



NEWS RELEASE

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United Fresh BrandStorm™ Attendees to Visit Clif Bar & Company Headquarters

WASHINGTON, D.C. (August 23, 2016) - The United Fresh Produce Association's second annual *BrandStorm*™ marketing event will take place November 14-16, 2016 in San Francisco, CA at the Hilton Financial District San Francisco. Following the educational event, BrandStorm attendees will have an opportunity to participate in an industry tour hosted by Clif Bar & Company.

In addition to a tour of their headquarters, the team at Clif Bar & Company will present on their brand marketing practices driven by their 5-Aspirations of Business: *Sustaining our Business, Brands, People, Community and the Planet*. Hear how this company continues to grow, what's new in development and what keeps them motivated to produce a quality and trusted brand their loyalists can rely on.

"Learning from CPGs is a great way for produce companies to broaden our perspectives on brand marketing," said Mark Munger, Vice President, Sales and Marketing at 4EarthFarms and Vice Chairman of the United Fresh Produce Marketing & Merchandising Council. "As consumer driven companies, tours like this offer shared lessons and opportunities. I'm looking forward to visiting Clif Bar & Company and learning from their global successes."

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. Attendees can sign up for the post-event tour for an additional \$95 which includes transportation to and from Clif Bar & Company headquarters as well as lunch. 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.