

South Carolina Department of Agriculture

Hugh Weathers, Commissioner

FOR IMMEDIATE RELEASE – June 7, 2010



S.C. Specialty Food Association Exhibits at AmericasMart in July

COLUMBIA, S.C. – In July, S.C. Specialty Food Association (SCSFA) members will have another opportunity to connect with buyers from every state as well as 89 countries at AmericasMart in Atlanta. Participating S.C. companies will showcase their products in the Atlanta International Gift & Home Furnishings Market of AmericasMart on Wednesday, July 14 - Wednesday, July 21, 2010.

Companies participating in the permanent showroom throughout the event will include: Willies Hog Dust of Sumter, S.C.; Mays Unique Vinaigrette and Mother Shucker's Original Cocktail Sauce – both of Columbia, S.C.; and The Sweetery – from Anderson, S.C.

Charleston Original Sauces of Mt. Pleasant, S.C. will be featured in the showroom on July 14-16 and Sally's Gourmet Food of Columbia, S.C. on July 17 – 19.

In January of 2009, the SCSFA leased space in the West Wing of the AmericasMart. South Carolina is the *only* state in the nation to have a permanent showroom at AmericasMart specifically designed for a state's specialty foods.

AmericasMart Atlanta is the largest permanent wholesale marketplace of its kind with over 7.7 million square feet of space in three buildings attended by over a half million buyers each year. As an AmericasMart exhibitor, SCSFA members have access to the buyers from around the world 6 times a year. Companies who were selling their products solely in South Carolina before they participated, now have their product in stores around the nation.

The cost of the showroom is funded by Specialty Food Association members themselves who use the showroom. The show enables our state's companies collectively to leverage the full power of the largest wholesale gift and home furnishings marketplace in the nation.

For more information about the SCSFA AmericasMart shows, contact Jackie Moore, South Carolina Department of Agriculture Marketing Specialist, 803-734-2210. To find a specialty food product, visit www.scsfa.org. And, be sure to look for the Certified SC logo where you shop.

*** end ***

Media Contact:

Stephen Hudson, 803-734-0648, sdhudson@scda.sc.gov
Becky Walton, 803-734-2182, bwalton@scda.sc.gov