



Andrew M. Cuomo, Governor

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**THE JAVITS CENTER WELCOMES THE LARGEST EVER SUMMER
FANCY FOOD SHOW TO MANHATTAN'S WEST SIDE**

*Largest Marketplace in North America Devoted to Specialty Foods and Beverages
Expected to Draw 25,000 Buyers and 2,670 Exhibitors*

Exhibitors from 55 Countries To Showcase 180,000 New Specialty Food Products

NEW YORK (June 27, 2016) – The Javits Center is proud to welcome the Summer Fancy Food Show, the largest marketplace devoted exclusively to specialty foods and beverages in North America. Hosted by the Specialty Food Association, this summer's edition, which is being held from June 26 to June 28, is expected to become the largest in the show's 62-year history, attracting 25,000 buyers and 2,670 exhibiting companies. Exhibitors from 55 countries around the world, including the United States, will showcase approximately 180,000 new specialty food products throughout the Javits Center on Manhattan's West Side. At the three-day event, New York will boast the largest state presence with more than 265 food companies, followed by California, New Jersey, Texas, Massachusetts and Florida.

"The Javits Center is the hub of business in North America, and as the Fancy Food Show increases in size, we're proud of our capacity to host this vibrant industry powerhouse," said Alan Steel, President and CEO of the New York Convention Center Operating Corporation, which operates the Javits Center. "The Fancy Food Show has been a wonderful fixture at the Javits Center, and we expect this summer's edition will increase area business, inspire new business opportunities and fuel even more economic activity for New York."

"The continued boom in specialty food has spurred an increasing appetite for our Fancy Food Show as the one place to discover the best new products in the field," said Laura Santella-Saccone, chief marketing officer of the Specialty Food Association, the show's owner and producer. "This is our largest event yet at our longtime home at the Javits Center, and we look forward to new opportunities to grow when the center's upcoming expansion is completed."

Of the 55 countries represented at the Summer Fancy Food Show, the largest international pavilions are from Italy, Spain, China, France, Canada and Turkey. International newcomers include pavilions from Latvia, the Netherlands, Vietnam, Denmark and Lithuania. Registered attendees represent top names in specialty

retailing, restaurants and foodservice including Whole Foods, Kroger, Formaggio Kitchen, Starbucks, Trader Joe's, UNFI, KeHE and Southern Season. Others signed up include Dean & DeLuca, Barnes & Noble College, Zingerman's, Marriott, and thousands of buyers from local specialty food markets. In addition, there will be 49 industry newcomers, representing up-and-coming specialty food producers.

Beyond the show floor, the appetite of attendees will be whetted by a slew of popular programming including: Shelf Showdown, a specialty food pitch competition; the sofi Awards showcase highlighting finalists and winners of the "Oscars" of the specialty food industry; Incubator Alley with rising stars in the industry; What's New, What's Hot! showcases with hundreds of trending products; Hall of Fame and Lifetime Achievement Awards Ceremony; and a variety of educational seminars and networking events. Specialty food sales around the world have topped \$120 billion and are expected to grow every year.

In January 2016, Governor Andrew M. Cuomo announced a \$1 billion expansion project for the Javits Center, which will include five times more meeting room space, the largest ballroom in the Northeast and an on-site truck marshaling facility that will relocate 20,000 trucks off local streets each year. This expansion will enable the Javits Center to host more dynamic events, improve its operational efficiency and generate nearly \$400 million in additional annual economic activity. Construction is set to begin later this year.

Specialty Food Association

The Specialty Food Association is a thriving community of food artisans, importers and entrepreneurs. Established in 1952 in New York, the not-for-profit trade association provides its 3,200 members in the U.S. and abroad the tools, knowledge and connections to champion and nurture their companies in an ever-evolving marketplace. The Association owns and produces the Winter and Summer Fancy Food Shows, and presents the sofi™ Awards honoring excellence in specialty food. For more information, visit www.specialtyfood.com.

Javits Center

Known as the "Marketplace for the World," the Javits Center was originally designed by I.M. Pei & Partners and opened in 1986. The iconic facility has since become New York's primary venue for large conventions, trade shows and special events and serves as home to many of the world's top 250 trade shows, hosting millions of visitors a year. Located on 11th Avenue between West 34th and West 40th sts. in Manhattan, the Javits Center generates up to \$1.8 billion in economic activity and supports more than 17,000 jobs a year. The New York icon has 840,000 square feet of flexible exhibition space, 102 meeting rooms and four banquet halls, as well as a range of technology services, including state-of-the-art WiFi capabilities. For more information, visit www.javitscenter.com.

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