



NEWS RELEASE

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United Fresh Launches Second Annual BrandStorm™

WASHINGTON, D.C. (April 11, 2016) - The United Fresh Produce Association has launched the second annual *BrandStorm*™ marketing event will take place November 14-16, 2016 in San Francisco, CA at the Hilton Financial District San Francisco.

A project of the United Fresh Produce Marketing & Merchandising Council, *BrandStorm* has been developed to engage all levels of marketers in the produce industry looking to disrupt their marketing mix with new and creative marketing solutions.

“What started as an idea from the Council to educate produce marketing professionals has blossomed into an incredible marketing conference,” said Cindy Jewell, Vice President of Marketing at California Giant Berry Farms and Chairman of the United Fresh Produce Marketing & Merchandising Council. “Last year’s *BrandStorm* brought together produce marketers from all segments of the industry. My team and I found as much value in the education as we did engaging with other marketing professionals.”

Building on the success of the inaugural *BrandStorm* in 2015, this two-day event offers a storm of marketing solutions for attendees to take back and apply to their businesses. They will hear from engaging speakers on topics such as word of mouth marketing and consumer behavioral trends. Attendees will come together throughout the event to engage in multiple platforms, work on industry specific case studies and hear from speakers designed to make them approach their marketing strategies with a new perspective.

BrandStorm [registration is now open](#). United Fresh members can attend for \$695 with discounts offered to marketing teams (from the same company) at the reduced rate of \$645 each when you register two or more colleagues. Non-members can attend for \$895. For more information about *BrandStorm* education, registration or to sponsor at the event, contact [Mary Coppola](#), Senior Director, Marketing Communications at 202-303-3425.

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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.