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## Plans for Kosherfest 2020 Move Forward; New Programs and Events Introduced First Major Food Show in 2020; Celebration for Food Industry



Secaucus NJ...Plans for the upcoming Kosherfest, November 11-12 (Meadowlands Exposition Center), went into high gear as the show will unveil many firsts in addition to being a major celebration. Kosherfest will be the first major international food show of 2020 in the aftermath of the Coronavirus pandemic. For the kosher food community, there is much to celebrate as the industry as a whole celebrates its emergence from the Covid-19 crisis with virtually little interruption of service to consumers. Sales of booths for the show are proceeding briskly and the show as a whole is 70% sold. Air travel is expected to be fully restored in time for the show. Hotels in the Secaucus area will also be open to accommodate show visitors from all over the world.

Amongst the many firsts will be a brand-new **Match-Making Event**, which will help alleviate the leg work of setting up one-on-one meetings while organizing the exhibits. Kosherfest will host a **Networking Party** on the exhibit floor to encourage buyers and suppliers to get together, build connections and talk business. A new VIP program is a collaborative effort between Kosherfest's marketing and sales teams to help identify buyers who should attend Kosherfest 2020. Bloggers and influencers will be invited to provide additional advertising opportunities for exhibitor products. This new initiative will help exhibitors leverage the power of social media and increase brand awareness among the kosher consumer.

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