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## **Frozen Food and Beverage Leaders Gather in Anaheim at The 2015 AFFI Frozen Food Convention**

*Los Angeles Dodgers co-owner Peter Guber delivers keynote address*

**Anaheim, CA** – More than 1,300 frozen food and beverage leaders gathered in Anaheim, Calif., this week for the 2015 American Frozen Food Institute (AFFI) [Frozen Food Convention](#) (AFFI-CON). AFFI-CON delegates gathered at the Hilton Anaheim to attend educational sessions and business networking meetings.

“Our robust attendance at this year’s convention, along with its sold-out meeting rooms, suites and exhibit space, clearly demonstrate the value members of the frozen food and beverage community derive from attending AFFI-CON,” said AFFI President and CEO Kraig R. Naasz. “AFFI-CON provides frozen food and beverage companies a unique opportunity to conduct business, network with colleagues and learn the latest on critical topics and trends.”

Los Angeles Dodgers co-owner and media mogul Peter Guber entertained and informed delegates as the featured speaker at the AFFI Annual Meeting and Keynote Breakfast. Guber, the founder, chairman and CEO of the multimedia [Mandalay Entertainment Group](#), has produced five films that were nominated for Best Picture by the Academy of Motion Pictures, such as *Rain Man*, as well as other box office hits including *The Color Purple*, *Midnight Express* and *Batman*. He shared with delegates the importance of telling purposeful stories to propel their business success.

AFFI also unveiled its new logo and brand during the AFFI Annual Meeting, which was highlighted in AFFI’s 2014 year-in-review video and annual report. AFFI’s 2014 Annual Report is available for download [here](#). The 2014 highlight video can be viewed by clicking [here](#).

AFFI-CON 2016 will be held Feb. 20-24, at the Manchester Grand Hyatt in San Diego, Calif. For more information, please visit [www.affi.org/afficon](http://www.affi.org/afficon).

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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 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](http://www.affi.org).*