



Europe Inbound Trade Mission to Texas & Summer Fancy Food

*Houston, TX & New York
June 26-29, 2025*

The European market for value-added products and specialty foods continues to thrive, driven by evolving consumer preferences, culinary innovation, and a growing emphasis on quality and uniqueness. The market includes a wide range of items, including gourmet foods, artisanal products, organic offerings, and ethnic specialties. Other industry trends include value-added products and specialty foods that offer superior quality, authenticity, and indulgence, foods that align with a focus on health and wellness, ethnic and international flavors, ready-to-eat meals, grab-and-go snacks, single-serve portions, and pre-packaged gourmet foods cater to consumers looking for quick and hassle-free meal solutions without compromising on taste or quality, products that are produced using sustainable practices, ethical labor standards, and responsibly sourced ingredients, specialty foods with compelling stories, authentic origins, and transparent production processes. Additionally, with the rise of e-commerce and digital platforms, online retailers, specialty foods marketplaces, and B2C consumer brands are gaining traction. The European market for value-added products and specialty foods is highly competitive. Companies must differentiate themselves through product innovation, unique flavors, and effective branding to stand out in the crowded marketplace. Register to meet with European buyers in Texas or in New York, the day before the Summer Fancy Food Show starts.

Participation Fee: \$25.00

- One-on-one meetings in Houston, Texas (June 26)
Or
- One-on-one meetings in New York (June 28)

Fee Includes:

- Pre-arranged matched one-on-one meetings with key buyers, importers, distributors, and/or brokers from Europe

Registration Deadline: **April 20, 2025** (No refunds for cancellation after this date)

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 Manager

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If you have a question about an event, feel free to contact us at events@susta.org

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and monitor the [Travel Advisories \(state.gov\)](https://www.state.gov/travel-advisories) webpage before traveling.

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