developed the program under the supervision of Robert Bernard Gravani, a retired professor from the Food Science Department at Cornell University. Cornell Dining, Cornell's SC Johnson School of Business, the Massachusetts Institute of Technology, and Pennsylvania State University also contributed to the program.

Instrumental to the development was the SFA Advisory Council, which reviewed each module and provided detailed feedback to ECornell. The Advisory Council members are: Beth Haley, DPI Specialty Foods; Mark Kroencke, KeHE; Michael Isenberg, Chex Finer Foods; Jeff Koeze, Koeze, and Maren Trocki, The Fresh Market.

Here's a sneak preview of the introduction to the Strategic Partnerships module:

As a specialty food buyer, you're at the center of partnerships between players across the industry—manufacturers, distributors, brokers, and retailers. Building and facilitating those relationships is a vital factor in your organization's success—in your day-to-day practices, as well as your long-term ability to stay on the leading edge of trends and food-safety considerations.

After completing this module, you will:

- Know how strategic relationship building helps you live the specialty food role.
- Better understand the benefit of developing and maintaining strategic partnerships with specialty food manufacturers, distributors, brokers, and retailers.
- Be able to negotiate effectively to promote your organization and ensure product success.
- Understand some of the best practices for maintaining strategic partnerships.

As Kafarakis says in the introductory video, "For our industry to succeed, the professionals who move food from the source to the consumer must be skilled and knowledgeable. Building this knowledge base will make you a better buyer and help further your career."

To learn more, visit the Learning Center on specialtyfood.com.

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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.

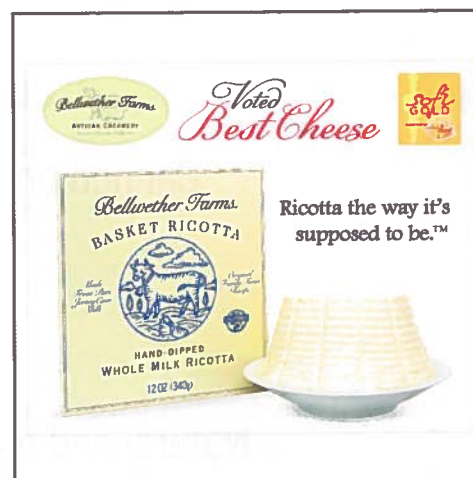


BOOTH 2936

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

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-ladled 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. **Diamond Hong, Inc.; 718.832.1188; info@diamondhong.com; diamondhong.com**



BOOTH 249