



fancy food show

OFFICIAL DAILY

SUNDAY
JANUARY 19, 2020



INCUBATOR VILLAGE 6 • SAN FRANCISCO FOOD SCENE 10 • TODAY'S LINEUP 14 • FLOORPLAN 18

HAPPENING TODAY

9:45 a.m.

Ribbon Cutting
North Hall, Lower Lobby

10 a.m. – 5 p.m.

Exhibit floor open
(Esplanade Exhibits and What's NEXT in Food open at 9:30 a.m.)

10:30 – 11:30 a.m.

Passion x Purpose: Specialty Food Change Makers
Big Idea Stage: South Hall, Front of Aisle 1800

11 a.m. – 12 p.m.

5 Key Drivers in Specialty Food for 2020
Main Stage

11:30 a.m. – 12:30 p.m.

Big Idea Talks
Big Idea Stage: South Hall, Front of Aisle 1800

1 - 2 p.m.

Policy Spotlight: Key Issues for Your Specialty Food Business
Main Stage

2:15 – 3:15 p.m.

Starting Small: Packaged Food Entrepreneurs from La Cocina Share Their Stories
Big Idea Stage: South Hall, Front of Aisle 1800

Full Schedule on p. 14

SFA Member Update Meeting Today

The Specialty Food Association Member Update Meeting will take place this afternoon at 5 p.m. on the Main Stage, Level 2. SFA members are encouraged to attend. The Leadership Awards Ceremony, hosted by Amanda Little, author of *The Fate of Food*, will immediately follow.

Sustainable Products, Asian Sauces Among Show Trends

By Denise Purcell

Grass-fed milk chocolate and peppery Cambodian sauces hint at some of the trends on display at the Winter Fancy Food Show, which opens today at Moscone Center in San Francisco. Throughout the show, which runs until Tuesday, January 21, the SFA Trendspotter Panel of buyers, chefs, food writers, educators, and other industry professionals will report daily on their official selections for trends from the Winter Show.

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



PHOTO: LOOP SEVEN

Sustainability-Driven Product Development

More packaged food products are working to build a stronger future for their community and the planet.

See **TRENDS p. 3**

SFA President Talks Membership, Brand Changes

Phil Kafarakis discusses the Specialty Food Association's new membership policy and recent rebranding.

By Julie Gallagher

The Specialty Food Association's new membership policy has begun its debut. Is the new policy more inclusive?

Yes. We want to engage food producers earlier in their development process, get involved with early-stage entrepreneurs and better support those 'emerging makers' along their journey. That's new for us but we believe it will be embraced by the whole membership. The industry is very willing to share experiences and knowledge across channels—that can be a godsend for someone just starting out. We foresee members utilizing the SFA and its resources to start new ventures as well as build on existing success. We'll also be actively seeking members who are retail and foodservice buyers and who come from the broker/distributor segment. After all, they're critical for industry success.

See **SFA PRESIDENT p. 3**

Italy Is Partner Country for 2020 Fancy Food Shows

By Julie Gallagher

Italy is the partner country for the 2020 Winter and Summer Fancy Food Shows. Although the Specialty Food Association has often had a partner country for Summer Shows, this is the first time it's including the Winter Show in a partnership.

Under the banner, "The Extraordinary Italian Taste," more than 75 food companies from nearly every region in Italy will present the best of Italian pasta, cheeses, olive oil, and charcuterie, to buyers from large and small retailers and the restaurant world at the Winter Show.

"Americans love Italian cuisine and Italian specialty foods have played an important historic role in expanding the appetite for global flavors in the United States," says SFA President Phil Kafarakis. "Today, even as we see expanding disruption in consumer eating habits, authentic and innovative Italian products continue to be influential across all channels. We're excited to see what they will be bringing to the 2020 Fancy Food Shows."

The Italian Pavilion Lounge will feature cooking

See **IT/**



BelGioioso's New American Grana® Snacking Cheese

This 70-calorie snack is the newest addition to BelGioioso's popular snacking cheese line. American Grana® is an extra aged Parmesan, a bold snack with a full, nutty flavor. Each individually-wrapped portion has 6 grams of protein, and is a convenient, portion-controlled size for shredding with a rotary grater. Available pack size: 10/5.28-oz. bags with 8/0.66-oz. individually-wrapped packages. **BelGioioso Cheese Inc.**; 920.863.2123; info@belgioioso.com; belgioioso.com; Facebook: @BelGioiosoCheese; Instagram: @belgioiosocheese



BOOTH 1143

New Organic Salad Dressings

Created with the same dedication to quality and delicious taste, BRIANNAS introduces its new line of organic salad dressings that will please consumers looking for healthy, on-trend, flavorful choices in the salad dressing aisle. Six flavors—Organic Apple Cider Vinaigrette, Rich Poppy Seed, Real French Vinaigrette, Red Wine Vinaigrette, Honey Ginger Vinaigrette, and Mango Vinaigrette—contain no gluten, high fructose corn syrup, or MSG. Real French Vinaigrette is sugar-free. Five are kosher and all are certified organic by the USDA and the California Certified Organic Farmers (CCOF). **BRIANNAS Fine Salad Dressing**; 979.347.6100; jeff@briannas.com; briannas.com; Facebook: @BriannasSaladDressing; Instagram: briannas_salad; Twitter: @BRIANNAS_Salad

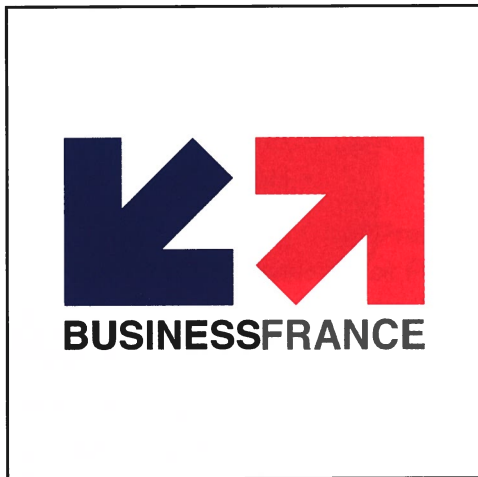


BOOTH 6245

Welcome to the French Pavilion

Business France, the national agency supporting the international development of the French economy, is delighted to be back in San Francisco for the Winter Fancy Food Show. Over the course of the next three days, meet some of France's finest producers, all of whom are contributing to the industry's dynamic growth with their innovative products and valuable know-how. Discover ready-to-eat meals, frozen desserts, macarons, fine biscuits, cheeses, dairy products, and condiments from all the regions of France.

Don't forget to stop at Business France's Welcome Booth 569, where the Business France team will help you make the most of your visit. **Business France**; +00.33.1.40.73.34.01; veronique.bouard@businessfrance.fr; businessfrance.fr; Twitter: @BF_Food; #FrenchPavilion



BOOTH 569

Gelato Fiasco's Eco-Friendly Paper Pints

Check out Gelato Fiasco's new look! The company has replaced its plastic jars with eco-friendly paper pints, saving more than 2 million plastic containers annually. Its distinctive flavors of gelato and sorbetto are smooth, creamy, and packed with chunks and swirls. Be sure to try Maine Wild Blueberry Crisp, Mascarpone Pistachio Caramel (sofi Silver 2017), Big Ole Peanut Butter Pint (sofi Silver 2018), Ripe Mango (sofi Gold 2016), and the new Deep Maine Woods Brownie, inspired by a black forest cake. **Gelato Fiasco/Maine International Trade Center**; 207.607.4002; delicious@gelatofiasco.com; gelatofiasco.com; Facebook: @gelatofiasco; Instagram: gelatofiasco; Twitter: @gelatofiasco



BOOTH 5300

Gerber Finance: Driven by Potential, Purpose and Profit

As a leading expert at financing long-term profitable growth, Gerber Finance Inc. establishes a connection between your growing business and its people-centered vision to build the right financial solution for the long run. Through an assessment of individual credit needs, Gerber Finance creates a tailored financial partnership for companies experiencing accelerated growth or seasonality in their activity. Driven by Potential, Purpose and Profit. **Gerber Finance**; 212.888.3833; info@gerberfinance.com; gerberfinance.com; Facebook: @gerberfinanceinc; Instagram: gerberfinanceinc; LinkedIn: Gerber Finance Inc.



BUSINESS SERVICES ROW

Greatest Tomatoes from Europe

Culinary masterpieces for you to enjoy. Come see and taste why a can of European tomatoes is a culinary treasure in your kitchen. Enjoy cooking sessions every day from 11:30 a.m. - 2:30 p.m. in Booth 1151 in the South Hall. "Greatest Tomatoes from Europe" is not a specific brand, but the slogan of a campaign co-financed by the European Commission promoting preserved tomatoes made 100% in Europe. Discover more at greatesttomatoesfromeurope.com. Proud Gold Level Sponsor of the Front Burner Foodservice Pitch Competition. Enjoy—it's from Europe! **Greatest Tomatoes from Europe/ANICAV**; 310.850.9154; a.freeman@greatesttomatoesfromeurope.com; +39.081.7342020; info@anicav.it; greatesttomatoesfromeurope.com; Facebook: @greatesttomatoesfromeurope; Instagram: greatesttomatoesfromeurope



BOOTH 1151

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Using Nutrition to Fuel Body and Brain

By Arielle Feger

Jonathan Wolfson is the founder and CEO of Ingenuity Brands, a company dedicated to food-based brain nutrition. A serial entrepreneur, Wolfson has a history of building innovative companies and disruptive brands. A father of three, he is passionate about improving the lives of people and the planet.



Wolfson's session will take place on the Big Idea stage today at 11:30 a.m.

How does nutrition affect the way we think and feel?

It's broadly accepted that food is fuel and we need a healthy, balanced diet to have energy to operate at our best. For kids specifically, we're hyper-focused on getting them enough calcium for strong bones and protein for healthy muscle growth. However, we also need to ensure they are consuming the nutrients needed to support healthy brain development. Ensuring we all, especially kids, consume enough of these key nutrients helps lay the foundation for optimal learning and emotional well-being.

Has being a father impacted your view of our food system?

My entire career, I've been dedicated to renewable energy and better-for-you food. Having three kids makes that mission even more personal. In fact, being a father led me down the path of starting Brainiac Kids. It all started when my wife and I needed to switch our third baby to formula. The focus on brain nutrients made us stop and evaluate whether our older kids were getting what they needed. With the help of experts, we realized that while kids' brains are still growing fast after the first 1000 days, most are not

getting enough of the right brain nutrients from their diets. So, with the help of neurologists, pediatricians, and nutritionists, and my co-founder, Mark (also a father of three), we developed the idea of Brainiac Kids to help all kids reach their full potential.

What's the biggest challenge you've faced in the last few years and how did you overcome it?

As an entrepreneur looking to change the way we live and eat, it always takes time for people (partners or consumers) to understand the mission. At the onset of starting Brainiac Kids we had to spend a lot of time explaining the problem we are trying to solve. Once we identified that there are clear recommendations for brain-fueling nutrients, like omega-3s and choline, set by respected entities such as the World Health Organization and the National Academy of Medicine, and that what our kids in the U.S. consume on average is far below those recommended levels, our purpose started to become clear to the partners that ultimately helped us bring Brainiac Kids to market.

Where do you see the food industry heading in the next 10 years?

The food industry is at a critical point where more and more brands will be focused on food as more than just nutrition. Food as fuel to live up to our full potential and fuel as medicine to help us all feel our best will continue to develop over the foreseeable future.

What's the one thing you want people to take away from your session?

My goal is that people will come away with a new understanding that what we eat matters just as much for the brain as the rest of the body. Particularly for school-age children, there is a significant gap in the critical nutrients they are consuming for optimal brain development.

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