

# The Fancy Food Show as a U.S. Market Entry Platform

A structured, multi-day market entry mission for international food brands entering the U.S.

**Winter FancyFaire 2027**  
**January 17–19, 2027**  
**Moscone Center, San Francisco**  
**Trade-only, Specialty Food Association**



## Why This Is Different

Most international brands attend U.S. trade shows to explore.

This program is built to evaluate, validate, and make a decision. Winter FancyFaire becomes a structured U.S. market entry mission, not just booth presence. Conversations are prepared, contextualized, and followed through with structure.

## Who This Is For:

- International food and beverage brands exploring U.S. market entry
- Export-ready companies with early traction at home

## Why The Fancy Food Show

The U.S. specialty food market is a growth engine.

- **\$207B** specialty food market
- **149%** growth in the last decade

Buyers attend to solve a real retail problem.

- 44% of shoppers switch stores to find specialty products
- Specialty products deliver **3–4x more margin per unit**

**Bottom Line:** Buyers are actively looking for differentiated international products that drive loyalty and long-term store differentiation.

Buyers are U.S.-based. Having a U.S. market entry partner changes the conversation.

## About Quartermaster California

Quartermaster California supports European brands entering the U.S. market.

We provide structured market entry programs, buyer access, sales activation, and retail expansion strategy, all delivered from the ground in California.

## The Quartermaster California Program

### Indicative multi-day program snapshot

- **Day 0:** Arrival, U.S. market context, positioning and buyer readiness
- **Day 1:** Show floor presence, curated buyer meetings, speed-dating sessions
- **Day 2:** Follow-up conversations, distributor and investor meetings
- **Day 3:** Retail and market benchmarking in the Bay

### Inside the show

- Curated group of 10–12 international brands
- Scheduled meetings with U.S. buyers
- Distributor and investor introductions

### Outside the show

- Hosted after-hours gatherings
- Retail benchmark visits to leading Bay Area specialty food retailers

## What Participants Leave With

- Direct buyer and distributor conversations
- Clear signal on U.S. market fit
- Structured post-show action plan
- Defined next market steps

## How This Is Used

- As a structured first step into the U.S. market
- As a shared pavilion or guided delegation format
- As a decision point, not a commitment

## The Real Question

Is the U.S. your next growth market?

This program is designed to answer that with structured buyer feedback, distributor conversations, regulatory perspective, and a defined follow-up path.

It is a market test with context, not a long-term commitment.

**Next Step**  
**Plan a Conversation**

Explore whether Winter FancyFaire 2027 is the right structured first step in your U.S. market entry strategy.

Schedule a conversation at [quartermastercalifornia.com](http://quartermastercalifornia.com)