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

TaylorMade CEO Mark King delivers keynote address

San Diego, CA – More than 1,400 frozen food industry leaders gathered in San Diego, Calif., this week for the 2014 American Frozen Food Institute (AFFI) [Frozen Food Convention](#) (AFFI-CON). AFFI-CON delegates gathered at the Manchester Grand Hyatt to attend educational sessions and conduct business meetings.

“Our 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 industry derive from AFFI-CON,” said AFFI President and CEO Kraig R. Naasz. “AFFI-CON provides frozen food companies a unique opportunity to conduct business, network with colleagues and learn the latest on critical frozen food topics and trends.”

TaylorMade CEO Mark King entertained and informed delegates as the featured speaker at the AFFI Annual Meeting and Keynote Breakfast. King, who grew TaylorMade from \$300 million in annual sales to over \$1 billion in less than a decade, shared his insights and advice with AFFI-CON delegates on achieving profitable growth, even in a difficult economy.

A new highlight of the AFFI Annual Meeting was the unveiling of a video highlighting the numerous achievements AFFI registered in 2013 in service to its ever-growing membership. The 2013 year in review video served as an accompaniment to the just-released AFFI 2013 Annual Report provided to all AFFI-CON delegates.

AFFI’s 2013 Annual Report is available for download [here](#). The 2013 highlight video can be viewed by clicking [here](#).

AFFI-CON 2015 will be held Feb. 21-25, at the Hilton Anaheim in Anaheim, Calif. 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 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.

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