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Fourth Annual BrandStorm™ Will Return to San Francisco

SAN FRANCISCO, CA (September 6, 2018) – United Fresh will host the fourth annual *BrandStorm™* February 20-22, 2019, once again in San Francisco, CA. The event, hosted by United Fresh's Produce Marketing & Merchandising Council, boasts the only annual opportunity for produce marketers to gather to dive into marketing education, idea-sharing and innovative dialogue with peers and colleagues alike.

BrandStorm has been developed to engage all levels of brand and marketing professionals in the produce industry looking to enhance their knowledge of brand development, content creation, managing the creative process, segment marketing, channels, tools, technologies and much more.

"BrandStorm gets more and more exciting each year," said Mark Munger, Vice President of Sales & Marketing at 4Earth Farms and Chair of United Fresh's Produce Marketing & Merchandising Council. "I look forward to this event as a way to engage my peers in dialogue about produce marketing – we all benefit when we share ideas that advance the industry's marketing success."

BrandStorm 2019 will address the latest disruptors in brand marketing, from VR, AR and IoT to private brand, home delivery and the latest consumer trends.

On Wednesday, February 20, the event will kick off with a tour in the heart of San Francisco where an exclusive group of attendees will have access to the marketing teams behind some of the biggest brands in the Bay Area. Following the tour, all BrandStorm attendees will gather at the Welcome Reception.

On Thursday, February 21, the education storm rolls in with a breakfast general session followed by a day of idea deluge. Attendees will choose from over 20 topics in workshops and X-Change sessions. In addition, a new interactive opportunity is brewing for Thursday afternoon that will require hands-on learning – be prepared to login and learn. BrandStorm will conclude on Friday, February 22 with a breakfast panel followed by a half-day of education, wrapping up after the lunch general session.

"This event is an annual must-attend for all members of your marketing team," said Kim St George, Director of Sales & Marketing, Private Brands, Mann Packing Company. "I find a level of renewed energy and excitement for our portfolio of brands through the ideas and conversations our team takes part in at BrandStorm."

United Fresh members can attend BrandStorm 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.unitedfreshbrandstorm.org. 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.

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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.