

Food Branding Expert Tammy Katz Leads Global Workshop

Grow Your Specialty Food Brand – 8 Brand Building Best Practices.

COLUMBUS, Ohio, June 11 (SEND2PRESS NEWSWIRE) – Specialty food executives and marketing leaders who want to build and grow their brands faster will attend Grow Your Specialty Food Brand – Eight Brand Building Best Practices hosted by the National Association for the Specialty Food Trade's (NASFT) International Fancy Food Show at Jacob Javits Center, in New York on June 29, 2008. As one of the food industry's largest and influential shows, the NASFT Fancy Food Show features the industry's hottest domestic and international new products and educational sessions, attracting more than 2,300 exhibitors and more than 20,000 attendees from around the world, each year.

Food and beverage brand marketing expert, Tammy Katz, of Katz Marketing Solutions, will lead NASFT's brand building session. Katz is an expert food marketer who has led brands including Miller Lite, Enfamil, Boost and Ruffles, and launched over 100 new products with cumulative sales of \$2 billion. Katz is also Adjunct Instructor of Brand Management at the Fisher College of Business MBA Program at The Ohio State University. This workshop is designed to assist specialty food manufacturing executives profitably expand their brand and increase their brand's growth rate.

When asked about the session Katz replied, "Strong brands earn higher levels of consumer loyalty and profitability. The best performing brands consistently apply these eight brand building best practices to grow faster and build their brands more efficiently than the competition. These best practices apply to entrepreneurial brands, megabrands, and everyone in between. Every marketing leader can use these best practices to maximize their brand's profitable growth potential and avoid common mistakes that waste time and money."

The session will offer attendees tools to understand and improve their performance. Specific topics to be addressed include:

- * How to Build a Great Brand
- * 8 Brand Building Best Practices, including
 - o How to Delight Consumers
 - o Effective Brand Positioning
 - o Accelerating New Product Development
 - o Developing Productive and Profitable Marketing Plans
- * Brand Development Action Plans – developed during the session, structured for participants to implement immediately.

To register for Grow Your Specialty Food Brand – Eight Brand Building Best Practices, visit

www.specialtyfood.com/do/educationalResources/TradeShowEducationalPrograms .

ABOUT KATZ MARKETING SOLUTIONS

Katz Marketing Solutions, www.katzmarketingsolutions.com, is a brand and marketing consulting firm that specializes in growing food and beverage and consumer products brands and businesses.

Workshop leader is food and beverage marketing expert, Tammy Katz, Chief Executive Officer of Katz Marketing Solutions. Katz's experience includes leading brand and marketing management, new product development, channel development, and strategic planning for Fortune 500 food and beverage brands as well as smaller and mid-size food brands.

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