



It's time.

THE 2016 SOFI™ AWARDS
www.sofiawards.com



PRESTIGE

The specialty food status symbol since 1972.

O, The Oprah Magazine called the Sofi Awards "the Oscars of specialty food."



"As a retailer searching for the very best of the best, we look to Sofi Awards Winners & Finalists because we know that they represent only the highest caliber of product."

- Alison Kunetka, Food Development, Williams-Sonoma



"The Sofi Awards are regarded by buyers and other vendors as the highest honor in our industry."

- Robin Béquet, Béquet Confections, 2011 Winner



RECOGNITION

430 million+ Sofi media impressions in 2015

Coverage by outlets like The Today Show, Good Morning America, The New York Times, The Wall Street Journal and more.

The award that puts you on the map. And on the shelf.

"Kroger carries over 100 Sofi Winners and Finalists. These are the products that deliver excitement and quality to our customers."

- Mathis Martinez, Strategy and Innovation, Kroger

PROMOTION

The Specialty Food Association promotes your products to the people who matter.

Exposure to 44,000+ buyers at the Fancy Food Shows



"Since we won, our retail store footprint increased 740% in major markets with a 1200% increase in online sales."

- Reuben Canada, Jin+Ja, 2013 Winner



"Winning the trophy opened the floodgates. Sales increased by 100% by the fourth quarter."

- Amy Farges, Transatlantic Foods, 2011 Finalist

SALES

Bragging rights with bottom-line impact.



You're ready.

Enter March 28 - April 15
at *sofiawards.com*

