



SPECIALTY FOOD LIVE! 2021

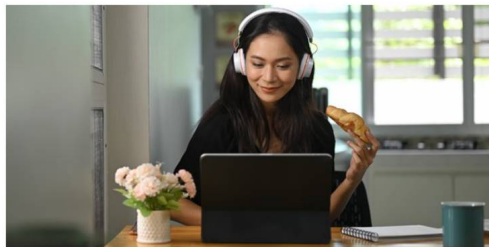
May 10-14, 2021

September 27-October 8, 2021*

&

PASSPORT TO SUCCESS IN THE U.S.

A pre-2021 Fancy Food Show educational event
aimed to help international food manufacturers
sell in the United States



**Final day to be confirmed*



Specialty Food Live!™ 2021

Specialty Food Live!™, a virtual trade show event, is a great opportunity for specialty food manufacturers to increase brand awareness among American buyers and generate sales leads thanks to the SalesMatch™ tool and the sales lead capture capabilities. The all-inclusive digital marketplace offers two-way live communications between exhibiting food manufacturers and participating buyers.

A. Dates

- **May 10-14, 2021**

The Specialty Food Association will be hosting the third edition of Specialty Food Live!™, a virtual trade show event from **May 10 until May 14, 2021.**




**Specialty Food
LIVE!™ 2021**
A VIRTUAL MARKETPLACE
May 10-14

- **September 27-October 8, 2021***

The fourth edition of Specialty Food Live!™ will be launched on **September 27, 2021.** Unfortunately, due to significant reduction in overall space, the 2021 Fancy Food Show will not be able to accommodate international pavilions. The Specialty Food Association will be offering the opportunity for international pavilion organizers and their manufacturers to participate in a virtual event during the same dates as the 2021 Fancy Food Show and including the following week. *The final day will be confirmed.




 Your Best Choice (Pty) Ltd
Seller

ShowroomProfile

Meeting


Message

Connect



Superinga packs 5 times the potency of Moringa and is available in a convenient 250 ml can, providing a boost of energy that quenches the body's thirst for minerals, vitamins and amino acids which are ... more

Brochures



Details

Pavilion

New Business (within last 12 months): **██████████**

Year Established: **██████████**

Is your business is at least 51% owned, controlled and actively managed by any of the following?:
██████████

Total Employees: **██████████**

Product Categories: **Alcoholic Beverages & Cocktail Mixes, Functional Beverages, Juices & Beverages, Soda & Carbonated Beverages, Tea (non RTD), Tea & Coffee RTD**

Wholesale Price Range: **██████████**

Please provide any business services that you are interested in

Superinga More Than Just Fair Trade: Empowering Rural Communities through Moringa

 Moringa



Watch laterShare

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CEO
20 Stapleton Road,
Durban, KwaZulu-Natal
3610 South Africa
[Message](#)



Ms
20 stapleton road
Pinetown, Durban, KZN
3610 South Africa
[Message](#)

Products in Showroom

[View All](#)



Superinga Moringa Iced T...
Your Best Choice (Pty) Ltd
US [REDACTED]



Superinga Moringa Iced T...
Your Best Choice (Pty) Ltd
US [REDACTED]



Superinga Moringa Iced T...
Your Best Choice (Pty) Ltd
US [REDACTED]



Superinga Moringa Iced T...
Your Best Choice (Pty) Ltd
US [REDACTED]



Superinga MO FUEL - Mor...
Your Best Choice (Pty) Ltd
US [REDACTED]

Latest Posts

11 days ago

Your Best Choice (Pty) Ltd (Seller)

Proudly South African Superinga Moringa Products

Like (0) • Comment (0)

14 days ago

Your Best Choice (Pty) Ltd (Seller)

Proudly South African

Like (0) • Comment (0)

16 days ago

Your Best Choice (Pty) Ltd (Seller)

THE WORLD'S FIRST THIRST DRIVE

Like (1) • Comment (0)

17 days ago

Your Best Choice (Pty) Ltd (Seller)

THE WORLD'S FIRST THIRST DRIVE

Like (1) • Comment (0)

19 days ago

Your Best Choice (Pty) Ltd joined Specialty Food Live! 2021.


Welcome New Seller
Your Best Choice (...)

19 days ago

Your Best Choice (Pty) Ltd added its company description.

Superinga packs 5 times the potency of Moringa and is available in a convenient 250 ml can, providing a boost of energy that quenches the body's thirst




**specialty food**
live! 2021

All ▼ olive oil Q

Discover Categories ▼ Brands ▼ Programs Services My Network Community Pavilions SFA Hub & Press

Agritalia | Showroom | Cello Extra Virgin Olive Oil 33.8 oz



Extra Virgin Olive Oil

33.8 oz

Brand: Cello

Price [REDACTED]
No minimum required


Product SKU: [REDACTED]
Available [REDACTED]

[Request Sample](#) [Favorite Brand](#) ♥

Description Specifications

Cello provides a wide selection of pure, light and extra virgin olive oil profiles: the well-known Mediterranean blend, perfectly balanced and suitable for everyday cooking; the monocultivars, made with only one olive variety; the unique country of origins, which reflect the soul and flavors of the specific geographic area where they are produced. Many packaging options available. High-quality Extra Virgin Olive Oils traditionally extracted at low temperature to preserve the fragrant flavors of the olives. Each profile is carefully selected and checked by


♥ FAVORITE

**specialty food**
live! 2021

All ▼ chocolate Q

Discover Categories ▼ Brands ▼ Programs Services My Network Community Pavilions SFA Hub & Press

Nahua Cacao & Chocolate | Showroom | PT00019



Nahua 90% Dark Chocolate

Brand: Nahua Cacao & Chocolate

US \$ [REDACTED]
Minimum order: [REDACTED]

Product SKU: [REDACTED]
Immediate / In stock

[Request Sample](#) [Favorite Brand](#) ♥

Description Specifications

Our darkest chocolate yet. A shot of antioxidants wrapped in a luscious chocolate with a high percentage of cacao.

Categories
Chocolate / Dark

♥ FAVORITE



D. Connect with buyers

- Connect with buyers via proprietary Sales Matching tools.
- View buyer profiles and their specific product needs
- Send messages to your SalesMatch leads
- Send private messages to prospects who review your products
- Get found by buyers matching your specific product types
- On demand video meetings with buyers via in event video conference
- Schedule meetings with buyers with in-app calendar
- Initiate and accept requests from buyers for meetings
- Communicate with buyers via Live Chat messaging

Home Community Content Programs My Network Services SalesMatch™ Leads Pavilions SFA Hub & Press

Leads

Leads Archived Leads

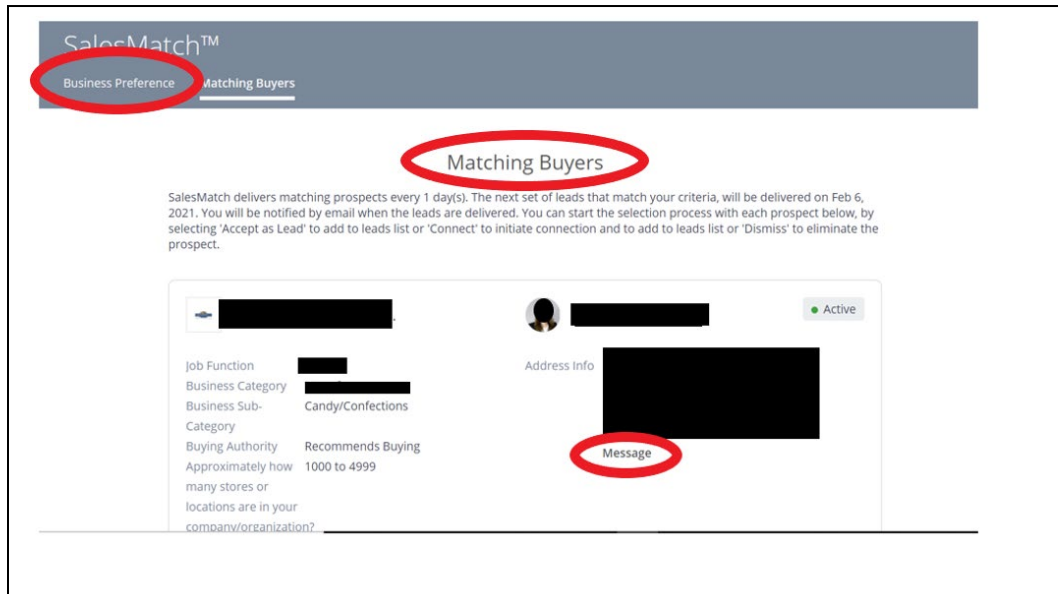
Showing: 104 Leads

Find Leads

SHARE SHOWROOM LINK ADD LEAD IMPORT LEADS

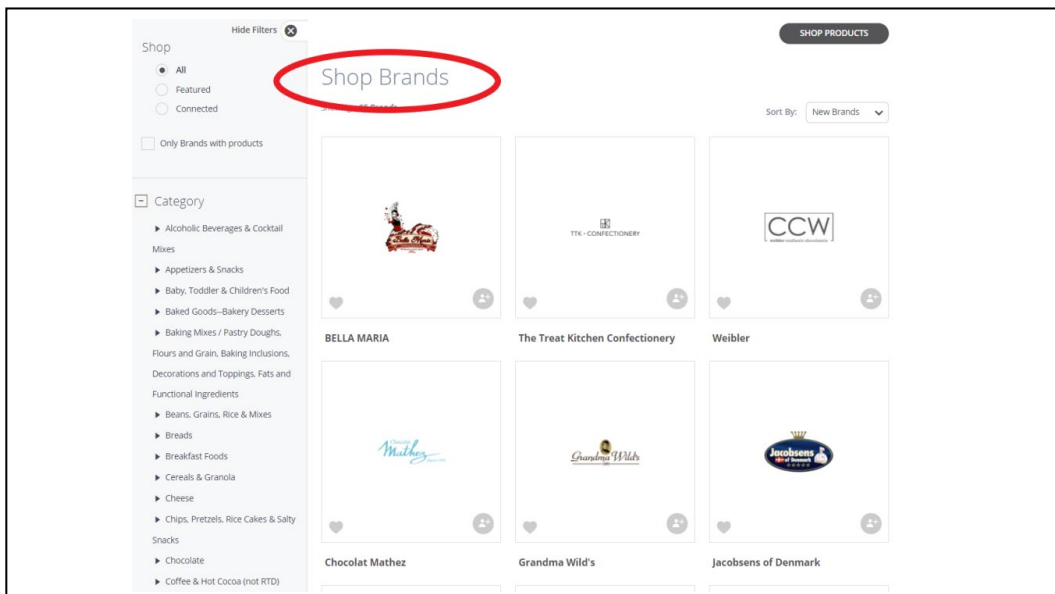
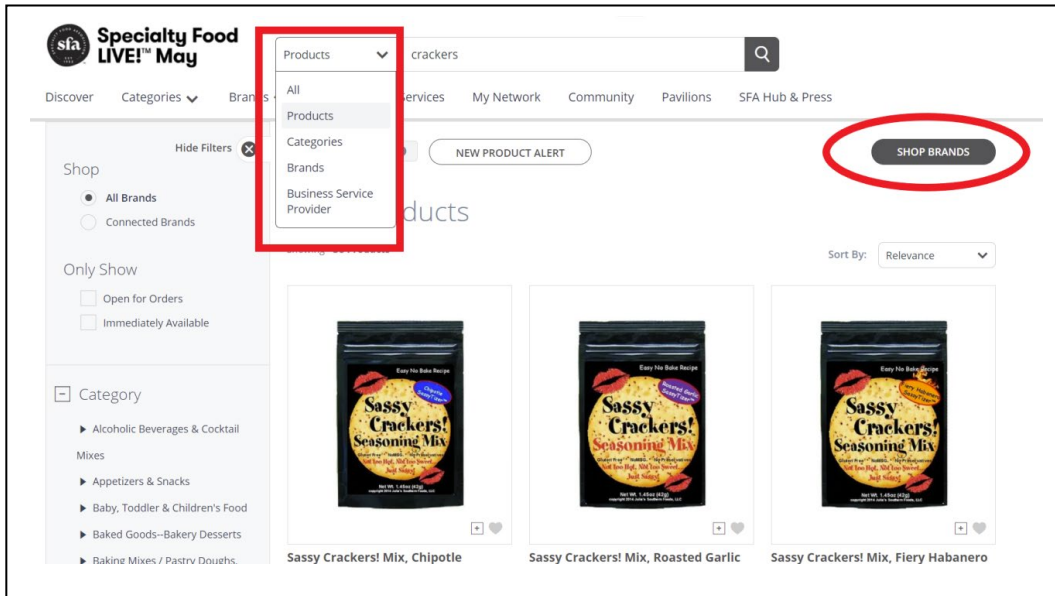
Bulk Action Filters: All Connec... All Statuses

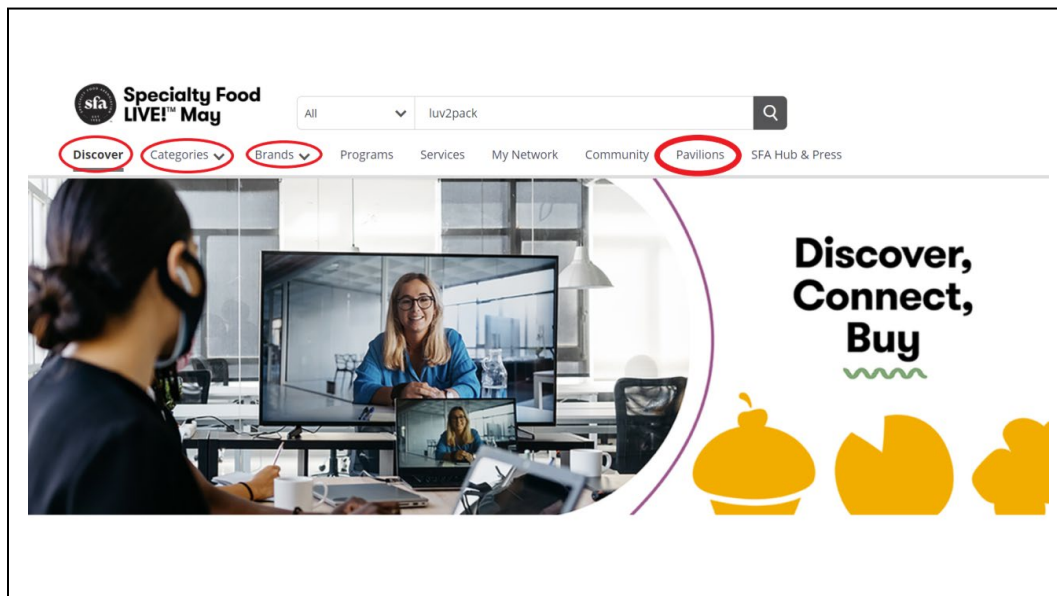
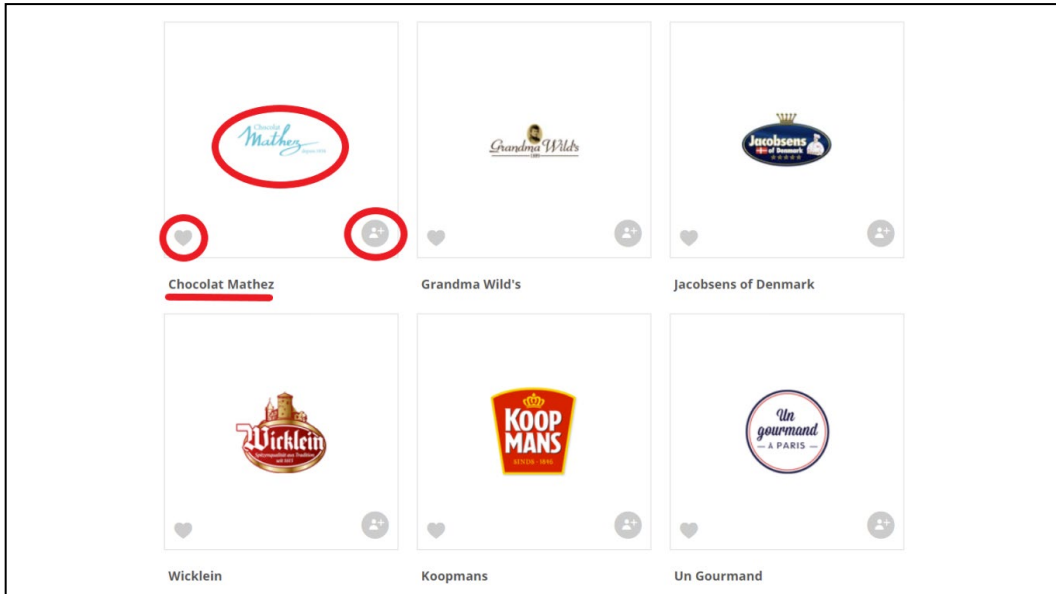
Contact	Connect Status	Status	Quality	Source	Last Seen
<input type="checkbox"/> [Profile Icon] [Redacted Name]	Connect	New	Warm	Social Feed	Yesterday
<input type="checkbox"/> JN [Redacted Name]	Connect	Open	Warm	SalesMatch	2 days ago



E. Be easily found by buyers

- Buyers will be able to easily find your company and your products thanks to:
 - The online search capability
 - Per product
 - Per category
 - Per brand
 - Per community field post
 - New Products to Market (Discover Tab)
 - Top Trending Products by Category (Discover Tab)
 - International Pavilion Organizers' participation
 - Exhibiting food manufacturers will benefit from double exposure thanks to the support of international pavilion organizers.

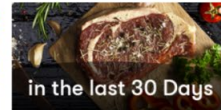
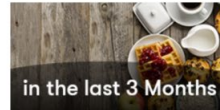




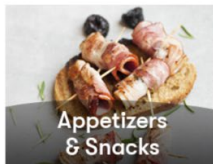


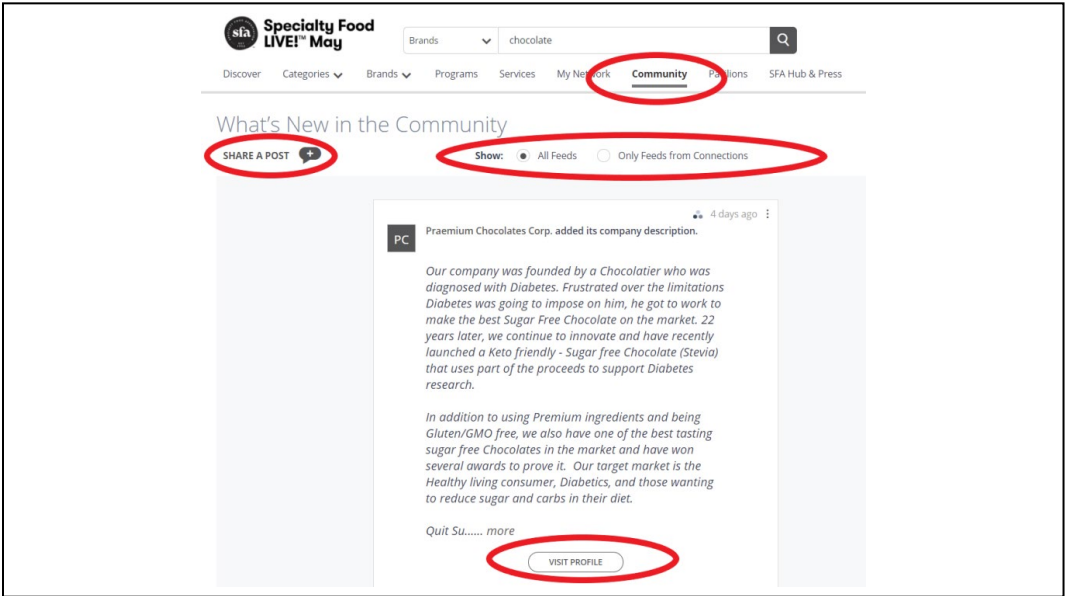
New Products To Market

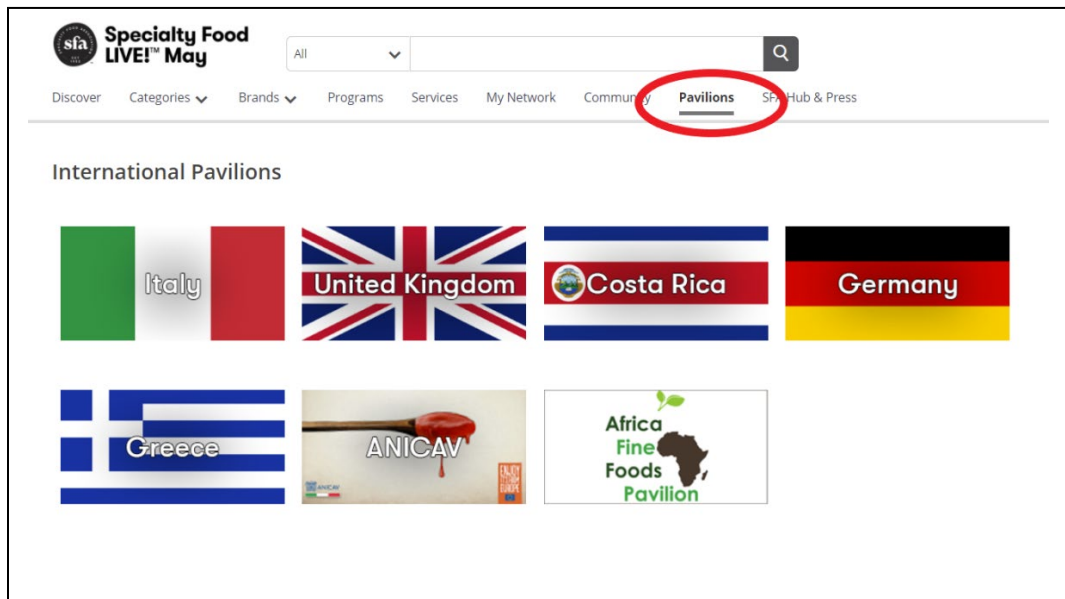
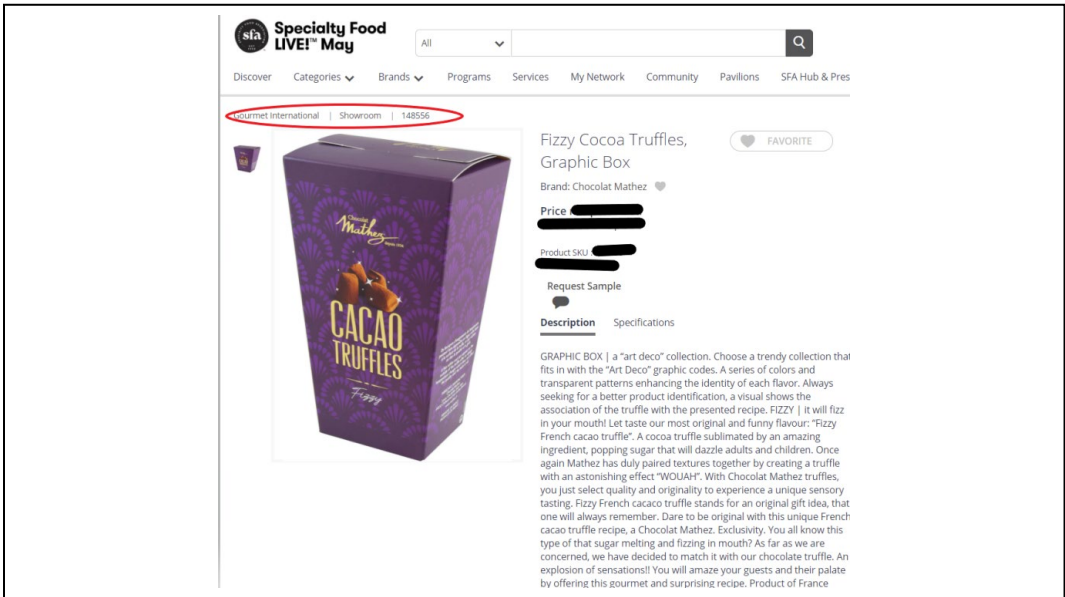
[View All](#)



Discover Top Trending Products By Category









COSTA RICA FOOD INDUSTRY INNOVATION AND WELL BEING IN EVERY BITE

Essential Costa Rica by Procomer
Business Service Provider

Profile

Brands:

Tonnino

Vidal Brothers ...

Todo Natural S...

Tertulia Brugge...

Sweetwell USA...

Roma Prince

Productos Agrop...

Natural Sims LL...

Paradise Ingre...

Nahua Cacao & C...

Montaña Azul

Laica

Alimentos Cook ...

Industrias Maf...

Meeting

Message

Connect

COSTA RICA FOOD INDUSTRY INNOVATION AND WELL-BEING IN EVERY BITE

Details

Location: **Escazu, San Jose, Costa Rica**

Year Established: **2006**

Product or Services Provided: **Product Development & Sourcing**

What type of companies are you looking to work with?: **Retailer | Distributor/Wholesale**

[f](#) [in](#) [p](#) [v](#) [u](#)

sfa Specialty Food LIVE! May

All

Discover Categories Brands Programs Services My Network Community Pavilions SFA Hub & Press

Africa Fine Foods /DAI
Business Service Provider

Profile

Meeting

Message

Connect

USAID Southern Africa Trade and Investment...

PRODUCTIVITY WENT UP IN LOCKDOWN CONDITIONS

The USAID TradeHub's activities focus on achieving the following three objectives: ...

Details

Location: **Pretoria, Gauteng, South Africa**

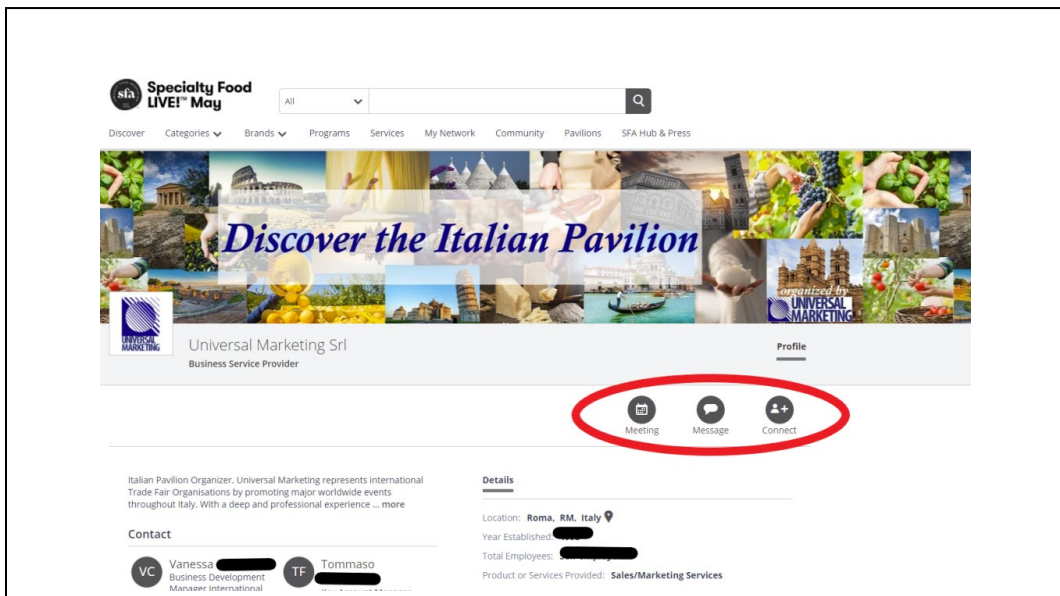
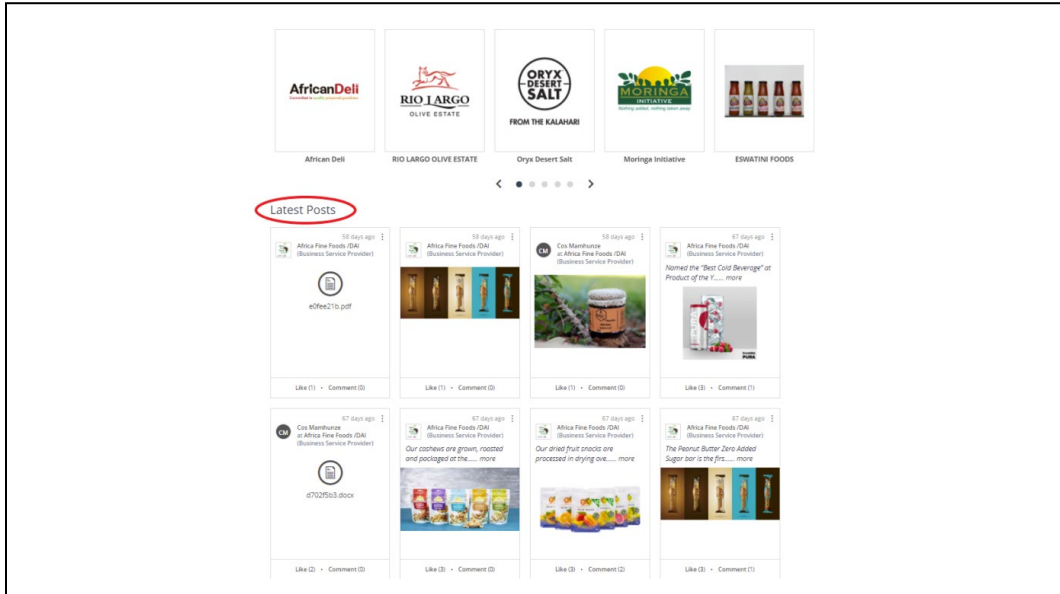
Year Established: **2016**

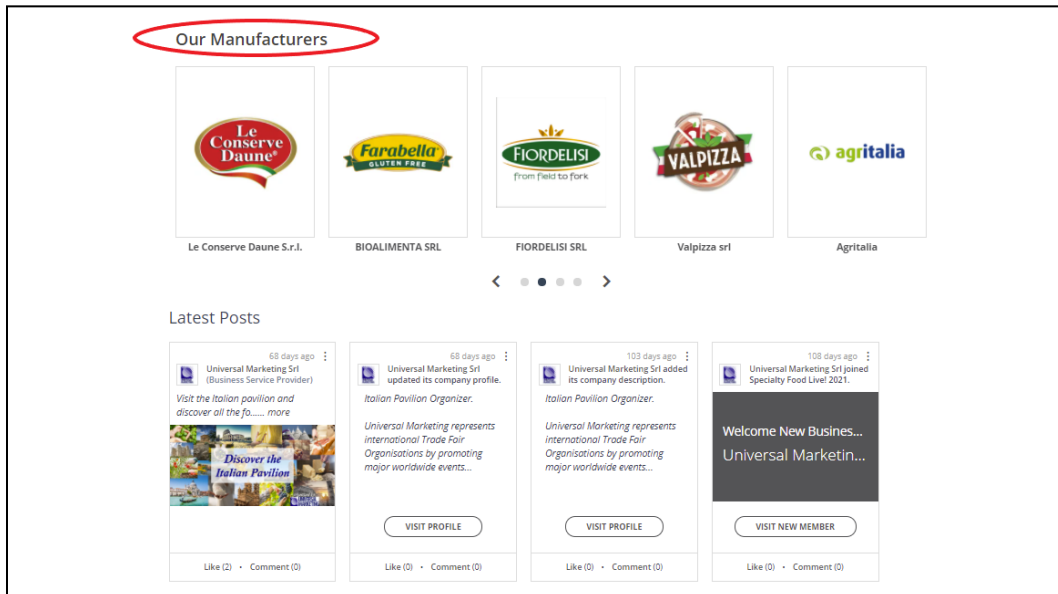
Total Employees: **11-50**

Product or Services Provided: **None of the above**

What type of companies are you looking to work with?: **Broker**

[f](#) [in](#) [p](#) [v](#) [u](#)





F. Video Tutorial Links

- The Specialty Food Association organizes online tutorial webinars to help exhibiting companies. In order to watch the past recordings, please click on the below links:
 - [Setting up your Specialty Food Live! 2021 profile and showroom](#)
 - [How to make the most out of Specialty Food Live! 2021](#)
 - [Specialty Food Live! 2020 Demo](#)
 - [Seller Profile / Showroom Setup Tutorial](#)
 - [Webinar – How to make the most out of Specialty Food Live! 2020](#)



G. January 2021 Specialty Food Live Statistics

- Total buyers: 2,299 including the following:
 - Amazon
 - Amazon Fresh
 - QVC
 - Costco Wholesale
 - Associated
 - Stop and Shop
 - Bloomingdale's
 - TJX Companies
 - Marshal Retail Group
 - Homegoods
 - Aldi
 - Ross Stores
 - UNFI
- Food Manufacturers: 772
- Buyer/Seller connections: 15,852



Passport To Success in the U.S.



The American food market is very complex. There are approximately 4,000 brokers and 40,000 grocery stores, which offers significant growth potential. The vast majority of food products go through brokers before landing onto supermarkets' shelves, which may reduce your margins if you do not plan carefully.

The Specialty Food Association has organized **an online seminar to help specialty food manufacturers successfully sell their products to U.S.A. buyers**. This six-hour live online seminar is designed to teach food manufacturers the steps they need to succeed in the American market. It will be beneficial to any food manufacturers looking to grow their business in the United States.

A. Dates

- **September 1-2, 2021**