

CAREER PROFILE

Tom Catanese entered the specialty food industry in 1967. Back then the Int. Fancy food show was held at the New York coliseum at Columbus Circle. Also back then there were only 200 members in the NASFT. Tom Was the Founder of Nowco International and the President. Last year he sold his interest in the company. Today he is President of Thomas Catanese and company. The new company is set to offer consulting on a national basis, plus represent International specialty foods and packaging companies to major accounts across the country.

Tom has been called the Godfather of the Gift Basket Industry and the Head wrapper and the Head Shrinker. He is responsible for introducing Shrink Film Packaging to the Gift Basket Industry. Tom's contribution to the industry is his design creativity, marketing magic. Tom has been published in over sixteen different industry magazines. He has exhibited at over 200 national trade shows, conventions and expositions in the U.S. and Europe.

Tom has written for or has been interviewed by the magazines listed below:

Gourmet Retailer	Showcase	Beverage Media	Fancy Food
Gourmet News	Florist	Flowers and	Beverage Journal
Telefood	Chef	Giftware News	Gifts & Dec
By Design	LaConfiserie	Candy Business	Gourmet Today

Tom has presented 75 Gift Basket and Gift Packaging Work Shops, Seminars and Symposium in the U.S. and Europe. The three largest took place in New York, London and Paris. The Int.Fancy Food Show in NYC drew over 850 retailers at the Javits. This was one of the largest seminars ever held at the show. The Int.Food and Drink Show in London also a large crowd. In 1990 the French Fancy Food and Confection show in Paris invited him to present his Symposium in Paris at Villa Ponte Exposition Center. Over 150 people attended that program. Listed below are the other industry seminars he has presented :

Godiva Chocolatier Conv.	CA. Gift Show	National Grocer Convention
Int. Fancy Food Shows (3)	Chicago Gift Show	Rocky Mt Choc.
Atlanta Gift Show	Walt Disney World	Supermarket Convention
Harry and David	Dallas World Gift Show	Phila. Nat. Candy Show
Nat. Liquor Convention (3)	FL Gift Show	Fruit Shipper Show

