

# EDITOR SHOWCASE

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For Immediate Release

## Fast Forward Event Productions Hosts Annual Editor and Brand-Favorite Snack Attack Showcase

*Exclusive Brand-to-Press Networking Event Expands with New Craft & Artisan Section  
Capitalizing on Modern Snacking Trends*

SAN DIEGO (April 4, 2016) – [Fast Forward Event Productions](#), an award-winning experiential marketing and event production agency, is expanding its wildly popular Editor Showcase Snack Attack press event in 2016 with the addition of a new Craft & Artisan section featuring independently-owned, small batch, and handmade snack brands. One of the most highly anticipated events of the year, Editor Showcase Snack Attack will take place June 7, at the New York Marriott Marquis in NYC from 5-8 p.m. Registration is officially open and all interested brands are encouraged to sign-up early as space is limited.

Like all other Editor Showcase events, Snack Attack provides an exclusive opportunity for brands to interact with 60-80 premier media across the print, broadcast and digital space, while showcasing their newest innovations in an intimate, face-to-face setting.

“Snack Attack has long been an editor-favorite, and as the snacking space continues to evolve we’re excited to grow our event this year to include a cross-section of trending craft and artisan brands in addition to well-known leaders in the space,” said producer, Michelle Metter. “The snacking category is booming, and we feel honored to provide this intimate setting where media influencers can taste, experience and learn about some of the most newsworthy products hitting shelves nationwide.”

According to Euromonitor, sales of snacks increased 17.4 percent to \$145 billion in the five years leading to 2015, which is being driven by consumer interest in products that are perceived as healthier. Capitalizing on this trend, Editor Showcase Snack Attack will feature a roster of premier brands in the snacking space, from healthy and nutritious, to sweet, salty and indulgent, to on-the-go convenience foods, beverages for adults and children and more. A sample of brands attending Snack Attack in 2016, include [Chobani](#), [Entenmann’s](#), [Hain Celestial](#), [Lifeway](#), [The Carolina Nut Co.](#) and [Sara Lee](#).

One of the premier brand-to-press networking events in the country, [Editor Showcase](#) events have attracted leading journalists and bloggers from coveted outlets such as *TODAY*, *O, the Oprah Magazine*, *Good Housekeeping*, *Men's Health*, *TIME*, *Men's Fitness*, *Real Simple*, *Women's Health*, and many more. Brands interested in exhibiting at Editor Showcase Snack Attack are encouraged to register early, as space is limited. For more information and pricing, please contact Michelle Metter at [metter@fastforwardevents.com](mailto:metter@fastforwardevents.com). To learn more about Editor Showcase, please visit [www.EditorShowcase.com](http://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 John Hancock Hosts the Cooking Light & Health Fit Foodie 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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