

Maine Specialty Food Mission

Winter Fancy Food Show – International Buyers Meetings

January 14-19, 2022 | San Francisco, CA

Maine International Trade Center (MITC) invites you to participate in the **State of Maine Pavilion** at the Winter Fancy Food Show in San Francisco.

Each year, 18,000+ Winter Fancy Food Show attendees discover more than 80,000 products featuring the world's finest foods and beverages from more than 1,400 exhibitors representing over 35 countries.



Since 1955, the Fancy Food Shows have been North America's largest specialty food and beverage marketplace. Between the Winter Show in San Francisco and the Summer Show in New York City, the National Association for the Specialty Food Trade events bring in more than 40,000 attendees from more than 80 countries and regions to see 260,000 innovative food and specialty food products.

In addition to the trade show, companies will participate in the Food Export USA International Buyers Mission, giving Maine companies the opportunity to present products in pre-scheduled, one-on-one appointments with some of the industry's most important international distributors, retailers, and foodservice buyers.

Maine International Trade Center will provide companies with trade show assistance, including market research reports, and help with post trade show follow up.

SCHEDULE

January 14th, Friday: Departure for San Francisco; Booth Set Up
January 15th, Saturday: One-on-One International Buyers Meetings; Booth Set Up
January 16th - 18th, Sunday - Tuesday: Trade Show
January 19th, Wednesday: Departure for Maine

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Registration Cost

MITC member: \$350

Non-member: \$450

Booth Cost

\$3,400

10 x 10 exhibit space

electrical and furniture included (additional costs may apply)

freight not included



IMPORTANT NOTES:

- Airfare and lodging costs are **not** included in the above prices.
- Exhibiting companies **must** be Specialty Food Association members.
- STEP reimbursement funds are available to qualifying companies participating in Food Export USA one-on-one **meetings with international buyers**.
- **Cost reimbursements** are available through Food Export USA's branded program for qualifying companies.
- Refunds will not be issued after registration.



U.S. Small Business
Administration

Funded in part
through a grant with the
U.S. Small Business Administration

STEP Financial Assistance Awards are
available for SBA-eligible Maine companies
seeking new international sales.

For more information, contact Jeff Bennett (jbennett@mitc.com).

