

Largest Winter Fancy Food Show Ever Opens Registration



NEW YORK, NY (December 6, 2016) -- The Winter Fancy Food Show in San Francisco is shaping up to be the largest in its 42-year history, with more of the latest specialty foods and beverages to discover than ever before. The show takes place Jan. 22-24, 2017 at Moscone Center.

218,000 square feet – almost 4 football fields - of exhibit halls will overflow with thousands of new products from across the country - California to Texas to Maine - as well as from 30 countries. California will boast the biggest show presence with over 330 companies represented.

Registration is now open at fancyfoodshows.com.

As the largest marketplace devoted exclusively to specialty foods and beverages on the West Coast, the show is the place to be for buyers from top names in retailing and restaurants. Attendees spot trends, find new foods, and make new connections.

“Specialty food sales are exploding right now,” says Phil Kafarakis, president of the Specialty Food Association, which owns and produces the Winter Fancy Food Show. “We’re seeing millennials and men emerging as key consumer groups, foodservice sales are experiencing impressive increases, while online shopping and retail serve as key consumer sales channels. People are very interested in high quality, great tasting food and specialty foods offer both.”

Show highlights include a full range of [educational programming](#) focused on smart growth and innovation targeted to all levels of the specialty food industry from newcomers to established manufacturers.

Other show highlights include:

- Specialty Food Association's 5th annual Leadership Awards Ceremony
Sunday, January 22, 2017, 5:00 – 6:30 pm
- What's New, What's Hot showcase with hundreds of on-trend products
- "New Brands on the Shelf" area featuring up-and-coming producers who are Specialty Food Association Member Candidates.
- Incubator Alley where new specialty food stars will display their products at the earliest stage.
- Major food donation at show's end to Feed the Hungry.

Press Registration

The Fancy Food Show is a trade-only event. The Specialty Food Association provides complimentary press badges to qualified media. [Learn more and register](#).

About the Specialty Food Association

The Specialty Food Association is a thriving community of food artisans, importers and entrepreneurs. Established in 1952 in New York, the not-for-profit trade association provides its 3,400 members in the U.S. and abroad with resources, knowledge and connections to champion and nurture their companies in an always-evolving marketplace. The Association owns and produces the Winter and Summer [Fancy Food Shows](#), and presents the [sofi™ Awards](#) honoring excellence in specialty food. Learn more at specialtyfood.com.