

FOR IMMEDIATE RELEASE
February 23, 2016

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Frozen Food and Beverage Leaders Gather in San Diego for AFFI Frozen Food Convention

College basketball legend and ESPN personality Dick Vitale delivers keynote address

San Diego – More than 1,400 frozen food industry leaders gathered in San Diego this week for the 2016 American Frozen Food Institute (AFFI) [Frozen Food Convention](#) (AFFI-CON). AFFI-CON delegates gathered at the Manchester Grand Hyatt to conduct business meetings and attend educational sessions.

“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 continue to derive from attending AFFI-CON,” said AFFI Interim President Joseph Clayton. “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.”

Legendary college basketball analyst, ABC Sports and ESPN personality and Naismith Memorial Basketball Hall of Famer Dick Vitale entertained and informed attendees as the featured speaker of the AFFI Annual Meeting and Keynote Breakfast. He has called over a thousand NCAA basketball games including ESPN’s first-ever major televised game in 1979. He has been a college basketball analyst for ABC since 1988 and has covered the NBA Finals and 1992 Summer Olympics for ABC Radio.

A featured highlight of this year’s AFFI-CON was the unveiling of AFFI’s 2015 year-in-review video shown at the conclusion of the AFFI Annual Meeting. The 2015 year in review video served as an accompaniment to the just-released AFFI 2015 Annual Report.

AFFI’s 2015 Annual Report is available for download [here](#). The 2015 highlight video can be viewed by clicking [here](#).

AFFI-CON 2017 will be held March 4-7 at the Manchester Grand Hyatt in San Diego. For more information, please visit 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 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.