

market

A NEWSLETTER FOR JAVITS CENTER CUSTOMERS



Fancy Food Show Breaks Records

August 2016

The 2016 Summer Fancy Food Show shattered records with the most exhibit space since the event was established in 1954, organizers said.

In June, more than 2,670 exhibitors packed into the halls of the Javits Center, showcasing the latest trends in specialty food and beverages from across the United States and 55 countries.

Owned and produced by the Specialty Food Association, the show hosted more than 47,000 specialty food professionals throughout the event, which spanned the equivalent of six football fields. According to the Association, offerings were plentiful from Italy, the largest international exhibitor, and Tunisia – the show’s official partner country sponsor – was front and center with olive oil, harissa, dates, and many more North African specialties.

“The show is the place to be to discover the latest in specialty food and what’s next for stores and restaurants,” said Laura Santella-Saccone, the Association’s chief marketing officer. “Record sales for specialty food have contributed to the strength of our show.”

The record-breaking space was the latest in a series of record-setting trends among events held at the Javits Center, which completed a comprehensive renovation in 2014. Announced by Governor Andrew M. Cuomo in January, a \$1 billion expansion is set to break ground later this year – which will bring five times more meeting room space, 500,000 square feet of exhibition space on Level 3, the largest ballroom in

the Northeast and an on-site truck garage to accelerate overall operations.



javitscenter.com |
market@javitscenter.com

Est. 1986