

Submitting News Releases

The National Association of the Specialty Food Trade, Inc. (NASFT) publishes, in cooperation with the Food Institute, Specialty Food News, an electronic newsletter emailed to 42,000 subscribers each business day, excluding most major holidays. Specialty Food News is a compilation of breaking news, industry legislation and market forecasts from various news sources.

To serve its membership specifically, within each Specialty Food News NASFT features a blue-boxed "For Immediate Release" section, designed to highlight news items provided by its member companies.

NASFT members are encouraged to submit their news releases for editorial consideration. Submitted items should be newsworthy and timely and have broad appeal to Specialty Food News' national readership of retailers, foodservice providers, suppliers, consultants and other industry professionals. Successful releases are generally tied to a "call to action," encouraging readers to purchase a new product or learn more about the announcement. Photos and company logos are highly recommended to accompany releases, as are active links to related information on the company's website.

Typical "For Immediate Release" items highlight new products, new packaging, and new flavors or varieties in an already established line of specialty foods. "For Immediate Release" items also have included business announcements, such as appointments of new company presidents or key sales positions, major expansions, or the opening of new locations or plants.

The NASFT publishes these news releases at its discretion and subject to its editorial judgment. Occasionally, the NASFT will run items of non-members that are deemed newsworthy to its members.

FORMAT OF NEWS RELEASES: While news releases vary, most should include the following key components:

- **Contact information:** Please be sure to include a contact person, mailing address, telephone and fax numbers, email address and any website addresses in your release.
- **Heading:** A simple statement of the news the release is announcing.
- **Date:** Please do not put in a specific date, but rather identify the month of the release, i.e. September 2003. The NASFT often has a backlog of releases, which means that releases often are published several weeks after their submission. On all releases, please highlight any date-sensitive information, such as an upcoming event or product launch at one of the NASFT's Fancy Food Shows.
- **What's new?:** This is the body of your release, which should include at least one or two paragraphs about the featured item or announcement. If you are announcing a new product, this section of the release is where you give potential customers the reasons why they would want to purchase it. Why does it stand out? Specialty food features high-quality ingredients, used inventively and with careful attention paid to quality. Give details about how your product fits this definition. For example, if your product uses tree-ripened pears from a certain region or is made in small batches, highlight this.
- **A "nut graph" about your company:** To conclude your release, please include a few sentences that position your company for the readers. Outline the extent of your company's product lines, its distribution area, and other information such as when it was established and/or the story of its origins.

HOW AND WHEN TO SUBMIT NEWS RELEASES

Due to the influx of Fancy Food Show-related releases that NASFT receives, these releases should be submitted at least one month before the Fancy Food Show. A specific deadline will be featured in the Blue Box leading up to each Show. Releases received after the deadline may not be published before the scheduled Show dates.

Other releases may be sent in on a rolling basis. **Please follow these guidelines for all submissions:**

* **Website link:** NASFT recommends that members post the release on their own website and provide that specific URL address to us to link directly to Specialty Food News.

If releases are not available on your website, they may be sent in separately by email, mail or fax.

By email: This is the preferred method of submission rather than mail or fax. Please attach releases in the form of Word documents to an email message and send to news@nasft.org.

As a precaution, also copy the text of the release into the body of the email. This ensures that your release is still read promptly in case there is difficulty opening the attachment.

Any artwork images or logos must be saved as .jpg or .gif files, and included as separate attachments.

By mail: Send typed releases on letterhead, and product photos if available, to NASFT, Specialty Food News, 120 Wall Street, 27th Floor, New York, NY 10005; Attn: Denise Purcell.

By fax: Fax releases on letterhead to 212.425.3053, Attn: Denise Purcell.