

June 3, 2020

## Kosher Industry has Much to Celebrate at Kosherfest 2020, November 10-11



Secaucus NJ...The kosher food industry will celebrate its emergence from the Covid-19 crisis with an array of unprecedented exhibits and events at Kosherfest 2020, November 10-11 at the Meadowlands Exposition Center. In interviews with dozens of food companies planning to exhibit at Kosherfest, they were unanimous in their assessment of the importance of the event. Several companies had not been able to exhibit at some of the other large food shows which were cancelled due to the Covid-19 pandemic. Others said that it was important to renew many

relationships face-to-face. But almost all of the executives said that it was a time to celebrate how the industry overcame the challenges of supply under very difficult circumstances. The producers of Kosherfest also announced many new initiatives to raise the level of attendance by buyers and the involvement of exhibitors. 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.