



Summer Fancy Food Show

New York City, New York

June 25-27, 2023

Summer Fancy Food Show is the largest specialty food show in North America. First organized in 1952, the Fancy Food Show invites buyers not only from the US but from other parts of the world such as Canada, Europe and Asia into a one-of-a-kind tradeshow held in New York City. The Specialty Food Association's State of the Specialty Food Industry Report notes that specialty food remains one of the fastest-growing segments of the food business. Revealing that the specialty food market reached total sales of \$175 billion in 2021, up 7.4 percent versus 5.8 percent the year before, when foodservice's steep decline offset outsized gains in brick-and-mortar retail and ecommerce.

Each year SUSTA sponsors a 19-booth pavilion, allowing new companies to showcase their products to international buyers from across the world! This show provides SUSTA region companies a cost-effective opportunity to introduce their products to a mix of national and foreign buyers without leaving the United States. The show is the perfect venue to establish meaningful business relationships, and introduce them to international markets through the Inbound Trade Missions.

Participation Fee: \$1,400; **Early Bird Special:** \$1,200 (if you register and pay before January 25, 2023)

Fee Includes:

- 10ft.x 10ft. booth space
- One half-shelf in the "What's New! What's Hot!" show case
- Lead System Retrieval

Participation Requirements:

- SUSTA exhibitors at this show must be a Tier 2 member of the Specialty Food Association*
- SUSTA companies must be a first-time exhibitor in the SUSTA Pavilion
- Participants should be prepared to explore international sales
- Companies **MUST ATTEND** either of the Global Inbound Missions to Summer Fancy Food Show. Signup is mandatory at time of booth registration

* SUSTA exhibitors who are not yet members of Specialty Food Association must start the membership application process within one (1) week of being prompted by SUSTA activity manager to do so or booth space may be forfeited. Proof of membership application may be requested.

Registration Deadline: March 25, 2023 (No refunds for cancellation after this date)

50% CostShare: Apply now for SUSTA's 50% CostShare to request 50% reimbursement of participation fees, promotional giveaway items, point of sale materials and more!

Industry Focus: Food Service Products, Ingredient, Natural/Health, Organic, Retail Products

Product Description: Artisanal, Beverages, Cocktail Drink Mixes, Condiments, GMO and Gluten-free, Ethnic foods, Frozen Deserts and Entrees, Organic and Natural, Nut Butters

Activity Managers:

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