



Journalism Award winner Corby Kummer, on "What's in a (Sustainable) Name? The Status of Value-Based Terms." Kummer will explore the value to producers, retailers and consumers of trendy terms such as farm-to-table, sustainable and local. The session is Jan. 18, 9 to 10 a.m.

Show seminars are designed for all levels of the specialty food trade. Highlights include:

- "The Basics - The Business of Specialty Food" a full-day workshop for beginners;
- "Elevate Your Pitch: How to Sell to Buyers, Investors, and Media" a three-hour modular workshop;
- "Start Right, Grow Strong: 9 Critical Steps";
- "Sell Smart: The Best Channels for Your Product"; and
- "Price It Right: Using Costs to Create Real-World Price Sheets".

Of course, the Specialty Food Show is also about showcasing new products. So please check out this section for some of the dozens of offerings that exhibitors, many of whom are new to the show, will be presenting. 

Beverages



Organic Birch Tree Water
by Sapp
www.sapplife.co
New Brands on the Shelf

Made from birch sap, Sapp Organic Birch Tree Water features no added sugars and is rich in minerals such as manganese. Traditionally used for detoxifying, birch water is available for just three weeks each spring. In addition to Original, flavors available are Nettle Infusion and Rosehip Infusion. All come in 10.2-ounce glass bottles.
MSRP: \$3.49

Tea Taster's Line
by Aiya America
www.aiyamatcha.com
Booth 659

Aiya's Tea Taster's Line is a collection of USDA certified organic green teas. The line offers Organic Gyokuro, Organic Matcha Infused Sencha and Organic Matcha Infused Genmaicha. The tea is packaged in pyramid-shaped bags that are specifically designed to protect the delicate tea leaves. This is Aiya's first tea bag line, created to meet Americans' desire for more convenient premium tea options.
MSRP: \$12.60 for Gyokuro; \$9.20 for Sencha; \$8.90 for Genmaicha

YOOT's Medicinal Wellness Tonics
by Denovo Beverage
www.yoottea.com
New Brands on the Shelf

Barely sweetened with organic evaporated cane juice and brewed with non-GMO verified, organic, wild-crafted herbs and spices to promote a wellness-oriented lifestyle and enable the body to harness its own healing abilities, YOOT is available in 13.7-ounce glass bottles. It is also available in Dandelion Root, Licorice Root and Prickly Ash varieties.
MSRP: \$3.99



Tea Drops
by Tea Drops
www.myteadrop.com
New Brands on the Shelf

Users can ditch the tea bag and hassle of loose tea with these dissolvable, organic, pressed tea drops. With just boiling water, these USDA certified organic morsels of finely sourced tea, sugar and aromatic spices melt to create a blissful tea blend. Flavors include Citrus Ginger, Rose Earl Grey, Cardamom Spice, Sweet Peppermint, Chocolate Earl Grey, Vanilla White, Turmeric, Yerba Mate and Matcha.
MSRP: \$7.50-\$9



Ginger Chai
by Davidson's Organic Teas
www.davidsonstea.com
Booth 1565

Davidson's Ginger Chai has the warm and soothing feeling of a ginger tea with an extra spicy chai taste thanks to a blend of black tea, herbs and pungent spices. Available in 100-count unwrapped tea bags and in bulk looseleaf.
MSRP: \$14 and \$20.50

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