

52<sup>ND</sup> SUMMER FANCY FOOD SHOW<sup>®</sup>

# Educational program



Educational Program: July 7-11, 2006

Show Days: July 9-11, 2006

Javits Center, New York City

Friday, July 7

## Supplier Education Day

9 am – 12 pm

**Branding on a Budget:  
Creating an Identity Without  
Breaking the Bank**

9 am – 12 pm

**Taking Your Products  
to the Marketplace**

10 am – 3 pm

**The Basics: The Business of  
Specialty Food**

1 – 4 pm

**Profitable Pricing: Strategies  
for Setting and Adjusting  
Your Prices**

1 – 4 pm

**Managing Co-Packer  
Relationships to Achieve  
Company Goals**

Saturday, July 8

## Workshops

9 am – 12 pm

**How to Recruit, Manage and  
Retain a Productive Staff**

1 – 4 pm

**Marketing on the Web:  
What Email, Blogs and  
Searches Can Do**

## Store Tours

9 am – 1 pm

**A Chocolate Walking Tour of  
Lower Manhattan**

9 am – 2 pm

**The Middle Eastern  
Delights of Brooklyn's  
Atlantic Avenue**

Sunday, July 9

## Seminars

8:30 – 9:30 am

*Specialty Food Magazine*

Presents:

**State of the Specialty  
Food Industry 2006**

8:30 – 10 am

**Targeting the Hispanic Market:  
New Opportunities for Your  
Business**

8:30 – 10 am

**Creating and Marketing  
Corporate Gift Baskets  
for the Holidays**

4 – 5:30 pm

**New Flavors Ahead:  
Sweet & Sizzling Spices  
from the Global Pantry**

Monday, July 10

## Seminars

8:30 – 10 am

*foodspring* Presents:

**Cooking with Dave Lieberman:  
Connecting with the Twenty-  
Something Consumer**

8:30 – 10 am

**What's New in Food:  
Trends from Around the World**

3 – 5 pm

The European Union Presents:

**The Familiar Giants and  
Undiscovered Gems of the  
European Union**

5 – 8 pm

City Harvest and the NASFT Present:  
**Meet the Tastemakers<sup>®</sup>**

Tuesday, July 11

## Seminars

8:30 – 10 am

**When, Why and How to Sell Your  
Business**

8:30 – 10 am

**How to Get Noticed by the Media**

Below: Dave Lieberman



# supplier education day

## friday, july 7

9 am – 12 pm

### **Branding on a Budget: Creating an Identity Without Breaking the Bank**

Creating a strong brand identity is vital to success, but doesn't always require a huge marketing budget. Branding involves the process of building a favorable image for a product or company that differentiates it from competitors. Led by the founder of No Pudge! Foods, you'll learn low-cost, consumer-driven approaches to creating a three-dimensional character for product and company, defined in terms of name, packaging, colors, symbols, target market and more, that will help consumers develop a relationship with your product.

*Speaker: Lindsay Frucci, Square Hill Partners*

9 am – 12 pm

### **Taking Your Products to the Marketplace**

Learn important business issues and the types of programs offered by federal and state governments, as well as the private sector, that might be helpful to your business. Topics include writing a business plan, using distributors and producing, protecting and marketing your products.

*Speakers: Benjamin Aquilina, Victoria Packing Corp.; Traci Fellows, Traci's Gourmet Specialties; James Sturgis, Jr., Ahold USA*

*Moderator: Marsha Echols, NASFT*

10 am – 3 pm

*The NASFT Presents:*

### **The Basics: The Business of Specialty Foods**

Geared for producers, marketers and importers of specialty food products, this workshop positions specialty foods within the larger food industry, provides a fast-paced history of specialty foods in the U.S. and covers in detail various trade segments (brokers, distributors, retailers) and how they function. Building on this founda-

tion, the workshop then tackles issues of pricing, credit, trade promotions, trade shows and vital reports. You will leave with a thick information-packed workbook, a clearer view of the industry and pragmatic answers to your questions.

*Speaker: John Roberts, NASFT*

*This full-day workshop includes a complimentary networking luncheon.*

1 – 4 pm

### **Profitable Pricing: Strategies for Setting and Adjusting Your Prices**

A correct price ensures that you'll have enough profit to promote your product and fund growth. The path to achieving profitable pricing involves many factors; specialty food producers need to set and adjust pricing throughout their business's life cycle. This workshop will address issues such as determining cost of goods sold, price margins, pricing to position your product, pricing for direct sale vs. selling through distributors and much more.

*Speaker: Jay Rosengarten, The Rosengarten Group*

1 – 4 pm

### **Managing Co-Packer Relationships to Achieve Company Goals**

Whether you are just starting out or have long-term experience working with co-packers, this workshop will provide valuable information about managing relationships to achieve specific goals. Topics will include contracts, confidentiality agreements, specifications and quality program management. Various situations will be addressed, such as using multiple co-packers for different product formats, increasing production and problem resolution. Participants should bring their top three issues for discussion in a group brainstorming session.

*Speaker: Lisa White, LisaWhiteCooks*

## saturday, july 8

9 am – 12 pm

### **How to Recruit, Manage and Retain a Productive Staff**

Learn what you can do to hire star performers, enable them to produce their best and retain them for the long term. Having a productive staff starts with hiring the right people and you will explore key hiring practices like Behavioral Interviewing. Once the right people are in place, you will learn how to motivate and maximize staff performance by tapping into their talents and strengths—as well as your own. Finally, find out how to become a "retention manager" to avoid the high cost of turnover.

*Speaker: Terrie Glass, Leadership Solutions*

1 – 4 pm

### **Marketing on the Web: What Email, Blogs and Searches Can Do**

The web offers more ways to connect with consumers than ever before. And these new marketing opportunities can be easily applied to specialty food businesses with the right strategies. This workshop will dissect direct email campaigns, blogging and search engine optimization. Find out how to make sure your email newsletters and promotions are read; have a conversation and create relationships with current and future customers through a compelling blog; and optimize your company's ranking in search engine results. Participants will work in groups to create action plans for implementing these marketing activities in their own businesses.

*Speakers: Toby Bloomberg, Bloomberg Marketing; Teresa Caro, Avenue A/Razorfish*

9 am – 1 pm

### **A Chocolate Walking Tour of Lower Manhattan**

New York is becoming one of the most exciting cities in the world for high-quality, artisan chocolates. Explore the city's exciting chocolate scene by visiting some of Lower Manhattan's finest shops including Jacques Torres' Chocolate Haven, Mariebelle's Chocolates, Kee's Chocolates and Vosges Haut-Chocolat. You will hear from store representatives and enjoy samples at each stop. The tour will also include a self-guided tasting at the Divalicious Chocolate! Cafe, as well as some savory snacks along the way.

*Tour Leader: Dana Jacobi, author of 12 Best Foods Cookbook*

## More Time for Fun, Food & Networking 5-8 p.m.

boutique wines and beverages. The event will culminate with the presentation of the prestigious NASFT Product Awards and Retailer Awards.

### **Past participants include:**

- Azafran
- Babbo
- Bebbi
- Cello
- Dawat
- Fleur de Sel
- Guastavinos
- Le Madri
- Provence
- Rosa Mexicano
- Sarabeth's
- Vento Trattoria
- Zocalo



Special Event

## monday, july 10

5 - 8 pm

*City Harvest and the NASFT Present:*

### **Meet the Tastemakers®**

In celebration of a spectacular Summer Fancy Food Show, the NASFT and City Harvest have expanded the specialty food industry's most anticipated event of the year to allow additional time for networking, fun and food. Join hundreds of retailers, journalists, food world notables, specialty food purveyors and others for a three-hour festive celebration of New York's culinary landscape. Sample signature dishes from exciting destination restaurants, plus foods from some lesser-known neighborhood gems, as well as

# store tours, workshops & seminars

9 am – 2 pm

## The Middle Eastern Delights of Brooklyn's Atlantic Avenue

This Middle Eastern shopping hub is one of Brooklyn's most intriguing enclaves. Atlantic Avenue's markets, bakeries, stores and restaurants boast incredible spices, teas, freshly made breads, fragrant oils, imported olives and much more. Some tour stops include Sahadi's Specialty & Fine Foods, with a wide prepared foods selection; Damascus Breads & Pastry, specializing in pitas; and Oriental Pastry & Grocery, a Syrian grocery, bakery and catering business. The tour will conclude with a lunch featuring traditional Middle Eastern fare.  
*Tour Leader: Annie Huck-Lawson, Ph.D., R.D., Brooklyn College*

## sunday, july 9

8:30 – 9:30 am

Specialty Food

Magazine Presents:

**SPECIALTY FOOD**

### State of the Specialty Food Industry 2006

Building on landmark research from previous years, this presentation will provide information about the size, scope and structure of the specialty food industry, as well as specific product categories. Topics to be covered include:

- Sales growth within specialty food categories
- Comparisons of specialty food category growth vs. mainstream foods
- New product introductions for 2005

*Speakers: Ron Tanner, NASFT; Marcia Mogelonsky, Mintel International*

8:30 – 10 am

### Targeting the Hispanic Market: New Opportunities for Your Business

Hispanic purchasing power in the U.S. is estimated to reach as much as \$1 trillion by 2007. Learn how to effectively understand the Hispanic segments in your trading areas and the implications on your food assortment, merchandising and marketing strategies to successfully appeal to this growing market and to the exploding appetite for Hispanic cuisine among mainstream food aficionados. Find out how to tailor your product offerings and promotional activities to reach a more diverse consumer base.

*Speaker: Terry Soto, About Marketing Solutions and author of Marketing to Hispanics*

8:30 – 10 am

### Creating and Marketing Corporate Gift Baskets for the Holidays

Understanding corporate clients and how to best serve them during the holiday season will help make your gift basket business a solution for business-to-business gifting. This seminar will

explore the holiday corporate market and discuss tips to attract and retain corporate customers, the designs and products that appeal to them, pricing, requesting deposits and getting signed contracts. You will also gain insights about how to get and profitably produce and fulfill large orders.

*Speaker: Ann Powell, Taylor Made for You*

4 – 5:30 pm

### New Flavors Ahead: Sweet & Sizzling Spices from the Global Pantry

Consumers are reaching for sweet and spicy flavor combinations in virtually every category. This seminar will focus on the newest sweet and spicy flavor trends in the restaurant, specialty food and retail marketplace. A survey of these flavor combinations at use today, and predictions for the future, will help specialty food producers, retailers and others unlock new flavors for their own products, shelves and menus. Participants will be guided on tastings of a number of these exciting ingredient combinations including single-estate vanilla, coconut and date sugar, grains of paradise, galangal and nigella.

*Speaker: Chef Kjeld Petersen, FMP, Wild Plum Catering & Fine Foods, LLC*

## monday, july 10

8:30 – 10 am

foodspring Presents:

**foodspring**

### Cooking with Dave Lieberman: Connecting with the Twenty-Something Consumer

Food Network's youngest host Dave Lieberman has received rave reviews for his show *Good Deal with Dave Lieberman* and his book *Young and Hungry: More Than 100 Recipes for Cooking Fresh and Affordable Food for Everyone*. His newest venture, *Eat This with Dave Lieberman*, the network's only web-based program, takes Dave across the country searching for the hottest food trends. Dave will combine his experience with specialty food and the twenty-something consumer to help your business make a connection with this lucrative and emerging market. He will demonstrate some easy meal solutions and entertaining ideas, as well as provide tips for making your in-store experience appealing to younger customers.

8:30 – 10 am

### What's New in Food: Trends from Around the World

Using Datamonitor's online ProductsScan database of new products and consumer and market analysis, you'll take an international exploration of new products, trends and consumer preferences. Discover what foods are being

introduced in all corners of the globe and how these concept, flavor and packaging innovations will influence the specialty food industry. Learn what these worldwide food trends mean to your business and how to stay ahead of the curve in the future.

*Speaker: Tom Vierhile, Datamonitor*

3 – 5 pm

The European Union Presents:



### The Familiar Giants and Undiscovered Gems of the European Union

One of the European Union's greatest assets is its cultural and geographical diversity; its foods and beverages are as varied and characteristic as the lands from which they come. Focusing on this diversity, you will explore the European Authentic Taste products that are available in the U.S. by tasting well-known products such as Parmigiano Reggiano and lesser known gems like pumpkin seed oil from Austria that are sure to help differentiate your business. You will also hear from the producers who hand-craft these products and learn about the Designations of Quality System.

*Speaker: Ari Weinzwieg, Zingerman's*

## tuesday, july 11

8:30 – 10 am

### When, Why and How to Sell Your Business

Selling your business is one of the most important transactions you'll ever make—it's a single chance to put a price tag on years of effort and investment. Even if you are a long time away from selling, it's important to have a workable exit strategy in place. Explore the reasons for putting a business up for sale, the steps to take to get your business ready, the best time to sell, how to locate potential buyers and how to evaluate offers. Find out how to value your business and learn tips for increasing its value. Case studies of various food businesses will be presented.

*Speakers: Adam Borden, Bradmer Foods*

8:30 – 10 am

### How to Get Noticed by the Media

Newspaper, magazine and television coverage is essential to growing any specialty food business, but standing out among your competitors to get noticed by the media can be very challenging. Find out what food writers, newspaper editors and TV show developers look for in product submissions, press releases, press kits, initial and follow up contact and more to ensure that your product, company or store gets the media attention it deserves.

*Speakers: Alia Akkam, freelance food writer; Christianna Reinhardt, Food Network; Amy Binder, RF Binder*

*Moderator: Ron Tanner, NASFT*

# Educational program order form

**DISCOUNTED  
PRICES**
**for NASFT and  
BUYERS' CIRCLE  
Members**

PROGRAM	DATE & TIME	NASFT/BUYERS' CIRCLE MEMBERS \$	NON-NASFT MEMBER \$	PROGRAM CODE	# OF TICKETS	TOTAL COST
Branding on a Budget: Creating an Identity Without Breaking the Bank	Fri., July 7 9 am – 12 pm	\$65	\$90	FR1		
Taking Your Products to the Marketplace	Fri., July 7 9 am – 12 pm	25	25	FR2		
The Basics: The Business of Specialty Food	Fri., July 7 10 am – 3 pm	100	200	FR3		
Profitable Pricing: Strategies for Setting and Adjusting Your Prices	Fri., July 7 1 – 4 pm	65	90	FR4		
Managing Co-Packer Relationships to Achieve Company Goals	Fri., July 7 1 – 4 pm	65	90	FR5		
How to Recruit, Manage and Retain a Productive Staff	Sat., July 8 9 am – 12 pm	65	90	SA1		
A Chocolate Walking Tour of Lower Manhattan	Sat., July 8 9 am – 1 pm	60	75	SA2		
The Middle Eastern Delights of Brooklyn's Atlantic Avenue	Sat., July 8 9 am – 2 pm	60	75	SA3		
Marketing on the Web: What Email, Blogs and Searches Can Do	Sat., July 8 1 – 4 pm	65	90	SA4		
State of the Specialty Food Industry 2006	Sun., July 9 8:30 – 9:30 am	10	20	SN1		
Targeting the Hispanic Market: New Opportunities for Your Business	Sun., July 9 8:30 – 10 am	25	40	SN2		
Creating and Marketing Corporate Gift Baskets for the Holidays	Sun., July 9 8:30 – 10 am	30	45	SN3		
New Flavors Ahead: Sweet & Sizzling Spices from the Global Pantry	Sun., July 9 4 – 5:30 pm	30	45	SN4		
Cooking with Dave Lieberman: Connecting with the Twenty-Something Consumer	Mon., July 10 8:30 – 10 am	30	45	MN1		
What's New in Food: Trends from Around the World	Mon., July 10 8:30 – 10 am	25	40	MN2		
The Familiar Giants and Undiscovered Gems of the European Union	Mon., July 10 3 – 5 pm	30	45	MN3		
Meet the Tastemakers®	Mon., July 10 5-8 pm	30	45	MN4		
When, Why and How to Sell Your Business	Tues., July 11 8:30 – 10 am	25	40	TS1		
How to Get Noticed by the Media	Tues., July 11 8:30 – 10 am	25	40	TS2		

**GRAND TOTAL:**

- Educational Program Tickets do not provide access to the Show floor.
- **Seating is limited, and tickets are sold strictly on a first-come, first-served basis.**
- Tickets may be ordered by mail, but we suggest you order online or fax your credit card orders directly to get your ticket requests in early. You will receive written confirmation of your order within ten business days.
- **Tickets purchased in advance are non-refundable.**
- Orders received up until June 16 will be mailed to the person whose name appears on the order form. Tickets ordered after June 16 can be picked up at the Show beginning Friday, July 7.
- You can check on available Educational Program tickets, sold at the Show during Show hours and one hour before the sessions begin, at the Educational Program Ticket Sales Counter.

## PAYMENT INFORMATION

**Order today by fax: (708) 344-4444 or online: [www.fancyfoodshows.com](http://www.fancyfoodshows.com)**
**ADVANCE TICKET ORDER DEADLINE: June 16, 2006**
 Enclosed is my check for U.S. \$ \_\_\_\_\_ made out to NASFT® or

 Charge to my  Visa  MasterCard  AMEX

Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_

Cardholder's Name \_\_\_\_\_

Billing Zip Code \_\_\_\_\_

**PAYMENT MUST ACCOMPANY YOUR ORDER**
**MAIL TO:** Summer Fancy Food Shows  
2805 S. 25th Avenue  
Broadview, IL 60155-4531

For additional information on obtaining tickets, call Customer Service at: (708) 486-0710 Monday – Friday (9 am – 5 pm C.T.)

**PLEASE INDICATE BELOW WHERE YOU WANT YOUR EDUCATIONAL PROGRAM TICKETS SENT:**

ORDERS WILL NOT BE PROCESSED UNLESS COMPLETE ADDRESS IS FILLED IN.

 I am an NASFT Member. My Member ID # is \_\_\_\_\_ as seen on your dues invoice

Name (please print) \_\_\_\_\_

Company Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Phone # \_\_\_\_\_

Fax # \_\_\_\_\_

If you require ADA services, please call (212) 482-6440 ext. 105