

FIRSTSOURCE

RETAIL SEAFOOD

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Innovative Retail Seafood Sourcing Event Set for Las Vegas

FirstSource: Retail Seafood brings select seafood buyers and suppliers together February 22-24, 2011 at the Tuscany Suites and Casino

SOUTH PORTLAND, MAINE USA — An exclusive gathering of U.S. retail seafood buyers, and the suppliers hoping to do business with them, is scheduled for Feb. 22 – 24, 2011 at the Tuscany Suites & Casino in Las Vegas, Nevada.

“*FirstSource: Retail Seafood* is a new way to introduce products to buyers that is cost- and time-efficient, unlike the hit-or-miss contacts at large tradeshow, or by making individual sales calls to 25 qualified buyers' individual headquarters,” said Brian Perkins one of the event’s organizers.

The exclusive event opens with a reception Tuesday evening. On Wednesday, key suppliers deliver presentations about their products to a room of 25 leading supermarket buyers in the United States. Following the presentations, Tuscany chefs serve carefully prepared tasting samples of each supplier’s product to the buyers. On Thursday, buyers take part in private one-on-one meetings with a minimum of 12 suppliers of their choice to discuss pricing, production, and delivery capabilities.

In addition, the event will feature two and a half days of one-on-one networking opportunities including gala receptions, dinners, luncheons and breakfasts. A keynote address on Wednesday will be presented by renowned sustainability expert Peter Redmond, Vice President of Global Market Development for the Global Aquaculture Alliance.

Hotel, airfare and meals for invited buyers are covered by show organizers. A limited number of pre-screened suppliers pay a fee to take part in the event.

FirstSource: Retail Seafood is the first of a series of FirstSource hosted-buyer events the company has on tap for vertical product specialties in the perishable food categories in the U.S. and Europe. "Our ability to combine high-level meetings and precisely executed product tastings makes the FirstSource concept unique and in the vanguard of food product marketing," Perkins explained.

For information on participating in *FirstSource: Retail Seafood*, visit www.FirstSourceEvents.com/RetailSeafood or contact Brian Perkins at +1 207-233-4475 or bperkins@highlinerevents.com.

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