



summer
fancy food show

POST SHOW REPORT

JUNE 25-27, 2023 • NEW YORK CITY



THE FANCY FOOD SHOWS ARE OWNED AND PRODUCED BY THE SPECIALTY FOOD ASSOCIATION

Fancy Food Shows: Where the Industry Meets

The Fancy Food Shows are the largest specialty food industry events in North America for product discovery, trendspotting, and networking. The Shows were created to help facilitate the growth of the specialty food industry, and they are the premiere destination for those who want to see, taste, and experience the incredible breadth of specialty products available from global makers.

Thousands of industry professionals attend the Fancy Food Shows each year to:

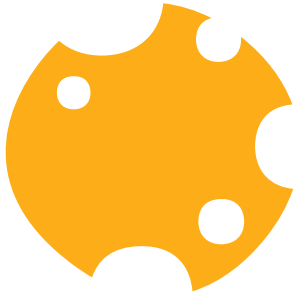
- Get qualified leads to grow their business.
- Build deeper relationships with current and prospective customers.
- Increase exposure and awareness for their products and services.
- Stay up to date on industry trends.
- Build business intelligence to stay competitive in the marketplace.

The Fancy Food Shows are owned and operated by the not-for-profit Specialty Food Association (SFA), the leading membership trade association and source of information about the \$194 billion specialty food industry.



SPECIALTY FOOD INDUSTRY AT A GLANCE

SALES GROWTH OF
SPECIALTY FOOD
VS. ALL RETAIL FOOD

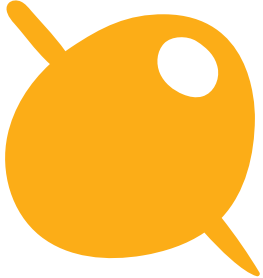


SIZE OF THE U.S.
SPECIALTY FOOD MARKET

\$194 billion

RETAIL CHANNELS
(including online)

\$159 billion



FOODSERVICE CHANNELS

\$33.6 billion



summer fancy food show

THE NUMBERS SAY IT ALL



YEAR: **67TH**
WEBSITE:
FANCYFOODSHOWS.COM



VENUE:
JAVITS CENTER,
NEW YORK CITY



EXHIBIT SPACE:
303,930 SQ FT



SHOW ORGANIZER:
SPECIALTY FOOD ASSOCIATION



744 VERIFIED PRESS
AND INFLUENCER ATTENDEES



30,000+
VERIFIED SPECIALTY FOOD
AND BEVERAGE INDUSTRY
PROFESSIONALS



EXHIBITING COMPANIES:
2,174 TOTAL EXHIBITORS
• **1,027** SFA MEMBER
DOMESTIC EXHIBITORS
• **1,147** INTERNATIONAL PAVILION
AND INDEPENDENT EXHIBITORS



COUNTRIES PARTICIPATING:
62



27 EDUCATION SESSIONS



NEXT SUMMER EVENT:
JUNE 23-25, 2024
JAVITS CENTER, NEW YORK CITY



NEXT WINTER EVENT:
JANUARY 21-23, 2024
LAS VEGAS CONVENTION CENTER



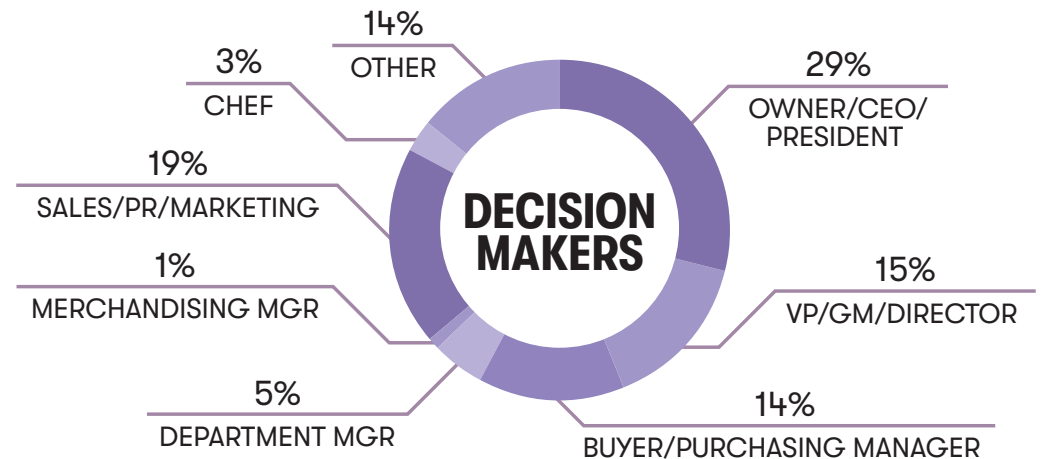
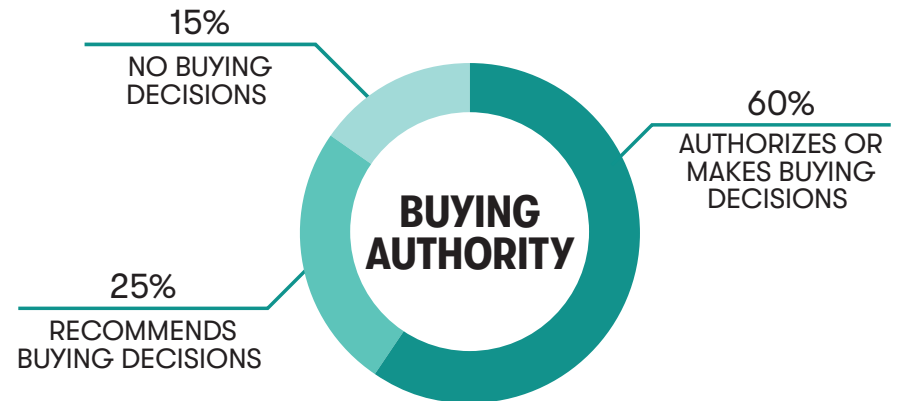
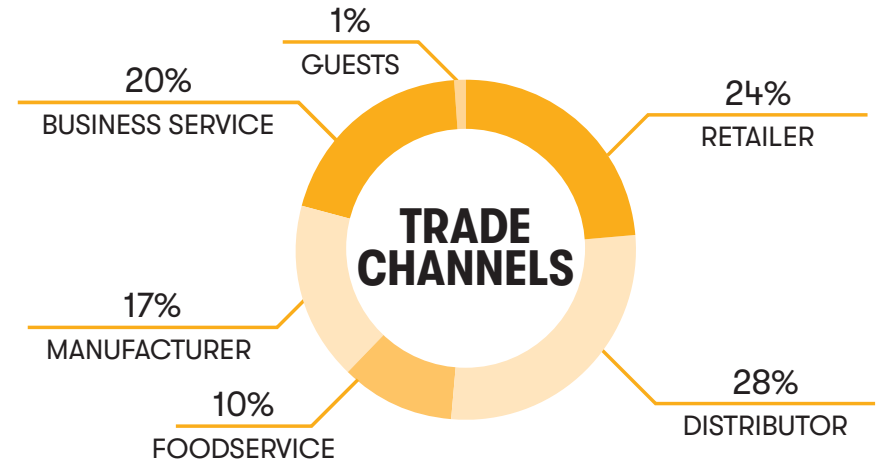
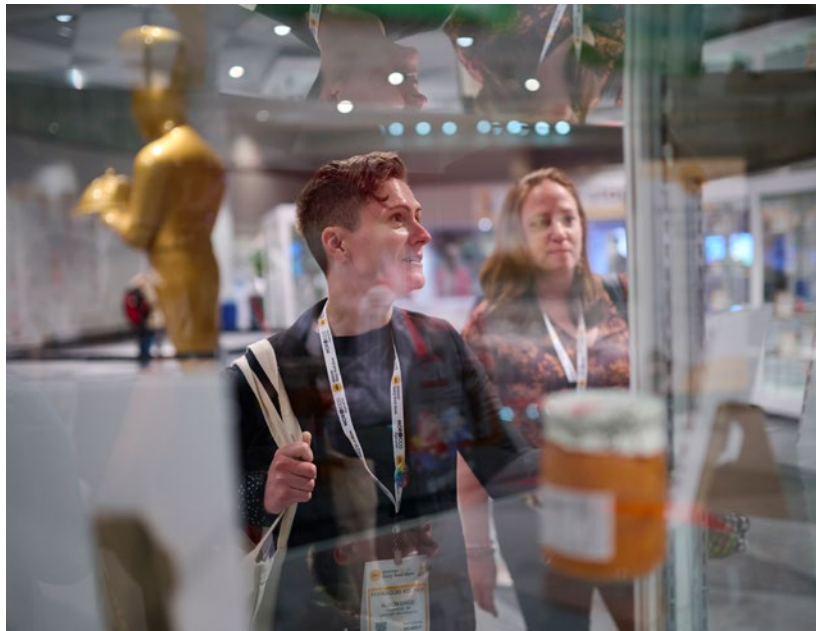
WHO ATTENDED THE 67TH SUMMER FANCY FOOD SHOW?

The Fancy Food Shows are must-attend events for specialty food and beverage industry decision makers. The Shows offer attendees the trend information they need and the high-quality, artisan products to match. More than 30,000 people from around the world registered for the 2023 Summer Fancy Food Show, including:

- Makers and manufacturers
- Retailers, buyers & distributors
- Editors, reporters, and influencers
- Investors
- Resource & solution providers

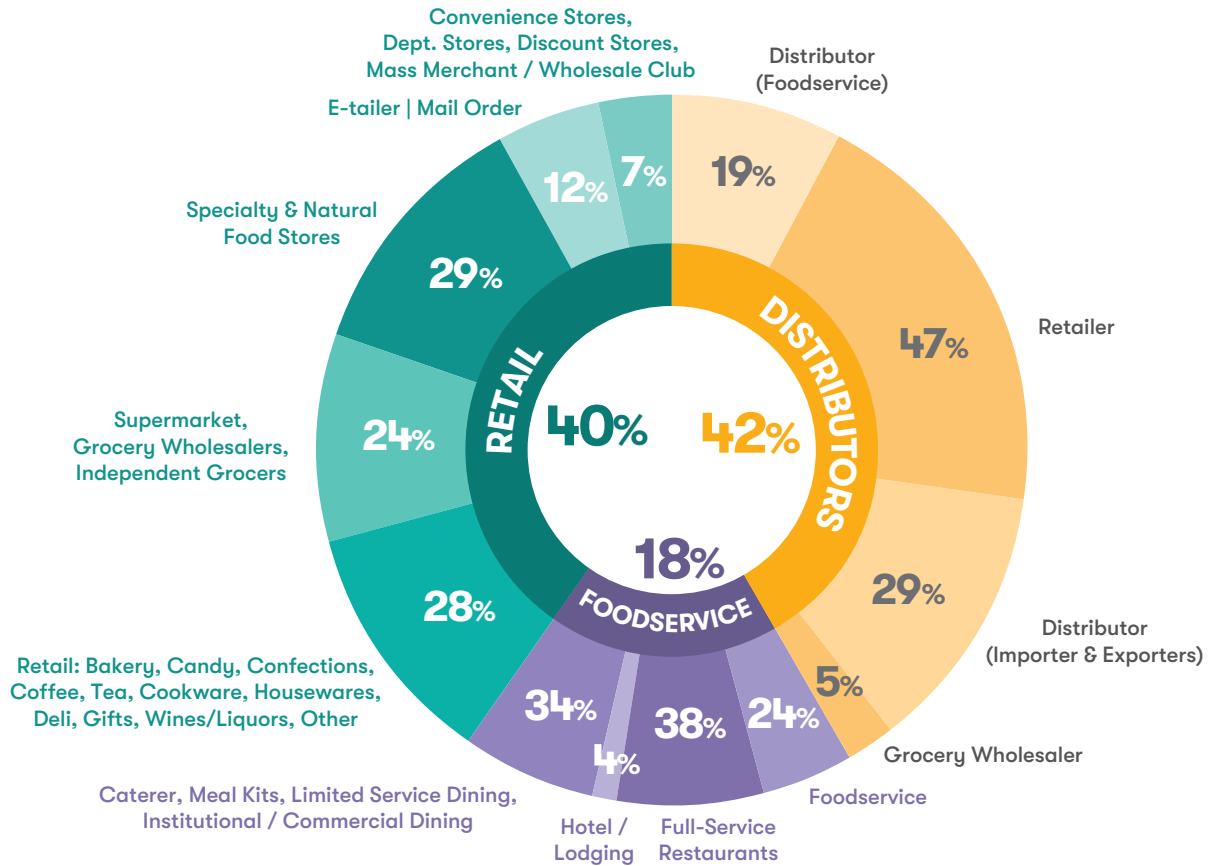
SFA employs a strict qualification process to ensure that everyone at the Fancy Food Shows is a potential business connection.

With interest in specialty foods and beverages still strong across all trade channels, this year's Show delivered year-over-year increases in all key qualified buyer categories, including +21 percent in retailers, +20 percent in foodservice and +12 percent in distributors.



BUYERS FOR EVERY BRAND

Buyers from every channel of trade rely on the Fancy Food Shows to source high-quality, artisan products from the world's best specialty food and beverage makers. More than 9,300 verified buyers attended the 2023 Summer Fancy Food Show, including nearly 1,700 Key Buyers. Exhibiting is a cost-effective way to connect with buyers and generate quality leads.



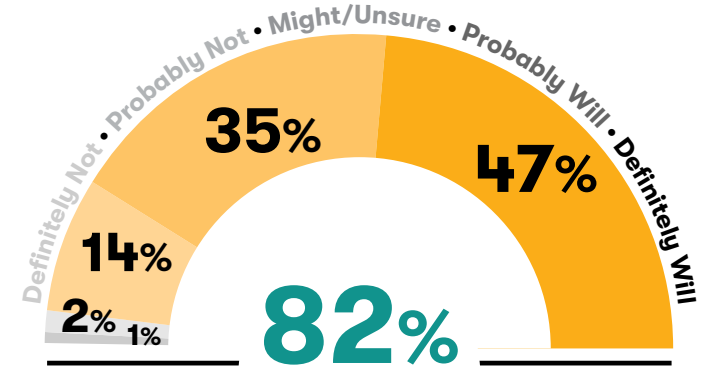
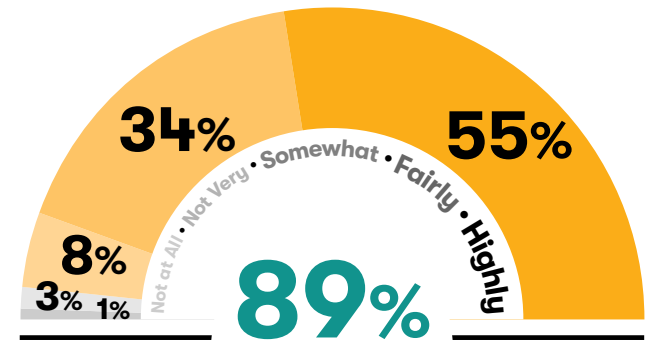
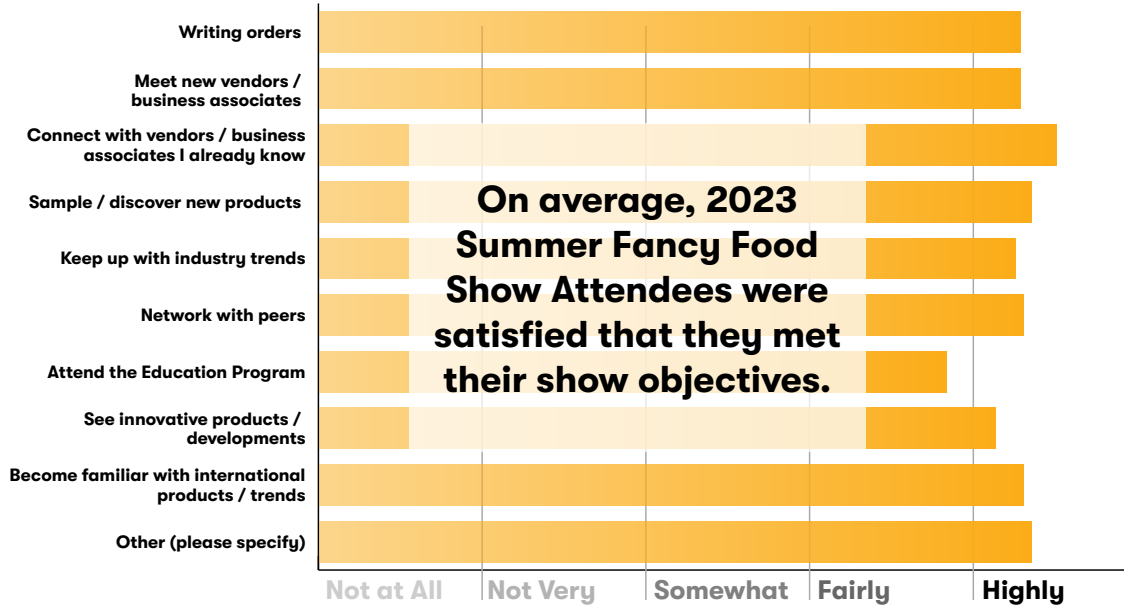
TOP BUYING COMPANIES

AMAZON	DI BRUNO BROTHERS	MILK BAR	STEW LEONARD'S
ATALANTA	DOT FOODS	MISFITS MARKET	STRAUB'S MARKETS
BALDOR SPECIALTY FOODS	DPI	MURRAY'S CHEESE	SYSCO
BARNES & NOBLE	EATALY	PLANTBELLY	TARGET
BIG LOTS	THE GIANT COMPANY	QVC	TOTAL WINE
BLUE APRON	GIANT EAGLE	ROCHE BROS SUPERMARKET	UNFI
BOAR'S HEAD	HARMONS	ROSS STORES	WAKEFERN
BOXED	H-E-B	SAKS OFF 5TH	WALMART
BURLINGTON	HELLO FRESH	SCHALLER & WEBER	WEGMANS
CHEF'S WAREHOUSE	IT'SUGAR	SICKLES MARKETS	WHOLE FOODS
CIPRIANI	JEAN-GEORGES	SOURCE ATLANTIQUE	ZABAR'S
COSTCO	KEHE	SPROUTS FARMERS MARKET	ZINGERMAN'S
DELTA AIRLINES	KROGER	STARBUCKS	
	LOBLAW		

ATTENDEE SENTIMENT

The Fancy Food Shows are considered top destinations for networking, trendspotting and product discovery. Attendees appreciate the wide variety of products available at the Summer Fancy Food Shows and report that it's a show they will return to in the future.

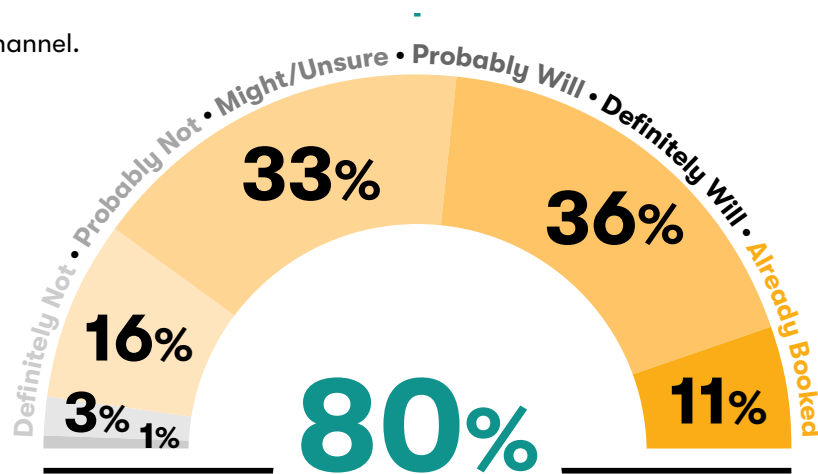
GOAL SATISFACTION



TOP REASONS TO EXHIBIT

Thousands of companies from start-ups to legacy brands rely on the Summer Fancy Food Show to drive sales and make new business connections. Specialty food makers and manufacturers recognize that exhibiting is the best way to:

- Meet top buyers from every trade channel.
- Increase brand awareness.
- Network with industry leaders, influencers, and decision-makers.
- Connect with potential investors.
- Stay ahead of the latest trends.



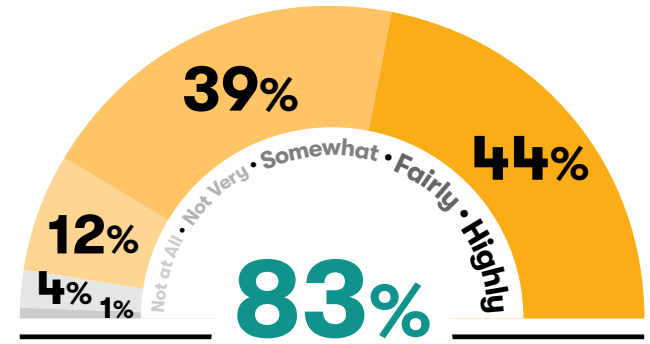
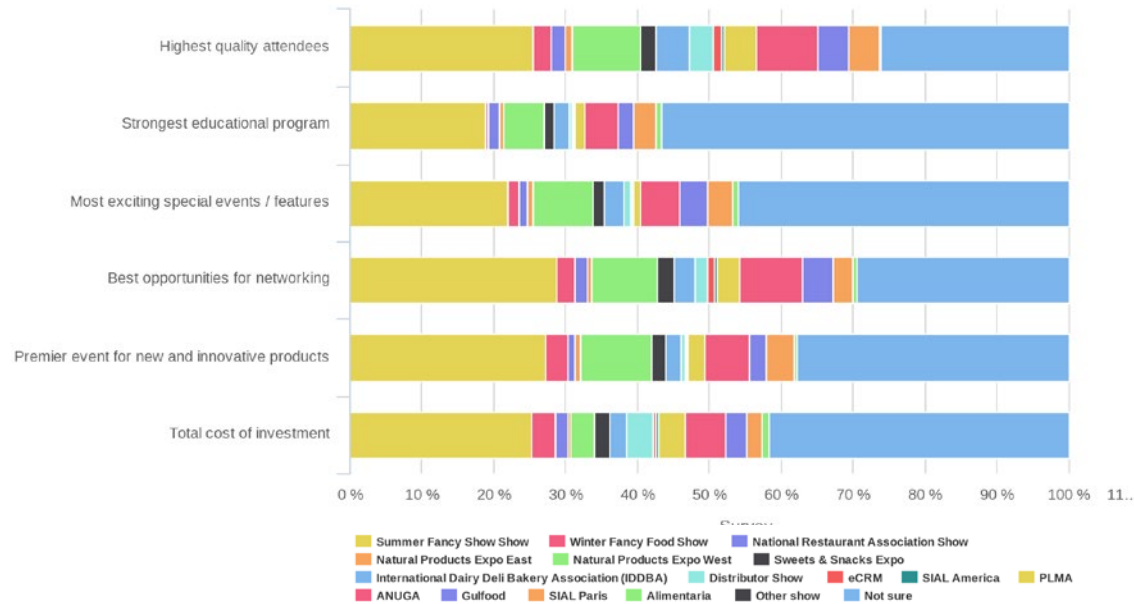
80% of Exhibitors surveyed said they would exhibit at the 2024 Summer Fancy Food Show



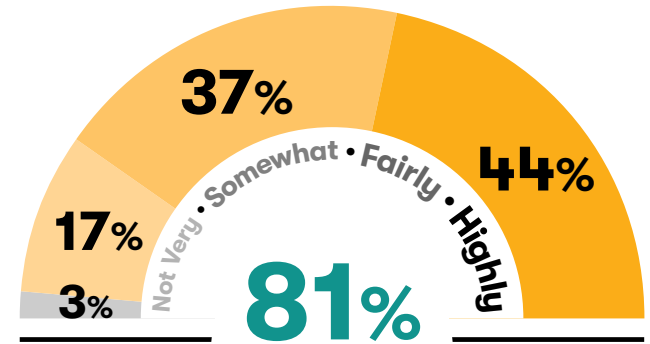
EXHIBITOR SENTIMENT

Specialty food industry professionals depend on the Fancy Food Shows for networking and dealmaking that drives growth. Exhibitors report a high level of satisfaction with the Show and consider investment in the Show an important part of their business strategy.

Overall, according to Exhibitors, the Summer Fancy Food Show ranks highest amongst competitors.



of Exhibitors were satisfied with the 2023 Summer Fancy Food Show



of Exhibitors surveyed felt that the 2023 Summer Fancy Food Show was important for their business

“The Summer Fancy Food Show surpassed all expectations, delivering unprecedented success. In the 10+ years that we have exhibited, never have we witnessed such a remarkable influx of qualified leads. While our trend-setting premium products have garnered attention, credit also must be given to the diligent efforts of the SFA in attracting the right buyers to this remarkable event!”

—Adam Kobren, President of BobbySue’s Nuts

“The 2023 Summer Fancy Food Show felt extremely energized and focused on growth, innovation, and connection. Few industry opportunities present themselves to us that allow us to share our story, products, mission, and values with such a large percentage of the specialty food trade (on both the retail and manufacturing side). The event continues to be a cornerstone of our trade and corporate marketing plan, and we look forward to 2024!”

—Brandon Gross, VP Marketing, FOODMatch & Divina

“By the SFA vetting a range of buyers across a wide array of channels, the Fancy Food Shows never feel like a circus. Beyond the impact of the all-important sales and publicity for our small business, the connections and selfless exchange of strategies, referrals and insights also makes a difference to our bottom line. I will be exhibiting again.”

—Julie Busha, Founder, Slawsa

FIND IT ALL AT THE FANCY FOOD SHOWS

Attending the Fancy Food Shows is the best way to capitalize on consumer interest in the specialty food market. The Summer Fancy Food Show offers the largest selection of specialty food and beverage products of any show in North America. Buyers can shop the entire store—from center aisle, to dairy, to meat and seafood, to deli, to bakery—all in one location.

In addition, the Fancy Food Shows make it easy to source, sample, and compare products via category-specific pavilions and areas dedicated to international makers, state/regional makers, and diversity certified exhibitors.



PRODUCT CATEGORIES

- ALCOHOLIC BEVERAGES & COCKTAIL MIXES
- APPETIZERS & SNACKS
- BABY, TODDLER & CHILDREN'S FOOD
- BAKED GOODS—BAKERY DESSERTS
- BAKING MIXES / PASTRY DOUGHS, FLOURS & GRAIN, BAKING INCLUSIONS, DECORATIONS & TOPPINGS, FATS & FUNCTIONAL INGREDIENTS
- BEANS, GRAINS, RICE & MIXES
- BREADS
- BREAKFAST FOODS
- CEREALS & GRANOLA
- CHEESE
- CHIPS, PRETZELS, RICE CAKES & SALTY SNACKS
- CHOCOLATE
- COFFEE & HOT COCOA (NOT RTD)
- CONDIMENTS, DRESSINGS, MARINADES
- CONFECTIONERY
- COOKIES & SNACK BARS
- CRACKERS & CRISPBREADS
- CREAMERS
- DESSERT TOPPINGS
- ENTREES, LUNCH, DINNER
- FROZEN DESSERTS
- FRUIT SPREADS, JAMS & JELLIES
- FRUITS & VEGETABLES
- FUNCTIONAL BEVERAGES
- JERKY & MEAT SNACKS
- JUICES & BEVERAGES
- MEAT, POULTRY, SEAFOOD
- NUT, SEED & CONFECTIONERY BUTTERS
- NUT, SEED, TRAIL MIXES, DRIED FRUIT
- OILS & VINEGARS
- OTHER DAIRY
- PASTA & NOODLES
- PICKLES & OLIVES
- PLANT-BASED OTHER DAIRY
- PLANT-BASED MILK
- PLANT-BASED PROTEIN
- SALSA & DIPS
- SAUCES
- SEASONINGS & SPICES
- SODA & CARBONATED BEVERAGES
- SOUP
- SWEETENERS
- TEA & COFFEE (RTD)
- TEA (NON RTD)
- WATERS
- WELLNESS BARS & GELS
- YOGURT & KEFIR

A COMMITMENT TO INCLUSIVITY

The SFA is committed to being an inclusive organization that champions diversity and equity. The Diversity Pavilion, introduced in 2023, highlights a new group of diversity-certified makers at every Show. Within the Diversity Pavilion is (included) CPG, a collection of specialty food brands from BIPOC (Black, Indigenous, and People of Color)-led and -founded companies.

To assist buyers in finding diverse makers throughout the Fancy Food Show, qualifying companies are designated as DEI exhibitors on the Fancy Food Show app and website.

DIVERSITY CATEGORIES

DIVERSITY, EQUITY, AND INCLUSION (DEI)

- DISABLED PERSON(S)
- LGBTQ IDENTIFIED PERSON(S)
- MINORITY/MINORITIES
- DISABLED VETERAN(S)
- VETERAN(S)
- WOMAN/WOMEN

MINORITY-OWNED (DEIMO)

- ASIAN
- BLACK OR AFRICAN AMERICAN
- HISPANIC OR LATINO
- NATIVE AMERICAN OR ALASKAN NATIVE
- NATIVE HAWAIIAN OR PACIFIC ISLANDER

BUSINESS CERTIFICATIONS (DEIBC)

- DISADVANTAGED BUSINESS ENTERPRISE
- HISTORICALLY UNDERUTILIZED BUSINESS ZONE
- NATIONAL GAY & LESBIAN CHAMBER OF COMMERCE
- NATIONAL MINORITY SUPPLIER DEVELOPMENT COUNCIL
- SMALL BUSINESS ADMINISTRATION
- WOMEN'S BUSINESS ENTERPRISE NATIONAL COUNCIL



SUSTAINABILITY AT THE SHOW

As a not-for-profit and the leading trade association for the specialty food industry, SFA is committed to leading by example when it comes to sustainability. We are committed to identifying, understanding, and mitigating the environmental impacts of our Shows, prioritizing social sustainability and inclusion in our programs, and supporting host communities.

Connecting with Our Community

City Harvest food charity helped the SFA meet its sustainable goals: reducing food waste and delivering positive impact. At the close of the Specialty Food Association Summer Fancy Food Show at Javits Center, City Harvest volunteers rescued 94,600 pounds of food—enough to feed more than 31,530 New York families in need!

For the 2023 Summer Fancy Food Show, SFA partnered with Upcycled Food Association to present the first-ever Upcycled Food Pavillion. Show attendees had the opportunity to hear inspiring stories and sample products from seven companies that are utilizing upcycled ingredients.



PAVILION POP UPS

Pavilion Pop Ups were introduced at the 67th Summer Fancy Food Show to facilitate networking and sampling and to give exhibitors an added opportunity to promote their brands. Pop Ups included **Sips Bay** in the Beverage Pavilion, **Lower Cheese Side** in the Deli Pavilion, and **The Plant-Packing District** in the Plant-Based Pavilion. Each Pop Up offered daily sessions on trending topics in the category, sampling, and networking.



INTERNATIONAL PAVILIONS

Food is a universal language, and the International Pavilions bring together specialty food manufacturers from every corner of the globe who are seeking access to the U.S. market. Only the Fancy Food Show offers access to thousands of influential U.S.-based buyers, retailers, and distributors from every channel of trade, which is why pavilion organizers and exhibitors return year after year.



31 INTERNATIONAL PAVILION ORGANIZERS



1,147 INTERNATIONAL AREA EXHIBITORS



62 PARTICIPATING COUNTRIES*



2023 SUMMER FANCY FOOD SHOW
OFFICIAL SPONSOR

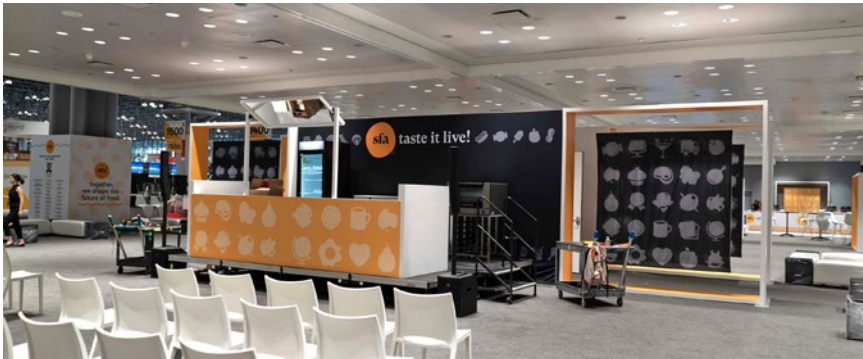
COUNTRIES

*INTERNATIONAL MEMBER & NON-MEMBER EXHIBITORS

ANGOLA	GREECE	PERU
ARGENTINA	HONG KONG	POLAND
AUSTRALIA	ICELAND	PORTUGAL
AUSTRIA	INDIA	SAUDI ARABIA
BELGIUM	INDONESIA	SENEGAL
BRAZIL	ISRAEL	SINGAPORE
BULGARIA	ITALY	SOUTH AFRICA
CANADA	JAMAICA	SPAIN
CHILE	JAPAN	SRI LANKA
CHINA	JORDAN	SWITZERLAND
COSTA RICA	THE REPUBLIC OF KOREA	TAIWAN
CYPRUS	LEBANON	THAILAND
DOMINICAN REPUBLIC	LITHUANIA	TRINIDAD AND TOBAGO
ECUADOR	MADAGASCAR	TUNISIA
EGYPT	MALAYSIA	TURKEY
FIJI	MEXICO	UKRAINE
FINLAND	MONACO	UNITED KINGDOM
FRANCE	MOROCCO	URUGUAY
FRENCH POLYNESIA	NETHERLANDS	VIETNAM
GEORGIA	NEW ZEALAND	
GERMANY	PAKISTAN	

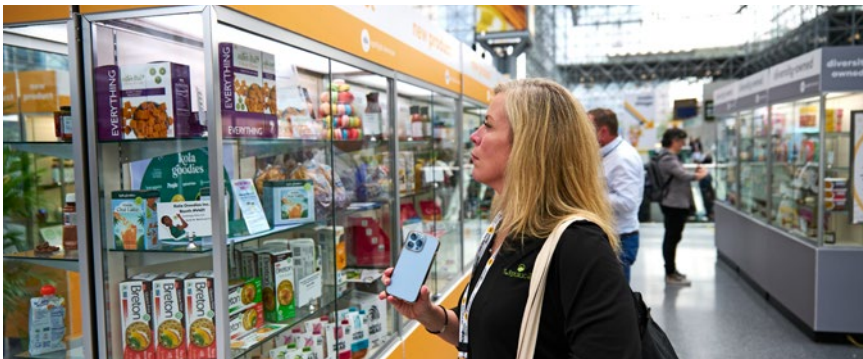
FEATURED AREAS OFFER MORE BRAND EXPOSURE

Exhibiting at the Fancy Food Shows drives business. Engage with thousands of specialty food brands through live product demos, new launches, and founder-led booths. In addition to booth space, the Fancy Food Shows offer opportunities for products to be displayed in featured areas that increase brand exposure and drive more buyers to a company's booth.



Taste It Live!

Taste It Live! is where attendees see, taste and learn about specialty food products from around the globe directly from exhibitors.



Spotlight Showcases

Spotlight Showcases are a high-traffic destination where attendees can browse New, Diversity-Owned, Seasonal, and Trendspotter-curated products.



NEW NOW NEXT

NEW NOW NEXT gives attendees a sneak peek at new and innovative products from startups and incubators.



Key Buyer Lounge

The Key Buyer Lounge on the Show floor is where top buyers can go to rest, relax, and recharge. Sponsoring the lounge or its daily refreshment service is a great way to get front-and-center with leading buyers.

FANCY FOOD SHOWS GENERATE BUZZ

Food-related content is in demand across all media platforms, which makes the Fancy Food Shows a top destination for media and influencers. More than 600 media members and influencers attended the 67th Summer Fancy Food Show, providing exhibitors with innumerable opportunities for earned media exposure. The SFA follows a strict vetting process to ensure only those who actively cover the specialty food industry have access to the Show. The SFA also provides free resources for exhibitors to promote their participation in the Show, including public relations support, an exhibitor marketing toolkit, and opportunities for promotion via SFA social channels.



MEDIA COVERAGE:

1,131 STORIES GENERATED

MEDIA IMPRESSIONS

1.4 B TOTAL

MEMBERS WHO USED PR BENEFITS:

PR/SOCIAL MEDIA BOOTCAMP WEBINAR:

195 TOTAL VIEWS **14** TOTAL DOWNLOADS

122 PRODUCT+COMPANY QUESTIONNAIRES

55 FIVE-MINUTE MEETINGS

152 MEMBER UPLOADS
TO VIRTUAL PRESS OFFICE (VPO)

MEDIA ATTENDEE HIGHLIGHTS

ALLRECIPES
AMERICA'S TEST KITCHEN
AXIOS
BLOOMBERG
BON APPÉTIT
BEVNET
CBS NEWS
CONSUMER REPORTS
CULTURE
DELI MARKET NEWS
EPICURIOUS
FOOD BUSINESS NEWS
FOOD NETWORK MAGAZINE
FOOD NAVIGATOR
FOOD & WINE
FORBES
GOOD MORNING AMERICA
HEARST MAGAZINES
MARTHA STEWART
NBC
NEW YORK TIMES
OPRAH DAILY
PEOPLE AND PEOPLE EN ESPAÑOL
PROGRESSIVE GROCER
RESTAURANT BUSINESS
SAVEUR
SHARK TANK
TASTE
THE KITCHN
TODAY
US WEEKLY
WALL STREET JOURNAL
WNYW FOX 5
WHOLE FOODS MAGAZINE
WINE SPECTATOR
WIRECUTTER
WPIX-TV



STRATEGIC MARKETING CAMPAIGN SOCIAL MEDIA



SOCIAL MEDIA FAN DYNAMICS

(JUNE 21, 2023 – JUNE 28, 2023)

95,250 OVERALL SOCIAL FAN BASE

2,056 NET NEW FANS **↑ 595%**

SOCIAL MEDIA TOTAL VOLUME (JAN 1-24) AGAINST DATA FROM THE DEC 8, 2022 - DEC 31, 2022



#FANCYFOODNYC

283 TOTAL MENTIONS **↑ 843%**

297K IMPRESSIONS **↑ 497%**

162K TOTAL REACH **↑ 600%**

71 UNIQUE AUTHORS **↑ 184%**



#FANCYFOODSHOW

646 TOTAL MENTIONS **↑ 809%**

10M IMPRESSIONS **↑ 384%**

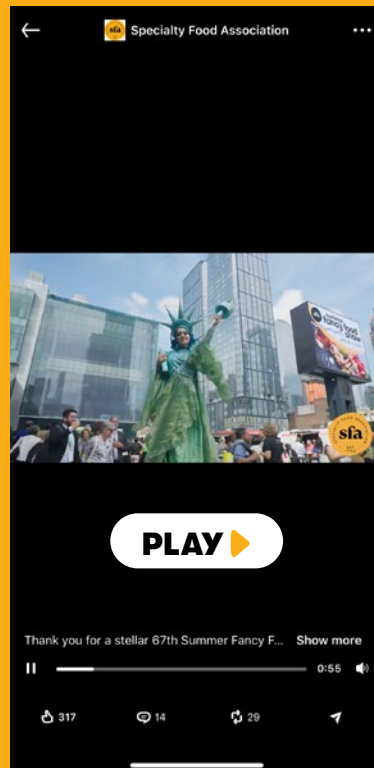
1.9M TOTAL REACH **↑ 488%**

301 UNIQUE AUTHORS **↑ 490%**

SPECIALTY FOOD ASSOCIATION SUMMER 2023

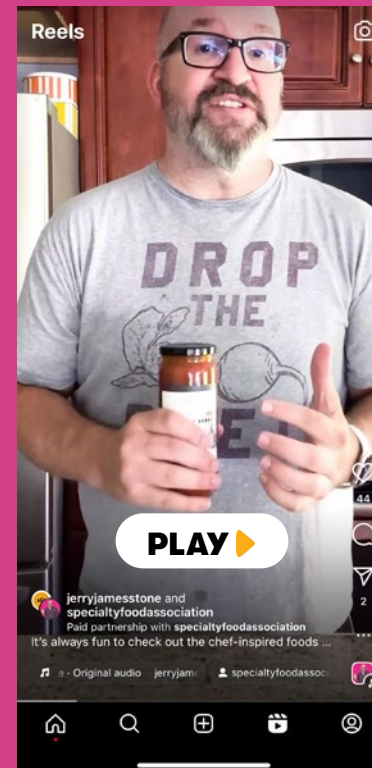


MOST VIEWED



MOST ENGAGED

JERRY JAMES STONE SUMMER 2023



MOST VIEWED



MOST ENGAGED

DRIVING PARTICIPATION & BUILDING COMMUNITY

The SFA invests in a 12-week pre-show marketing campaign to generate interest and awareness among prospective attendees. New prospects and prior attendees are targeted through a combination of digital and print advertising, social media, and email. Once registered, exhibitors and attendees can incorporate SFA's digital marketing assets into their marketing materials to promote their participation in the Summer Fancy Food Show.

Fancy Food Booth Contest

The Fancy Food Show Booth Contest recognizes exceptional booth design, branding and professionalism. The contest is open to SFA member exhibitors and includes categories for Design Innovation and New Exhibitors. Judging takes place during Show hours, with winners announced on the last day of the Show. Congratulations to artikaas Dutch Cheese Makers, deZaan Cocoa, and Wildfare for winning the 2023 Summer Fancy Food Show Booth Contest

Specialty Food Association 2023 Summer Fancy Food Show
June 21

EXHIBITOR ANNOUNCEMENT, ROUND 2:
2023 Fancy Food Show Booth Contest DEADLINE IS TONIGHT! There are two categories open for entry. Please read the official rules before entering as this booth contest is dedicated to exhibiting members who are manufacturers. If you are not a manufacturer, you do not qualify. Good luck!
OPEN CATEGORIES:... See more

We're exhibiting at the **summer fancy food show**
JUNE 25-27, 2023
JAVITS CENTER, NYC
#FancyFoodShow

HIKTAN
BOOTH 5176
Come meet us and be amazed.

I'm attending the **summer fancy food show**
JUNE 25-27, 2023 · JAVITS CENTER, NYC
#FancyFoodShow #FancyFoodNYC

Cynthia Duran · 2nd
"All our dreams can come true, if we have the courage to p..."
2mo · 🌐

What's Up Everyone - I hope you are all having a nice weekend. I just wanted to raise awareness that I will be on the Spill & Dish podcast with my fellow amiga **Dina DiCenso** at the Big Idea Stage at the **Specialty Food Association** **podcast #stage #food** Fancy Food Show on June 26, 2023 at 11am. The Big Idea Stage is where we talk about industry trends, the latest and greatest specialty food innovations, and more. Check out everything we will be covering – the session is included in your show badge: <https://lnkd.in.g/XByJGmN>

I'm speaking at the **summer fancy food show**
JUNE 25-27, 2023 · JAVITS CENTER, NYC
#FancyFoodShow #FancyFoodNYC

Reactions
+15

We're exhibiting at the **summer fancy food show**
JUNE 25-27, 2023 · JAVITS CENTER, NYC
#FancyFoodShow #FancyFoodNYC

We're attending the **summer fancy food show**
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LEARN, NETWORK, AND GROW WITH THE SFA

The Specialty Food Industry is projected to reach \$207 billion in 2023, and specialty makers are driving innovation in areas like sustainability and whole ingredients. At the same time, technological innovations, shifts in consumer behavior, new government regulations, and economic pressures are affecting how business gets done.

Now more than ever, industry professionals need to stay informed to get ahead. The SFA offers a robust schedule of educational programming at the Summer Fancy Food Show to help attendees increase their industry knowledge on a range of crucial business topics.

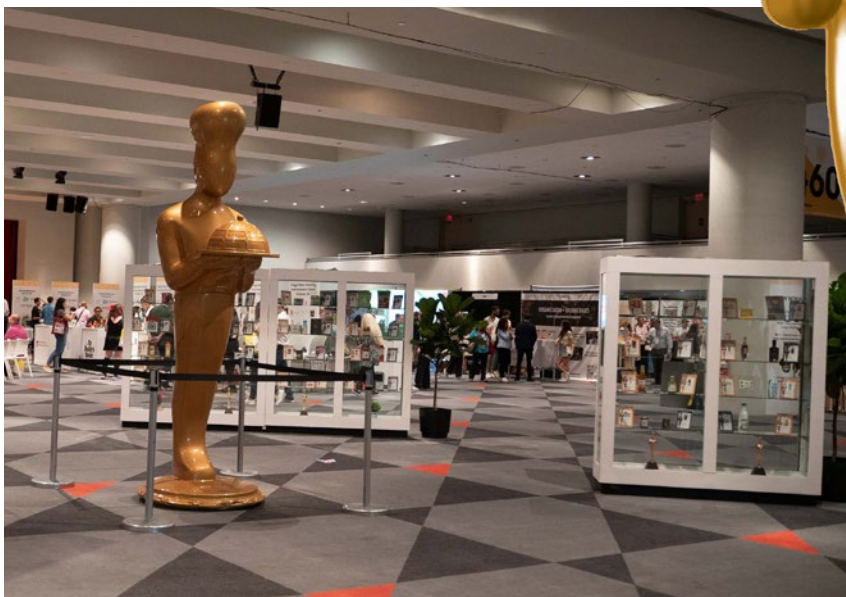


CELEBRATING EXCELLENCE IN SPECIALTY FOOD

SFA has presented the coveted sofi Awards for culinary creativity and excellence since 1972. Originally presented in only two categories (best domestic product and best imported product), the 2023 sofi Awards program recognized 97 New Product and Gold Award winners in 53 product categories.

During the first two days of the 2023 Summer Fancy Food Show, buyers were invited to participate in an anonymous tasting to select the overall sofi New Product of the Year and Product of the Year winners.

Congratulations to Mochidoki Vegan Passionfruit Mochi Ice Cream for winning the 2023 sofi New Product of the Year Award and Lewis Road Creamery 10 Star Certified Salted Butter for winning the 2023 sofi Product of the Year Award.



CELEBRATING INNOVATIVE PEOPLE & IDEAS

As an association created by the members, for the members, the SFA believes it is important to recognize those who have made outsized contributions to the specialty food industry.

Each year during the Summer Fancy Food Show, SFA honors the specialty food industry's most influential leaders and pioneers through induction into the SFA Hall of Fame or recognition with an SFA Lifetime Achievement Award. In addition, we recognize companies for significant SFA membership milestones from 5 to 50 years.





LEARN MORE ABOUT THE



winter fancy food show

JANUARY 21–23, 2024 • [FANCYFOODSHOWS.COM](https://www.fancyfoodshows.com)

LAS VEGAS CONVENTION CENTER

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The Fancy Food Shows are owned and produced by the Specialty Food Association.

