



## Summer Fancy Food Show

New York City, New York

June 12-14, 2022

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 China 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. Increasing interest from consumers and retailers caused total sales to jump 9.8% between 2016 and 2018, reaching \$148.7 billion last year, outpacing the growth of all food at retail.

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 it allows exhibitors to participate in educational activities including our SUSTA webinar on the basics of exporting.

**Participation Fee:** \$1,216; **Early Bird Special:** \$1,016 (if you register and pay before February 4, 2022)

### Fee Includes:

- 10ft.x 10ft. booth space
- Lead System Retrieval

### Participation Requirements:

- SUSTA exhibitors at this show must be members 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 and must participate in SUSTA's educational export webinar in advance of the show
- Companies **MUST ATTEND** either the India or Central America Inbound Missions to Summer Fancy Food Show. Signup is mandatory at time of booth registration.

*\*SUSTA exhibitors who are not yet members of the Specialty Food Association must start the membership application process within one (1) week of registration with SUSTA or booth space may be forfeited. Proof of membership application may be requested.*

**Registration Deadline: April 15, 2022 (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:

#### Mississippi Department of Agriculture and Commerce

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SUSTA receives funding from USDA, Foreign Agriculture Services to create opportunities for exporters in the global market. All Global Events are subject to change at any time based upon available program funds, market or other conditions.