

# FOOD & BEVERAGE PACKAGING

Market Insights to Packaging Solutions

# 2015

## INTEGRATED MEDIA PLANNER

Bringing You the Largest Food & Beverage Packaging Subscriber Circulation!

**45,000\***  
WITH EVERY ISSUE!

1. Compared to Packaging Digest Dec. 2013 BPA Brand Report and Packaging World Dec 2013 BPA Brand Report  
\*FBP - June 2014 BPA Brand Report

## NEW in 2015

- **Food & Beverage Packaging eBook** (pg. 6)
- **White Paper eBlasts** (pg. 6)
- **Mobile App** (pg. 7)

PACK EXPO EAST SHOW ISSUE - February

AUTOMATE 2015 SHOW ISSUE - March

TOP 50 FOOD PACKAGERS - June/July

TOP 25 BEVERAGE PACKAGERS - August

PACK EXPO PLANNER - August

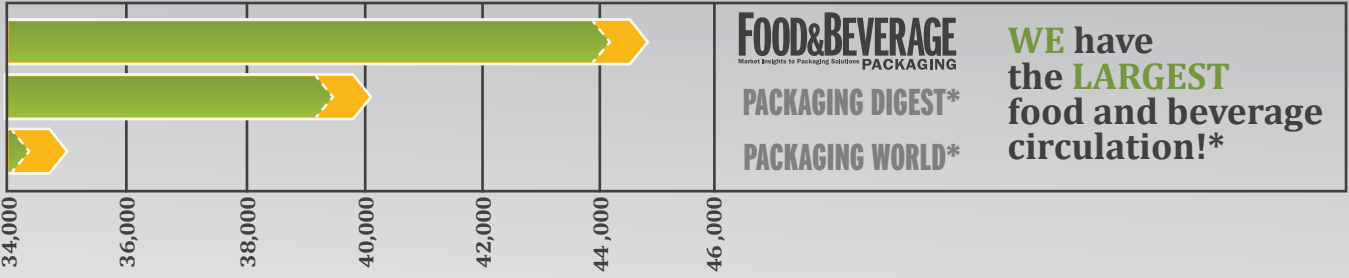


» [www.foodandbeveragepackaging.com](http://www.foodandbeveragepackaging.com)

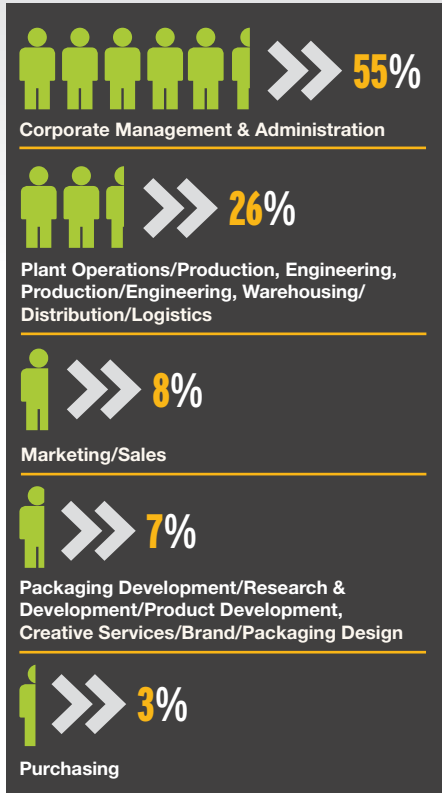
# FOOD&BEVERAGE PACKAGING 2015

Market Insights to Packaging Solutions

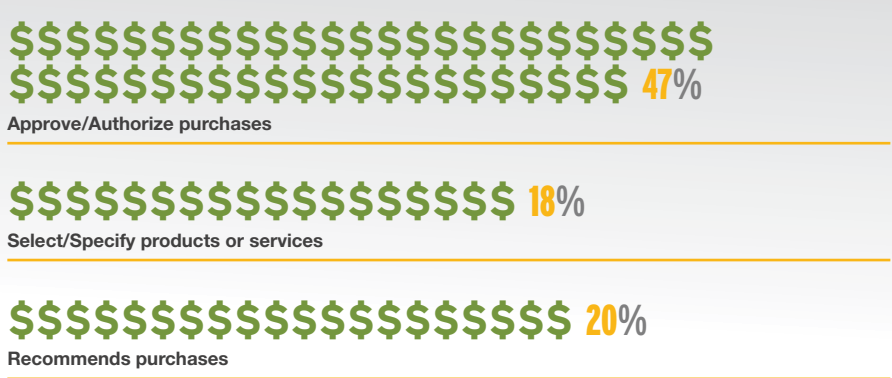
## FOOD & BEVERAGE PACKAGING CONNECTS YOU TO AN ACTIVE AUDIENCE



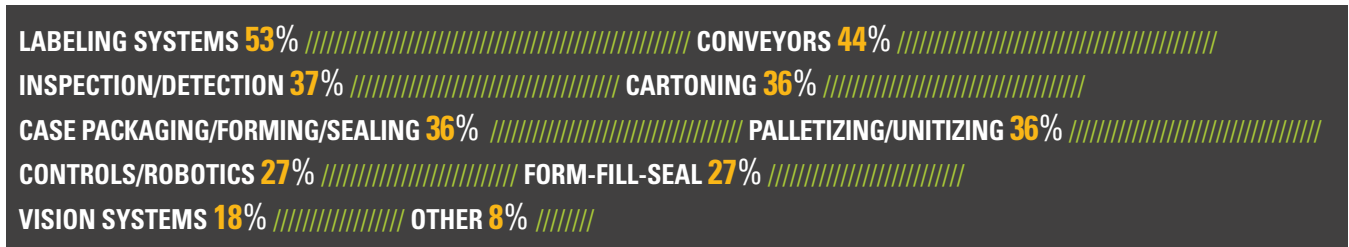
### JOB DUTIES\*\*



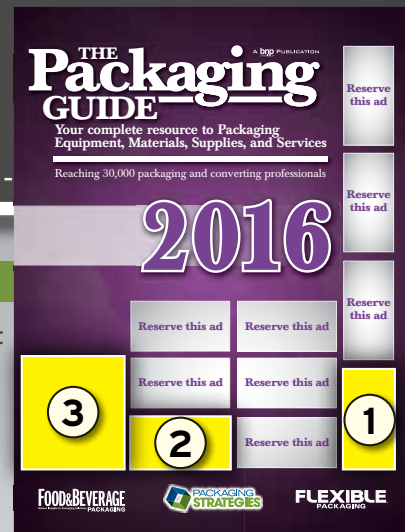
### PURCHASE INFLUENCE\*\*



### PURCHASE PLANS\*\*



\* FBPA June 2014 BPA Brand Report, compared to Packaging Digest Dec 2013 BPA Brand Report and Packaging World Dec 2013 BPA Brand Report  
 \*\* 2014 FBPA Reader Preference Profile  
 Total Circulations: FBPA (45,000), PD (80,048), PW (65,093)



## AD CLOSE DATE: NOVEMBER 2, 2015

The *Packaging Guide* is the industry's **ONLY** *hardbound directory*, listing equipment suppliers to the pharmaceutical, food and beverage packaging industries along with converters. Catalog space guarantees year-round exposure to 30,000\*\*\* of your key customers and prospects and ensures universal access to your important product information. *The Packaging Guide* brings your company and product information to the forefront at the all-important time of need - **THE TIME TO BUY!** Inside and Cover Tile ad positions available.

Ad Space Unit	Width	Depth
1 page - B&W	7"	9 <sup>7</sup> / <sub>8</sub> " Trim: 8"x10 <sup>3</sup> / <sub>4</sub> "
End Sheet	8 <sup>1</sup> / <sub>4</sub> "	11" (bleed) Trim: 8"x10 <sup>3</sup> / <sub>4</sub> "
Foot Stopper	7 <sup>8</sup> / <sub>15</sub> "	1 <sup>1</sup> / <sub>2</sub> " Images must be black

Front Cover Tiles	Width	Depth
1. Vertical	1"	2"
2. Horizontal	2"	1"
3. Corner	2"	2"

The *Packaging Guide* accepts only full-page, black & white pages.

**BLEEDS:** Not accepted on black & white pages.

**COLORS:** End Sheets & inserts - color accepted.

## FEBRUARY NEW AUGUST

### PACK EXPO EAST SHOW ISSUE

Last year, PMMI announced the launch of their newest event, PACK EXPO East and *Food & Beverage Packaging's* February issue offers the perfect platform to reach consumer goods companies and industrial manufacturers on the East Coast. Editorial will highlight show info as well as the Beverage Breakthroughs of the Year!



### TOP 25 BEVERAGE PACKAGERS

Position your company as an industry leader next to the Top 50 Beverage Packaging Companies revealed in our August issue. Editorial will touch on industry trends moving forward.



## MARCH AUGUST

### AUTOMATE 2015

Our March issue showcases robotics in packaging and will be distributed at Automate 2015. Reach attendees of this show offering a full spectrum of automation technologies and solutions.

### PACK EXPO PLANNER

Polybagged with 8 industry leading publications, the PACK EXPO Planner provides all the necessary show information for one of the largest industry events, PACK EXPO!



## JUNE/JULY SEPTEMBER

### TOP 50 FOOD PACKAGERS

*Food & Beverage Packaging* reveals the Top 50 Food Packagers! Information on the sales revenues, chief packaging officer and key brands for these companies also included. Coverage will include what the past year had brought to the industry and what we can expect going forward.



### PACK EXPO LAS VEGAS SHOW ISSUE

Reach the expected 30,000 attendees and 1,800 exhibitors! The September issue will print details including schedules, must-see booths and new technologies debuting on the show floor.



\*\*\* Publisher's Own Data

# FOOD & BEVERAGE PACKAGING 2015

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## Editorial Calendar

	JAN	FEB	MAR	APR	MAY
<b>SPACE RESERVATION</b>	■ DEC 12	■ JAN 13	■ FEB 13	■ MAR 12	■ APR 16
<b>AD MATERIALS</b>	■ DEC 19	■ JAN 20	■ FEB 27	■ MAR 26	■ APR 24
<b>COVER STORY</b>	<b>THE SNACK FOOD BOOM</b> <ul style="list-style-type: none"> <li>■ TRENDS IN SNACK PACKAGING</li> <li>■ PORTABLE AND SINGLE-SERVE PACKAGES</li> <li>■ NEW PACKAGE LAUNCHES</li> </ul>	<b>BEVERAGE BREAKTHROUGHS OF THE YEAR</b> <ul style="list-style-type: none"> <li>■ TOP BRANDS</li> <li>■ MOST INNOVATIVE PACKAGES</li> <li>■ NEWEST TECHNOLOGIES</li> </ul>	<small>AUTOMATE SHOW ISSUE AND</small> <b>ROBOTICS IN PACKAGING</b> <ul style="list-style-type: none"> <li>■ CASING AND UNITIZING</li> <li>■ UPSTREAM - PICK AND PLACE</li> <li>■ DOWNSTREAM - PALLETIZING</li> </ul>	<b>PACKAGES OF THE YEAR</b> <ul style="list-style-type: none"> <li>■ NEW PACKAGES THAT EARNED TOP AWARDS</li> <li>■ CONVENIENT, USER-FRIENDLY IDEAS</li> <li>■ NEW TECHNOLOGY AND INNOVATIONS</li> </ul>	<b>FLEXIBLE PACKAGING</b> <ul style="list-style-type: none"> <li>■ POUCHES</li> <li>■ MACHINERY</li> <li>■ SUSTAINABILITY</li> </ul>
<b>PLANT MACHINERY &amp; EQUIPMENT</b>	■ CASE FORMING/PACKING/SEALING	■ DAIRY FILLING & CLOSING	■ LABELING, CODING & MARKING	■ MATERIAL HANDLING/CONVEYORS	■ TAMPER EVIDENT/SHRINK SLEEVE MACHINERY
<b>MATERIALS &amp; CONTAINERS</b>	■ FLEXIBLE PACKAGING	■ PAPER BOARD	■ ADHESIVES & TAPES	■ BEVERAGE MULTIPACKS	■ SUSTAINABLE MATERIALS
<b>SUPPLIER PRODUCT FOCUS</b>	■ ROBOTICS & AUTOMATION	■ VERTICAL & HORIZONTAL FORM-FILL-SEAL	■ PALLETIZING	■ LABELING, CODING & MARKING	■ FILLING & CLOSING
<b>MARKET TRENDS</b>	■ PREPARED FOODS	■ BEER	■ PET FOOD	■ CANDY	■ WINE
<b>WEBINAR TOPICS/ SPONSORSHIPS</b>		■ SUSTAINABLE PACKAGING IN FOOD/BEV	■ PACKAGING INSIGHTS BRAZIL	■ TRENDS IN PET	
<b>BONUS DISTRIBUTION</b>		<ul style="list-style-type: none"> <li>■ <b>PACK EXPO EAST</b> FEBRUARY 16-18 PHILADELPHIA, PA</li> <li>■ <b>FPA ANNUAL MEETING</b> MARCH 3-5 NAPLES, FL</li> </ul>	<ul style="list-style-type: none"> <li>■ <b>AUTOMATE</b> MARCH 23-26 CHICAGO, IL</li> <li>■ <b>SNAXPO</b> MARCH 28-31 ORLANDO, FL</li> </ul>	<ul style="list-style-type: none"> <li>■ <b>CONVERTERS EXPO</b> APRIL 16 GREEN BAY, WI</li> <li>■ <b>FOOD SAFETY SUMMIT</b> APRIL 28-30 BALTIMORE, MD</li> </ul>	<ul style="list-style-type: none"> <li>■ <b>IDDBA</b> JUNE 7-9 ATLANTA, GA</li> <li>■ <b>IFT ANNUAL MEETING</b> JULY 11-14 CHICAGO, IL</li> </ul>
<b>ADVERTISER BONUSES!</b> WITH 1/2-PAGE OR LARGER PRINT AD	<b>BUY ONE GET ONE FULL-PAGE ADS</b>	<b>FREE!</b> PRODUCT eBLAST  <b>FREE!</b> ONLINE VIDEO FOR MONTH	<b>FREE!</b> 180 X 150 WEBSITE BANNER AD  <b>FREE!</b> 1/2-PG AUTOMATE EXHIBITOR PROFILE	<b>FREE!</b> PRODUCT IMAGE/25-WORD DESCRIPTION AND A LINK eBLAST	<b>FREE!</b> PRODUCT SPOTLIGHT INCLUDING SOCIAL MEDIA LOGOS/DESCRIPTIONS

**IN-DEPTH MONTHLY COVERAGE INCLUDES**

**FOOD**

Meat, Poultry & Seafood | Snack & Bakery | Dairy | Candy/Confections  
Produce | Pet Food | Prepared Food | Frozen Food

**BEVERAGE**

Bottled Water | Juices/Juice Drinks | Carbonated Soft Drinks | Beer & Malt Beverages  
Spirits | Wine (Still & Sparkling) | Milk | Dairy-Based Beverages

JUN/JULY	AUG	AUG	SEP	OCT	NOV	DEC
■ JUN 11	■ JUL 10	■ JUL 10	■ AUG 14	■ SEP 14	■ OCT 15	■ NOV 13
■ JUN 26	■ JUL 24	■ JUL 17	■ AUG 21	■ SEP 25	■ OCT 23	■ NOV 27
<p><b>TOP 50</b> FOOD PACKAGING COMPANIES</p> <ul style="list-style-type: none"> <li>STATE OF THE INDUSTRY</li> <li>PACKAGING DEVELOPMENT</li> <li>EXCLUSIVE LISTS IN FOOD MARKETS</li> </ul>	<p><b>TOP 25</b> BEVERAGE PACKAGING COMPANIES</p> <ul style="list-style-type: none"> <li>STATE OF THE INDUSTRY</li> <li>PACKAGING DEVELOPMENT</li> <li>EXCLUSIVE LISTS IN BEVERAGE MARKETS</li> </ul>	 <p><b>PROCESS EXPO SHOW PLANNER</b></p>	<p><b>PACK EXPO SHOW ISSUE</b></p> <p><b>IN-DEPTH COVERAGE OF WHAT'S COMING UP AT PACK EXPO 2015:</b></p> <ul style="list-style-type: none"> <li>NEW MACHINERY AND TECHNOLOGY</li> <li>PAVILION AND COMMUNITY NEWS</li> <li>EXHIBITORS AND EDUCATION</li> </ul>	<p><b>ROBOTICS</b> IN PACKAGING</p> <ul style="list-style-type: none"> <li>NEW TECHNOLOGY</li> <li>PRODUCT LAUNCHES</li> <li>END OF LINE ROBOTICS</li> </ul>	<p><b>POUCHES &amp; BAGS</b></p> <ul style="list-style-type: none"> <li>NEW PRODUCT DEVELOPMENTS</li> <li>LIGHTWEIGHTING</li> <li>TRENDS AND TECHNOLOGIES</li> </ul>	<p><b>BEST NEW PACKAGES</b></p> <ul style="list-style-type: none"> <li>A LOOK AT THE YEAR'S BEST PACKAGES TO HIT THE MARKET</li> <li>NEW APPLICATIONS AND FORMATS</li> </ul>
■ UNITIZING/PALLETIZING	■ LABELING, CODING & MARKING		■ CASE PACKING	■ CARTONING	■ FORM-FILL-SEAL	■ CARTONING
■ LABELS	■ CANS & BOTTLES (ALUMINUM/PET/GLASS)		■ SUSTAINABLE MATERIALS	■ CAPS & CLOSURES	■ LABELS	■ ADHESIVES & TAPES
■ RETAIL READY	■ INSPECTION/DETECTION		■ CONVEYORS/ACCUMULATORS	■ FLEXIBLE PACKAGING	■ CORRUGATED	■ CONTROLS & AUTOMATION
■ DAIRY	■ SPIRITS		■ FROZEN FOODS/DRINKS	■ FOODSERVICE	■ SNACK FOODS	■ PET FOOD
■ POUCHES/FLEXIBLE PACKAGING			■ CODING/MARKING/LABELING	■ PACKAGING INSIGHTS BRAZIL	■ ROBOTICS, CONVEYORS & EFFICIENCIES	■ PACKAGING INSIGHTS BRAZIL
■ GLOBAL POUCH FORUM JUNE 10-12 MIAMI, FL	■ PROCESS EXPO SEPTEMBER 15-18 CHICAGO, IL		■ PACK EXPO SEPTEMBER 28-30 LAS VEGAS, NV		■ GLOBAL POUCH WEST TBD	
<p><b>TOP 50</b> FOOD PACKAGERS INFO</p>	<p><b>TOP 25</b> BEVERAGE PACKAGERS INFO</p>		<p><b>FREE!</b> 1/2-PAGE EXHIBITOR PROFILE</p>	<p><b>FREE!</b> ONLINE VIDEO FOR MONTH</p>	<p><b>FREE!</b> PRODUCT SPOTLIGHT</p>	<p><b>FREE!</b> 125 X 125 eNEWSLETTER AD</p>

**PROCESS EXPO PLANNER**



# FOOD&BEVERAGE PACKAGING 2015 Lead Generation Opportunities

Market Insights to Packaging Solutions



## NEW! WHITE PAPER eBLASTS ONLY 4 SPOTS PER eBLAST

Reserve your space in the new White Paper eBlasts to have your company information sent to over 20,000\*\*\* contacts monthly and housed on [www.foodandbeveragepackaging.com](http://www.foodandbeveragepackaging.com) for one year. Advertisers receive **LEAD** information from contacts who clicked their link. Ad space includes your white paper, link and 100 word description.

## BAG & POUCH MAKING eBOOK IN NOVEMBER OPEN TO FIRST 3 SPONSORS

### EDITORIAL WILL INCLUDE:

- Bag/pouch making
- Palletizing pouches
- Form-fill-seal
- Filling, closing
- Related materials
- Inspection/detection of pouches
- Coding & printing on flexible materials

eBooks are an excellent tool to align your marketing message within an editorially relevant environment and obtain qualified LEADS, including budget, buying authority, need and purchasing timeline. *Food & Beverage Packaging* will handle all production details from gathering **LEADS** to marketing and creation management.



### RESERVE YOUR eBook SPONSORSHIP TO REACH CUSTOMERS THROUGH THE BELOW PLATFORMS!

- Posted on [www.foodandbeveragepackaging.com](http://www.foodandbeveragepackaging.com) (12,807 average unique browsers\*)
- Printed in *Food & Beverage Packaging* magazine (45,000 circulation\*)
- Dedicated eBlasts to over 20,000\*\*\* subscribers
- Promotion in our weekly eNewsletter (15,668 average per occurrence\*)
- Video demonstration in "Packaging Minute with Liz" (250\*\*\* average views)



## FOOD & BEVERAGE PACKAGING INSIGHTS eNEWSLETTER (WEEKLY)

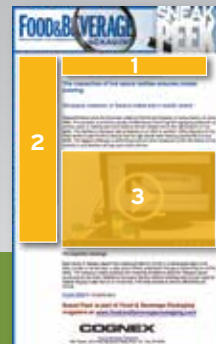
*Food & Beverage Packaging* Insights updates eNews subscribers on the latest breaking news, trends and initiatives in the food and beverage industry.

1. **Top Banner:** 468 X 60 pixels
2. **Product ad:** JPG or GIF image, 100 word description and a link.
3. **Tile/Button:** 120 X 60 pixels
4. **Article Sponsorship:** 300 X 250 pixels



## EDITORIAL SNEAK PEEK eBLAST (MONTHLY)

Sponsor a Sneak Peek eBlast with any article each month and engage our subscribers before the hot story breaks in the print issue. Receive **LEAD** data and contact information from subscribers who clicked on your ad or article. Sneak Peek eBlasts are sole sponsored for greater visibility.



1. **Banner ad:** 468 X 60 pixels
2. **Skyscraper:** 120 X 600 pixels
3. **Supplied Video** (optional)

## SHOW FLOOR eNEWSLETTERS EXCLUSIVE TO ONE COMPANY PER DAY

*Food and Beverage Packaging* takes you to the hottest industry tradeshows of 2015!

Daily eNewsletter sponsorships are available for Best of Food & Beverage Packaging, PACK EXPO East, PACK EXPO Las Vegas and PROCESS EXPO, guiding readers through the show floor and offering insights on visible trends and technologies at the event. Reach your customers each morning as the show starts and receive **LEAD** information from subscribers who clicked on your link.

- **Logo:** 2" X 2" linked back to your website
- **Skyscraper Ad:** 120 X 600 px, 256 colors or less, 72 dpi, 40K or less and URL link
- **2 Banner Ads:** 468 X 60 px, 256 colors or less, 72 dpi, 40K or less and URL link
- **2 Product Images:** 2" X 2", 72 dpi, 100 word description for each
- **Supplied Video** (optional)



Delivered in Portuguese to top packaging professionals in Brazil four times a year, this eNewsletter includes the latest news, relevant to Brazil, in packaging across all industries. Global market studies, CPG news, new product information and industry trends are also highlighted.

### GET YOUR MESSAGE INTO THIS BOOMING MARKET.

Reserve your sponsorship in the following eNews release dates!  
**March • July • October • December**

\*FBP June 2014 BPA Brand Report

\*\*\*Publisher's Own Data

## WEBSITE



**12,807\***  
average unique  
browsers per month

1. **Leaderboard:**  
728 X 90 pixels
2. **Medium Rectangle:**  
300 X 250 pixels
3. **Small Rectangle:**  
180 X 150 pixels

## WEBINARS

Lots of people can produce a Webinar. But only *Food & Beverage Packaging* offers the expertise, audience and tools to help your Webinar succeed.

### WEBINAR BENEFITS

- **LEADS:** Receive qualified registration **LEADS** with demographics
- **Brand Awareness:** Increase interest in your products
- **Product Management:** Every detail is managed by a certified Webinar expert
- **Promotions:** A visually appealing and creditable campaign is created and deployed, positioning you as a leader in your industry
- **NEW! Educational:** Offer CEUs to attendees generating higher viewership

Frequency and advertiser discounts available. For Webinar tips, samples and more information, contact your sales rep or visit: <http://portfolio.bnpmmedia.com/webinars>

## NEW IN 2015! MOBILE APP

Our new mobile app gives readers access to our content – anytime, anywhere! Specifically designed for smartphones and tablets, the *Food & Beverage Packaging* mobile app features the latest breaking news, exciting new products, feature articles, videos and more! Ad positions include banner ads and full screen interstitials.

CONTACT YOUR SALES REP FOR DETAILS.



**YOUR  
AD TO  
APPEAR  
HERE!**

## PMMI CORNER FULL-PAGE AD POSITION PERFECT FOR ANY PMMI MEMBER!

Premium full-page ad position available across from this monthly column to any PMMI member company.

Each month we offer our readers exclusive packaging trends, studies, figures and innovations straight from PMMI, the industry's most recognized association. Various writers from PMMI share their insights in this informative column, exclusive to *Food & Beverage Packaging*.

## PROMOTE YOUR VIDEOS IN NUMEROUS WAYS!



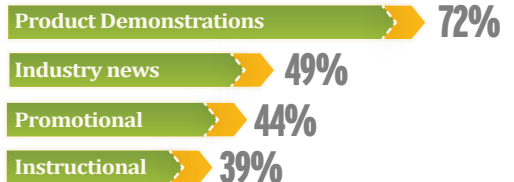
### VIDEO SPONSORSHIP VIDEOS AVERAGE 250\*\*\* VIEWS!

Sponsor our video series, A Packaging Minute with Liz. Sponsorship includes your logo and link next to the video in

the weekly eNews deployment and messaging within the video. Sponsors have the opportunity to include their own b-roll. Contact your sales rep for more details.

- ON OUR WEBSITE
- IN OUR eNEWSLETTERS
- IN THE DIGITAL EDITION
- SNEAK PEEK VIDEO

### TYPES OF VIDEOS VIEWED\*\*



**60%** of *Food & Beverage Packaging* subscribers viewed online packaging industry videos in the past 6 months\*\*

\*FBP June 2014 BPA Brand Report \*\* 2014 FBP Reader Preference Profile \*\*\*Publisher's Own Data

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AD SIZE	(NON-BLEED) INCHES (WIDTH X DEPTH)	(BLEED) INCHES (WIDTH X DEPTH)
SPREAD	N/A	16.25" x 11"
FULL-PAGE	7" x 10"	8.25" x 11"
2/3-PAGE	4.5" x 10"	5.1875" x 11"
1/2-PAGE (VERT.)	3.375" x 10"	4" x 11"
1/2-PAGE (HORIZ.)	7" x 4.875"	8.25" x 5.375"
1/2-PAGE (ISLAND)	4.5" x 7.5"	
1/3-PAGE (VERT.)	2.25" x 10"	
1/3-PAGE (SQUARE)	4.5" x 4.875"	
1/3-PAGE (HORIZ.)	7" x 3.375"	
1/4-PAGE (SQUARE)	3.375" x 4.875"	
1/4-PAGE (HORIZ.)	7" x 2.375"	

Above sizes allow for .125" bleed on all sides.  
Gutter bleed only - each side 7.625" x 10"

» Ship Materials, Insert Samples,  
Insertion Orders, etc. to:

#### FOOD & BEVERAGE PACKAGING

2401 W. Big Beaver, Suite 700  
Troy, MI 48084

Attn: Vince Miconi

### CONTENT MARKETING SERVICES

Orangetap equips your brand with the editorial and publishing resources of *Food & Beverage Packaging* to help market and capture the attention of your customers.

#### Connect with Readers & Earn LEADS

*Food & Beverage Packaging* will co-brand your content to improve deliverability and open rates and promote it to our readership. We'll supply you with LEADS through these three high-impact strategies:

- 1) Content Blast
- 2) High-Value Media Download
- 3) NEW! Interactive Product Spotlights



orangetap

+  
FOOD & BEVERAGE  
PACKAGING

#### Need Content? We can help.

Orangetap can help you plan and create fresh, unpublished, industry-relevant content every single month.

To learn more about our services or to quote out a project, please contact your sales representative.

### MAKING THE COMPLEX CLEAR

Your industry-focused market research partner – providing clear insights to complex business questions focused on:

- Brand positioning
- Marketing effectiveness
- New product development
- Customer experience evaluations



Capturing feedback via quantitative surveys (online, phone, mail or in-person) OR qualitative experiences (one-on-ones, focus groups or bulletin boards); we present results that are easily understood, insightful and actionable.

#### GET STARTED NOW.

248-786-1619  
connect@clearseasresearch.com  
www.clearseasresearch.com



### PARTICIPATE IN OUR SUCCESSFUL PACKAGING EVENT!



**BEST OF FOOD & BEVERAGE PACKAGING**  
Date/Location TBD  
BestFBPackaging.com

Returning for a second year, The Best of Food and Beverage Packaging combines the most relevant technologies and trends in the food and beverage packaging segments with the vision needed to successfully sell to consumers in this ever-shifting market landscape.

It's the only **PACKAGING** event in the U.S. that is focused on **FOOD & BEVERAGE PACKAGING** and is not limited by materials! The facility tour is hosted by a few local suppliers.

#### CPGs THAT ATTENDED IN 2014 INCLUDE:

- General Mills, Inc.
- Hormel Foods
- Kraft Foods, Inc.
- Molson Coors Brewing Co.
- Molson Coors Canada
- Mondelez International
- PepsiCo
- PepsiCo - Global Nutrition Group
- Pinnacle Foods Corp.
- Seneca Foods Corp

### FORMING VALUABLE PARTNERSHIPS & ALLIANCES

