For Immediate Release  
Contact: [name], [phone]  
[email]

**[Company or Organization Name] to Join Wisconsin Delegation at International Food Expo***The Institute of Food Technologists trade show enables companies to showcase their products and connect with numerous potential buyers***[location], WI. [release date], 2015** – [company or organization name] will be among the featured guests in Wisconsin’s booth on the trade show floor at IFT15, the international food industry expo taking place July 12-14, 2015, in Chicago.

The 75th annual IFT expo is expected to bring together more than 20,000 food science professionals from around the globe to see, touch, taste and experience the industry’s largest collection of ingredients, equipment, processing and packaging suppliers under one roof.

Wisconsin’s strength in the food and beverage sector will be showcased in an exhibit coordinated by the Wisconsin Economic Development Corporation (WEDC), along with partners including the University of Wisconsin (UW) System, economic development partners and the Wisconsin Department of Agriculture, Trade and Consumer Protection.

Fifteen Wisconsin companies were selected to participate in the exhibit and will be in the booth (#4956 on the trade show floor) to meet with IFT attendees. Over the course of the three-day show, food science categories including ingredients and additives; organic, grass-fed or gluten-free foods; supply chain and food safety services; exports; fruit or vegetable processing, and co-packing; and research, product and talent development strengths will be highlighted.

Showcases highlighting Wisconsin’s competitive advantages in the meat and dairy processing industries will feature another nine companies. Key staff from the UW-Madison Meat Sciences & Extension and from UW-Madison Center for Dairy Research will also be on hand to support product and talent development goals. Additional partners and other exhibiting companies from around the state will help illustrate the true breadth and depth of Wisconsin’s food and beverage sector.

**QUOTE FROM COMPANY/ORGANIZATION OFFICIAL ABOUT HOW BEING A BOOTH GUEST WILL BENEFIT THE COMPANY AND/OR WHY THE COMPANY CHOSE TO BE A BOOTH GUEST**

**PARAGRAPH ABOUT THE COMPANY/ORGANIZATION’S HISTORY/BACKGROUND AND PRODUCTS/SERVICES**

“The vast majority of IFT attendees report that what they see and learn at the expo influences their companies’ buying decisions,” said Lee Swindall, vice president of business and industry development with WEDC. “The Wisconsin companies and organizations that have invested their time and resources to attend the show and enroll as a featured booth company are demonstrating a commitment to growth which benefits the state’s economy as a whole. We are excited for the connections these companies will make at the show, and the dividends those connections will pay in the future.”

###

**About the Institute of Food Technologists**

Since 1939, the Institute of Food Technologists (IFT) has been unlocking the potential of the food science community by creating a dynamic global forum where members from more than 95 countries can share, learn, and grow, transforming scientific knowledge into innovative solutions throughout the food system for the benefit of people around the world. We’ve helped the members of this community connect both in person, through scientific and technical education venues and forums such as the world’s largest annual food expo, and virtually, through our publications and other resources. By serving as an independent voice for food science and a catalyst for change around the world, we educate a variety of audiences—from consumers and the media to the public policy community and government agencies. As a scientific society with vision, IFT is feeding the minds that feed the world. Learn more at [www.ift.org](http://www.ift.org).

**About the Wisconsin Economic Development Corporation**  
The Wisconsin Economic Development Corporation (WEDC) leads economic development efforts for the state by advancing Wisconsin’s business climate. WEDC nurtures business growth and job creation by providing resources, technical support and financial assistance to companies, partners and communities in Wisconsin. WEDC has four focus areas: business and industry development, economic and community development, entrepreneurship and innovation and international business development. Together with more than 600 regional and local business development partners, it represents a highly responsive and coordinated network. Visit [www.inwisconsin.com](http://www.inwisconsin.com) or follow WEDC on Twitter [@\_InWisconsin](https://twitter.com/_InWisconsin) to learn more.