



Press Release  
January 2017

FOR IMMEDIATE RELEASE  
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## **FRANE Brings Back Their Annual Taste Day Event for 2017!**

FRANE brings back their wildly successful Taste of Excellence for 2017 on March 1, 2017 at Chez Josef, Agawam, MA. With close to 2000 consumers anticipated to attend the event, it is the best sampling event for Frozen, Ice Cream & Dairy of the year!

This family focused event promotes sampling, new item launches and non-stop taste testing. The Springfield Thunderbirds will be on hand along with a few of our own Mascots and special guests to make the event amazing!

**The event is already near capacity for vendor participation and registration closes officially on January 31, 2017.**

This event is followed by the Association's 8<sup>th</sup> Annual FRANE Feeds the Hungry Volunteer Event and, along with their sold out signature events, the Annual Ryan Marrocco Memorial Golf Tournament, to be held May 23, 2017 and their Annual Convention and Business Conference scheduled for October 27-29 in Providence, RI, has this Association poised for continued growth.

As an Association, their goal is simple, to support the frozen, refrigerated and fresh foods members of this industry by providing valuable programs and benefits for its membership. Relying on their core principles for their guidance – adding business value, educational support and giving back to their members and their communities – the members of FRANE are confident that with the “continued support of our retailers, wholesalers, brokers, logistics providers and manufacturers, this Association will continue to thrive and grow in this ever changing marketplace.” Membership is open to all dairy, frozen, ice cream companies along with all companies that serve that industry. Call 203-597-7215 or visit [www.frane.org](http://www.frane.org)