

# NASFT's 54th Summer Fancy Food Show 2008



At the National Association for the Specialty Food Trade's 54th Summer Fancy Food Show 2008 held in New York City June 29 to July 1, Banu Sinar of Setton International Foods Inc. showed some of the firm's new granola crunch mixes, which are available in energy boost and pistachio berry flavors. The Commack, NY-based firm, one of the larger growers and processors of pistachios in the United States, was also promoting its recently introduced Asian soy-flavored pistachio. (Photos by Joel Gebet)



Eric Johnson (right), vice president of Oakridge Products Inc., chatted with show attendees about his firm's 'Healthy Harvest' line of produce freshness extenders and its new display rack for the produce aisle. The product, about the size and shape of an egg and designed for produce bins in household refrigerators, holds a packet that absorbs ethylene gas for about three months.



Kelly Mooney, Joe Walsh and Mary Ellen Mooney of Chico, CA-based Mooney Farms. The trio were promoting the firm's new line of California estate-grown Arbuquina extra virgin olive oils, which can be cross-promoted in the produce aisle along with its extra-moist, ready-to-eat sun-dried tomatoes, available in halves and julienne cut. Both products are marketed under the 'Bella Sun Luci' label.



Allison Lee and Ed Peterson of Noble Juice with some of the Winter Haven, FL-based firm's products, including its newest juice releases: tangerine-cranberry and blood orange. In addition to redesigning its labels, its 32-ounce bottles are now made with environmentally friendly plastics derived from all-natural, renewable resources, not petroleum.



Alicia Frohmann, director of the trade promotion agency for the government of Chile, with some of the country's offerings, including blueberries and avocados, sectors that she said have expanded dramatically over the past several years because of tremendously increasing demand. Chilean produce offers valued characteristics such as quality, sustainability, freshness and security, and she said the country is one of the top-five fruit-exporting nations in the world.



Trae Cyrus and Omar Shilleh of International Produce Exchange, a division of Balcor, with some of the Bronx, NY-based firm's newer offerings including Candycot gourmet apricots and Sainly anglecots from California in addition to its 'Purity Organic' line of 12 produce items, including its latest items, sno and snap peas.



Brandon Owl, Gus Nunez, Chris Denning and Dave Nelson staffed the Bard Valley Medjool Date Growers Association booth. Its newest items were one- and two-pound plastic tubs.