



JAKE'S FINER FOODS

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## PRESS RELEASE

### **Jake's Finer Foods Partners with Leading Virtual Platform Provider to Deliver Innovative Food Show Experience**

**HOUSTON, TEXAS** – February 1, 2018 – Jake's Finer Foods, Houston's only locally-owned and operated broadline food distributor, has partnered with vFairs, a leading virtual platform provider, to deliver the industry's first ever interactive, virtual food show. The event brings together top food vendors and foodservice operators through a digital platform that offers real-time interactions, product exposure, new product trial, and order placements with zero commute.

For more than 70 years, Jake's Finer Foods has consistently offered a unique product mix and creative customer solutions. Given their innovative spirit, Jake's is proud to lead the food distribution industry with a first-of-its-kind digital event that aims to further their objective of bringing quality and convenience to their customers in an engaging virtual environment.

To help Jake's achieve its goals, vFairs will be powering the entire virtual food show which will be the premier industry event for the food distribution and foodservice business. vFairs has delivered numerous virtual events and specializes in developing bespoke digital platforms that provide a stellar user experience, a broad range of lead-nurturing tools and top-notch customer support all the way.

About the upcoming event, General Manager vFairs, Muhammad Younas says, *"We're thoroughly excited about Jake's Virtual Food Show. The vFairs team is working hard to prepare an event that makes it easy for both vendors and foodservice operators to connect in a virtual space with minimal constraints. We, at vFairs, are continuously pursuing innovation in the platform's feature-set and we're very hopeful that people will get to see some very novel things at this event."*

Leading food vendors will exhibit at customized virtual booths to share product information with operators using rich interactive tools. The booths will be enabled with one-to-one chat functionality where attendees can directly reach out to vendors with questions or sample requests, and have their queries resolved in real-time. The booths will also contain a 'Products' tab that will take visitors directly to the exhibitor's product catalogue where they can search by keywords for an effortless browsing experience. Customers will then use a virtual shopping cart to complete their food show bookings. Visitors will also have the option of attending webinars from Jake's and participating exhibitors to learn more about the products offered in the show along with industry happenings.

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*"We love the whole vFairs experience. The event is easy to navigate and has some fantastic features to really drive engagement and excitement with both manufacturers and operators. This format brings today's latest technology to our industry, and convenience to our customers. The ability to view product collateral and live chat with vendors is extremely valuable and helps drive sales. We look forward to a successful show and changing the concept of the no-show food show," commented Natalie Carter, Director of Marketing, Jake's Finer Foods.*

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## About Jake's Finer Foods

Jake's Finer Foods is a family-owned, Houston-based broadline distributor delivering quality food, exceptional service and custom solutions to foodservice providers throughout east Texas and western Louisiana since 1946. Jake's services a wide variety of industry segments including independent restaurant operators, multi-unit chains, K-12 schools, retail grocery, daycares, caterers, and corporate cafeterias. Their complete line of product offerings also includes fresh-cut, premium meats from Gourmet Ranch, Jake's exclusive custom butcher shop.

## About vFairs

vFairs is the virtual events platform trusted by enterprises, government organizations, universities, SMEs and startups alike. With a configurable yet scalable foundation, it has powered thousands of events and hosted millions of users. From fully branded webinars and online events, to secure hiring events, vFairs' diverse platforms empower their clients to reach global audiences with absolute convenience. vFairs customers include market leaders such as Nestle Purina, Barclays, IEEE, and several others.

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