

SPECIALTY FOOD

NATIONAL ASSOCIATION FOR THE SPECIALTY FOOD TRADE, INC. MEDIA*



Your standing appointment with the buying trade

Fancy Food Show Starts Today; Green Marketing; sofi Awards Showcase Debuts

The 55th Summer Fancy Food Show kicks off today at the Jacob K. Javits Convention Center in New York. The Show is the largest marketplace for specialty foods and beverages in North America and is already shaping up to be a stand-out event. This is the second largest [Fancy Food Show](#) ever, and pre-registration was at a record of more than 25,000. The exhibit halls are filled with 140,000 products ranging from artisanal cheeses to vinegars, oils, dark chocolate and new takes on taco chips such as one made with olives and capers. More than 70 countries are represented, including Brazil, France, Morocco, Sri Lanka and Portugal. Today began with a keynote presentation by Woody Tasch, author of *Inquiries into the Nature of Slow Money: Investing as if Food, Farms and Fertility Matter*.

There is still time to register for the [Summer Fancy Food Show](#). Register on-site at the Jacob K. Javits Convention Center in New York. The Show is open to the trade only. An attendee badge is \$60 for all three days. Show hours are 10 a.m. to 5 p.m. today and tomorrow, 10 a.m. to 4 p.m. on Tuesday. Next is the Winter Fancy Food Show in San Francisco, January 17-19, 2010.

sofi™ Silver Finalists have a new showcase this year, in the Crystal Palace registration area at the Summer Fancy Food Show. The [128 finalists](#) are being judged at the Show by 250+ retailers and foodservice buyers to select gold winners in all 33 categories. “sofi” stands for Specialty Outstanding Food Innovation. Winners will be announced tomorrow at a red-carpet event hosted by noted chef [Ming Tsai](#). The program begins at 4:30 p.m. a tasting of sofi finalists for Outstanding Classic and Outstanding New Product, followed at 5:30 by a talk on taste and innovation by chef Tsai. Tickets may be purchased on-site at the education registration counter.

Green marketing...and gift baskets. Learn about the risks and rewards of green marketing in a session on Tuesday, June 30 at the Summer Fancy Food Show presented by Jeff Hilton of Integrated Marketing Group (pictured, left), at 8:30 a.m. The session covers how to integrate earth-friendly practices into marketing, and whether touting green makes sense. Also Tuesday at 8:30 a.m., Tammy Shapiro of Talk of the Town Gifts will present a session on gift basket design. Register on-site at the Javits Center.

EXHIBITOR NEWS...[Frontier Soups](#) is introducing a free spinner display designed to help retailers maximize shelf space. The four-sided spinner (pictured, right) holds 32 Homemade In Minutes™ or International Collection™ gourmet dry mix soups and also may be used to display up to 36 Frontier Soups dips and bread spreads, according to Trisha Anderson, company founder. The spinner is free with an order of four 12-soup cases of Homemade In Minutes or International Collection soup. [Read more.](#) Frontier is also launching a Party Starter Mix™ line of three dry mixes including a marinade mix, a dry rub seasoning blend and a taco dip mix. [Read more.](#) **Booth 4726**

EXHIBITOR NEWS...[FunkyChunky®](#) is launching larger, 12-ounce gift boxes that will contain 20 percent more, but will remain at the same price point of \$7. FunkyChunky Popcorn, FunkyChunky Pretzels and FunkyChunky Caramel Corn are available in the new gift boxes. The company is also introducing a new matte black 5-ounce packaging for FunkyChunky Popcorn and FunkyChunky Pretzels (pictured, left). [Read more.](#) **Booth 4734**

EXHIBITOR NEWS...Liberty Richter will display products from [Gaea Products S.A.](#), a leading producer of authentic Greek Mediterranean foods. Products on display include tapenades, cooking sauces, olives, and award-winning extra virgin olive oils. [Read more.](#) **Booth 1336**

EXHIBITOR NEWS...[Dave's Gourmet](#) is exhibiting its Butternut Squash Pasta Sauce, a Silver Finalist in the 2009 sofi Awards competition. **Booth 4527**

EXHIBITOR NEWS...Among more than 350 Italian exhibitors will be FederBio, an organization composed of Italian food and wine companies within the organic and biodynamic sector. The Italian companies from FederBio will display products such as

organic olive oils, pizza and bread products, nuts and dried fruit, cheeses, traditional balsamic vinegar, wines, sauces, spices, vegetables in oil, and honeys. [Read more](#). See a full list of [FederBio](#) exhibitors. **Booths 4332, 4334, 4336**

EXHIBITOR NEWS...[Beaverton Foods](#), Beaverton, Ore., has added two USDA-certified organic mustards to its long-time Inglehoffer line (pictured, right): Inglehoffer Organic Honey Mustard (10.25 ounces) and Inglehoffer Organic Stone Ground Mustard (10 ounces). Suggested retail price is \$4.99. [Read more](#). **Booth 1967**

EXHIBITOR NEWS...[Walkers Shortbread](#) is introducing several new products including the Turnberry Tin and St. Andrews Golfing Carton; Scottish Ecclefechan Tarts; and a new cookie assortment featuring Belgian Chocolate and Heather Honey flavors. **Booth 2536**

EXHIBITOR NEWS...[Lucini Italia](#) is exhibiting two new products: Extra Virgin Olive Oil EcoValue Box, an eco-friendly bag-in-box that holds 3 liters of Lucini's Premium Select Extra Virgin Olive Oil, and Lucini Pizza Sauce, made with fresh herbs, oven-roasted garlic, sea salt and Lucini's own extra virgin olive oil. Lucini will also present its new brand ambassador, Chef Stephanie Izard, Bravo's *Top Chef* Season 4 winner, who will be at the booth tomorrow. [Read more](#). **Booth 5505**

What's New at the Fancy Food Show



[Formerly Cha-Cha](#)

Soy Vay Enterprises, Inc.

Booth 4627



[Lobster Mac & Cheese](#)

Hancock Gourmet Lobster Company

Booth 4628



[Shortbread Assortment](#)

Flathau's Fine Foods

Booth 4729



[Artisanal Provisions](#)

Earth & Vine Provisions, Inc.

Booth 5135



[Lowell European-Style Yogurts](#)

Lowell International Foods

Booth 2776



[REWAREWA Honey](#)

Clotho Corp.

Booth 1459

