

India भारत



EVENT REPORT



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APEDA's Participation in the Summer Fancy Food Show 2026

Jacob K. Javits Convention Center, New York, USA | 28–30 June 2026

Summer Fancy Food Show 2026 – An Overview

The Summer Fancy Food Show, organised annually by the Specialty Food Association in New York, is North America's largest specialty food and beverage exhibition and a key gateway for food brands seeking entry into the United States market.

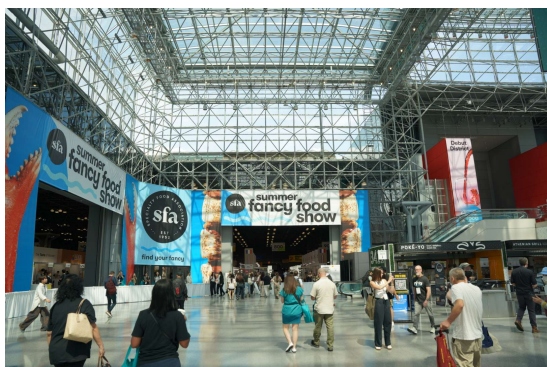
The **70th Summer Fancy Food Show (SFFS 2026)**, was held from **28–30 June 2026** at the **Jacob K. Javits Convention Center, New York City, USA**. Recognized as **North America's premier specialty food and beverage trade exhibition**, the event serves as a leading platform for showcasing premium and innovative food products while promoting international trade, business networking, and market expansion. Celebrating its **70th anniversary**, the show brought together manufacturers, exporters, importers, distributors, retailers, foodservice professionals, investors, media representatives, and industry experts from around the world.

The 2026 edition witnessed remarkable participation, attracting **over 32,000 industry professionals**, including **more than 9,100 registered buyers**—an **8% increase over 2025**—and **nearly 14,000 registered attendees**. Spanning **more than 345,000 square feet** of exhibition space, the largest footprint in the past six years, the exhibition featured **2,529 exhibitors** from **57 countries across six continents**, including **31 international pavilions**, demonstrating the growing global significance of the event.

The exhibition showcased a diverse portfolio of specialty food and beverage products, including gourmet foods, bakery and confectionery, dairy products, beverages, snacks, spices and seasonings, sauces and condiments, organic and natural products, seafood, plant-based foods, and other value-added food products. More than **700 new product**

launches and **421 first-time exhibitors** reflected the industry's continued focus on innovation, product diversification, and evolving consumer preferences.

Overall, the **Summer Fancy Food Show 2026** reaffirmed its position as one of the world's leading specialty food exhibitions, offering a vital platform for businesses to showcase innovative products, establish strategic partnerships, strengthen international trade relations, and explore new opportunities in the North American and global specialty food markets.



APEDA participation at SFFS 2026

The Agricultural and Processed Food Products Export Development Authority (APEDA) participated in the 70th Summer Fancy Food Show 2026, held from 28–30 June 2026 at the Jacob K. Javits Convention Center, New York City, USA, along with ITPO and had set up the pavilion in an area of around 380 Sqm.

The pavilion showcased India's rich and diverse portfolio of agricultural and processed food products, providing Indian exporters with a significant platform to promote their products, strengthen their presence in the North American market, and establish new international business partnerships.

The objectives of APEDA's participation were:

- To promote India's agricultural and processed food products in the premium North American market.
- To provide Indian exporters an effective platform to connect with US buyers, retailers and distributors.
- To promote 'Brand India' in food through curated showcases of flagship products such as Basmati rice and Indian mangoes.
- To tap the opportunity for Indian consumer packaged food products in the North American market over the coming decade.



Inauguration of the India Pavilion

The India Pavilion was jointly inaugurated on 28 June 2026 by Shri Binaya Srikanta Pradhan, the Consul General of India in New York, and renowned Chef Shri Vikas Khanna in the presence of Shri Abhishek Dev, Chairman, APEDA, and Dr. Neeraj Kharwal, Managing Director, ITPO, along with officers from APEDA and ITPO, representatives of AIREA (All India Rice Exporters Association), IREF (Indian Rice Exporters Federation), TREA (The Rice Exporters Association) and TREA CG (The Rice Exporters Association Chhattisgarh) and exhibitors.

The inauguration marked the commencement of India's participation at one of the world's leading specialty food exhibitions and highlighted the country's commitment to expanding exports of value-added agricultural and processed food products.



There were 35 co-exhibitors (stalls and table spaces) under the APEDA India Pavilion including representatives from prominent rice associations such as AIREA, IREF, TREA and TREA CG along with their member exporters, displaying a wide range of premium products including Basmati rice, ready-to-eat and ready-to-cook foods, spices, beverages, processed food products, organic products, and other specialty food items. The pavilion attracted significant interest from importers, distributors, retailers, wholesalers, and foodservice professionals seeking high-quality Indian food products.

The Consul General described the pavilion as a landmark and benchmark initiative for Indian brands looking to expand in the US market and acknowledged Chef Vikas Khanna's pivotal role as an ambassador of India's rich culinary heritage. Chef Khanna observed that every product on display represents the efforts of millions of farmers, traders, manufacturers, exporters and workers across the India's food value chain.

Chairman APEDA highlighted the significance of India's record participation and its growing leadership in global food exports, noting that the show provides an important platform for Indian food brands to demonstrate their quality, innovation and diversity, and reflects the confidence of Indian exporters and the trust that consumers in premium international markets place in Indian products. The Managing Director, ITPO, underlined that the APEDA–ITPO collaboration would be highly beneficial for India's food exports.

During his visit to the pavilion, the Consul General Shri Binaya Srikanta Pradhan interacted with each participating exporter, discussing opportunities to strengthen their business in the United States and expand the reach of Indian food products in the North American market. He also appreciated the efforts of Indian exporters in promoting authentic Indian flavours, particularly products such as Basmati rice and ready-to-eat food products, which continue to witness growing demand among consumers in the United States.

The India Pavilion served as an effective platform for facilitating B2B interactions, business networking, product promotion, and export opportunities, further reinforcing

India's position as a trusted global supplier of high-quality agricultural and processed food products.



The India Pavilion: Scale and Product Profile

APEDA had set up a well-designed India Pavilion spanning in approximately 380 sqm area with 35 co-exhibitors representing a diverse cross-section of India's agricultural and processed food sector. The participating co exhibitors showcased a wide range of products, including Basmati rice, ready-to-eat and ready-to-cook foods, spices, beverages, organic products, processed food products, and other value-added food items, reinforcing India's position in the global specialty food market.

The pavilion brought Indian food brands, exporters and innovators under one roof, with four associations playing a major role in this initiative.

- AIREA (All India Rice Exporters Association)
- IREF (Indian Rice Exporters Federation)
- TREA (The Rice Exporters Association) and
- TREA CG (The Rice Exporters Association Chhattisgarh)

The pavilion attracted significant interest from international buyers, importers, distributors, retailers, and foodservice professionals, serving as an effective platform to promote India's quality, innovations, sustainability, and growing capabilities in the global specialty food market.



Culinary Showcase and live demonstration

A key highlight of APEDA's participation at the Summer Fancy Food Show 2026 was the Culinary Showcase & Live Demonstrations, which provided an engaging platform to present the versatility and global appeal of Indian agricultural products through contemporary culinary cuisines.

Curated over the three-day exhibition, the live cooking sessions featured innovative recipes prepared using premium Indian ingredients such as GI-tagged Black Rice, Himalayan Red Rice, Kalanamak Rice, Gobindbhog Rice, millets, makhana, spices and jaggery.

The live demonstrations effectively showcased the adaptability of Indian ingredients in modern global cuisine while promoting the nutritional value and unique identity of GI-tagged products and millets. The sessions attracted significant interest from international buyers, chefs, foodservice professionals, and trade visitors, creating valuable opportunities for product sampling, business interactions, and knowledge exchange.

Overall, the Culinary Showcase played a significant role in enhancing visitor engagement, strengthening the global perception of Indian food products, and reinforcing India's position as a trusted source of high- quality, innovative, and value-added agricultural and processed food products.



Indian Mango Showcase

A key attraction of the pavilion was the Indian Mango Showcase, featuring premium varieties of Indian mangoes such as Kesar, Banganapalle, langra alongside innovative mango-based culinary creations. The display highlighted the rich diversity of Indian mangoes and reinforced India's position as the world's leading producer of the fruit. Mango tasting sessions were organised for visitors during the show.



Basmati Culinary Showcase

Visitors experienced a curated Basmati Culinary Showcase, in which a range of dishes prepared using premium Basmati rice demonstrated its versatility across international cuisines, highlighting the unique aroma, texture and quality that have made Basmati rice a preferred choice in global markets. Michelin-starred Chef Hemant Mathur curated a daily sampling menu of Indian dishes for the visitors.



Cultural Engagements

To enrich the visitor experience and showcase India's rich cultural heritage, a Henna (Mehendi) Art Experience was organized at the India Pavilion during the Summer Fancy Food Show 2026. International buyers, exhibitors, and trade visitors enthusiastically participated in the activity, experiencing one of India's most cherished traditional art forms.

The live henna application created a vibrant and interactive atmosphere at the pavilion, attracting considerable visitor interest and encouraging greater footfall. Beyond promoting India's agricultural and processed food products, the initiative added a unique cultural dimension to the pavilion, creating a memorable Brand India experience and strengthening engagement with the global audience through India's rich traditions and hospitality.



Promotional Materials

As part of its promotional outreach at the Summer Fancy Food Show 2026, APEDA implemented strategic branding initiatives to enhance the visibility of the India Pavilion and reinforce the "Grown in India for the World" campaign.

Branded promotional bags carrying the "Grown in India for the World" theme were distributed to international buyers, exhibitors, and trade visitors. The initiative effectively increased the visibility of the India Pavilion across the exhibition venue while serving as a mobile branding tool throughout the event.

The branding activity contributed to higher visitor engagement, increased footfall at the pavilion, and stronger brand recall, further promoting India's agricultural and processed food products among global buyers and industry stakeholders.



Buyer Seller Meet on the sidelines of the event

The Consulate General of India in New York hosted a buyer-seller networking meet for the food sector in collaboration with APEDA (Agricultural and Processed Food Products Export Development Authority) and ITPO (India Trade Promotion Organisation) on 29th June 2026.

More than 70 Indian agricultural and food exporters networked directly with U.S. food sector businesses and importers.

The Consul General of India Shri. Binaya S. Pradhan delivered the welcome remarks. Key speakers included Shri. Abhishek Dev, Chairman of APEDA, Dr. Neeraj Kharwal, Managing Director of ITPO, Industry leaders Shri Satish Goel, President, AIREA and Shri Sanjay Trivedi, CEO, Keystone Marketing LLP and County Head, Haldiram Snacks.

A special presentation was delivered by Smt. Rajlakshmi A. Kadam Consul (Trade) to introduce the participants to the India-USA Trade Facilitation Portal to help forge ongoing bilateral trade partnerships



Business Engagement and Outreach

- The Consul General and Chef Vikas Khanna met individual exhibitors at the pavilion and shared insights to help strengthen their business in the US market, engaging in particular with exporters of Basmati rice and ready-to-eat food products.
- The pavilion served as a business-to-business interface connecting Indian exporters with US buyers, retailers, importers and distributors over the three days of the show.

Significance and Outcomes

- Largest-ever India participation at the Summer Fancy Food Show, signifying the scale-up of India's food export promotion efforts in North America.
- Enhanced visibility for 'Brand India' food products amongst premium US and global buyers.
- Positioning of flagship products — Basmati rice and Indian mangoes — as premium offerings in the specialty food segment.
- Strengthened institutional collaboration between APEDA and ITPO for future international exhibitions.
- Contribution to India's strategy of tapping the North American opportunity for packaged foods over the coming decade.

Conclusion

APEDA's participation in the 70th Summer Fancy Food Show 2026 marked another significant milestone in promoting India's agricultural and processed food products in the international marketplace. The 380 sqm India Pavilion, featuring Indian exporters, provided a dynamic platform to showcase the diversity, quality, and innovation of India's agri-food sector to a global audience comprising buyers, importers, distributors, retailers, and foodservice professionals.

The pavilion successfully combined business promotion with cultural engagement through initiatives such as the Culinary Showcase & Live Demonstrations, Indian Mango Promotion & Sampling, Henna (Mehendi) Art Experience, and the "Grown in India for the World" branding campaign. These activities not only attracted significant

visitor footfall but also created meaningful interactions with international stakeholders, strengthening awareness and appreciation of Indian agricultural and processed food products.

The exhibition facilitated valuable B2B meetings, networking opportunities, and business discussions, enabling participating exporters to explore new market opportunities, strengthen existing partnerships, and expand their presence in the North American market. The positive response received from buyers and visitors reflected the increasing global demand for high- quality Indian food products and reinforced confidence in India's export capabilities.

Overall, APEDA's participation at the Summer Fancy Food Show 2026 successfully strengthened Brand India at the global stage, reaffirming India's position as a reliable supplier of premium agricultural and processed food products. The event further contributed to enhancing the international visibility of Indian exporters, fostering new business collaborations, and supporting the Government of India's vision of expanding agricultural exports and positioning India as a preferred sourcing destination for the global specialty food industry.

SUMMER FANCY FOOD SHOW 2026

Hall no. 1 C , LEVEL 1
APEDA PAVILION

BHOLENATH EXPORTS 4881 & 4883 200sqft
STAR GLOBAL MULTI VENTURES 4879 100sqft
OLITIA CARES LLP 4877 100sqft
AIREA 4871, 4873 & 4875 300sqft
MANGO TASTING 4869 100sqft

LT FOODS 4882 150sqft	IREF Indian Rice Exporters Federation 4981 & 4983 200sqft
NATURAL FROZEN & DEHYDRATED FOODS 4880 100sqft	BHARAT AGRO IMPEX 4979 100sqft
SPICE NEST IMPEX 4878 100sqft	ESS PEE QUALITY PRODUCTS 4977 100sqft
AKR GREAT HONEYBEE 4876 100sqft	BIKANERVALA FOODS 4973 & 4975 200sqft
PRATITHI ORGANIC 4874 100sqft	
APEDA THEME 4870, 4969 & 4971 350sqft	

NUTRISENSE AGRO PRODUCTS 4982 & 4984 200sqft	TRANSGREEN 5081/2 50sqft
LAKAVISH NUTRATECH 4980 100sqft	INDIAFEAST 5081/1 100sqft
INTERNATIONAL AGRICULTURAL PROCESSING 4978 100sqft	VIBHOR EXIM 5077 100sqft
COFFEEZA INDIA 4976 100sqft	SARVESHWAR FOODS 5075 100sqft
BASILLIA ORGANICS 4972 & 4974 200sqft	B D OVERSEAS 5073 100sqft
LIVE DEMO 4970 100sqft	5069/5 5069/4 5069/3 5069/1 5069/2 ITC JADLI FOODS
	ANEKTA GLOBAL DIET AGRO POPAT RAJA & SONS

CARYOPSES	4740 & 4742/3 200sqft
TREA	4740 & 4742/2 NBDF TREA
DECCAN FOODS	4740 & 4742/1 200sqft
SPONGE ENTERPRISES	4738/2
TREA CG	NBDF TREA CG
RAJMUDI ORGANICS	4738/1 100sqft



एपीडा
APEDA

कृषि और प्रसंस्कृत खाद्य उत्पाद
निर्यात विकास प्राधिकरण
वाणिज्य एवं उद्योग मंत्रालय, भारत सरकार

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