



winter  
fancy food show

# POST SHOW REPORT

JANUARY 21-23, 2024 • LAS VEGAS



THE FANCY FOOD SHOWS ARE OWNED AND PRODUCED BY THE SPECIALTY FOOD ASSOCIATION

# The Winter Fancy Food Show: Specialty Food's Annual Kickoff Event

---

Taking place at the start of the year and featuring products and trends that will define the food industry's annual cycle, the Winter Fancy Food Show is more than a trade show. It represents a pivotal moment for makers and for buyers, three days of product discovery where innovation meets opportunity.

Thousands of qualified industry professionals attend the Winter Fancy Food Show each year to encounter the newest of the new, network, learn, do business, and have fun.

The Winter Fancy Food Show is owned and operated by the Specialty Food Association (SFA), the leading membership trade organization and source of information about the \$207-billion specialty food industry. As a not-for-profit association, SFA prides itself on being an organization by the members and for the members, and prioritizes making the Winter Fancy Food Show financially accessible for member exhibitors at every business stage.





# winter fancy food show

## THE NUMBERS SAY IT ALL



YEAR: **48<sup>TH</sup>**



**226** VERIFIED PRESS  
AND INFLUENCER ATTENDEES



**36** COUNTRIES PARTICIPATING



VENUE:  
LAS VEGAS CONVENTION CENTER,  
WEST HALL



**13,000+**  
VERIFIED INDUSTRY PARTICIPANTS

**JAPAN** PARTNER COUNTRY



EXHIBIT SPACE:  
**162,750 SQ FT**



**1,052** TOTAL EXHIBITORS



NEXT SUMMER EVENT:  
**JUNE 23-25, 2024**  
JAVITS CENTER, NEW YORK CITY



NEXT WINTER EVENT:  
**JANUARY 19-21, 2025**  
LAS VEGAS CONVENTION CENTER

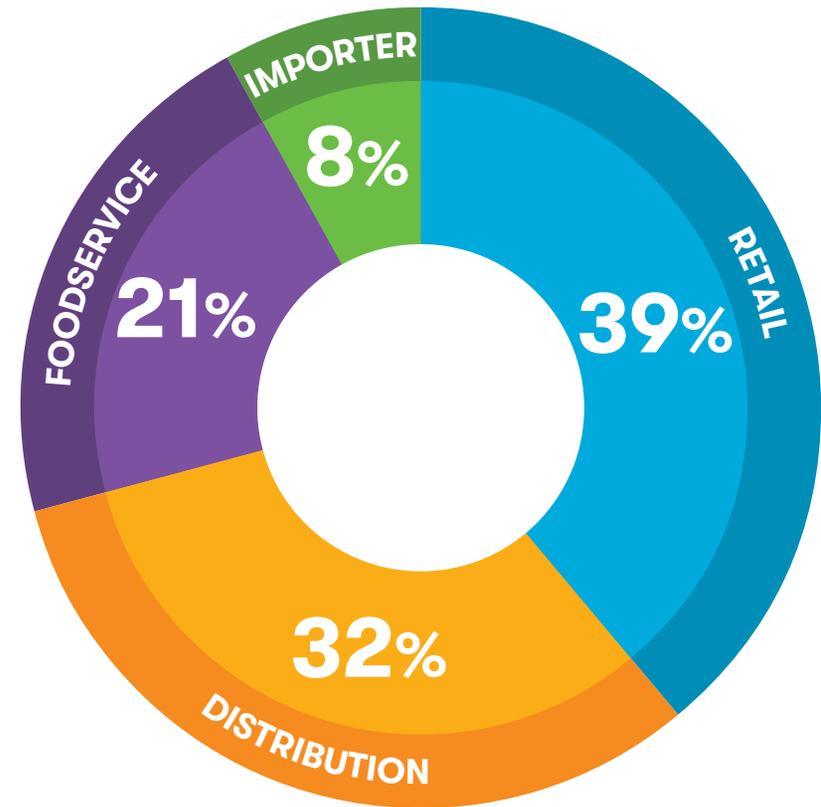


# WHO ATTENDED THE 48TH WINTER FANCY FOOD SHOW?

The 2024 Winter Fancy Food Show attracted thousands of influential industry professionals from all channels of trade. From buyers and distributors to press and investors, every attendee at the Show offered exhibitors different ways to build brand awareness and increase their market share.

Attendees at the 2024 Show included:

- Retailers, buyers, and distributors who can get product onto shelves and into consumers' homes (more detail in chart)
- Editors, reporters, and influencers who create product awareness and drive commerce
- Investors with the capital to fund growth and expansion
- Resource and solution providers to help companies work smarter



## DRIVING ATTENDANCE QUALITY

When you exhibit at the Winter Fancy Food Show, you are surrounded only by qualified members of the specialty food trade industry and their affiliated companies. Every registrant is vetted to ensure they have a legitimate business need to attend the Winter Fancy Food Show, and our vetting processes are regularly reviewed and updated to meet current industry needs.

# LEADING BRANDS IN EVERY CHANNEL OF TRADE

Top buyers from retail, distribution, foodservice, and importers attend the Winter Fancy Food Show because they know they can source the newest and best in high-value specialty foods across every major category, all in one location. More than 3,400 verified buyers attended the 2024 Winter Fancy Food Show, including 617 Key Buyers.

Buyers are the largest non-exhibitor audience segment at every Winter Fancy Food Show, making it an efficient and cost-effective way for food manufacturers to connect with buyers and generate quality leads.

## TOP BUYING COMPANIES

ALBERTSONS	HEB
ALDI	HMS HOST
BIRITE	KEHE
BRISTOL FARMS	MACY'S
CAESAR'S	MEIJER
CENTRAL MARKET	NASSAU CANDY
CHEF'S WAREHOUSE	REDSTONE FOODS
CHEX FINER FOODS	RENAISSANCE SPECIALTY FOODS
CITARELLA GOURMET MARKET	RUDY'S MARKETS
COSTCO	SAM'S CLUB
DELTA AIR LINE	SHAMROCK FOODS
EATALY	SPROUTS FARMERS MARKET
EREWON MARKET	TOPS MARKETS
GIANT EAGLE	UNFI
GROCERY OUTLET	WHOLE FOODS
HARRIS TEETER	



# UNIQUE, QUALIFIED BUYERS WITH PURCHASING POWER

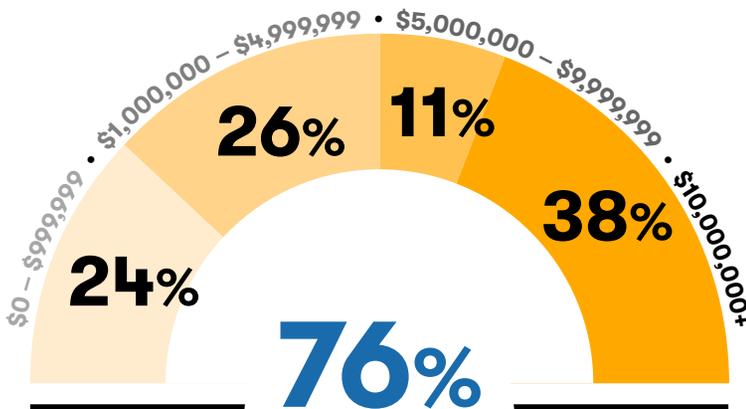
Exhibiting at the Winter Fancy Food Show creates opportunities for food manufacturers to talk directly with decision-makers at some of the U.S. and the world's leading retail, distribution, and foodservice companies. SFA structures the overall Show experience to make it as easy as possible for buyers in attendance to find the kinds of products and manufacturers they're looking for, which helps bring the most interested attendees directly to exhibitors' booths.



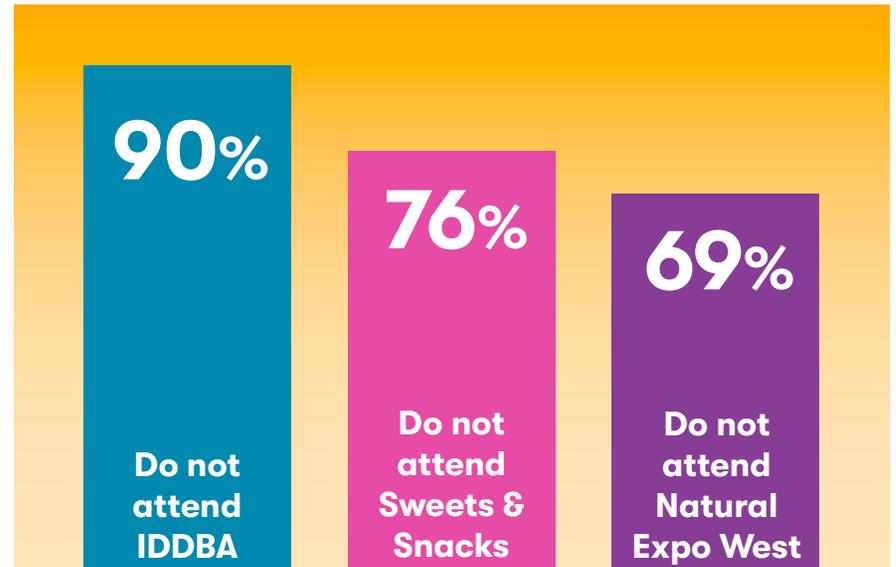
## Meet buyers you won't find at other trade shows



**Attendees are involved in purchasing decisions**



**Attendees reported annual revenue exceeding \$1 million**



# RETAILERS LOOKING FOR COMPELLING SPECIALTY PRODUCTS

Winter Fancy Food Show exhibitors who create packaged or other retail-ready products get to meet buyers from retailers of all sizes. From Costco and Whole Foods to local independent markets, every retail brand represents an opportunity for getting SFA members' products in the hands of consumers.

With recent [SFA research](#) revealing that specialty foods are 2X as profitable as mainstream items, favored by millennial shoppers, and driving increased customer loyalty to stores, the Winter Fancy Food Show is only going to become more appealing to retailers in the coming years.

**“The show presented the opportunity to see a variety of innovative items from around the world. I appreciated the forward thinking on the small business side and the representation of a diversity, equity and inclusion aisle.”**

—CATHY STRANGE, AMBASSADOR OF FOOD CULTURE, WHOLE FOODS

## RETAIL BUYER ATTENDEES



**27%**  
SPECIALTY STORES



**13%**  
SUPERMARKET CHAINS



**9%**  
INDEPENDENT GROCER



**9%**  
E-TAILER/MAIL ORDER



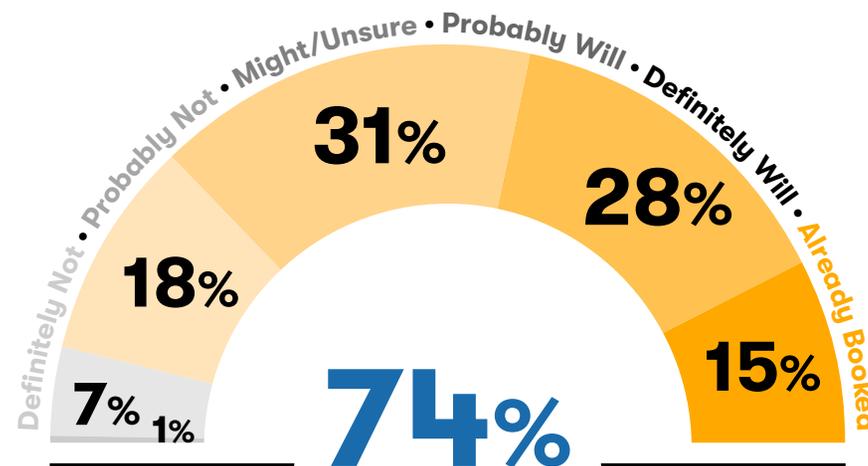
**5%**  
GIFT, GIFT BASKETS, CORPORATE



# WHAT ARE THE TOP OPPORTUNITIES FOR EXHIBITORS AT THE WINTER FANCY FOOD SHOW?

Startups and legacy brands alike rely on the Winter Fancy Food Show to drive sales, make new business connections, and reinforce existing relationships. The Show creates opportunities for specialty food manufacturers to accomplish a variety of critical business objectives all in one setting:

- Meet top buyers from every trade channel
- Increase brand awareness
- Meet with existing customers
- Network with industry leaders, influencers, and decision-makers
- Generate press coverage
- Connect with potential investors
- Stay ahead of the latest trends



**of Exhibitors surveyed said they would exhibit at the 2025 Winter Fancy Food Show**

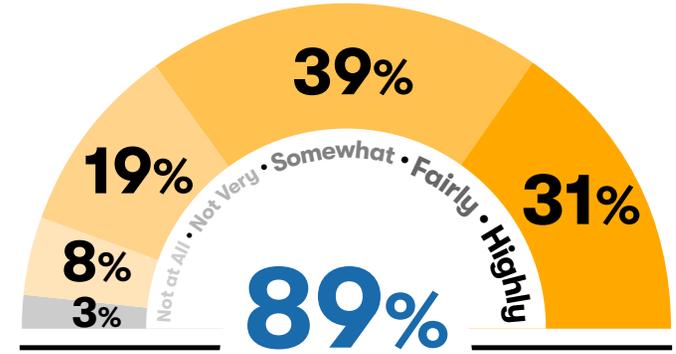
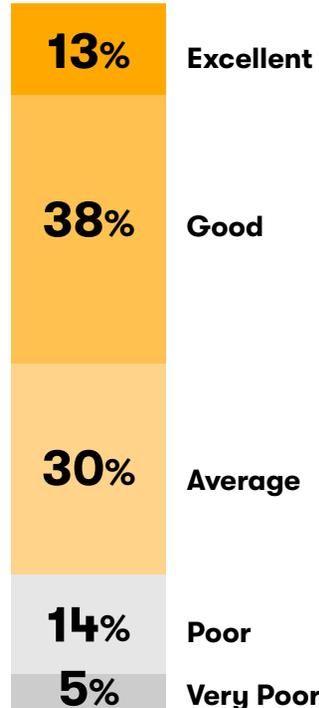


# EXHIBITORS REPORT POSITIVE ROI, HIGH LEVELS OF SATISFACTION

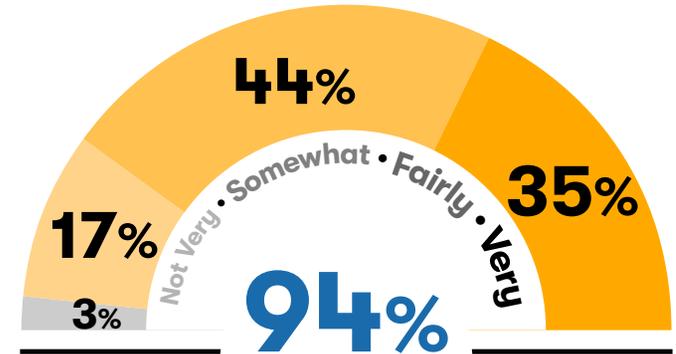
Startups and legacy brands alike rely on the Winter Fancy Food Show to drive sales, make new business connections, and reinforce existing relationships. The Show creates opportunities for specialty food manufacturers to accomplish a variety of critical business objectives all in one setting:

- Meet top buyers from every trade channel
- Increase brand awareness
- Meet with existing customers
- Network with industry leaders, influencers, and decision-makers
- Generate press coverage
- Connect with potential investors
- Stay ahead of the latest trends

**89%**  
of Exhibitors rate WFFS as average to excellent ROI



**89%**  
of Exhibitors were satisfied with the 2024 Winter Fancy Food Show



**94%**  
of Exhibitors say exhibiting at the Winter Fancy Food Show is important to their business

**“The Fancy Food Shows are always the most productive shows we attend and the 2024 Winter show was the best one yet. There was a plethora of high quality, serious buyers attending. It was the best show yet and we’re excited for the next one.”**

—DINA DICENSO, CO-FOUNDER, RIND LLC

**“This year’s Winter Fancy Food Show was an amazing showcase of the diversity and innovation in the specialty food space. We were able to connect with existing customers and encounter new opportunities for growth. And on top of all that it was a blast! A great event and time well spent!”**

—CHRIS MATTERA, CULINARY INNOVATION & SALES, NORTH COUNTRY SMOKEHOUSE, LLC

**“Winter Fancy Food Show was the perfect opportunity for an emerging brand like ourselves. We are absolutely thrilled to receive a ton of great feedback and network with other emerging brands that we can potentially collaborate with.”**

—MYLES POWELL, CO-FOUNDER AND CEO, MYLES COMFORT FOODS

# SFA IS COMMITTED TO INCLUSIVITY AND ACCESSIBILITY

Specialty food is, by definition, a celebration of diversity. At the Winter Fancy Food Show, exhibitors of diverse backgrounds can be found across the Show Floor, including in the Supplier Diversity Pavilion. This area features (included) CPG, a collective of specialty food brands from BIPOC (Black, Indigenous, and People of Color)-led and -founded companies.

SFA also works to make the Winter Fancy Food Show accessible to emerging makers. Startup booths are available to host 5x10 exhibits at a lower price point, and the Incubator Village area welcomes brands through accelerator programs, incubator kitchens, and similar organizations.



# THE WINTER FANCY FOOD SHOW GENERATES BUZZ FOR EXHIBITORS

Generating media coverage for their brands is among the top priorities that exhibitors share with SFA each year. Fortunately, the Winter Fancy Food Show is a top destination for those in the media—more than 225 journalists, editors, and influencers attended the 2024 Show, providing exhibitors with lots of opportunities for earned media exposure.



## MEDIA COVERAGE

**642** STORIES GENERATED



## SFA PR BENEFITS APPLIED:

**49** PRODUCT & COMPANY QUESTIONNAIRES

**50** FIVE-MINUTE MEETINGS

**75** VIRTUAL PRESS OFFICE RELEASE UPLOADS



## MEDIA ATTENDEE HIGHLIGHTS

LOS ANGELES TIMES  
ARTISAN SPIRIT/VINEPAIR  
BETTER HOMES AND GARDENS  
CBS CHANNEL 8  
CHEESE MARKET NEWS  
CHEESE PROFESSOR  
CHICAGO TRIBUNE  
CULTURE: THE WORD ON CHEESE  
DELI BUSINESS MAGAZINE  
DELI MARKET NEWS  
DOTDASH MEREDITH (SIMPLY RECIPES/  
SPRUCE EATS)  
EXHIBIT CITY NEWS  
FOOD & BEVERAGE INSIDER  
FOOD BUSINESS NEWS  
FOX 9  
GOOD DAY  
GOURMET NEWS  
INFORMA/SUPPLYSIDE  
LOS ANGELES TIMES  
MINNESOTA MONTHLY  
NOSH, BEVNET  
SAVEUR

## INFLUENCER HIGHLIGHTS

@CELIACANDTHEBEAST  
@CHAHINEZ\_TBT  
@CHARQUTE  
@EATMELASVEGAS  
@FROGPURSE  
@GIRLCARNIVORE  
@LVFOODGODDESS  
@PLANTBASEDONABUDGET  
@SNACKBETCH  
@SLICEOFJESS  
@VEGANHACKSPOD  
@VEGASEATTHIS

# SHOW-RELATED HASHTAGS AND CONVERSATIONS LIT UP SOCIAL MEDIA

Winter Fancy Food Show buzz reached far beyond Las Vegas thanks to social media. SFA encouraged engagement and sharing among Show participants in a variety of ways, including four new photo “sets,” to bring increased attention to the event and its exhibitors.



TOTAL SOCIAL FAN BASE

**113,241** FOLLOWERS



OVERALL SHOW ENGAGEMENT

**3.5M** IMPRESSIONS

**1.4M** TOTAL REACH

**1.2M** TOTAL MENTIONS



## SFA CONTENT HIGHLIGHTS



**12K** REACH



**8K** REACH

## USER-GENERATED HIGHLIGHTS



**5K** REACH



**35K** REACH



LEARN MORE ABOUT THE



# winter fancy food show

JANUARY 19 - 21, 2025 • [FANCYFOODSHOWS.COM](https://www.fancyfoodshows.com)  
LAS VEGAS CONVENTION CENTER

## For More Information:

Membership, Advertising, Sponsorships:

[membership@specialtyfood.com](mailto:membership@specialtyfood.com)

212.482.6440

Public Relations, Press:

[press@specialtyfood.com](mailto:press@specialtyfood.com)

The Fancy Food Shows are owned and produced  
by the Specialty Food Association.

