

TRADE SHOW

WUSATA PAVILION AT WINTER FANCYFAIRE

Sunday, Jan 17 - Tuesday, Jan 19, 2027
Registration: Monday, Aug 17 - Tuesday, Oct 6, 2026 | 8:00 AM
San Francisco, CA | United States of America

https://www.wusata.org/e/BLWCVMX

EVENT DETAILS

WUSATA Pavilion at Winter FancyFaire

January 17-19, 2027

San Francisco, CA

Join WUSATA at **Winter FancyFaire 2027**, the first major specialty food trade event of the year.

Exhibiting at Winter FancyFaire provides companies with the opportunity to connect with buyers from major food and beverage channels. The show is strictly B2B, with attendees vetted to help ensure exhibitors connect with active buyers and distributors who are there to conduct business.

Winter FancyFaire also attracts international buyers from a variety of markets, giving participating companies an opportunity to build both domestic and international business relationships.

To exhibit, companies must be a **product-qualified Specialty Food Association member in good standing (Tier 2).**

Benefits of Participation

- Uniform pavilion design featuring your company logo
- Display cabinet/kiosk
- Standard electricity during show hours
- Barstool
- Full booth package valued at approximately $5,000
- Opportunity to connect with qualified buyers and distributors from major food and beverage channels
- Exposure to international buyers attending Winter FancyFaire from a variety of markets

Exhibitors in the WUSATA State Pavilion may not use pop-up booth signage or walls, such as step-and-repeat displays, that detract from the overall pavilion back-wall design.

Exhibit Hall Schedule

- Saturday, January 16: Set-up day
- Sunday, January 17: Hours Pending
- Monday, January 18: Hours Pending
- Tuesday, January 19: Hours Pending

Participation Fees

- Half Booth (50 sq ft): $2,200
    - 12 available
- Aisle Booth (100 sq ft): $4,400
    - 3 available
- Corner Booth (100 sq ft): $5,150

PRODUCT DESCRIPTION

Retail packaged foods and beverages, specialty foods, snack foods, dairy products, and novelty or niche food items.

INDUSTRY FOCUS

Consumer Oriented **Retail Products**

BUYER AUDIENCE

Worldwide

ADDITIONAL INFORMATION

Venue

Moscone Center, 747 Howard St, San Francisco, California, 94103, United States of America

- 6 available

Early Bird Registration

Early Bird registration opens **August 10, 2026**, and is available exclusively to eligible companies that have not participated in Winter FancyFaire with WUSATA during the past three years.

The following booth spaces will be available during the Early Bird registration period:

- 1 corner booth
- 1 aisle booth
- 2 half booths

Early Bird registration will remain open for one week. Any Early Bird booth spaces that remain available at the end of the Early Bird period will be released for general registration.

General Registration Opens: August 17, 2026

Registration Deadline: October 16, 2026

A $500 non-refundable deposit will be required at the time of registration. The remaining participation fee must be received within 14 days of registration. Participation may be canceled if payment is not received by the deadline.

Account Recertification Required

Because Winter FancyFaire is a 2027 event, participating companies must complete their annual WUSATA account recertification before registering.

For assistance with account recertification, please contact **export@wusata.org**.