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**COMPANY** **Wins sofi™ Gold Award in CATEGORY**

**City, State (May XX, 2024)** – **COMPANY PRODUCT NAME** has won the Gold Award in the XX category as part of the Specialty Food Association’s (SFA) 2024 sofi™ Awards, a top honor in the $207-billion specialty food industry.

“sofi Gold Award winners have accomplished something really extraordinary,” said SFA President Bill Lynch, “which is that they’ve risen to the top of incredibly competitive categories. Every year, we see a flood of superstar specialty food products submit for sofi consideration–those that earn top marks from our judges really are the best of the best.”

PRODUCT NAME was selected by specialty food experts, buyers, and media as the top CATEGORY product, alongside Gold Award winners in 49 total categories. Products are judged on taste, including flavor, appearance, texture, and aroma, ingredient quality, and innovation. All tastings are anonymous and are held at the Rutgers Food Innovation Center.

“We are honored that PRODUCT NAME has won a sofi Gold Award,” says XX, owner of COMPANY NAME. “As entrepreneurs, we are always looking for ways to know that our product is appreciated. This is one of the ultimate stamps of approval and we’re very grateful.” PRODUCT NAME is found at STORE/WEBSITES NAMES.

The sofi Awards are open to members of the SFA, and have been given each year since 1972. Winners will be showcased at the 2024 Summer Fancy Food Show, running June 23-25, at the Javits Center in New York City, and celebrated at the first-ever sofi Awards Gala on June 24. Open only to the trade, the Summer Fancy Food Show is specialty food’s premier product discovery event. For more information, visit specialtyfood.com.

**About COMPANY NAME**

COMPANY NAME was founded in YEAR by FOUNDER. Located in CITY, STATE, the company’s philosophy about PRODUCT OR COMPANY NAME is \_\_\_\_\_\_. Using X INGREDIENTS and X METHODS, the company’s inspiration and focus is \_\_\_\_\_\_. Future plans include\_\_\_\_\_\_. More information can be found at URL.

**About the Specialty Food Association**

The Specialty Food Association (SFA) was founded in 1952 and is the not-for-profit trade association of the $207-billion specialty food industry. Representing more than 3,800 businesses worldwide, SFA champions industry participation and success for a diverse community of makers, buyers, importers, distributors, and service providers by developing resources, information, [**education**](https://community.specialtyfood.com/store/), and events that celebrate innovation and inclusivity. SFA owns and operates the [**Fancy Food Shows**](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fwww.specialtyfood.com%2fshows-events%2f&c=E,1,hS03Pi3YiPacoST_X7IXc8FEKuLVmWrl8C32N4kVrtYcGQUzf1WlCkbQ-WJnPtoIs90s4mUJLT-tizOsP-TZZuhxVLCF_l1Ckmvg17T66gI,&typo=1) as well as the [**sofi™ Awards**](https://www.specialtyfood.com/awards/sofi-awards), which have honored excellence in specialty food and beverage annually since 1972. The SFA also produces the e-newsletter [**SFA News Daily**](https://www.specialtyfood.com/specialty-food-association/membership/member-services-benefits/sfa-news-daily-sign/), the [**Trendspotter Panel**](https://www.specialtyfood.com/news/article/top-2024-food-and-beverage-trends-revealed-specialty-food-association-trendspotter-panel/)annual predictions and Fancy Food Show reports, the [**State of the Specialty Food Industry Report**,](https://drive.google.com/file/d/1p6VEcXds9YAZ5c8_zx1QE51uKz9AUZsJ/view?usp=sharing) [**Today's Specialty Food Consumer**](https://community.specialtyfood.com/store/product/369-todays-specialty-food-consumer-2023-2024-edition/) research, and the [**Spill & Dish**](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fheritageradionetwork.org%2fseries%2fspill-dish-specialty-food-association-podcast&c=E,1,ELUqU9R1Ph3tjDbiv4Zv7Z0Tmq4k-kqCR3wyoo0MyaDrGJX1GxABcljmQnao66Txsa6Vx_eV3cIrXDtD7HDME4myZ6IIKHTfpRuqhwnsZldtIA,,&typo=1) podcast. Find out more [**online**](https://www.specialtyfood.com/) and connect with SFA on [**Facebook**](https://www.facebook.com/SpecialtyFoodAssociation/), [**X**](https://twitter.com/Specialty_Food), [**Instagram**](https://www.instagram.com/specialtyfoodassociation/),[**LinkedIn**](https://www.linkedin.com/company/specialty-food-association), and [**TikTok**](https://www.tiktok.com/@specialtyfoodassociation).

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