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United Fresh Names Best In Show Virtual Exhibit Booths

WASHINGTON, D.C. (June 25, 2020) – From a new concept just a few months ago to a 200-company virtual expo reaching more than 7,500 attendees, United Fresh LIVE! brought out the best in exhibiting company marketing teams.

Based on attendee votes through the United Fresh LIVE! platform, we can now announce the “best of the best” in executing virtual booths on the expo floor.

The winners in each category for United Fresh LIVE! Best in Show are:

- **Best Use of Graphics**: Chiquita Brands LLC
- **Best Use of Video**: Driscoll’s
- **Best Use of Downloads**: Del Monte Fresh Produce, N.A., Inc.
- **Best FreshMKT Booth**: Pure Flavor – Pure Hothouse Foods, Inc.
- **Best FreshTEC Booth**: IFCO Systems, N.A.
- **Best Overall Booth**: Sunset/Mastronardi Produce Ltd.

“I’m blown away by the creativity of our United Fresh LIVE! virtual exhibitors,” said John Toner, Vice President of Conventions & Industry Collaboration, United Fresh Produce Association. “We’re grateful for all exhibitors who participated this year and are pleased to be able to honor those whose strategies took advantage of the opportunities that the platform had to offer.”

With United Fresh LIVE! online 24-7, be sure to log back in to see why these exhibits stood out for attendees, as well as explore the full virtual expo. To login, visit [www.unitedfreshlive.org](http://www.unitedfreshlive.org).

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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. For more information, visit [www.unitedfresh.org](http://www.unitedfresh.org) or call 202-303-3400.