



sfa summer fancy food show
JUNE 2024

**Press Generated
1.2 Billion Impressions**

Generating brand awareness and buzz through press coverage is a massive opportunity available to exhibitors at the Summer Fancy Food Show exhibitors, a must-see event for editors and journalists covering food, beverages, and trends. More than 850 verified members of the media attended the 2024 Show, generating more than 500 stories, including mentions in some of the biggest names in mainstream press.



57 million unique viewers per month

“The Summer Fancy Foods Show... has gained a reputation for being a place to spot the next big flavors, foods and drinks that will dominate menus and grocery store shelves.”

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10.7 million unique viewers per month

“Booths offer opportunities to taste new food products and new SKUs from familiar brands... trends certainly become evident as to what consumers will soon be stocking their shopping carts with.”

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10.5 million unique viewers per month

“This year my colleagues and I spotted several food trends and products that could soon make it to a grocery store near you—if they’re not there already.”

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9.8 million unique viewers per month

“No specific taste dominated the 2024 Summer Fancy Food Show – but the focus on values and consumer lifestyles did. More than 2,400 domestic and international food companies showcased their products over the three-day event in New York City hosted by the Specialty Food Association.”

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