**[COMPANY Logo]**

**COMPANY Exhibiting in Booth # at the Specialty Food Association   
2025 Winter Fancy Food Show**

**CITY, STATE** – (DATE) COMPANY will exhibit at the 2025 Winter Fancy Food Show, which attracts thousands of diverse makers, buyers, brokers, distributors, and industry professionals from across the U.S. and the globe for three days of delicious product discovery, networking, and business opportunities. COMPANY will showcase its PRODUCT(s) in Booth #.

"The Summer Fancy Food Show is the premier product discovery event for the specialty food industry, and this year’s event puts even greater emphasis on what’s new and innovative in food and beverage,” said Bill Lynch, president, Specialty Food Association. “We’re thrilled that COMPANY will be among the exciting makers sharing their delicious, high-quality products with Show attendees.”

Each year, thousands of industry professionals attend the Winter Fancy Food Show for product discovery, trendspotting, networking, and education. The 49th Winter Show will feature more than 90,000 specialty foods and beverages from global makers, as well as hot trends from the SFA Trendspotter Panel, category-specific pavilions, the new Debut District featuring first-time exhibitors, brand-new products, incubators, and startups; First Taste Experience, the Winter Show’s very own food hall; Spark Showcase, adynamic area offering all-day programming that will spark new ideas, new connections, and new discoveries; Ask the Experts,an interactive space dedicated to 1:1 or small-group sessions; Tastemaker Conference Co-location, an annual gathering of food bloggers and content creators; education sessions for professionals at every stage of their business journey, and Maker Prep Course Graduation**,** a celebration of the first class of manufacturers to complete the reimagined six-month Maker Prep Course.

“QUOTE FROM COMPANY”

The Show runs January 19-21 at the Las Vegas Convention Center and is open only to qualified members of the specialty food trade, industry affiliates, and media. For more information, click [here](https://www.specialtyfood.com/fancy-food-shows/winter/).

**About COMPANY NAME**

COMPANY NAME was founded in DATE by FOUNDER NAME. 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.

**COMPANY NAME MEDIA CONTACT:**

NAME, TITLE, XXX-XXX-XXXX, EMAIL ADDRESS, social handles

**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).

**Press Contact:** [press@specialtyfood.com](http://mailto:press@specialtyfood.com/)

**Hashtags:** #FancyFoodShow #WeFancy