



CONSULATE GENERAL OF THE REPUBLIC OF THE PHILIPPINES
NEW YORK

P R E S S R E L E A S E

PR-MTD- 107 -17

29 June 2017

Philippine Specialty Food Products Compete in 2017 New York Fancy Food Event

New York 29 June 2017 – From Luzon to Mindanao, the best specialty food products from the Philippines were on full display beside major international food brands at the 2017 Summer Fancy Food Event held at New York’s Javits Center from 25-27 June.

Deputy Consul General Felipe F. Cariño III and Special Trade Representative Nicasio Bautista assisted participants from the country’s major exporters and their US-based importers, and companies in international food export in what is known as North America’s biggest specialty food trade event featuring food innovations, trends and exhibits of 180,000++ products.

The three-day event attracted thousands of buyers and exporters in the US and overseas who participate in this annual event as well as the Winter Fancy Food event in San Francisco. The event also featured various exhibitors as well as seminars on food and health trends.

Philippine exporters and their importer/ distributor partners showcased food products such as health drinks, seafood, coconut-based/-derivative products, canned food, preserved fruits snacks and puree, organic food and calamansi, that exhibit our product’s versatility and uniqueness as well as our manufacturers’/ exporters readiness to deliver high quality-products to mature markets.

This year, San Miguel and its US partner JCI Inc., are introducing their products in the East Coast while West Coast-based Profoods spearheaded the country’s campaign to dominate the US snack food and dried goods category. Sun Tropics and Mansi were among Philippine participants who welcomed inquiries at their booth and reported significant levels of public interest in their display during the event.

The Consulate General and Philippine Trade and Investment Center New York actively support initiatives and activities supporting Philippine exporters and their US based importers/ partners pursuant to economic and trade diplomacy mandate.- **END**

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(l-r) Deputy Consul General Felipe F. Cariño, Mr. Eliseo Sy, Trade Representative Nicasio Bautista, and Mr. Nat De Francesco stand in front of the Profoods booth. Profoods is one of the largest companies exporting dried fruit snacks and other fruit derivatives that are sold to wholesale companies like Walmart.

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