



## NEWS RELEASE

For Immediate Release, January 29, 2018

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## Registration Opens For Inaugural SmartFood Expo™

Washington, D.C. (January 29, 2018) – Registration for the inaugural **SmartFood Expo™** is now open. This new event is the only B2B event solely focused on fresh, healthy and better-for-you food and beverage products across all categories. Food retailers, industry leaders and amazing innovators will converge in Chicago June 25-27, 2018 for three days of education, networking and product discovery, where the future of better-for-you foods are on display.

The focus of SmartFood Expo™ is on food that makes a difference – in food companies' brand portfolio, in retail and foodservice operations, and in the mind, body and wellness of your customers. SmartFood means better food. Better food means smart business.

"This June, retail buyers will find a total store solution at Chicago's McCormick Place with the addition of SmartFood Expo™," said United Fresh President & CEO Tom Stenzel. "Today's shoppers are more zeroed in on healthy foods than ever before and that trend is only growing. The SmartFood Expo & Conference is a one-stop shop for retail buyers and foodservice professionals looking to learn about this dynamic market and discover new and innovative healthy foods to help their customers meet their lifestyle goals."

Powered by United Fresh, EnsembleIQ, and *Progressive Grocer* in response to consumer demand for healthy, better-for-you food and beverage solutions, attendees will discover a wide variety of consumer products, including natural foods, plant-based foods, fresh and healthy, organics, raw foods, products with clean labels and limited ingredients, and much more.

### **New Expo Partner Pavilions**

Within the SmartFood Expo™, two new partners will create show floor pavilions focused on some of the most exciting food product categories today. The rapidly growing *Plant Based Foods Association* and their member companies will feature a wide array of new plant based foods, and shine a spotlight on this exploding category.

"The Plant Based Foods Association is thrilled to team up with our friends at United Fresh at the new SmartFood Expo™," said Michele Simon, Executive Director, Plant Based Foods Association. "We know our members will gain great value by collaborating with a neighboring industry also committed to offering consumers healthy, sustainable foods."

Also on the show floor will be the *Chicagoland Food Incubation Hub*, which is hosted by the Chicagoland Food & Beverage Network, allowing locally based start-ups to gain exposure to a national audience.

“The launch of the new SmartFood Expo™ is incredibly exciting for Chicagoland. It’s a great place to highlight the amazing innovations and start-ups that are redefining the food marketplace nationally and globally,” said Alan Reed, Executive Director. “The Chicagoland Food & Beverage Network’s partnership with United Fresh is a great step forward and an incredible opportunity to collaboratively lead the industry toward healthier foods.”

Prior to the trade show, attendees and exhibitors will join their peers for the **SmartFood Conference** on Monday, June 25. From consumer trends and market data to innovative merchandising strategies across the total store environment, these education sessions will help retail buyers and executives expand their business growth in the “healthy foods” category.

“The SmartFood Expo™ & Conference is the solution our readers have been looking for when it comes to expanding their market knowledge and access to healthy food offerings to meet the growing consumer demand,” said EnsembleIQ Senior Vice President, Katie Brennan. “SmartFood Expo offers direct access to numerous ‘better for you’ products all in one place. From snacks to packaged goods and perishables, if it’s health-conscious and better for your customers, you will find it at SmartFood Expo.”

The SmartFood Expo™ & Conference is co-located with four other food and floral shows in McCormick Place, bringing together more than 10,000 attendees in the fresh foods marketplace. Expo registration includes access to all five shows – SmartFood Expo™, United FreshMKT Expo, United FreshTEC Expo, Global Cold Chain Expo, and International Floriculture Expo. Visit [www.smartfoodexpo.org](http://www.smartfoodexpo.org) to register and take advantage of early-bird rates. To ensure the best value, register for the SmartFood Conference Package, which includes a deep dive into consumer trends, emerging categories and business opportunities across the health and wellness food marketplace.

For more information about exhibiting, partnering, or supporting the **SmartFood Expo™**, contact SmartFood Expo Manager Nina Sader at 202-303-3401 or [nina@smartfoodexpo.org](mailto:nina@smartfoodexpo.org).

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#### **About EnsembleIQ and Progressive Grocer:**

EnsembleIQ serves the business-to-business needs of retailers, consumer goods manufacturers, technology vendors, marketing agencies and retail service providers with an integrated network of media and information resources that are designed to inform, connect and provide actionable marketplace intelligence. Learn more about EnsembleIQ at <http://www.ensembleiq.com>.

*Progressive Grocer* has been the voice of the retail food industry since 1922. From chain supermarkets and supercenters to regional and local independent grocers, distributors, manufacturers and other supply chain trading partners, readers stay “Ahead of What’s Next” using *PG’s* research-based editorial content and need-to-know news. Learn more about *Progressive Grocer* at <http://www.progressivegrocer.com>.

#### **About United Fresh Produce Association:**

Founded in 1904, the United Fresh Produce Association brings together companies across every segment of the fresh produce supply chain, including growers, shippers, fresh cut processors, wholesalers, distributors, retailers, foodservice operators, industry suppliers and allied associations. We empower industry leaders to shape sound government policy. We deliver the resources and expertise companies need to succeed in managing complex business and technical issues. We provide the training and development individuals need to advance their careers in produce. Through these endeavors, we unite our industry with a common

purpose – to build long-term value for our members and grow produce consumption.  
[www.unitedfresh.org](http://www.unitedfresh.org).