



freshsource

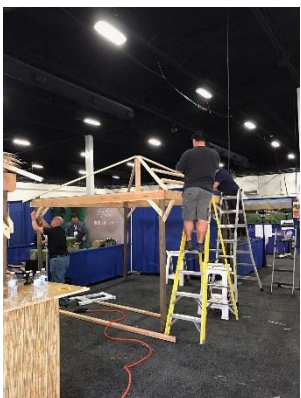
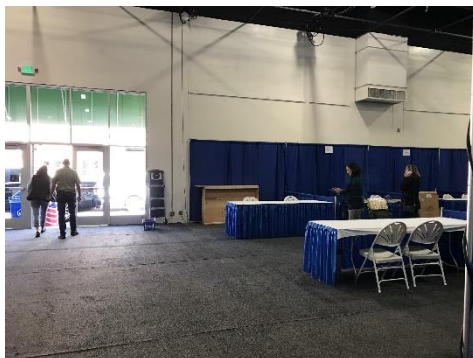
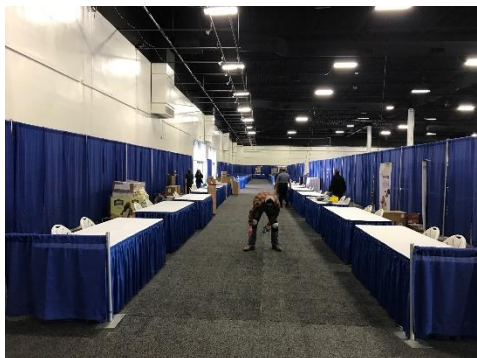
YOUR PRODUCE PARTNERS, WE ARE HERE TO BUILD YOUR SALES!

northern **EXPO** californian
FRESH PRODUCE & FLORAL COUNCIL



2017 FPFC Northern California Expo HIGHLIGHTS: Set-Up

- Set-up began Tuesday, March 28th at 12:00 pm
- Props, plants, ribbons, signs, racks & product were staged and getting ready for the big show
- The day ended at 5:00 pm and made our final touches Tuesday
- Wednesday we started at 8 am to ensure everyone's product was merchandised to its full potential
- Chef Josef started cooking and preparing his signature samples
- Finishing touches were finalized and ready for the 9:30 am start time



2017 FPFC NorCal Expo HIGHLIGHTS:

Taylor Farms & Green Giant

- All top Green Giant and Taylor Farms skus were represented to their full potential in the entry of FreshSource Section
- Showcasing their New Stir Fry items with Free Coupons!!



The Little Potato Co & Zola

- Beautiful setup for both Zola and The Little Potato Company
- Were able to show product and shipper options for both lines
- While also giving samples to visitors interested at the Chef's Tasting Table for Little Potato Co and Beverage Tasting table for Zola, which were both a great success and very well enjoyed dish
- Zola also samples their new Pineapple Coconut Water, delicious!



2017 FPFC NorCal Expo HIGHLIGHTS:

Vidalia

- Vidalia had a very nice display of onions, dressings, dips, chips and breadng
- Samples being passed out, and were well received by visitors of all their Sweet Onion Varieties



Baby Bay Produce

- Baby Bay Produce showcased their adorably beautiful painted pumpkins and organic squashes



2017 FPFC NorCal Expo HIGHLIGHTS:

Cal Sun Dry

- Cal Sun Dry had a beautiful display of CSD Items and also had a delicious/creative few recipes to share with everyone walking by! Amazing!



Bare Snacks

- Bare Snacks showcased their new Chia Coconut Bites, which were a crowd favorite!



Hampton Farms:

- Hampton Farms showcased their entire line of Hampton Farms Items!



2017 FPFC NorCal Expo HIGHLIGHTS:

Nona Lim

- Nona Lim had a beautiful display of their full Line and sampled their amazingly delicious broths!



DeLallo

- DeLallo Salad Savors showcased some new to market items and were definitely an exciting addition to their great product lineup!



U Gottabee Nutz

- U Gottabee Nutz samples and showcased all of their products skus... with those vibrant packaging colors, it was definitely grabbing Retailers Attention!



2017 FPFC NorCal Expo HIGHLIGHTS:

Good Greens, Gutzy & Sundia

- Good Greens, Gutzy & Sundia Displayed at the table-top display
- Sampling Good Greens Bake Shop Baby Bars!



Wildbrine

- Wildbrine showcased their entire line, sampling Krauts and the New Siracha flavors!



2017 FPFC NorCal Expo HIGHLIGHTS:

Cabo Fresh

- An awesome display and show flavor being given here with Cabo Fresh Guacamole
- Their Cabo Fresh Banner & display were a great show for different visitors passing by
- Sampling and Showcasing their entire line-up of Conventional and Organic Guacamole



House Foods

- People loved seeing this booth-with the House Teams Hawaiian theme and Full House Foods line up!
- The Chef preparation, using the House Foods Tofu was a delicious hit and crowd favorite.



2017 FPFC NorCal Expo HIGHLIGHTS:

Bing Beverage

- Visitors were loving a refreshing sip of Bing on the way to the Chef Tasting Table
- Bing is always a hit at these shows, as everyone knows Bing is such a refreshing and healthy boost to your everyday routine!!
- Bing always has beautiful Table-Top displays which incorporated beautifully with our Hawaiian Theme



MPK Foods

- MPK with a great display
- Showcasing their full line and Shipper Option
- Samples were passed out and gladly received by many of the visitors



2017 FPFC NorCal Expo HIGHLIGHTS:

Red Shell Dressing

- Red Shell attracted a lot of visitors with their delicious Dressings.
- A great success to create buzz and interact with all different kinds of visitors coming through the show
- Also, Red Shell samples their Dressings at the Chef's Tasting table which made the tasting that much more delicious!



NatureSweet Tomatoes

- NatureSweet with a great corner display of product and also a great tasting sample from the Chef's Tasting table
- Visitors were falling in love with the different rack options and many made comment about wanting particular ones in their stores



2017 FPFC NorCal Expo HIGHLIGHTS:

Zespri

- Zespri Kiwifruit is getting ready for a great season with their beautiful display of Kiwis!
- The Zespri team was in full Hawaiian themed attire to make their booth even more spectacular!



Ocean Mist

- Ocean Mist had an amazing location at the FPFC NorCal Expo, which helped showcase their beautiful Artichoke Shippers and their full line of Season and Steam Line Products.



2017 FPFC NORCAL EXPO HIGHLIGHTS:



2017 FPFC NorCal Expo HIGHLIGHTS:

Duda

- Duda had a great display of Duda Snack Cups, Celery Value Added line... Which looked beautiful displayed on top and throughout the wooden, rustic crates.



Humm Kombucha

- Humm Kombucha had a full house at their booth!
- Humm is always a great and good for you drink which is always a crowd favorite at retail stores and expos!



2017 FPFC NORCAL EXPO HIGHLIGHTS:



2016 FPFC Southern California Expo HIGHLIGHTS:

Chef's Tasting Table

- Chef Josef originally from Mastro's Ocean Club, did an amazing job with all of the ingredients provided by our principles
- With 5 different sample options, Our FreshSource booth was one of the most visited booths of the Expo!!!



2017 FPFC NORCAL EXPO HIGHLIGHTS:



FPFC Expo HIGHLIGHTS: Beverage Tasting Table

- Jon Perez from FreshSource did an amazing job as the Bar Tender at the Beverage Tasting Station.
- Making some new signature drinks with Bing Beverage and Zola Coconut Water that people were waiting in line to try!



2017 FPFC Northern California Expo HIGHLIGHTS: Show

- Our FreshSource Section had over 21 booths!
- We were by far the largest and most fun group at the EXPO!
- Thanks to all of you and your participation!



2017 FPFC NORTHERN CALIFORNIA EXPO HIGHLIGHTS:



Vendor Appreciation Dinner



Thank you

We would personally like to thank each and everyone of you in participating in this event with us!

It was certainly our pleasure!!!

We had an amazing time with you and are already looking forward to next years show!

