

sfa **winter fancy food show**
642 Stories & 908 Million Impressions
JANUARY 2024

Getting exciting new products featured in press coverage of the Winter Fancy Food Show is a massive opportunity available to all exhibitors, regardless of size or product category. More than 225 verified members of the trade and consumer media attended the 2024 Winter Show, generating nearly one billion impressions.

Los Angeles Times

29 million unique viewers per month

“Imagine a convention center the size of about 10 football fields filled with endless rows of specialty food products. One booth is hawking Wagyu beef jerky, another wants to introduce you to gochujang cheese... This is the Winter Fancy Food Show.”

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11.1 million unique viewers per month

“I was lucky enough to attend the Fancy Food Show in Las Vegas this past weekend, and to call it overwhelming would be an understatement. There were over 1,200 vendors at the show, with many of them showing off tasty new products... It was genuinely interesting to see what types of products popped up again and again, like yuzu treats and snacks to pair with cocktails and wine.”

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1.4 million unique viewers per month

“Throughout the 3-day event, thousands of food makers and industry professionals from around the world showcased and sampled their specialty food and beverage products. The event featured a wide variety of items including vegan, gluten-free, plant-based, and sustainable options. Buyers then had an opportunity to find their next bestsellers.”

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150,000 unique viewers per month

“The Winter Fancy Food Show saw numerous new products on display that tapped into consumer demand for culinary convenience... Exhibitors also showed off new formats like cauliflower-packed puffs, dehydrated fruit-based brittles, freeze-dried salsas, while others displayed updated brand identities, a variety of improved formulations and more.”

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