



Bringing the bounty of the Southern USA to the World.

- Alabama ■ Arkansas ■ Florida ■ Georgia
- Kentucky ■ Louisiana ■ Maryland ■ Mississippi
- North Carolina ■ Oklahoma ■ Puerto Rico
- South Carolina ■ Tennessee ■ Texas ■ Virginia
- West Virginia

IFE 2011

Southern Originals Pavilion London, U. K. • March 13-16, 2011

- Exhibitors will have a fully furnished booth space and assistance with shipment of products
- SUSTA will have a chef to prepare dishes on-site during show
- 9 booths are available in the SUSTA pavilion at the show

The IFE International Food Exhibition is the largest international food and drink exhibition in the U.K. It is only held every two years. The show had 1,200 exhibitors and 22,395 visitors in 2009.

SUSTA's Southern Originals pavilion is a great opportunity for companies to meet with importers and present various products. The services include a visible, attractive, open pavilion, strategic support and contacts in the European market. The show focuses on various sections of the food and beverage industry.

Best Prospects:

■ Nuts	■ Wine
■ Fruit Juices	■ Healthy Food Products
■ Sauces	■ Spices/Condiments
■ Frozen Fruit	■ High Value/Processed Foods

Benefits of Participation:

- SUSTA invites southern U.S. companies to exhibit in our pavilion and take advantage of:
 - Furnished and signed 4.5sqm booth
 - Professional chef preparing samples on-site during the show
 - Assistance with sample shipping

Important Information:

- Cost of participation is **\$1,825**
- Sign up for this opportunity by December 10, 2010 at www.susta.org/events
- No refunds for cancellations after **December 10, 2010** deadline



Register on the Events page
at www.susta.org

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SUSTA does not discriminate on the basis of race, color, national origin, sex, religion, age, disability, political beliefs, sexual orientation or marital/family status. Persons with disabilities, who require alternative means for communication of program information, should contact us.