



NEWS RELEASE

For Immediate Release, April 4, 2016

Contact: Mary Coppola

mcoppola@unitedfresh.org

202-303-3425

**Fresh Foods: The Retail Revolution to Launch United Fresh 2016
Supermarket News to Debut Exclusive 2016 Fresh Foods Report**

WASHINGTON, D.C. (April 4, 2016) – Retail leaders and innovative fresh produce companies will join together for a deep dive into the exploding world of fresh foods at retail on the afternoon of Monday, June 20, prior to the opening of the United Fresh 2016 trade show June 21 & 22 in Chicago.

Fresh Foods: The Retail Revolution will kick off with a presentation from Supermarket News' Liz Webber who will share the results of the magazine's new 2016 study on the "State of Supermarket Fresh Foods." This research is currently in the field with retailers and suppliers across the industry, with results anticipated in May. When completed, this research will deliver the most up-to-date picture of fresh foods in today's retail environment, directly reported from those retailers and fresh foods suppliers growing the category.

Fresh food industry leaders from the retail and supplier community will then add their perspectives to the data presented, and share insights from their own experience. First, buyers and merchandisers in different retail channels will highlight the fresh revolution taking place in their stores, giving suppliers insights on what's coming over the horizon. Next, a panel of innovative suppliers will share their success moving from commodity fresh produce to combo fresh foods in ready meals; prepared foods such as sandwiches and salads, snacking options, and grab 'n go formats.

The event then expands from speaker presentations to one-on-one networking as all attendees will engage directly in the *Fresh Ideas Showcase*, a hands-on and tasting experience of the innovative new products available to excite consumers. Attendees will explore options from grab 'n go snacks to convenient meal solutions; fresh fruit smoothies to deli sandwiches; yogurt parfaits to cool desserts, all while talking with retailers and suppliers about growth opportunities in the fresh food category.

"We're excited to enhance the United Fresh 2016 attendee experience with this important new event exploring *Fresh Foods: The Retail Revolution*," said United Fresh President and CEO Tom Stenzel. "It's clear that consumers are breaking down the barriers between produce, deli and center store, and FRESH is driving the train. A special thanks for Avocados from Mexico as our sponsor of the overall event, and to Supermarket News as our media sponsor," he said.

In order to secure the widest possible insights on the fresh food category, United Fresh encourages retailers and industry members to go online to [complete the Supermarket News 2016 Survey](#) on the "State of Supermarket Fresh Foods."

Participation in *Fresh Foods: The Retail Revolution* is available to attendees with an All Access Package. Separate tickets can be purchased online to supplement other registration package types.

Co-located with FMI Connect 2016, the International Floriculture Expo, and the new Global Cold Chain Expo, United Fresh 2016 will bring together retail, fresh produce, floral and cold chain leaders who are searching for unique products and looking to enhance relationships with valuable business partners. Registration is available at www.unitedfreshshow.org. Media are invited to attend but must pre-register by contacting [Mary Coppola](#), Senior Director, Marketing Communications at 202-303-3425.

###

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.