



Summer Fancy Food Show 2027

New York City, New York

July 25-27, 2027

**Set up day is July 24*

The specialty food market is described through 63 food and beverage categories and three primary departments: the largest being center-store grocery with 60% of all retail sales; refrigerated with 24% of all retail sales, and frozen with 16% of retail sales. The Specialty Food Association's Summer Fancy Food Show is traditionally the largest event solely focused on the specialty food industry in the US. This tradeshow focuses on high value-added specialty food and beverage products. This show is known for featuring new and trendy food products. This is a great opportunity for SUSTA region companies to be introduced to a competitive international tradeshow. This show is a major platform for creating brand awareness and sales traction for emerging and established brands alike.

Buying sectors represented at Summer Fancy Food include supermarkets, independent grocers, club stores, specialty and natural food stores, e-commerce, convenience stores, department stores, discount stores, gourmet food shops, restaurants, caterers, food service distributors, wholesale retail distributors, and importers. With such diverse buyer representation, this show allows SUSTA region companies to cast a wide net, establishing buyer connections with a varied list of high-value industry contacts.

Participation Fee: \$1,550; **Early Bird Special:** \$1,350 (if you register and pay before February 25, 2027)

Fee Includes:

- 10ft.x 10ft. booth space
- Inclusion in the onsite Fancy Bodega
- Use of lead retrieval app

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 one 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. (additional fees apply)*

Registration Deadline: April 19, 2027 (No refunds for cancellation after this date)

Product Samples: All participants are required to provide samples of their products at the event; if there is a reason you cannot sample your products, you must contact SUSTA's Global Events (events@susta.org) team upon registration.

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, Sweet and Salty Snacks

Activity Managers

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

SUSTA encourages you to enroll in the [Smart Traveler Enrollment Program \(state.gov\)](#) and monitor the [Travel Advisories \(state.gov\)](#) webpage before traveling.

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