

**FOR IMMEDIATE RELEASE**

**February 2005**

The Virginia Food and Beverage Association, Inc. will hold its Annual Meeting and Spring Educational Conference March 13 – 15, 2005 in Charlottesville, Virginia at the Boar's Head Inn. Titled, "**Marketing – Tactics for Results**", programs include speaker Janey Campbell of Communiqué Marketing, who will present information on how to get the most out of your marketing dollars. Other topics include a packaging panel on "**Identifying and Leveraging Emerging Trends,**" a presentation from the National Association of the Specialty Food Trade on "**Leveraging Trade Show Presence for Results,**" a presentation from Jamestown 2007 on how Virginia Food & Beverage companies can capitalize on this historic event, and information from Sarah Kenney of Whole Foods on how to market to large specialty food companies. Representatives from the Lord Fairfax Small Business Development Center, Virginia Tech Department of Food Science and Technology and the Virginia Department of Agriculture and Consumer Services will be available to answer questions and offer advise.

It is an excellent opportunity to meet with your peers in the industry, see what is fresh and new and learn information to help improve growth and profit in your business.

VFAB was formed as a merger between FLAVA (Foods and Libations Association of Virginia) and the Virginia Food Processors Association. The organization exists to (1) encourage and support the promotion and appreciation of Virginia's food and beverage industries; (2) encourage the production of quality products that assures satisfaction and value to customers; (3) encourage professional growth through training and educational programs; and, (4) encourage an atmosphere of networking and support among its members.

For more information about the educational conference or to receive a registration packet please call the VFABA office at 804-272-5737 or Jane Riddick-Fries, VFAB President at 757-653-2028.

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