



NEWS RELEASE

For Immediate Release, May 17, 2016

Contact: Mary Coppola
mcoppola@unitedfresh.org
202-303-3425

Ted Wright to Deliver Word of Mouth Marketing Keynote at 2016 BrandStorm™

WASHINGTON, D.C. (May 17, 2016) – Ted Wright, CEO of Fizz and word of mouth marketing pioneer will deliver the Word of Mouth Marketing General Session keynote at the second annual *BrandStorm™* on Monday, November 14 in San Francisco, CA.

Ted has been at the leading edge of word of mouth marketing (WOMM) since he helped reignite the Pabst Blue Ribbon brand in 2000. Since then, Fizz has become the global leader in word of mouth marketing with clients on every continent. He leads a crew of professional staff from Fizz's offices in Atlanta, where they consistently deliver triple-digit ROI on their clients' marketing investments.

Ted and his team at Fizz have been honored for their work with a variety of awards. A 15-year marketing veteran and an alumnus of Booz Allen Hamilton, Ted also holds an MBA with honors from The University of Chicago.

"Leveraging word of mouth marketing strategies is critical to the success of our brands," said Cindy Jewell, Vice President of Marketing at California Giant Berry Farms and Chair of United Fresh's Produce Marketing & Merchandising Council. "Consumers trust the testimony of their peers, so we must engage in the existing conversations to stay relevant. We're excited to hear how Ted Wright steers us to do so."

Building on the success of the inaugural *BrandStorm* in 2015, this two-day event and industry tour – November 14-16 in San Francisco, CA – 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 maintaining brand integrity 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 new perspectives.

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. You can register here: www.unitedfresh.org/brandstorm For more information about *BrandStorm* education, registration or to sponsor at the event, contact [Mary Coppola](mailto:Mary.Coppola@unitedfresh.org), 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.