



Food Fête

2015 Event Schedule

foodfete.com



Food Fête is an intimate media event focused exclusively on connecting specialty food and beverage brands with top food writers and food bloggers.

Since 2005, Food Fête's upscale, cocktail-party setting has set the industry standard for food media events, and continues to be where the media turn first to experience what's new.

The media simply love attending Food Fête.

For food, beverage and kitchenware brands, Food Fête is cost-effective, extremely productive, and one of the best ways to elevate your media relations programs.

Oh, and it's a heck of a lot of fun.

What We're Looking For

Food Fête is all about helping food, beverage and kitchenware companies connect face-to-face with nationally recognized food writers and bloggers.

The goal: move beyond the email pitches, voicemails, hurried phone calls and short desk sides to create lasting media relationships that deliver real value.

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 discover 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 upcoming 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.

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

The Food Fête Experience

One of the first things our exhibitors notice about Food Fête 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 unimaginative, hotel ballrooms.

Instead, Food Fête selects upscale venues for our events. We also throw in martini and/or wine bars to 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.

Who Attends?

Food Fête consistently attracts an impressive roster of food writers and producers from food and lifestyle magazines, TV Networks, women's magazines, food websites and blogs.

Our events typically draw anywhere from 80-100 food writers from outlets including All You, Epicurious.com, Food & Wine, Food Network, Food Network Magazine, FoodNetwork.com, Every Day with Rachael Ray, Family Circle, Martha Stewart Living, Men's Fitness, Men's Health, Prevention, Real Simple, and Woman's Day, just to name a few.

What Exhibitors Receive

Food Fête likes to keep things simple, so we offer only one exhibitor option, which includes:

- 48" round* (bar-height) exhibit table for product display and sampling. There are no booths to ship or set up.
- Colorful cotton linens
- Tabletop color signage (your logo)
- Admission for three representatives
- One product in the media gift bag
- Online exhibitor profile
- Media lists with contact information for follow up

We do not charge extra for box storage, but depending on the venue, there could be an additional fee for table side electricity.

Spirits, wine and beer bar sponsorships are also available, so contact us for more details.

*Table configuration subject to change, based on availability.

Apply Today

Apply online to exhibit at any Food Fête event at <http://bit.ly/FoodFete2015App>.





Food Fête

Food Fête Winter

Feb. 24, 2015/New York City

Food Fête Winter is designed for pursuing long-lead spring/early summer editorial opportunities, while jump-starting 2015 media outreach initiatives with the national food press. 20 exhibitor tables available. Exhibitor fee: \$3,000.



Food Fête Spring: Health & Wellness Products

April 21, 2015/New York City

Open to products with a strong health & wellness appeal, this event targets mid-summer/early fall (long-lead) editorial opportunities. It's also appropriate for health-specific product categories such as allergen-free and glycemic-friendly foods. 20 exhibitor tables available. Exhibitor fee: \$3,000

Food Fête Summer

June 16, 2015/New York City

As we did in 2014, our flagship summer event will be held in advance of the specialty food industry's major summer trade show in New York. (Why? We found the media are far more energized and eager to meet with our exhibitors, having not spent the whole day at a trade show). Perfectly suited for the new product launch season, our summer event is also ideal for long-lead, holiday editorial opportunities. 50 exhibitor tables available. Exhibitor fee: \$3,000.

Food Fête Fall

Oct. 27, 2015/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 and 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 2016 opportunities such as Valentine's Day. 20 exhibitor tables available. Exhibitor fee: \$3,000.



Apply online to exhibit at one or more of these events at: <http://bit.ly/FoodFete2015App>.

Questions? Contact:
Jeff Davis, Founder/Producer
Portland, Oregon
971-373-8822 (o) 281-727-8248 (m)
jeff@foodfete.com
foodfete.com

Event dates are tentative and subject to change.