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FAPC clients to be featured in The Dallas Gourmet Market

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Oklahoma State University's Robert M. Kerr Food & Agricultural Products Center is pleased to announce, Oklahoma Gourmet, a new and unique opportunity for FAPC client exposure at The Gourmet Market in Dallas, Texas.

"Participating in The Dallas Gourmet Market is a huge step for an entrepreneurial company," said Andrea Graves, FAPC business and marketing specialist and leader of implementation of the Oklahoma Gourmet project. "The FAPC is excited to assist clients in the process of creating brand recognition and increased revenue."

Oklahoma Gourmet, the newly formed group representing the FAPC and Made in Oklahoma program, purchased one year of booth space at The Gourmet Market to feature three clients and their products.

"The Gourmet Market is a 25,000-square-foot shared showroom with unique gourmet and specialty food lines as well as housewares, cookware, tabletop, kitchen gadgets and wine accessories from more than 150 companies representing some of the biggest names in the industry as well as up-and-coming

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FAPC Business and Marketing Specialist

individual entrepreneurs," according to The Gourmet Market website.

The Gourmet Market is just one of the many categories of the Dallas Market Center, which is known as the world's most complete wholesale marketplace. The Dallas Market Center holds 50-plus markets each year attended by more than 200,000 buyers from across the globe.

Featured Oklahoma Gourmet clients include The Twisted Chile of Tulsa, Okla.; Ziegelmeier Toasted Pecan Butter of Ada, Okla.; and Suan's Scotch Bonnet Pepper Jelly of Oklahoma City.

"These companies retail their products throughout Oklahoma," Graves said. "The goal is to get these clients to the next level of marketing, selling and distributing their products."

Funding for this project is credited to a generous donation by David Howard of Unitherm Food Systems Inc. and further supported

by the Made in Oklahoma program.

"This funding has helped FAPC develop a new program to help our entrepreneurial clients in spite of the current budgets cuts," Graves said. "It also has enabled start-up companies to participate in this market at a reduced price."

The Dallas Gourmet Market hosts three food large shows a year inviting retailers to the Dallas Market Center. At this time, FAPC clients will provide samples to shoppers.

"The types of buyers who come through during the large food show range from small boutiques to large retailers such as Bass Pro Shops, Macy's and Neiman Marcus," Graves said. "If clients receive a good response from this marketing effort, we hope to provide this option for other FAPC clients in the coming years."

Graves and FAPC clients will travel to the first show Jan. 19-25.