



# fancy food show

# OFFICIAL DAILY

MONDAY  
JANUARY 20, 2020



ROUNDUP 8 • SAN FRANCISCO FOOD SCENE 10 • TODAY'S LINEUP 14 • FLOORPLAN 20

## HAPPENING TODAY

9 – 9:45 a.m.

**Be Your Own Trendologist:  
Understanding the Specialty  
Food Trend Landscape**  
Main Stage

10 a.m. – 5 p.m.

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

10:15 – 11:15 a.m.

**Science Saves the Food: Solving  
Waste, Building the Future**  
Main Stage

10:30 – 11:30 a.m.

**The Fate of Food: What We'll Eat  
in a Bigger, Hotter, Smarter World**  
Big Idea Stage, Front of Aisle 1800

11:30 a.m. – 12:30 p.m.

**Big Idea Talks**  
Big Idea Stage, Front of Aisle 1800

1:30 – 2:30 p.m.

**Expanding Your Plant-  
Based Options in Retail**  
Main Stage

2:15 – 3:15 p.m.

**CBD in Foods and Beverages—  
Full Speed Ahead in a  
TBD Legal Climate**  
Big Idea Stage, Front of Aisle 1800

5 – 6:30 p.m.

**Front Burner Foodservice  
Pitch Competition**  
Main Stage

## SFA Members Updated on New Programs

By Julie Gallagher

Specialty Food Association Co-Chairs Trish Pohanka and Becky Renfro Borbolla briefed SFA members on increasing member benefits, listening to the voice of the SFA community, and improving member services, during last night's Member Update Meeting.

See **MEMBER UPDATE** p. 3

## Specialty Drivers Vary in 2020

By Julie Gallagher

Beverages, snacks, and plant-based foods are standouts in the specialty segment which, despite approaching maturity, continues to outpace the growth of conventional, according to research presented yesterday during the SFA's State of the Specialty Food Industry session, 5 Key Drivers in Specialty Food.



"Specialty food and beverage sales account for 16 percent of all food and beverages so the fact that it's approaching 20 percent is a major milestone," said David Browne, senior analyst, Mintel, who produces the research with SFA.

Helping spur sales is the rise in popularity of specialty beverages, which hold 18 percent share of all specialty products and account for \$12 billion in sales. The fastest growers are ready-to-drink tea and coffee (19 percent), water (15 percent), and refrigerated juices and functional beverages (7 percent).

"Rising trends include functional drinks that boost energy, mental focus, relaxation, and microbiome health," said Browne.

Boding well for specialty is the fact that consumers are making snacking part of their daily routine with everyday snacking appealing to close to half of specialty food consumers. High-protein and

See **DRIVERS** p. 3

## Experts Provide Updates on Regulatory Challenges

By Arielle Feger

"It's been an extremely busy year for regulatory updates in the specialty food world," observed Ron Tanner, vice president of education, government, and industry relations, during yesterday's session, Policy Spotlight: Key Issues for Your Specialty Food Business. The panel session, moderated by Tanner, included Tom Gellert, president of Atalanta Corporation; Bob Bauer, president of the Association of Food Industries; Jeni Lamb Rogers, JD, MS, partner at PSL Law Group LLC, and Sophia Castillo, JD, partner at Downey Brand LLP. Members of the panel addressed the following:

### Retaliatory Tariffs

Last year, France passed a measure to tax companies like Amazon and Google that aren't headquartered in the country but make money on its citizens. Viewing this as an attack on U.S. companies, the U.S. threatened to retaliate with 100 percent tariffs on French cheese, wine, cookware, handbags, and other consumer goods. "This would be devastating to French suppliers," said Gellert. The U.S. is also keeping close watch on Turkey and Italy, which have passed similar laws.

See **POLICY UPDATE** p. 4

## Regional Cuisine, Tea, Noodles Among Day 1 Trends

By Denise Purcell

Early picks from the SFA Winter Show Trendspotter panel point to new regional cuisines emerging in the mainstream, and global flavors and recipes driving categories like teas and instant noodles.

The SFA Trendspotter panel, made up of buyers, chefs, and industry watchers, are reporting daily from the show. Here are some examples from Day 1 and more can be found throughout the exhibit halls.

### Emerging Regions in Global Cuisines: Southwestern Asia and the Caribbean

Regional cuisines around the world continue to gain mainstream interest, with foods from southwestern Asia and the Caribbean in the spotlight at the Winter Show. Two companies in Incubator Village are offering traditional Persian recipes. Niloofar makes Persian Trail Mix, or ajil, and roasted Persian-style almonds, and Oyna Natural Foods offers kuku, a Persian-style frittata. Tortuga Rum Cake Company showcases a new rum cake made with mamajuana, a native beverage from the Dominican Republic that contains rum, wine, honey, herbs, and tree bark.

See **TRENDS** p. 4



### 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](mailto:info@belgioioso.com); [belgioioso.com](http://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](mailto:jeff@Briannas.com); [briannas.com](http://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.



**BOOTH 569**

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](mailto:veronique.bouard@businessfrance.fr); [businessfrance.fr](http://businessfrance.fr); Twitter: @BF\_Food; #FrenchPavilion

### 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](mailto:delicious@gelatofiasco.com); [gelatofiasco.com](http://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](mailto:info@gerberfinance.com); [gerberfinance.com](http://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](http://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](mailto:a.freeman@greatesttomatoesfromeurope.com); +39.081.7342020; [info@anicav.it](mailto:info@anicav.it); [greatesttomatoesfromeurope.com](http://greatesttomatoesfromeurope.com); Facebook: @greatesttomatoesfromeurope; Instagram: greatesttomatoesfromeurope



**BOOTH 1151**

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## Natural Food's Journey to the Mainstream

By Arielle Feger

Erin Ransom is a brand growth and product innovation strategist. At Tofurky, a plant-based protein company, she is responsible for global and multi-channel leadership aimed at high-valued CPG impact.

She will speak on a panel titled Expanding Your Plant-Based Options in Retail, taking place on the Main Stage today at 1:30 p.m.

### Can you explain Tofurky's recent win against the state of Arkansas, which had ruled that plant-based companies weren't allowed to use certain words to describe their product?

Tofurky won an injunction to prevent a law from being upheld in the state of Arkansas that wouldn't allow for the use of terms like "burger" or "sausage" on package labels. We must still prevail in a trial that prevents this law from being enforceable. While it's possible that additional state-level laws may be proposed, I believe that we're setting the precedent for what constitutes fair evaluation practices in an important state like Arkansas. Should we prevail there, we believe this will indicate how plant-based product labelling will be governed at the federal level.

### What does the future hold for Tofurky?

We see Tofurky as an engine for global change, to impact something much larger than the food ecosystem. We see our brand as a way to put social purpose on display; encouraging the business community around us to "do good." In the near term, we're investing in everything from language



immersion programs for our staff, to more sophisticated production equipment to increasing our capacity. Our corporate effort will be represented in product innovation, where you'll see some really exciting new items from Tofurky in 2020.

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

Product shortages. We've been challenged to meet demand for the skyrocketing growth in our space. We can really peel the remedy back to two simple ingredients: communication and money. We took our first outside investment in 40 years in

2019 to purchase new equipment and expand our facilities rapidly. Before we invested the money, we spent days at a strategic offsite identifying our opportunities and constraints amongst the executive team to ensure the application of funds would solve our largest challenges in concert.

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

I see natural products becoming the expectation of the mainstream consumer, pushing our supply chain partners to grow and transport food in large-scale ways that are healthier for our planet. I also see that this new natural product norm will be customized for the consumer. They may not only shop for their groceries online, they may also be offered the ability to purchase food in unique assortments that meet their seasonal or life-stage profile needs so that that their nutrition is optimized.

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

I'd like people to know that getting good food into the hands of the right consumer is a multi-faceted strategy that requires curiosity, tenacity, money, and vision from great partners all the way from supply chain to merchandising.

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