

# THE CRUNCH & MUNCH SHOW

SERIOUSLY SATISFYING



  
**CONVENIENCE FOOD**  
ASSOCIATION

  
**JUNE 2-4, 2021**

  
**ANAHEIM, CA**



## WELCOME

On behalf of the Convenience Food Association I am thrilled to invite you to the 2021 Crunch & Munch Show. While the 2020 virtual event received high marks, I am confident that everyone is eager to return to in-person networking and education.

In addition to the incredible content you have come to expect from the CFA, we will be offering a new session track that examines the effect that COVID-19 had on the industry, including trends in revenue and buyer habits.

I would like to also thank our sponsors for their continued support of CFA. Their assistance ensured the sustainability of our organization and we look forward to witnessing their creativity and resources as we welcome them back to the expo hall.

For over 20 years the Crunch and Munch Show has been the premier snack food education event and 2021 promises to live up to expectations. I look forward to seeing you in Anaheim!

Sincerely,  
**Mike Brown**  
CEO, Convenience Food Association



### WHAT:

The Convenience Food Association's Crunch & Munch Show



### WHO:

Junior and Senior level convenience food executives who make strategic decisions regarding operations, marketing, and distribution.



### WHEN:

June 2-4, 2021



### WHERE:

Anaheim Convention Center  
Anaheim, California



### WHY:

Education, Resources, Networking  
and Community

## EVENT OVERVIEW

The Convenience Food Association's Crunch & Munch Show is the premier education event for global leaders in the convenience and snack food industry.



### BENEFITS TO ATTENDING:

- Recognize global snack food trends and how they can boost your sales
- Network with international resources to increase distribution potential
- Connect with partners providing innovative solutions to solve current business challenges



### WHAT TO EXPECT:

- Colleague led education sessions and internationally distinguished keynote speakers
- Access to industry thought leaders with their pulse on the emerging tastes
- A magical evening experience featuring iconic Disneyland treats



## TOP 3 REASONS TO ATTEND:



### EDUCATION & RESOURCES

Learn from and source solutions from some of the most recognized snack brand leaders in the world.



### NETWORKING

Join forces with like-minded colleagues to grow your business.



### COMMUNITY

Exchange ideas and share valuable feedback with global peers.

## ATTENDEE PROFILE

Crunch & Munch brings together junior and senior level decision makers to exchange ideas, gain insights and network with peers, experts and thought leaders.

## SAMPLE OF ATTENDING COMPANIES

Frito Ley  
Pepperidge Farm  
Nestle  
PepsiCo  
Kraft Heinz  
Coca-Cola Company  
Mondelez  
Kellogg Co.  
Campbell Soup Co.  
General Mills  
The Hershey Co.  
Post  
Blue Diamond Growers  
KIND  
CLIF Bar & Co.  
Keurig Dr Pepper  
Danone Group  
Ferrero  
Hormel Foods

Please direct inquiries to:

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## BY THE NUMBERS



**15,000**  
ATTENDEES



**2,800**  
INTERNATIONAL  
ATTENDEES



**3,900**  
FIRST TIME  
ATTENDEES



**400+**  
SESSIONS



**300+**  
EXHIBITORS



**70**  
COUNTRIES  
REPRESENTED