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PR Specialty Food Association's 2018 Business Summit: "Plan. Make. Launch."

by Specialty Food Association

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NEW YORK -- With innovation exploding in the specialty food industry, the Specialty Food Association (SFA) has created a product development boot camp to help attendees master the three major elements of getting a new product to market: "Plan. Make. Launch." Taking place in Dallas, Texas from April 8-10, the summit will empower business owners with information, inspiration, and plenty of networking opportunities.

The gathering of specialty food pros will focus on ideation and the development of new products, as well as building an understanding of the data and methodology behind successful product launches.

"The SFA's mission is to champion, nurture, and connect our members with the tools they need to realize their business goals. A well-planned and executed new product launch can greatly magnify business success," said Phil Kafarakis, president, Specialty Food Association. "Our product development boot camp will bring world-class resources like Mattson, The Hartman Group, and Stage-Gate International to our membership. Events like this help us deliver value and create success for SFA members' brands wherever they are on their entrepreneurial journey – whether they're a start-up or in accelerated growth mode."

Kicking off with a cocktail reception on April 8, the boot camp officially opens on Monday, April 9 with a program titled, "LET'S INNOVATE," the focus on how to identify trends and develop a successful plan to produce exciting new food products. The day's opening speakers will be Barb Stuckey, chief innovation officer and president of Mattson, the Silicon Valley-based product innovation firm, revealing product development secrets, and trend forecaster Suzy Badaracco discussing the forces behind marketplace trends and innovation. Day One will also feature an interactive session on sensory evaluation for new food products.

April 10's theme is "LET'S LAUNCH." Attendees will choose one of three tracks: (1) Managing Regulatory Compliance, Quality, and Safety in New Product Development; (2) Selling Your New Product: Retail, Ecommerce, and Distribution Strategies; or (3) Marketing Your New Product: Get the Word Out and Build a Campaign. Experts will touch on a variety of subjects within each track: food safety, label anatomy and traceability; sales strategies for retail and ecommerce; and marketing, public relations and social media.

For pricing, additional information, or to register for the Specialty Food Business Summit, visit <http://sfbs.specialtyfood.com>.

About the Specialty Food Association

The Specialty Food Association is a thriving community of food artisans, importers, and entrepreneurs. Established in 1952 in New York, the not-for-profit trade association provides its 3,600 members in the U.S. and abroad with resources, knowledge, and connections to champion and nurture their companies in an always-evolving marketplace. The Association owns and produces the Winter and Summer Fancy Food Shows, and presents the softTM Awards honoring excellence in specialty food. Learn more at specialtyfood.com.

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