

Foraged & Found Exhibiting at the Specialty Food Association's Winter Fancy Food Show 2022

Ketchikan, Alaska – (January 1, 2022) Foraged & Found will be exhibiting at the 2022 Winter Fancy Food Show, February 6-8, located at the Las Vegas Convention Center in Las Vegas, Nevada. Foraged & Found will showcase its new line of gourmet food products incorporating wild-foraged Alaskan superfood ingredients like sea kelp and sea asparagus, in Booth #2758.

“The 2022 Winter Fancy Food Show will be our first in-person Show in more than two years, and we are thrilled to have Foraged & Found exhibiting,” said Bill Lynch, president, Specialty Food Association. “At \$170.4 billion and growing, the specialty food industry continues to innovate, and I can’t wait to see our members and taste their fantastic products at the Show.”

Traditionally the largest West Coast B2B-only specialty food industry show, it will feature sampling of specialty foods and beverages from around the world; education programming; hot trends from the [SFA Trendspotter Panel 2022 Predictions](#); What’s New and What’s Hot showcases; Startup Pavilion; Incubator Village; American Cheese Society (ACS)-sponsored Cheese Pavilion; plant based, international and national pavilions; and sofi™ Awards winners from 2020 and 2021.

“You can't help but be inspired to protect the environment when you're surrounded by the wondrous, pristine, and unspoiled frontier of Alaska. Here, living off the land and sea is a lifestyle. Not only are we passionate about sharing the bounty of our unique wilderness through Foraged & Found's gourmet wild-foraged superfood product line, but we're also committed to keeping it that way. From our sustainable harvesting processes, our involvement with local organizations that protect aquatic plant life, to recyclable packaging, our commitment to environmental stewardship and sustainability is quite literally second nature.”

Presented by the Specialty Food Association, 2022 The Winter Fancy Food Show is a trade-only event. To register, please visit specialtyfood.com

About Foraged & Found

Located in Ketchikan, Alaska, Foraged & Found was founded in 2017 by Jenn Brown, a former private chef working onboard tourism yachts traveling along the Alaskan sea. Exploring the natural richness of every waterway and coastline resulted in incredible wild-food discoveries-from fish and edible aquatic plants to berries, veggies, and mushrooms-that she had never tasted before. A desire to share these newfound

culinary treasures with the world led to putting her expertise to work developing delicious, familiar pantry staples like salsas, pickles, and sauces using wild-foraged Alaskan superfood ingredients such as sea bull kelp and sea asparagus. Jenn's passion to showcase these specialty foods, while also protecting and maintaining the splendor of the environment, has given rise to a meaningful mission. Future plans include seeing our wild-superfood products on shelves all across the country. More information can be found at foragednfound.com.

About the Specialty Food Association

The [Specialty Food Association](#) (SFA) is the leading trade association and source of information about the \$170.4 billion specialty food industry. Founded in 1952 in New York City, the SFA represents manufacturers, importers, retailers, distributors, brokers, and others in the trade. The SFA is known for its [Fancy Food Shows](#); the [sofi™ Awards](#), which honor excellence in specialty food and beverage; [Trendspotter Panel Show](#) reports and annual predictions; the [State of the Specialty Food Industry Report](#); the [Product Marketplace](#), featuring specialty foods and beverages in 161 categories and sub-categories; [Infinite Aisle](#), a new ecommerce marketplace that enables SFA Members to make buyer-maker connections and sales year-round; and [SFA Feed](#), the daily source for news, trends and new product information in the specialty food industry.

Foraged & Found Media Contact:

Chelsea Goucher, 907-220-2133, chelsea@foragednfound.com

Specialty Food Association Media Contact:

PR Department, press@specialtyfood.com

Facebook: [Specialty Food Association](#)

LinkedIn: [Specialty Food Association](#)

Twitter: [@Specialty_Food](#)

Instagram: [@specialtyfoodassociation](#)

Hashtags: [#VivaFancyFood](#) [#FancyFoodShow](#) [#ShapetheFutureofFood](#)