

Staying ahead of the Competition

If you could ask anyone for personal advice on how to play basketball, you'd probably pick Michael Jordan. For computer tips, maybe Bill Gates. Home decorating, Martha Stewart.

But what about running a specialty food business and staying one step ahead of food trends? For that, you'd want someone with years of experience running successful retail food markets, such as Russell Vernon, longtime president of the nationally recognized West Point Market, or Scott Silverman, vice president of the successful chain of Rice Epicurean Markets. You'd also need an expert on today's home replacement meal craze, like Richard Draeger, vice president of Draeger's Markets specializing in prepared foods, or Ari Weinzweig, owner of the renowned Zinger-



man's Delicatessen in Ann Arbor, Mich. You'd also want to talk to a specialty coffee consultant like Ed Arvidson of Bellissimo Inc. and a gift basket guru like Tom Cantanese of Nowco International. Sound as likely as talking to Michael Jordan about basketball?

Actually, you can talk to all of these gourmet retail experts about your business in one weekend at the International Specialty Food Show and the Hot & Spicy Show in New Orleans next month, Sept. 28 to 30.

The seminar and demonstration program *Fancy Food* magazine has created especially for specialty food retailers

at these two shows covers the industry's key issues and topics, such as "How to compete in the coffee industry," "What prepared foods can do for your business," "Gourmet trends update," and "How to survive in the marketplace." We've allowed question and answer time in each seminar for you to ask these experts about building your business.

Fancy Food magazine's food shows are truly the one time and place where gourmet retailers can learn enough new skills to guarantee a better business future. You've probably heard about the show from peers or in the pages of *Fancy Food*. But what you may not have realized about our seminar program is the enormity of talent pooled for the event.

"How to survive in the marketplace" is the title of one of the seminars at *Fancy Food*'s shows, yet it actually exemplifies the entire seminar program. Whether you're a struggling or prosperous retailer, learning survival tactics provides good peace of mind in today's changing industry. In addition, during the shows, you can shop the exhibit hall for new products, supplies and services that will keep your store on the cutting edge.

Fancy Food magazine personally invites you to our second annual Hot & Spicy Show and International Specialty Food Show for your biggest opportunity to stay ahead of the competition.

We look forward to seeing you in New Orleans.

Carolyn Schwaar
Carolyn Schwaar, Editor in Chief

Publisher Daniel von Rabenau
Editorial Director Susan Stilwill
Editor in Chief Carolyn Schwaar
Associate Editor Jessica Goldbogen
Art Director Janet Kuypers
Designer Rachel May
Production Manager David Seng
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Contributing Editors
David Roycroft, Jeffery Steele,
Judy Monroe, Suzanne J. Brown

Special Supplements & Guides
Editor Jessica Goldbogen
Art Director Janet Kuypers

Editorial Offices
Talcott Communications Corp.
20 N. Wacker Drive, Ste. 3230
Chicago, IL 60606
(312) 849-2220
Fax: (312) 849-2184
FancyFood@aol.com

ADVERTISING SALES
West, Midwest and South Sales Manager
Joanne Fallon
(800) 229-1967 ext. 26
Eastern Sales Manager
Marcy Trachtenberg
(800) 966-0800
Classified Ad Sales
Nancy Stamper
Sales Assistant
Sally Naylor

20 N. Wacker Drive, Ste. 3230
Chicago, IL 60606
(312) 849-2220
Fax: (312) 849-2184
FancyFood@aol.com

President
Daniel von Rabenau



Publishers of:
Chef
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Giftware News

Fancy Food is written and researched exclusively for specialty food buyers and retailers. Monthly features provide in-depth coverage of the growing gourmet industry and act as an information and education source. *Fancy Food* is the leading magazine for industry news and new product information. In addition to exciting cover stories, it contains retailer profiles, market and trend analyses and columns written by industry leaders for specialty food buyers.

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