



2019 Expo Agenda

**DATE:** September 9 - 10, 2019

**LOCATION:** Fresno Convention & Entertainment Center

## Sponsor & Exhibitor Move-In

September 8<sup>th</sup> from 9:00AM – 5:00PM & September 9<sup>th</sup> from 7:00AM – 4:00PM

## Monday, September 9, 2019

**1:00PM – 1:45PM**

Grow Your Wholesale Accounts with the Perfect Buyer Pitch

**2:00PM – 2:45PM**

Transparency in the Age of Sustainability

**3:00PM – 3:45PM**

Navigating the Digital Space: eCommerce Platforms for the Food Industry

**4:00PM – 4:45PM**

Building Your Brand on Instagram & Why it Matters

**5:00PM – 5:30PM**

2019 California Food Brand of the Year

**5:30PM – 7:30PM**

Opening Reception

## Tuesday, September 10, 2019

**8:00AM – 9:00AM**

Welcome Breakfast & Award Announcements

*Sponsored by: California Milk Advisory Board, Capstone Headwaters & Saladino's Foodservice*

**9:15AM – 10:00AM**

How Retailers & Brands Can Capture the Changing Consumer: A Look at Retailer & Foodservice Future Trends

**10:00AM – 3:00PM**

Business to Business Trade Show

**3:00PM – 4:30PM**

Exhibitor Happy Hour

*Presented by Wells Fargo*

**5:00PM – 8:00PM**

EXPOLICIOUS & Taste of California Chef's Competition

*Presented by: CRU Winery, PRIMA & Tioga Sequoia Brewing Company*



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**TIME:** 1:00PM – 1:45PM

**LOCATION:** Rooms 2015 - 2018

## Grow Your Wholesale Accounts with the Perfect Buyer Pitch

Developing a food or beverage product is one thing, but successfully getting it to market and ensuring that it will sell requires some additional strategizing. During this session you will hear from a leading food business consultant who will take you through what it takes to get on the retail shelf, and best practices for building successful relationships with wholesalers.

### Featured Speaker



**Allison Ball,**

*Founder, Retail Ready™ & Allison Ball Consulting*

Alli Ball is the founder and principal of [Allison Ball Consulting](#), helping food industry professionals succeed in launching & growing their packaged food businesses through her one-on-one consulting and online group course, *Retail Ready™*. Alli helps producers understand what it takes to get their products on the retail shelf- and keep them there- by sharing the behind-the-scenes secrets and thought process of wholesale Buyers as they assess new products for their stores or online marketplace.

Prior to launching her consulting business five years ago, Alli was essential in the development of the [Bi-Rite Family of Businesses](#), sourcing product & consulting hundreds of up-and-coming food businesses for years on 18th Street, and then as Head of Grocery & Store Manager at Divisadero, building and managing a team and operations to support the majority of the products in the store.

Outside of her consulting, Alli volunteers her time for [The Good Food Awards](#), as an advisor for [La Cocina](#) and as a mentor for [The Food Business School](#), and [FMI Emerge](#).

### How to Register

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2019 Expo Agenda

**DATE:** Monday, September 9, 2019

**TIME:** 2:00PM – 2:45PM

**LOCATION:** Rooms 2015 - 2018

## Transparency in the Age of Sustainability

California is home to some of the most innovative and forward-thinking companies. In this session you will hear from an impressive line-up of California companies who are leading the charge and building sustainable food practices today, for tomorrow's food supply.

### Featured Speakers



#### **Sam Chereskin**

*Co-Founder & CEO, Misadventures & Co.*

Sam Chereskin has researched and worked on adding value to food systems for the last 11 years. During that time he also spent 7 years distilling. It is these overlapping skill sets that led to being one of the co-founders of Misadventure & Co. Misadventure Vodka seems the first distilled spirit in the world to be made from excess baked goods procured from food banks. Mr. Chereskin graduated from the University of Chicago and attended the University of London for extra graduate-level coursework in Economics.



#### **Carina Ayden**

*Founder & CEO, Effi Foods*

Carina is an entrepreneur with a diverse background in the education, publishing and food production industries. She most recently founded EFFI FOODS® [Eco-Friendly Foods Initiative®] a purpose-driven food company, deeply rooted in sustainability, innovation & plant-based foods.

Carina has demonstrated a track record of launching food products ahead of the global market due to her deep knowledge of product formulation and understanding & predicting market trends. Her company was one of the first to bring probiotics into food. She persuaded a biotech company to create an organic carrier for a probiotic strain in order to make it possible to fortify it into a 100% organic product. She launched the first of its kind legume-based granola (Chickpea Granola) last year that went national with Whole Foods Market the same year.

Carina is focused on sustainable innovation across all mediums of the supply chain. EFFi Foods releases a memorandum just six months after becoming a national company that they will replace all packaging with eco-friendly solutions within the next 2 years. Sustainability and nutrition are highly interconnected and Carina is focused on bringing more diversity to the plates of its customers by introducing orphaned, eco-friendly, and otherwise 'forgotten by agriculture' plants that have the ability to increase food security, resist climate change and be nutritionally superior. She is an avid animal rights activist and environmentalist who with her company chooses to support organizations like Plant-Based Food Association and Physicians Committee For Responsible Medicine.

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### **Zack Andrade**

*President, [Spinica Farms](#)*

Zack Andrade was born and raised in the Salinas Valley of California. With a father from the ag industry and a mother from a family of dairy farmers, Zack's love for agriculture—the people, the work hours, the ethics and the communal generosity—runs deep. A graduate of Cal Poly SLO with a degree in ag business, Zack helped build Spinica Farms from one box to serving customers internationally in the fresh market, frozen food, and Functional Foods markets.

Believing all edible portions of the plant have a place in our modern food system, Zack launched Spinica Farms' *Root-to-Shoot* program that works with farmers to turn beneficial but overlooked (and often wasted) portions of the plant into nutrient-rich products for the rapidly expanding functional food market. *Root-to-Shoot* creates new revenue pathways for farmers who are experiencing tighter profit margins while meeting the demands of the functional food market for more nutrient-rich domestic ingredients.

In his spare time, Zack enjoys CrossFit, volunteering for his kids' school and spending time with his family.

Fun fact: Zack's college senior project was helping to design, build and manage the first 6-hole golf course in Paso Robles, CA (River Oaks Golf Course) designed to get more women and children involved in the game. The course is still in operation 15 years later.

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**TIME:** 3:00PM – 3:45PM

**LOCATION:** Rooms 2015 - 2018

## Navigating the Digital Space: eCommerce Platforms for the Food Industry

The opportunities to grow and diversify where and how you are selling your products are evolving quickly, and understanding how to navigate these newly transforming platforms is vital to a food brands success. Hear from a panel of eCommerce and omnichannel strategists who specialize in the food industry and will discuss some of the leading eCommerce platforms, and what food businesses need to know as they are entering this space.

### Featured Speakers



#### **Marshall Hayes**

*CEO, Amplio Digital*

Marshall is the CEO and Founder of Amplio Digital, an eCommerce marketing agency focused on helping brands grow sales on Amazon. Amplio was named #182 on the Inc 5000 list of fastest growing companies in America, a Colorado Company to Watch and a Top 50 Startup in Colorado. Marshall has spent the better part of the last decade in digital advertising and more specifically how the future of retail is shifting into eCommerce through major retailers like Amazon.



#### **Robb Powell**

*President, Sage Tree*

Robb Powell leads the E-Commerce Service division for Advantage Solutions. His focus is on empowering brands to catalyze eCommerce as their #1 competitive advantages to grow, win and lead in today's omnichannel marketplace. This includes companies that span the breath of e-commerce offers to over 80 different online retailers. Robb is also a founder of Sage Tree, one of the companies within this team.



#### **Brandon Leong**

*VP of Marketing, Range Me*

Brandon brings with him a unique blend of CPG industry experience along with expertise in high-growth technology start-ups. Brandon has held senior marketing roles for over a decade, most recently at the retail analytics company Quri and, before that, Aria Systems. Currently, Brandon leads a talented and energetic marketing team focused on the growth of the RangeMe marketplace. From small beginnings to being the industry standard for product sourcing online, RangeMe now streamlines new product discovery for over 6,000 category buyers and the world's largest retailers while enabling over 175,000 product suppliers and manufacturers to have greater control over the marketing of their products. Brandon is a father, a husband and native San Franciscan.

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**LOCATION:** Rooms 2015 - 2018

## Building Your Brand on Instagram & Why it Matters

Curating your perfect brand image on Instagram is no easy feat, but many would argue it is absolutely necessary. This panel will be moderated by, 'Visit California's 2018 Influencer of the Year,' Kelly Huibregtse, who will be joined by a panel of seasoned Instagram users that are brand curators, influencers and wildly popular foodies. They will be sharing some of their best practices, experience in building up their loyal following, and how some of your most desired customers are using Instagram to find brands just like yours.

### Featured Speakers



#### **Kelly Huibregtse**

*Digital Content Creator, A Side of Sweet*

Kelly Huibregtse is a San Francisco-based photographer, social media strategist and digital content creator at A Side of Sweet. Kelly's photography has been featured both domestically and internationally in media outlets like MSN.com, Martha Stewart and Women's Health. Previous clients include Amazon, Target, Anthropologie and Johnson & Johnson. Check out her colorful food and lifestyle photography on Instagram at @asideofsweet.



#### **Kara Chin**

*Graphic Designer, Instagram Curator, Nugget Market, Inc.*

Kara Chin is a graphic designer, photographer and Instagram curator for Nugget Markets, a family-owned specialty grocery chain in Northern California. She provides a unique eye and creative voice to many of the publications, photographs, signage and social media that represent the Nugget Markets brand. In her spare time, Kara shares her love of cooking and baking from scratch through personal photographs and creations both on her blog, kneadbakecook.com, and on Instagram, @karablakechin. Kara loves exploring new landscapes, bike rides in her small town of Davis and is a black belt in Hapkido.



#### **Shahira Marei**

*CEO, The Dirty Cookie*

Shahira Marei is an Egyptian American entrepreneur. She left her aerospace project management career at The Boeing company to pursue her dream of becoming an entrepreneur. Shahira founded The Dirty Cookie company in 2015. The Dirty Cookie is known for their unique cookie shots, cookie butters, and cookie dough truffles. The Dirty Cookie has been featured on LA Times, KTLA, Fox11, Business Insider and clients include DreamWorks, Universal Studios and Nickelodeon. Shahira graduated from California State University Fullerton with an MBA in management and bachelors in Marketing. In her free time, Shahira loves to spend time with her husband and 5 year old daughter.

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### **Corey Marshall**

*Food + Travel Content Creator, [missfoodieproblems](http://missfoodieproblems.com)*

Corey Marshall is a Food + Travel Content Creator and Influencer known for her colorful and delectable adventures posted on her Instagram and blog. She's a social media maven -- having worked with brands such as KitchenAid, Golden Road Brewing and Nestle, organizations such as the San Luis Obispo Chamber of Commerce, and various hotels and travel companies to create content created and curated with their various audiences in mind. Most recently she's taken on the Social Media Coordinator position for Bristol Farms. When she's not creating content, Corey loves to travel, cook, drink Chianti Classico, listen to live music, and look for all the poppies. You can follow along with her at [missfoodieproblems.com](http://missfoodieproblems.com) and on Instagram @missfoodieproblems.

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**LOCATION:** Rooms 2015 - 2018

## 2019 California Food Brand Pioneer

California food & beverage companies are disrupting the food industry and pioneering new paths for everything from sustainability to connecting with customers. Hear from one of the most disruptive CPG brands in the industry, and learn how food brands can differentiate themselves in today's marketplace, and how retailers are taking notice.

### Featured Speaker



**Martin Kruger,**  
*COO, Follow Your Heart*

Martin Kruger has been Chief Operating Officer of Follow Your Heart since 2011. Follow Your Heart is the manufacturer of Vegenaïse®, dairy-free cheeses, yogurt, salad dressings and VeganEgg™. Their products are 100% plant based, non-GMO Project Verified, and are manufactured in a solar-powered, zero-waste certified facility in Southern California. Follow Your Heart products can be found in over 22,000 stores throughout The

United States and are sold in more than 35 countries. Martin is a founding board member of the Plant Based Foods Association and currently serves on its board as Treasurer.

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*2019 Expo Agenda*

**DATE:** Monday, September 9, 2019

**TIME:** 5:30 PM – 7:30 PM

**LOCATION:** Halls II & III

## Opening Reception

Immediately following the educational sessions upstairs, head down for the official opening reception of the 2019 California Food Expo. Inspired by the Golden State's eclectic food scene, join us for California inspired bites, delicious street tacos and a variety of craft brews and wines provided by our partners on the show floor. All pre-registered buyers, sponsors, exhibitors and speakers are invited to relax, connect and enjoy good food and drinks.

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2019 Expo Agenda

**DATE:** Tuesday, September 10, 2019

**TIME:** 8:00 AM – 9:00 AM

**LOCATION:** Halls II & III

## Welcome Breakfast

Start your day with a bountiful breakfast of some of California's most iconic creations - from avocado toast to peach smoothies and raisin bread to yogurt parfaits, this selection will have something for everyone. All pre-registered buyers, sponsors, exhibitors and speakers are invited to enjoy.

Be sure to grab a seat when the lights dim so you don't miss the announcement of the winners for the 2019 California Food Expo Awards, including: the first annual Golden State Award, the Fred Ruiz Award and the suite of New Product Awards including both a Buyer's Choice Award and a Consumer's Choice Award.

Sponsored by:



Capstone Headwaters



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**DATE:** Tuesday, September 10, 2019

**TIME:** 9:00AM – 10:00AM

**LOCATION:** Halls II & III

## How Retailers & Brands Can Capture the Changing Consumer: A Look at Retailer and Foodservice Future Trends

Everything about the way in which consumers are enjoying food today is evolving, from what they're eating, to how they're eating it. In this session, you will hear from leading trend experts in the retail and foodservice industries who will discuss what's in store for the future, and provide key insights that retailers, foodservice operators and manufacturers can use to stay in front of today's consumers.

### Featured Speakers



#### **Phil Lempert**

*President & CEO, Consumer Insight, Inc.*

For more than 25 years Phil Lempert, an expert analyst on consumer behavior and retail trends, has been on the forefront of the rapidly changing environments in the retail and foodservice industries, identifying and explaining impending trends to the food industry's most influential business leaders. Phil has served as food trends editor and correspondent for NBC News' *Today* show, reporting on consumer trends, food safety and money-saving tips, as well as showcasing new products, with regular appearances on ABC's *The View*, FOX Business, Dr. Oz, *The Oprah Winfrey Show*,

*20/20*, CNN, CNBC, and FOX.



#### **Robert Byrne**

*Senior Manager, Consumer Insights Technomic*

Robert Byrne manages Technomic's comprehensive consumer brand tracking program, which provides ongoing chain brand health and consumer attitude & usage tracking. He also specializes in crafting custom trend reports and presentations utilizing consumer, menu and industry insights. Byrne is an expert in interpreting the impact that current and emerging foodservice consumer trends may have on business, and helps clients tackle tough

questions to better inform their strategy and approach.



#### **Yvette Waters**

*Nutrition Strategist & Brand Influencer, Raley's*

Yvette Waters drives the nutrition strategy for all Raley's brands and works daily to support the organization's commitment to *change the way customers eat, one plate at a time*. She was hired as Raley's Nutrition Strategist & Brand Influencer in 2018, a role in which she works alongside the merchant team to bring high-quality products to the shelves, supports team member education on products and nutrition, helps customers make informed decisions about their health and drives marketing content.

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*2019 Expo Agenda*

**DATE:** Tuesday, September 10 2019

**TIME:** 10:00 AM – 3:00 PM

**LOCATION:** Hall I

## Business to Business Tradeshow

The California Food Expo trade show will open its doors to pre-registered retail and foodservice buyers to connect with California's biggest food brands and innovative new food companies, all showcasing the diverse mix of food and beverage products grown and manufactured in California.

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**DATE:** Tuesday, September 10, 2019

**TIME:** 3:00 PM – 4:30 PM

**LOCATION:** Upstairs Rooms 2015-2018

## Exhibitor Happy Hour

**PRESENTED BY:** *Wells Fargo*

Following the Business to Business Trade Show, come and relax at our Exhibitor Happy Hour! This is a perfect opportunity to get some refreshments and to grab some tasty bites before the public event, EXPOLICIOUS.



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**TIME:** 5:00 PM – 8:00 PM

**LOCATION:** Halls II & III

## EXPOLICIOUS

EXPOLICIOUS is the California Food Expo's evening celebration, open to all Expo participants and the public who purchase tickets in advance.

New in 2019! The first annual TASTE OF CALIFORNIA CHEF COMPETITION, featuring premier chefs from all over California who will be creating California-inspired bites using a few specific products for a chance to win cash prizes.

### 2019 FEATURED CHEFS:

McKinze Bridges, Max's Bistro & Bar

Karlo Earisto, Adia Pop-up

George Meza, Onsen Restaurant

Vatche Moukhtarian, The Cracked Pepper

Charles Olalia, Ma'am Sir

Jimmy Pardini, The Annex Kitchen

### PRESENTED BY:



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