

FOR IMMEDIATE RELEASE
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CONTACT: Susan Smith
(703) 821-0770

Futurist and Generational Marketing Expert Ken Gronbach to Keynote AFFI-CON

McLean, Va. – Futurist and generational marketing expert Kenneth W. Gronbach will keynote AFFI-CON 2017, the frozen food and beverage industry's premier meeting on March 6th, in San Diego, California.

Gronbach, author of the current best-selling book, *"The Age Curve: How to Profit from the Coming Demographic Storm,"* is an internationally respected demographer, futurist and author who forecasts societal, commercial, economic, cultural and political phenomena with uncanny accuracy. With nearly three decades' experience in retail advertising and marketing and twenty years of exclusive demographic study, Ken is an expert in the field of Demography and Generational Marketing. Gronbach will demonstrate how America's Baby Boomers, Generation X, Generation Y (millennials) and other countries' age curves intersect to create future opportunities and challenges.

"We look forward to hearing Ken's generational insights," says AFFI President and CEO Alison Bodor. "Understanding the needs and desires of various demographic groups will help the frozen food and beverage industry identify the windows of opportunity as well as challenges that lay ahead," Bodor continues. "AFFI's vision is to ensure that our foods and beverages are proudly chosen to meet the needs of a changing world. Anticipating and tackling these issues head-on allows us to identify innovative solutions as we continue to strive for excellence in serving the frozen food and beverage industry."

To hear Ken's keynote speech and attend AFFI-CON 2017, the premier frozen food and beverage business networking event of the year, register [here](#).

To learn more about AFFI or AFFI-CON please contact Brandon Partridge, Senior Vice President of Industry Development at bpartridge@affi.com or Brynn Horne, Vice President of Conferences at bhorne@affi.com. They can also be reached at 703-821-0770.

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The American Frozen Food Institute is the national trade association promoting and representing the interests of all segments of the frozen food and beverage industry. AFFI works to foster industry development and growth, and advocates before legislative and regulatory entities on the industry's behalf. More information can be found at www.affi.org.