



## NEWS RELEASE

For Immediate Release, January 6, 2016

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# Registration Opens Today for United Fresh 2016 Convention and Expo

## *Produce Innovation Starts at United Fresh 2016*

WASHINGTON, D.C. (January 6, 2016) – Registration opens today for United Fresh 2016, the leading convention and expo for the fresh produce industry. Hosted once again at McCormick Place Convention Center, Chicago, Illinois this June 20-22, the event will prove to be the largest to date. Showcasing the most creative new produce innovations and fresh food trends, cutting-edge tools and technology, business-to-business meeting suites, an expert consultation center, produce innovation awards and industry-leading education, United Fresh *IS* produce innovation.

New this year, join us for the ***Fresh Foods: The Retail Revolution*** on Monday, June 20, where top speakers will explore the trends, innovations and visions for how fresh produce and fresh foods are dramatically changing retail channels. Following the session, attendees will then enjoy a hands-on and tasting reception with new product options from grab 'n go snacks to convenient meal solutions; fresh fruit smoothies to deli sandwiches; yogurt parfaits to cool desserts.

“Participation in *Fresh Foods: The Retail Revolution* requires an All-Access Pass, adding value to the expo experience by offering a deeper look into the trends, developments and innovations in fresh,” said Tom Stenzel, United Fresh’s President and CEO. “Fresh produce innovations in retail are hot, continuing to permeate departments throughout the store.”

The 2016 United Fresh ***Opening Party*** kicks off networking events on Monday night at Chicago’s Museum of Contemporary Art. The gathering will be an opportunity for attendees to catch up with friends and peers while making new connections across the produce industry.

On Tuesday morning, produce innovation starts with United Fresh with the grand opening of the United Fresh Marketplace and United FreshTech expos. Attendees also can visit our co-located partners’ expos, all for one low price of admission. United Fresh will again be co-located with the ***International Floriculture Expo*** and the Food Marketing Institute’s ***FMI Connect***, as well as a new partner this year, the ***Global Cold Chain Expo***. The new Global Cold Chain Expo is designed specifically for executives and managers of cold storage facilities and refrigerated transportation. More than 100 exhibitors will be showcasing the newest tools and technologies to enhance the produce cold chain from farm to table. With a United Fresh All Access pass, attendees can also choose to attend Global Cold Chain Expo education programs.

Early bird rates for the 2016 United Fresh convention are available through May 2, 2016. To ensure the best value, register for an **All Access Pass** and gain unlimited exposure to the features of United Fresh, as well as special education in the International Floriculture Expand the Global Cold Chain Expo. Explore these details, register for the event, and more by visiting [www.unitedfreshshow.org](http://www.unitedfreshshow.org). For questions about exhibiting or sponsoring, contact [John Toner](#) at 202-303-3424.

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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.