



NEWS RELEASE

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United Fresh Announces 2015 BrandStorm Marketing Event

WASHINGTON, D.C. (August 19, 2015) - The United Fresh Produce Association has announced the development of a new marketing event added to its annual education offerings. Titled *BrandStorm*, the event will take place November 1-2, 2015 in San Francisco, CA.

A project of the United Fresh [Produce Marketing & Merchandising Council](#), *BrandStorm* has been developed to engage new and young marketers in the produce industry looking to learn about brand development, content creation, managing the creative process, segmented marketing channels, and much more.

"*BrandStorm* is an exciting new event designed specifically for the next generation of our produce marketers," said Cindy Jewell, Vice President of Marketing at California Giant Berry Farms. "Attendees will learn about latest trends, build their network, and gain knowledge of new tools and insights that will provide instant value back to their organizations."

"Our Produce Marketing & Merchandising Council has taken a new approach to in-person education by creating *BrandStorm*," said Tom Stenzel, President and CEO of United Fresh. "They've identified an opportunity to further engage the young marketers in the industry and feel this event will help prepare marketing teams to meet the challenges of today's produce business environment with new tools and skills."

This day and a half event offers a storm of marketing solutions for attendees to take back to their offices and apply to their daily roles. They will hear from engaging speakers on topics such as the customer experience and understanding generational behaviors. United Fresh has developed discussion dens where attendees will interact with others looking for new approaches to common marketing channels during breaks throughout the day. Attendees will be challenged to solve case study exercises designed to mirror real industry events and leave armed with tangible solutions to these common brand hurdles.

BrandStorm [registration is now open](#). United Fresh members can attend for \$595 with discounts offered to marketing teams (from the same company) at the reduced rate of \$545 each when you register two or more colleagues. Non-members can attend for \$895. For more information about *BrandStorm* education, registration or to sponsor at the event, contact [Jessica Mosley](#), Director, Education at 202-303-3417.

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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.