

# Food Fête

The Exclusive Media Event for Food



EVENT SCHEDULE  
**2013**

## Why Food Fête?

Since 2005, Food Fête has set the standard for creating exclusive, invitation-only media events that connect trend-setting food, beverage and kitchenware brands with the consumer food journalists and bloggers who matter most.

Because we're focused solely on food and all things culinary, Food Fête is poised at the center of what's current and trending -- uniquely positioned to find, vet and curate collections of the most interesting new products, all while attracting top food writers who are passionate about discovering and sharing what's new.

## Who Attends Food Fête?

Our track record of producing successful media events enables us to build strong and lasting relationships with an impressive roster of food writers and producers from TV networks, magazines, websites and blogs that create the editorial content you and your customers read.

Some of our regular attendees represent Food Network, Food Network Magazine, O The Oprah Magazine, Every Day with Rachael Ray, Martha Stewart Living, Food & Wine, Real Simple, Men's Health, Prevention, Family Circle, Men's Fitness, All You and Woman's Day, to name a few.

## Contact

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## What's New for 2013

Food Fête's 2013 event strategy blends fresh ideas with a cohesive approach that supports media outreach for multiple product launches throughout the entire year, while creating greater access and new opportunities for emerging food brands.

You'll see three key changes in 2013:

- **San Francisco:** We're re-inventing our annual San Francisco event in 2013 to better reflect the dynamics of the Bay Area media market and food brands that call the Bay Area home. Our 2013 San Francisco event offers two options: a limited number of "Sponsored Tables" that provide the full product sampling experience that Food Fête is known for; and a new opportunity for budget-conscious brands to have a small, "display-only" presence at Food Fête where they can create a tabletop display and talk about their products with our media/blogger attendees. These display-only tables will not allow for on-site sampling, but do include putting one product sample in a media gift bag, which also applies to the Sponsored Tables.
- **New York City:** Because new food products are continually introduced, we're producing four events in New York City in 2013 -- one during each calendar quarter. We're creating more opportunities to connect with the national food press with new products for every food season. Included among the quarterly events are three events open to all product categories, and one Health & Wellness event in April, featuring health-conscious food products, such as allergen-free foods.
- **Start-Ups:** The explosion of small-batch, food start-ups emerging from places like Brooklyn, the Pacific Northwest, Austin and San Francisco shows little sign of letting up. However, these start-ups typically have tight marketing budgets that limit their ability to implement PR programs that can result in quality time with top food writers and bloggers. Those days are over. At every 2013 Food Fête event in NYC, we're setting aside a limited number of exhibitor tables exclusively for start-ups at a significantly reduced fee, making it possible for these artisan foodcrafters to participate in Food Fête. These tables are sure to go fast, so contact us for more details.

# Food Fête

## 2013 EVENT SCHEDULE

January  
21

### **Food Fête San Francisco** **Jan. 21, 2013/SAN FRANCISCO**

We've re-invented our annual San Francisco Food Fête taking place during the annual specialty food show by making it more accessible to smaller food companies that dot the SF Bay Area. This year, we're offering only 8 "Sponsored" exhibitor tables (our standard table configuration for full product sampling), plus 25 smaller, "Display-Only" tables, thereby opening the door for more budget-conscious brands to meet and greet our media/blogger attendees. This new approach enables more brands to get involved, and includes putting one sample in the media gift bag. On-site sampling is not permitted from these display-only tables. Sponsored Table fee: \$2,000. Display-Only Table Fee: \$700.

February  
19

### **Food Fête Winter\*** **February 19, 2013/NEW YORK CITY**

The calendar says winter, but our new Food Fête Winter event in NYC is perfect for pursuing long-lead spring/early summer editorial opportunities. This event is open to all product categories. 25 exhibitor tables available. Exhibitor fee: \$2,700.

April  
2

### **Food Fête Spring: Health & Wellness\*** **April 2, 2013/NEW YORK CITY**

Open to products with a strong health & wellness appeal, this event targets mid-summer/early fall (long lead) editorial opportunities. This event is also appropriate for health-specific product categories such as allergen-free foods. If you'll be at the natural products show in Anaheim in early March, this event slated for April 2 helps keep the PR momentum going by reaching the New York-based, national food press who rarely make the trip to Anaheim. 25 exhibitor tables available. Exhibitor fee: \$2,700.

July  
1

### **Food Fête Summer** **July 1, 2013/NEW YORK CITY**

America's largest specialty food trade show returns to New York City in 2013, and our summer event will once again coincide with that show. The media are on the hunt for new specialty food products during the summer, and Food Fête puts you on their radar. As we've done for the past eight years, Food Fête will continue to deliver top tier food writers to our flagship summer event like no other food press event can. 50 exhibitor tables available. Exhibitor fee: \$2,900.

November  
7

### **Food Fête Fall\*** **November 7, 2013/NEW YORK CITY**

Q4 is a busy time of year for food brands, but that doesn't mean the PR work stops. Eyes are focused on short-lead opportunities for the year-end holidays including New Years plus pro football's "Big Game," and this event hits the mark. It's also great for chocolate and confection companies pursuing last-minute holiday and Q1 opportunities such as Valentine's Day. 25 exhibitor tables available. Exhibitor fee: \$2,700.

\* Dates for these events are tentative and subject to change.

## What We're Looking For

Food Fête is all about helping food, beverage and kitchenware companies connect face-to-face with top food writers and bloggers. The goal: build editorial relationships beyond email pitches, voicemails and hurried phone conversations.

To accomplish that, Food Fête draws upon its industry insight and relationships to deliver the newest of the new, best-in-class food and beverage products that set new trends.

Hundreds of food journalists and bloggers attend Food Fête each year to see creative, new products and meet the passionate people behind them. That's why we present products that will stimulate their thinking about ways to integrate what they see into their editorial plans.

Unlike crowded trade shows, Food Fête is singularly focused and efficient, making it possible to accomplish a lot in a short amount of time.

We believe that's why the media, food companies and their PR agencies come back to Food Fête year-after-year.

THE  
specs

## What Exhibitors Receive

Food Fête believes in keeping things simple.

Except for our newly re-tooled San Francisco event, we offer only one exhibit option, which includes a 48" round\* (bar-height) exhibit table for product display and sampling. We also provide colorful cotton linens and full-color tabletop signage. There are no booths to ship or set up.

Three representatives per exhibitor may attend. Two representatives may attend the SF event under the "Display Table" option.

In 2013 we're once again making it possible to integrate appropriate products into the catered food offering at select events, creating even more visibility. Contact Jeff Davis, Food Fête producer, for more details and pricing.

Finally, to extend online visibility, exhibitors also receive a profile on the special Food Fête media website -- a great reference tool for press, and fuel for your search engine marketing.

\* Table configuration subject to change, based on availability.

## What to Expect

If you've never participated in Food Fête, the first thing you'll notice is the atmosphere we create, followed by the energy in the room.

Our events more closely resemble a cocktail party than a mini-trade show often held in stale, hotel ballrooms.

Instead, Food Fête selects hip, upscale venues. We throw in martini and wine bars, then treat our guests to a selection of passed hors d'oeuvres to stimulate conversation and keep things lively.

We're also strengthening our commitment to creating a more curated collection of the best new products, ensuring that we present what our media guests want to see and experience.

## Apply Today

Apply online to exhibit at any Food Fête event by visiting <http://bit.ly/FoodFete2013App> or the application link at [www.foodfete.com](http://www.foodfete.com).

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