

PBH SIGNATURE EVENTS

PBH's signature events bring together produce industry stakeholders, food system leaders, and top-tier consumer influencers to advance the food dialogue and demonstrate the undeniable power of collaboration and connectivity from industry to influencer – and ultimately, **THE CONSUMER.**



**THE CONSUMER
CONNECTION**
ANNUAL CONFERENCE

April 18-20, 2022 | Scottsdale, Arizona



**FRESH
CONCEPTS**
CULINARY & FOODSERVICE EVENT

July 29-31, 2022 | Monterey, California
Hosted alongside The Foodservice Conference



**RETAIL
AMBASSADOR**
IMMERSION EVENT

October 26-29, 2022 | Orlando, Florida
Hosted alongside The Global Produce & Floral Show

“The only way to shift consumption behaviors is through collaboration. This conference has the right people in the right place to do so. Change begins here.”

– Bil Goldfield, Director of Corporate Communications
Dole Food Company and 2019 PBH VP Chair of the
Board In reference to The Consumer Connection

FRESH CONCEPTS

Culinary & Foodservice Event

Experience the culinary and foodservice leader engagement event that offers opportunities to share key messages, collect business and industry insights, and develop deeper relationships with those who influence future product development and menus across America's foodservice industry.

PBH hosts a select group of influential VIPs, including culinary leaders, menu R&D professionals, and nutrition, sustainability, and food safety executives who influence purchasing decisions across large national brands, smaller regional chains, contract foodservice operations, and campus dining programs.

During the experience, VIPs will participate in:

- Field and facility tours
- Hands-on culinary experiences
- Intimate group discussions focused on the unique challenges and needs of the foodservice industry
- Exhibit exploration during the Foodservice Conference – all from the heart of agriculture within Salinas Valley



July 29-31, 2022

Monterey, California

Hosted alongside The International Fresh Produce Association's Foodservice Event



2019 PBH Fresh Concepts Highlights

See more highlights from 2019 event



2022 PBH FRESH CONCEPTS SPONSORSHIP PACKAGE PREVIEW

Sponsors get an opportunity to share key messages, collect business and industry insights, and develop deeper relationships that can influence future product development targeted at the foodservice industry in the United States.

1 Exclusive Immersion Experience

Fuel innovation and ideation for usage of your products on menus by hosting an exclusive half-day field or facility immersion experience OR a hands-on culinary and tasting experience.

\$15,000

2 Exclusive Networking Meal

Enjoy intimate networking and focus-group-style conversations with hosted VIPs by hosting an exclusive 2-hour meal at a top-notch local restaurant.

\$10,000

3 Intimate Expo Booth Visit

Double-down on your exhibit investment with an intimate 20-min exhibit tour for hosted VIPs on The Foodservice Event Expo floor.

\$5,000

PACKAGE PERKS

All sponsorship packages include a set of high-value perks.

No additional cost to you!

VIP Networking Profiles

Before the event, you will receive hosted VIP profiles with a photo, bio and contact information to get to know the group better and target your conversations.

Social Media Amplification

PBH's skilled communication team will tailor an informative and inspiring social post with a hashtag of your choice to extend your brand/product beyond the event to PBH's 1+ million consumer and influencer followers.

Brand/Company Recognition

Your brand or company will be recognized as a thought leader and event partner in an event-exclusive press release, on the event website, and other digital event materials.

THANK YOU

We live at the center of produce, partnership and passion. **JOIN US!**

To learn more about this event and other PBH engagement opportunities, see our [2022 Prospectus](#) and/or contact:

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Servicing you from New Castle, Delaware (eastern time)



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