

Editor Showcase

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For Immediate Release

Fast Forward Event Productions Announces First Editor Showcase Theme of 2016 *Leading Brand-to-Press Trade Event to Feature Popular Health & Nutrition Brands*

SAN DIEGO (January 12, 2016) – [Fast Forward Event Productions](#), an experiential marketing and event production agency, today announced its first 2016 Editor Showcase event, Health & Nutrition, will take place on February 25 at the New York Marquis in Manhattan from 5-8 p.m. The Health & Nutrition showcase marks the first of four events planned for 2016, which put brands face-to-face with influential press contacts including traditional and digital media. Registration is officially open to up to 30 brands within the health and nutrition industry, seeking to capture individual media attention from 60-80 media influencers in the wellness space.

“Editor Showcase offers a special opportunity for brands big and small to establish meaningful connections with well-known industry leaders, media influencers, and top-tier press in an intimate setting,” said producer, Michelle Metter. “Our Health & Nutrition showcase is always one of the most popular, as products in the wellness space continue to trend upward in terms of media attention.”

Multiple brands have already confirmed early registration for the Health & Nutrition event, including:

- [Dandy](#) – largest grower of celery in the world. The company grows and processes celery around the country but mostly in Florida, Michigan, Arizona and California – to ensure a year-long supply.
- [Lifeway Foods](#) – discover Lifeway Kefir, the high calcium, high protein, yogurt-style beverage that tastes great and offers an endless list of health benefits with its 12 live and active probiotics.
- [The Republic of Tea](#) – a progressive brand dedicated to enriching people’s lives through the experience of premium tea, innovation and education as it emphasizes a “Sip by Sip Rather than Gulp by Gulp” lifestyle.
- [Rishi Tea](#) – the leading importer of certified organic teas and botanicals from the most unique, remote growing regions across the world.
- [Saffron Road](#) – celebrating the memorable meals and mutual values families and friends of all cultures share around the dinner table, sourcing ingredients from only the finest producers available.
- [truebroc](#) - the most concentrated source of glucoraphanin from broccoli currently on the market and can be found in functional beverages and dietary supplements.

- [Yevo 43](#) – creators of nutrient-rich and delicious foods that contain 43 Essential Nutrients critical to good health with 25g of protein in each serving.

Additional exhibitors include [The Better Fish](#), [Crunch Pak](#), [Laura's Lean Beef](#), [Pure Canada Maple](#), [U.S. Blueberry Council](#), [Wonderful Halos](#), [Yoplait Plenti](#) and more.

Each year, companies rave about the priceless media exposure after exhibiting at Editor Showcase. Previous participating brands have secured media attention from top-tier outlets, such as *TODAY*, *O, the Oprah Magazine*, *Good Housekeeping*, *Men's Health*, *TIME*, *Men's Fitness*, *Real Simple*, *Women's Health*, and other coveted top-tier outlets.

Since its launch in 2009, Editor Showcase has hosted more than 580 brands, including Abbott Nutrition, Chex Party Mix, DOVE Ice Cream, Earth Balance, Eggland's Best, General Mills, Lifeway Foods, Munchkin, Nestle, Skinny Cow, The Laughing Cow, Uncle Ben's, DRY Sparkling and more.

Brands interested in exhibiting at the Health & Nutrition show are encouraged to register by February 1, as space is limited. For more information and pricing, please contact Lauryn Edwards at Edwards@fastforwardevents.com. To learn more about Editor Showcase, please visit www.EditorShowcase.com, or follow us on [Facebook](#) and [Twitter](#).

About Fast Forward Events

As an award-winning turnkey event management, public relations and marketing solutions provider, [Fast Forward](#) specializes in the creation of world-class trade and consumer events, brand activation and experiential marketing strategies. From elite wine and food experiences for thousands of discriminating palates to intimate brand-to-press networking events in the heart of Manhattan, productions by Fast Forward accelerate human connections, put brands in front of key influencers, and deliver an unparalleled return on experience. Fast Forward is the producer of *Cooking Light & Health's* The Fit Foodie 5K Race Weekend, SommCon, and the San Diego Bay Wine & Food Festival, Southern California's largest luxury wine and culinary experience now in its 13th year.

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