



sfa **summer fancy food show**
Fancy Bodega



An elevated pop-up shop in the Javits Center. A new and improved Spotlight Showcases.

Your retail-ready products deserve to be in the spotlight! Enhance your visibility and boost your ROI during the Summer Fancy Food Show by participating in the Fancy Bodega.

This retail-inspired showcase introduces buyers and investors to exhibitor products in new ways. With five retail placements (including refrigerated and frozen options) and nine designated category areas, the Fancy Bodega will help brands of every size and budget maximize their investment in the **2026 Summer Fancy Food Show**.



What's New



Compelling retail display options including endcaps, shippers, and more



“Price tag” QR codes allow buyers and investors to instantly view exhibitor profiles, save favorites, and start conversations



Freezers and refrigerators available, allowing full-sized products to be displayed—no more empty packages or props!

Reach out to your SFA Sales Manager to reserve your placement. Spots are sold on a first-come basis, so buy early for prioritized space!

[Exhibitor Dashboard](#)



Sponsorship Options

*All products will be merchandised.
Exhibitor is responsible for shipping products and displays to the show site.

| Retail Placement | Description | Qty | Price Point | Full Listing |
|-------------------------------------|---|-----|-------------|----------------------------|
| Center Store Premium Display | Premium displays (i.e. nesting tables, crates, etc.) with high visibility New Product Center Store display must provide NEW Product Verification, product must be launched after January 1, 2026 | 6 | \$350 each | Learn More |
| Endcap Display | Premium full endcap with high visibility | 8 | \$2,500 | Learn More |
| Shipper | Exhibitor-provided merchandising display featured in high-traffic area of the Bodega | 3 | \$1,500 | Learn More |
| Facings | 1 SKU (equals 1 case pack of 6) — purchase as many as you like! | 300 | \$200 each | Learn More |
| Shelf Blade Combo | 1 SKU placement enhanced with a branded shelf blade | 25 | 400 each | Learn More |
| Activation Sponsorship | Deliverables | Qty | Price Point | Full Listing |
| Title Sponsor | Exclusive “Powered By” branding and much more | 1 | \$50,000 | Learn More |

Category Selection

A merchandising team will curate shelf groupings by product momentum through a retail-ready planogram. Exhibitors may self-select the category that best fits their product (products may fit more than one category).

New for 2026: Full-size product displays are now possible in **Refrigerated** and **Frozen** categories—no more empty packages or props.

Categories:

Bakery – Breads, pastries, cookies, and other baked goods.

Beverages – Refrigerated and shelf-stable drinks of all types. Refrigeration available!

Confection – Chocolate, candy, and other indulgent sweets.

Dairy & Deli – Cheeses, yogurts, specialty dairy, and deli products. Refrigeration available!

Frozen – Frozen entrees, desserts, snacks, and more. Freezers available!

Global Flavors – Products showcasing culture-specific ingredients.

Pantry – Sauces, condiments, grains, oils, and other shelf-stable essentials.

Sweet & Salty Snacks – Chips, bars, popcorn, and other snacking favorites.

