



NEWS RELEASE

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Ready Pac Foods CEO Tony Sarsam to Keynote FreshMKT Conference *FreshMKT Expo & Conference Features New Innovations for Attendees*

WASHINGTON, D.C. (March 7, 2017) – Ready Pac Foods, Inc. CEO Tony Sarsam will focus on the drive for innovation in fresh foods as keynote speaker at this year's United FreshMKT Conference, debuting Tuesday, June 13 at McCormick Place in Chicago. Hundreds of retailers, foodservice, fresh foods and produce executives are anticipated to participate in the conference, held the day before the United FreshMKT Expo opening.

Sarsam joined Ready Pac Foods in 2013 and has led the company to significant growth and profitability through his focus on expanding and evolving fresh prepared meals and driving operational excellence. Sarsam has focused the organization around a mission of *Giving People the Freedom to Eat Healthier*.

Ready Pac Foods recently announced an agreement to be acquired by Bonduelle, the world leader in vegetables with products sold in 100 countries under multiple brand names. Sarsam will continue to lead Ready Pac Foods, reporting directly to Chairman and CEO Christophe Bonduelle, with the added perspective as part of a global company driving innovation in fresh foods.

Following Sarsam's keynote address, attendees will dig into three specific keys to consumer success. Topics will include "Consumer Trends Shaping Food Today," "How Creative Companies Are Shaping Food Culture," and "How Retail/Foodservice Executives Can Spot Explosive Growth Opportunities." Throughout the afternoon, attendees can sample a wide array of new convenience fresh foods and snack items provided by innovative companies. The FreshMKT Conference will conclude with a look to the future from a Consumer Millennial panel sharing their expectations for the food industry of the tomorrow.

On Wednesday and Thursday, June 14-15, the FreshMKT Expo brings exhibitors and attendees together to explore everything new and innovative in fresh foods and produce marketing and merchandising. The expo will feature several new destinations, including the new **FreshMKT X-Change** at the entrance to the expo providing a meeting place for colleagues who share common interests to connect and exchange perspectives on key industry issues such as organics, branding, product development and more. Attendees also will have the opportunity to explore the world of organic produce by visiting exhibitors throughout the show on our **Organic Trail**, and viewing new products displayed at the new **Organic Showcase**.

The **FreshMKT Learning Center** will feature education on real-world applications for today's business challenges, right on the show floor. These 45-minute sessions will provide insights from the award-winning retail managers, foodservice chefs, and school foodservice leaders, as well as topical sessions on food waste, packaging design, retail merchandising and more.

Companies will once again display their most innovative products and compete for "best of class" in multiple categories of the 2017 **United Fresh Innovation Awards**. Attendees will vote for their favorites, with winners being announced on the last day of the show.

Registration for the United FreshMKT Expo & Conference is now open. Attendees will have access to co-located shows including the United FreshTEC Expo, Global Cold Chain Expo and the International Floriculture Expo. In addition, FreshMKT attendees will be able to catch up with friends and peers during the official 2017 Opening Party kick-off event at the Shedd Aquarium, this year co-hosted with the Global Cold Chain Expo. For maximum value and access to all United Fresh events, attendees should choose

the All Access Package. Early bird rates are available through April 25, 2017.

For full details on the United FreshMKT Expo & Conference and to register, visit www.FreshMKT.show. For information about participating in the expo and any of the enhanced destinations and opportunities available this year, contact Emily Woodard at ewoodard@unitedfresh.org or 202-303-3415.

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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.