



2018 Summer Fancy Food Show Fact Sheet

The Specialty Food Association is the engine behind the Summer Fancy Food Show. The Show, established in 1954, is now the largest marketplace devoted exclusively to specialty foods and beverages in North America. The Specialty Food Association, a not-for-profit trade association for food artisans, importers and entrepreneurs, owns and produces the show. Today the Association has 3,500+ member companies worldwide. The Fancy Food Show has helped launch such brands as Popchips, Honest Tea, Ben & Jerry's, Stonewall Kitchen, Walker's Shortbread, Tate's Bake Shop, ZICO Coconut Water and Vermont Creamery.

Dates: June 30 – July 2, 2018

Location: Javits Center, New York

Total Square Footage: 365,000

Number of Exhibiting Companies: 2,400+

Number of Attendees Expected: 34,000

Partner Country: Greece

Exhibitors from Across the U.S.

From New York to Hawaii to Louisiana to Maine, more than 1,300 U.S. specialty food companies will present the latest chocolate, cheese, olive oil, baked goods, jams, salsas, tea and other products. New York boasts the largest state presence with 249 food companies, followed by California, New Jersey, Florida, Pennsylvania and Massachusetts.

U.S. Pavilions

- Massachusetts
- Minnesota
- New York
- North Carolina
- Pennsylvania
- SUSTA- Southern United States Trade Association
- Vermont
- Virginia

Greece in the Spotlight: 2018 Partner Country

The Greek Pavilion will include exhibitors representing the olive oil and olive industries, and others showcasing a range of dairy, honey, marmalades, nuts, and grains at their booths.

Exhibitors from Around the World

The best in specialty food from over 1,100 exhibitors from 54 countries will be on display.

Countries include:

- Argentina
- Armenia
- Australia
- Austria
- Azerbaijan
- Bangladesh

- Belgium
- Bulgaria
- Canada
- China
- Columbia
- Costa Rica
- Cyprus
- Denmark
- Egypt
- Finland
- France
- Germany
- Greece
- Hong Kong
- Hungary
- India
- Israel
- Italy
- Jordan
- Latvia
- Lebanon
- Lithuania
- Luxembourg
- Malaysia
- Mexico
- Monaco
- Morocco
- Netherlands
- Peru
- Poland
- Portugal
- Serbia
- Singapore
- Slovakia
- South Africa
- South Korea
- Spain
- Sri Lanka
- Sweden
- Switzerland
- Taiwan
- Thailand
- Tunisia
- Turkey
- United Kingdom
- United States
- Venezuela
- Vietnam

Who's Attending the Show

Registered attendees represent top names in specialty retailing, restaurants and foodservice including Whole Foods, Kroger, Formaggio Kitchen, Starbucks, Trader Joe's, UNFI, KeHE and Southern Season. Others signed up include Dean & DeLuca, Barnes & Noble College, Zingerman's, Marriott, and thousands of buyers from local specialty food markets.

Special Exhibits and Events

Industry Newcomers

The "New Brands on the Shelf" pavilion will feature 35 up-and-coming specialty food producers who are Specialty Food Association Member Candidates. They will showcase dozens of niche and artisanal specialties. **4700 Aisle (Level 1)**

sofi™ Awards Showcases for Outstanding Specialty Foods of 2018

Established in 1972, the sofi Awards advance culinary excellence and creativity worldwide by recognizing the outstanding work of SFA member companies. "sofi" stands for specialty outstanding food innovation." The 2018 sofi Awards, which had 2,600 entries across 39 categories, produced 139 Winners in the Gold, Silver, Bronze, and New Product categories. **North Concourse (Pod 1 – Level 2)**

sofi™ Awards Product of the Year

For only the second time in the 46-year history of the sofi Awards, a Product of the Year award will be given. This will be announced at the show on **Saturday, June 30 at 3pm, River Pavillion**

Incubator Village

The new Incubator Village features 11 incubators from around the U.S. showcasing 80 companies they have helped launch or grow. **River Pavillion**

What's New, What's Hot! Showcases

Showcases featuring hundreds of specialty foods representing the hottest trends in new products, natural and organics. Provides a snapshot of companies on the exhibit floor. **Crystal Palace**

Front Burner: Foodservice Pitch Competition

Three exhibitors will pitch their foodservice-ready products to a panel of specialty food buyers in this live competition taking place in front of an audience of show attendees, hosted by celebrity chef Robert Irvine. All contestants will get exposure and feedback on their products and the winner will receive a promotional package from the Specialty Food Association including editorial coverage, advertising, and a pro press release. **Monday, July 2, 9:00 am – 9:45 am, River Pavilion, Main Stage**

Hall of Fame and Lifetime Achievement Awards Ceremony

The Specialty Food Association honors the past and inspires the future through the Hall of Fame and Lifetime Achievement Awards Ceremony. The Hall of Fame has [11 new inductees](#). Two SFA members are also being honored for their career achievements in specialty food. They are Seymour Binstein and Paul Prudhomme. **Sunday, June 25, 5:30pm – 6:30 pm, River Pavillion**

Business Builders 1-to-1

Customized match-making program where exhibitors present their products in pre-arranged meetings with top buyers for retailers, distributors and foodservice. Hundreds of one-on-one appointments are set to take place in sessions facilitated by the Specialty Food Association.

Giving Back

At the end of the show, exhibitors will continue their long tradition of giving back by donating thousands of pounds of meat, cheese, produce, confections and snacks to the Specialty Food Foundation, which will in turn donate the products to [City Harvest](#), the Summer Fancy Food Show's longtime charity of choice. Last year exhibitors donated more than 8.5 tractor trailers full of specialty food to help feed hungry New Yorkers.

Specialty Food Industry Fast Facts (2017 figures):

- Total U.S. Specialty Food Sales: \$140.3 billion, up 11 percent since 2015.

Largest Specialty Food Categories:

- Cheese and Plant-Based Cheese
- Frozen & Refrigerated Meat, Poultry & Seafood
- Chips, Pretzels & Snacks

Fastest Growing Categories in Retail Between 2015 and 2017:

- Frozen Desserts
- Refrigerated Entrees
- Yogurt & Kefir

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 3,500 members in the U.S. and abroad the tools, knowledge and connections to champion and nurture their companies in an always-evolving marketplace. The owns and produces the Winter and Summer Fancy Food Show, and presents the [sofi Awards](#) honoring excellence in specialty food. Learn more at specialtyfood.com.

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