overview

The Good Food Foundation and the Good Food Merchants Collaborative are proud to present the Good Food Mercantile New York: the un-trade show for tasty, authentic, responsible food. This one-day, intimate gathering of like-minded food crafters and retailers will return to the big apple on Friday, June 29, 2018, the day before the Summer Fancy Food Show.

While traditional trade shows convene tens of thousands of buyers, many are not prepared to work with businesses whose core aspirations don’t include unbridled growth, and smaller companies can find themselves lost among a sea of thousands of booths. The Good Food Mercantile is a different kind of gathering. Open exclusively to past Good Food Award winners and members of the Good Food Guild, it is an opportunity for thoughtful, responsible, American food crafters to connect with the growing community of retailers that value quality, care and craftsmanship. Offering the same sized booths to everyone, a start time conducive to arriving well rested and booth fees at a fraction of the price of other trade shows, this is the Good Food Movement’s answer to building commerce and community.

community

SHOWING: The Good Food Mercantile is limited to 150 food producers who have passed the sustainability vetting process to become a Good Food Guild member. In selecting attendees, focus is placed on ensuring a diverse and vibrant set of food and drink is represented, with a special emphasis on showcasing the best of the East Coast, with the goal of two-thirds regional and one-third national exhibitors.

ATTENDING: Over 400 retailers and media were in attendance at last year’s Good Food Mercantile NYC, and we anticipate an even stronger turnout this year. Last year’s show brought a wide range of retailers from the area, from Claus Meyer of the Great Northern Food Hall in Grand Central to the owner of Chelsea Market Baskets. 72% of retailers attending in New York City were unique to that show, making it a worthwhile investment for food crafters with an interest in expanded distribution in each part of the country to exhibit at multiple Mercantiles. The full list of retailers who attended the Mercantile in the past can be found at [www.goodfoodawards.org/mercantile](http://www.goodfoodawards.org/mercantile).

PRESENTING: The Good Food Mercantile is presented by the Good Food Merchants Collaborative; 20 of the country’s most innovative community markets from 16 cities and 12 states, united to support America’s good food producers. We are grateful to these visionary grocers:

- Antonell’s
  Austin, TX
- Bi-Rite Market
  San Francisco, CA
- Canyon Market
  San Francisco, CA
- Cowgirl Creamery
  Pt. Reyes, CA
- Cured
  Boulder, CO
- Di Bruno Brothers
  Philadelphia, PA
- Each Peach
  Washington, D.C.
- Foragers Market
  New York, NY
- Glen’s Garden Market
  Washington, D.C.
- Good Earth
  Mill Valley, CA
- Healdsburg SHED
  Healdsburg, CA
- Look’s Market
  Sioux Falls, SD
- Market of Choice
  Eugene, OR
- Market Hall Foods
  Oakland, CA
- Palace Market
  Point Reyes, CA
- Pastoral
  Chicago, IL
- TASTE
  Washington’s Green Grocer
  Washington, D.C.
- Woodstock Farmers’ Market
  Woodstock, VT
- Zingerman’s
  Ann Arbor, MI
at a glance

DATE AND TIME: Friday, June 29, 12 - 5pm

LOCATION: The Good Food Mercantile NYC will be held at the beautiful, light-filled Brooklyn Expo Center in Greenpoint.

ORGANIZATION: The Good Food Foundation is a 501(c)3 nonprofit that exists to celebrate, connect, empower and leverage the passionate and engaged, yet often overlooked, players in the food system who are driving towards tasty, authentic and responsible food. Led by Sarah Weiner and Dominic Philips, the Foundation has created the Good Food Awards, Good Food Guild, Good Food Merchants Collaborative and Good Food Mercantile.

IN THEIR OWN WORDS:
“The Mercantile is like taking the cream of the artisan crop and putting it all in one building! The event is all good - good people, good products, good energy!”
- Ari Weinzweig, Co-Owner, Zingerman’s Community of Businesses, Michigan

“The connections with retailers, camaraderie of makers, and overall spirit of the Mercantile is second to none. The Mercantile offers a meaningful bridge to create dialog, foster relationships with other makers and is deeply invested in the spirit of Good Food.”
- Laura Tuohy, Kansas City Canning Co., Kansas

“I loved the organization of this event, it was the perfect environment to get to know the makers and explore new partnerships.”
- Alison Kunetka, Manager of Food Development at Williams-Sonoma

“There couldn’t have been a better event for showcasing small producers in SF and Brooklyn. We’ve had the chance to catch up with our current retailers and friends on both coasts and talk to many new people all around. We loved everything about the event.”
- Amy Deaver, CEO and Jam Maker of Lemon Bird Preserves, California

Photos courtesy of Kassie Borreson Photography, Gamma Nine Photography, Mark Weinberg Photography, RJE Photo, Gyongyi Gozon and Marisa Repka.