



NEWS RELEASE

For Immediate Release, January 9, 2018

Contact: Mary Coppola

mcoppola@unitedfresh.org

+1-202-303-3425

Global Cold Chain Expo Offers More Value in 2018

Joins United FreshTEC, United FreshMKT, International Floriculture Expo and SmartFood Expo™ in McCormick Place South Hall

WASHINGTON, D.C. (January 9, 2018) – Global Cold Chain Expo, now in its third year, is growing into the South Hall at Chicago's McCormick Place Convention Center in Chicago, June 25-27 with the International Floriculture Expo, United FreshTEC Expo, United FreshMKT Expo and the new SmartFood Expo™ in 2018. With all five shows together in one expo hall, attendees will easily navigate the event, visiting over 700 exhibitors spotlighting the latest tech solutions to ensure quality control throughout the cold chain from field to table, innovations in fresh and better-for-you foods, produce, and floral products; and new technologies in harvesting, development and merchandising.

"As we launch the 2018 Global Cold Chain Expo, we're emphasizing the educational conference accompanying the expo which many attendees might have missed in previous years," said Global Cold Chain Alliance President & CEO Corey Rosenbusch. "The content is tailored to address the needs of managers at temperature-controlled facilities, including processing or distribution facilities. With the extensive tradeshow and the powerful educational conference, the Global Cold Chain Expo will be the ultimate destination for food facility general managers, engineering, and other supply chain leaders in 2018."

"We're looking forward to the growth of the Global Cold Chain Expo, now in its third year," said United Fresh President & CEO Tom Stenzel. "I'm enthused by the excitement within the fresh foods community as they continue to discover ways the Global Cold Chain Expo can truly help increase efficiency and profitability in their facility operations and distribution."

The cutting-edge educational programming at 2018 Global Cold Chain Expo is a perfect complement to the trade show experience, both on and off the show floor. On Monday, June 25, the dedicated Global Cold Chain Conference will provide attendees an in-depth look at specific business challenges and opportunities managers face in the perishable supply chain. Aligned into three tracks, sessions will include topics such as KPIs for the cold chain, e-commerce, retail and processor perspectives, becoming the shipper of choice, and more. The program is designed for general managers of temperature-controlled processing and distribution facilities; engineers; transportation and supply chain managers; operations and maintenance engineers; as well as other supply chain leaders working to elevate their perishable operations.

On June 26 and 27, during trade show days, attendees will find even more education on the trade show floor as they explore exhibits and other business solutions throughout. Trade show floor education will include a Learning Center, Innovation Showcase Spotlight, and the new Construction Zone with engaging discussions around trends in designing and building the ultimate temperature-controlled facilities.

This focus on the educational component in addition to the trade show will provide attendees of all five shows, Global Cold Chain Expo, International Floriculture Expo, United FreshTEC Expo, United

FreshMKT Expo and SmartFood Expo™, a comprehensive view of best practices in cold chain technologies, processes, and operations.

For more information about the 2018 Global Cold Chain Expo and to register, visit www.globalcoldchainexpo.org. For information about exhibiting or sponsoring at the Global Cold Chain Expo, contact James Rogers, Director of Business Development at jrogers@gcca.org or +1-703-373-4303.

###

About Global Cold Chain Alliance

Comprised of its Core Partners, including the International Association of Refrigerated Warehouses (IARW), the World Food Logistics Organization (WFLO), the International Refrigerated Transportation Association (IRTA), and the International Association for Cold Storage Construction (IACSC), the Global Cold Chain Alliance (GCCA) represents all major industries engaged in temperature-controlled logistics. GCCA unites all partners to be innovative leaders in the temperature-controlled products industry.

About United Fresh Produce Association

Founded in 1904, the United Fresh Produce Association brings together companies across every segment of the fresh produce supply chain, including growers, shippers, fresh cut processors, wholesalers, distributors, retailers, foodservice operators, industry suppliers and allied associations. We empower industry leaders to shape sound government policy. We deliver the resources and expertise companies need to succeed in managing complex business and technical issues. We provide the training and development individuals need to advance their careers in produce. Through these endeavors, we unite our industry with a common purpose – to build long-term value for our members and grow produce consumption.