

FIRST SOURCE

RETAIL SEAFOOD

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FOR IMMEDIATE RELEASE

FirstSource: Retail Seafood Scheduled for June 5-7, 2012 in Ft. Lauderdale/Coral Springs

SOUTH PORTLAND, MAINE USA -- The second edition of *FirstSource: Retail Seafood* will be held June 5-7, 2012 at the Marriott Fort Lauderdale/Coral Springs, according to co-organizer Brian Perkins.

The first edition of the event was held June of 2011 in Las Vegas – and was a resounding success according to buyers, suppliers and event organizers. An innovative first for the seafood industry, the hybrid event combined formal product presentations, product tastings and one-on-one meetings within two-and-a-half days packed with social and networking opportunities.

Lee E. French, VP Seafood Merchandising, Price Chopper Supermarkets, summed up the inaugural event. *FirstSource Retail Seafood* "was the BEST event I have ever attended – very intimate which was fantastic."

Other prominent seafood buyers agree.

Tony Ruccio, Director Seafood Sales & Merchandising, Kings Super Markets Inc. says, "The most valuable part of the event was being able to spend quality time with vendors, some of whom I would have mistakenly thought had nothing to offer me. Compared to traditional trade shows, the First Source format provided much more quality time with vendors and peers in both a business and casual atmosphere. I've found both products and people that I can connect and grow with."

James Breuhl of Rouses, added, "It's been a spectacular event. I would definitely recommend this to anybody in this industry. So will you see me here again? Absolutely. If I get another invitation, I will definitely be back."

"Seafood buyers and sellers were excited about the concept right out of the gate," Perkins explains. "The idea of bringing a small group of prequalified buyers and high-volume suppliers together for two-and-a-half days in a comfortable, stress-free environment resonated. Suppliers love the idea of being able to spend more than just a few short minutes with a buyer. Buyers love the idea of being able to learn about a variety of product offerings from 30 suppliers in a short period of time, and to be able to have substantive conversations with these suppliers about pricing, packaging, capacity, and sustainability."

On the seafood supplier side, vendors especially valued the luxury of having in-depth, unhurried conversations with prospective buyers. Ian White of True North Salmon explained, "It's been a real eye-opener. The camaraderie and the social aspect is probably one of the nicest parts of this event. You can get together in small groups, talk, and not be pressured by an office or a timeline of somebody else having a meeting coming in after you. I'd do [this event] again."

Franco Cristiano of Marina del Rey Foods reports "We got to meet a lot of people we would have never had the opportunity to meet. The investment we made to get here is far less than what it would have

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cost us to visit every single one of the individual customers, so we are very happy with the results. We are very happy with the meetings. We'll be back again."

Denis Brunotte of Delimar saw *FirstSource Retail: Seafood* as an effective point of entry to the U.S. market. "This experience with FirstSource: Retail Seafood has been great so far, especially for a company that's new in this country and that wants to expand into the US market. I think [this event is] the perfect fit, because you are surrounded by buyers for three days and they are willing to listen to you. Things can't be better than that."

Participating companies in the inaugural event included Associated Wholesale Grocers; Beaver Street Fisheries; Best Yet Market; Blue Snow Seafood, Inc.; Buehlers Fresh Foods; Cherrystone Aqua-Farms; Delimar; Dierbergs Markets; Ducktrap River of Maine; Expack Seafood: A member of the H&N Group; FreshDirect; Harbor Seafood, Inc.; Kings Super Markets; Lewis Mills & Co.; Marina del Rey Foods; Maritime Products International; Marsh Supermarkets; National Fish & Seafood; New Seasons Market; NOVA Fisheries, Inc.; Ocean Choice International; Orca Bay Seafoods, Inc.; Price Chopper Supermarkets; Pyramid Foods; Rouses Supermarkets; Save-A-Lot; Schnucks Markets; SeaCatch Market Fresh Advantage; Sunflower Farmers Market; Supermercados Econo, Inc.; The Great Fish Co.; Tony's Fine Foods; Tropical Aquaculture Products, Inc.; True North Salmon; Twin Tails Seafood Corporation; and White Ruffy Seafood, Inc.

The exclusive June 5-7 event will open with a reception Tuesday evening. On Wednesday, suppliers deliver presentations about their products to a room of 25 buyers. Following the presentations, resort chefs serve carefully prepared tasting samples of each supplier's product to the buyers. On Thursday, buyers take part in private one-on-one meetings with a minimum of 12 – as many as 16 – suppliers of their choice to discuss pricing, production, and delivery capabilities. The event features two-and-a-half days of one-on-one networking opportunities including gala receptions, dinners, luncheons and breakfasts.

Hotel, airfare and meals for invited buyers are covered by the event organizers. A limited number of pre-screened suppliers pay a fee to take part.

FirstSource: Retail Seafood in Ft. Lauderdale/Coral Springs is the second in a series of FirstSource hosted-buyer events the company has on tap for vertical product specialties in the perishable food categories in the U.S. and Europe. "Our ability to combine high-level meetings and precisely executed product tastings makes the FirstSource concept unique and in the vanguard of food product marketing," Perkins explained.

For information on *FirstSource: Retail Seafood*, including a three-minute video of the inaugural event, visit www.FirstSourceEvents.com; or contact Brian Perkins at +1 207-799-1356 or bperkins@highlinerevents.com.

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