

# HELLO ANAHEIM WINTER FLORAL SHOW



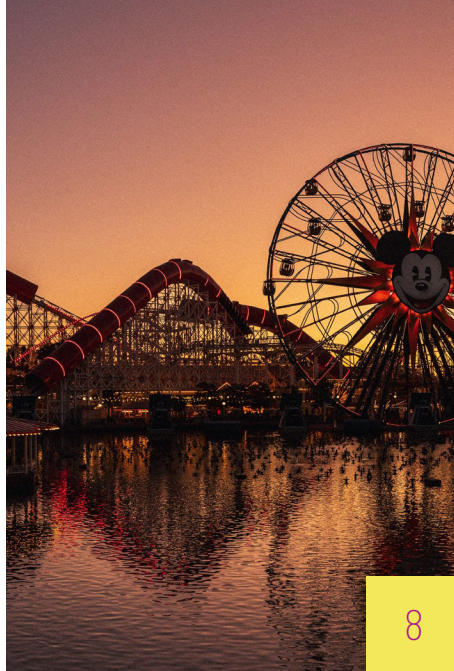
*Your Guide to the*  
**GLOBAL PRODUCE  
& FLORAL SHOW**  
**ANAHEIM 2023**  
OCTOBER 19-21

Everything you need to  
make the most of The 2023  
IFPA Global Produce &  
Floral Show in Anaheim!

VISIT  
PURE  
FLAVOR®  
AT **BOOTH**  
**#1545**

# WHAT'S INSIDE

- Meet the Pure Flavor® Sales Team ..... 5
- Anaheim Awaits You ..... 6
- Things to do in Anaheim ..... 8
- Map of Anaheim ..... 10
- Lodging ..... 14
- Culture & Cuisine ..... 21
- Restaurants ..... 22
- Nightlife ..... 26
- Explore the area ..... 30
- Cocktails & Breweries ..... 34
- Beaches ..... 38
- Show Information ..... 40
- Floor Map ..... 42
- Arriving in Anaheim ..... 44
- College Game Day with Tajin ..... 46



14

22

8

26



VISIT  
PURE  
FLAVOR®  
BOOTH  
#1545



## GET UPDATES DURING THE SHOW

Pure Flavor® is sending out newsletters loaded with helpful information leading up to and during The Global Produce & Floral Show 2023. Stay in the know with all the latest trade show updates and Anaheim's nightlife by signing up now!

[SEND ME UPDATES →](#)

# CONNECTED

Engage in the conversations, no matter where you are:



[PURE-FLAVOR.COM](http://PURE-FLAVOR.COM)



# IT'S A SMALL WORLD. WITH HUGE POTENTIAL.

pure  
flavor<sup>®</sup>

With our growing network of greenhouses and distribution centers across North America, we're able to deliver a steady stream of the highest quality fruits & vegetables to people across the continent. In only 24 hours, we can pick and ship fresh and nutritious veggies to 150 million people. Our operations are strategically located to serve the most people with a reliable and safe food supply while reducing total food miles and carbon emissions.

**THAT'S THE POWER OF  
GREENHOUSE GROWING.**



SO SMALL THEY ARE OUT OF THIS WORLD!

# UNO BITES™

NANO CUCUMBERS

AVAILABLE YEAR-ROUND

pure flavor®

SATISFY  
YOUR  
CRAVINGS  
ANYWHERE

No matter what your day holds, Uno Bites™ are a healthy snacking choice that can be enjoyed anytime, whether on their own or paired with your favorite dips. Don't forget to bring them along wherever you go for a tasty and convenient snack.

[PURE-FLAVOR.COM/UNOBITES](http://PURE-FLAVOR.COM/UNOBITES)

*Live Deliciously®*



- Meet the -  
**PURE FLAVOR<sup>®</sup>**  
**SALES TEAM**



**JAMIE MORACCI**  
President



**MATT MASTRONARDI**  
Executive Vice-President



**JOE SBROCCHI**  
SVP - Business  
Development & Strategy



**TIFFANY SABELLI**  
Senior Director of Sales



**MIKE GLASS**  
Director of Sales



**PAUL MURRACAS**  
Senior Account Manager



**BRENDA NECIC**  
Key Account Manager



**CARMINE BORRELLI**  
Key Account Manager



**ALAINA WILKINS**  
Key Account Manager



**SALVATORE FIGLIOMENI**  
Key Account Manager



**CAMERON HIGGINS**  
Jr. Sales Associate



**BRITTANY MASHNI**  
Jr. Sales Associate

Experience the magic of  
Anaheim a vibrant city with  
entertainment, shopping, and  
unforgettable adventures!

# Anaheim

Nestled in Southern California, Anaheim is famous for its lively atmosphere and diverse community. One of the main attractions is the Disneyland Resort, where people of all ages can enjoy exciting rides, tasty food, and captivating shows.

Food lovers will find their heaven at the Anaheim Packing District, which offers a wide range of delicious culinary options. From food halls to fancy restaurants, there's something to suit every taste.

An area to be explored, Anaheim seamlessly combines entertainment, cultural experiences, shopping, and outdoor activities to create an unforgettable destination for visitors.



Fun

Awaits You!

# THINGS TO DO IN. *Anaheim*

Discover the vibrant city of Anaheim, known for its thrilling attractions and lively entertainment. From the iconic Disneyland® Resort to delicious culinary experiences, here are the top 10 things to explore and enjoy in this Southern California gem.

## HIT THE THEME PARKS

Anaheim and Orange County boast top-rated theme parks like Disneyland® Resort, offering Star Wars: Galaxy's Edge, Avengers campus, and a delightful array of treats.

[Learn More →](#)

## VENTURE OUT

The downtown district has experienced a magnificent transformation, embracing its historical origins and revealing a vibrant new atmosphere. A brief stroll away is the charming Center St. Promenade, renowned for its artisan shops.

[Learn More →](#)

## SEE WHAT'S BREWING

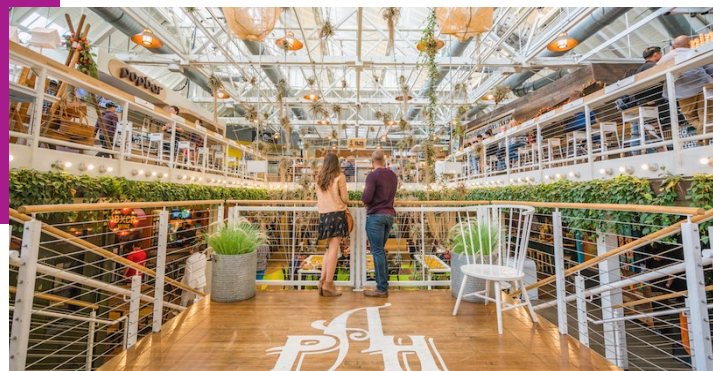
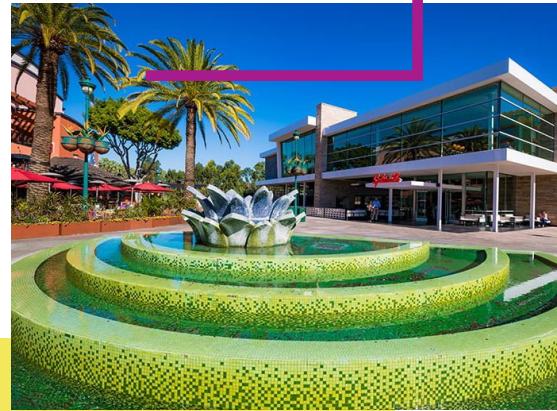
Anaheim ranks among the top cities in the nation for an unforgettable "beercation". The city has welcomed a plethora of these establishments, offering a wide selection of handcrafted brews.

[Learn More →](#)

## BRING YOUR APPETITE

Anaheim offers a remarkable selection of global cuisines that can rival any major city in America. From the flavors of the Middle East to the vibrant dishes of Vietnam and the rich spices of India, the city is a treasure trove of authentic international cuisine.

[Learn More →](#)







## ENJOY THE NIGHTLIFE!

When the sun sets, Anaheim's vibrant nightlife comes to life, offering a diverse range of entertainment options for every taste. There are several clubs and dance spots that cater to those seeking an energetic night out, featuring live DJs, themed parties, and a vibrant ambiance.

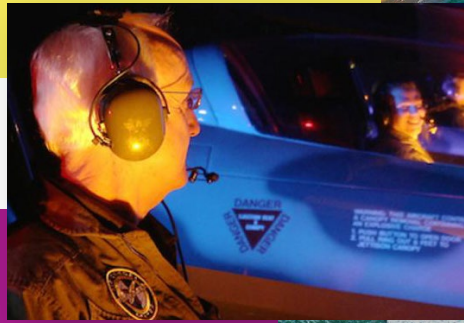
[Learn More →](#)



## HIT THE BEACH

The beaches of Orange County offer coastal activities, including world-class surf spots, charming vintage neighborhoods, trendy boutiques, art galleries, exhilarating sport fishing, captivating whale watching, and picturesque vistas of nature.

[Learn More →](#)



## TRY SOMETHING NEW

Anaheim offers more than just theme parks. Swing on a trapeze, pilot a flight simulator, play mini golf, and go bowling - there's no shortage of exciting adventures to indulge in during your stay.

[Learn More →](#)



## TREAT YOURSELF

When it comes to shopping in Orange County, Anaheim is the perfect gateway to a shopper's paradise. Just minutes away, you'll find some internationally renowned shopping destinations offering a premier collection of luxury brands and designer stores that cater to every style and taste.

[Learn More →](#)



## ENJOY THE SCENIC TRAILS

Experience the beauty of nature in Anaheim by exploring its scenic trails. Whether you're walking, jogging, or cycling, these trails offer a refreshing escape and a chance to immerse yourself in the natural wonders that surround the city.

[Learn More →](#)

## VISIT US

Come visit us and meet the Pure Flavor® team at the Anaheim Convention Center, Booth 1545.

[Learn More →](#)



# Explore THE REGION

## Map of Anaheim & Area

Make the most of your trip to Anaheim with some unforgettable experiences. Click below to find the best attractions, nightlife, hotels, beaches, and much more that Anaheim has to offer.

### LEGEND:

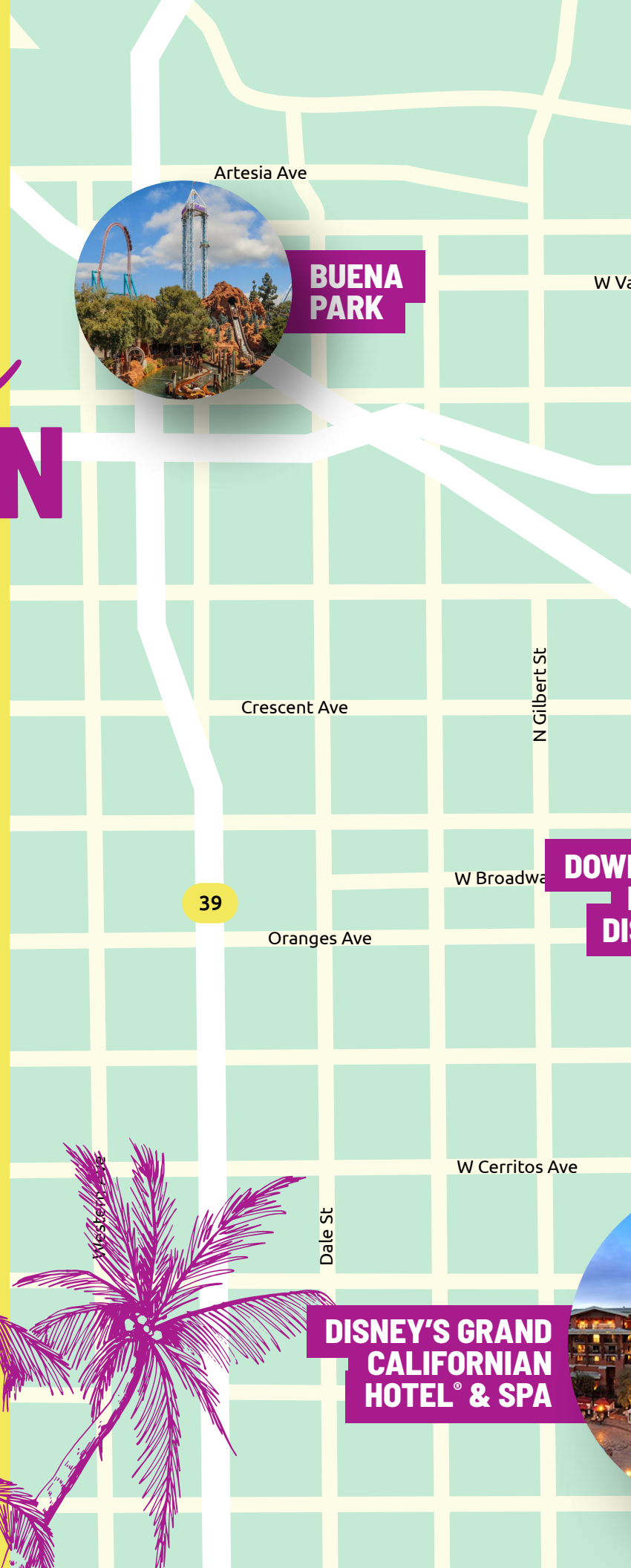
 Lodging - 14

 Culture & Cuisine - 21

 Restaurants - 22

 Nightlife - 26

 Cocktails & Breweries - 34





E Chapman Ave

E Commonwealsh Ave

Valencia Dr

Euclid St

57

Orangethorpe Ave

91

La Palma Ave

S Harbor St

S Anaheim Blvd

E Broadway

Lincoln Ave

E South St

State College Blvd

S Rio Vista St

Vermont Ave

DOWNTOWN  
DISNEY  
DISTRICT



DISNEYLAND®  
PARK

CENTER  
STREET  
ANAHEIM



ANAHEIM  
GARDEN  
WALK

HONDA  
CENTER



ANAHEIM  
CONVENTION  
CENTRE



S Haster St

5



pure  
flavor®

# cloud9®

A tiny taste of heaven®

[PURE-FLAVOR.COM/CLOUD9](http://PURE-FLAVOR.COM/CLOUD9)



*Live Deliciously®*



# Bite sized fruity tomatoes

EXPERIENCE  
THEM AT  
**BOOTH  
#1545**

## **SWEETNESS YOU CRAVE, QUALITY YOU DESERVE**

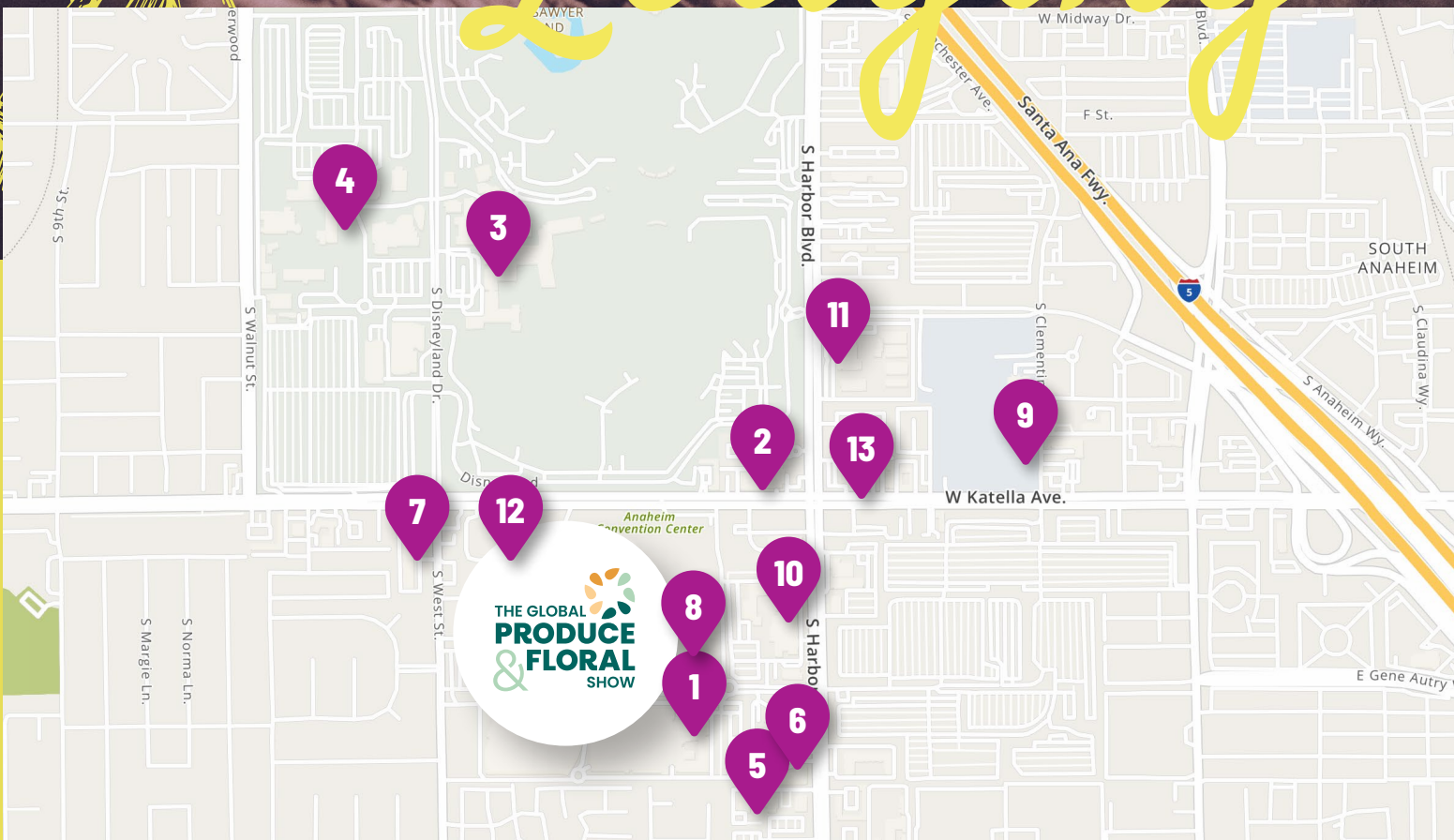
Experience the delightful burst of fruity sweetness in every award-winning Cloud 9® tomato, a true testament to our dedicated team of growers who strive for nothing less than perfection. From hand selection to rigorous evaluation, every tomato upholds the highest standard, ensuring a taste that sets us apart.

**DISCOVER CLOUD 9® →**

# A GOOD NIGHT'S SLEEP!

Find a relaxing place to stay that's only steps away from the show floor.

# Lodging





1

**ANAHEIM MARRIOTT** - 0.3 mile

**700 W Convention Way**

A wide range of facilities including elegant accommodations and a prime location. Other amenities include a spacious fitness center, a relaxing outdoor pool, and state-of-the-art meeting and event spaces.



2

**DESERT PALMS HOTEL & SUITES** - 0.7 mile

**631 W Katella Ave**

Offers a delightful oasis in the heart of Anaheim, with comfortable accommodations, a refreshing outdoor pool, and a complimentary breakfast.



3

**DISNEY'S GRAND CALIFORNIAN HOTEL® & SPA** - 0.6 mile

**1600 Disneyland Dr**

An enchanting escape with premium accommodations, a stunning craftsman-style design, delightful dining options, a serene spa, and direct access to Disney California Adventure Park.



4

**DISNEYLAND® HOTEL** - 1.0 mile

**1150 Magic Way**

Part of Disneyland®, this modern hotel has contemporary rooms with Sleeping Beauty-themed beds with light-up musical headboards. Other amenities include 3 themed pools, 2 waterslides, and a convention center.



5

**COURTYARD BY MARRIOTT-ANAHEIM RESORT** - 1.0 mile

**2045 S Harbor Blvd**

This modern hotel offers social spaces including a living room-style lobby with high-tech 'media pod' seating. The American restaurant serves breakfast and dinner, as well as all-day drinks and Starbucks coffee.



### **HYATT PLACE AT ANAHEIM RESORT** - 1.0 mile

 *2035 S Harbor Blvd*

Spacious modern rooms, a complimentary breakfast, a 24-hour fitness center, a refreshing outdoor pool, and a prime location near the Anaheim Convention Center and Disneyland® Resort.



### **BEST WESTERN PLUS STOVALL'S INN** - 0.2 mile

 *1110 W Katella Ave*

Comfort and convenience with its well-appointed rooms, complimentary breakfast, outdoor pool, fitness center, and proximity to Disneyland Resort.



### **HILTON ANAHEIM** - Adjacent

 *777 W Convention Way*

Adjacent to the Anaheim Convention Center the hotel offers rooms featuring Disneyland® views. Other facilities included a fitness center and a spa, plus an indoor pool, an outdoor pool with a waterslide, and a kids' playground.



### **JW MARRIOTT ANAHEIM RESORT** - 1.0 mile

 *1775 S Clementine St*

Set next to Anaheim Garden Walk shopping center, this high-end hotel offers polished rooms with theme park views. Other amenities include world-class dining options and a stunning rooftop pool.



### **SHERATON PARK HOTEL AT THE ANAHEIM RESORT** - 1.0 mile

 *1855 S Harbor Blvd*

A wide range of facilities including elegant accommodations and a prime location. Other amenities include a spacious fitness center, a relaxing outdoor pool, and state-of-the-art meeting and event spaces.





11

### THE ANAHEIM HOTEL - 1.0 mile

📍 *1700 S Harbor Blvd*

Across the street from Disneyland® Resort, this informal hotel amenities include a restaurant/bar and a coin-operated laundry, along with an outdoor pool and a hot tub.



12

### THE WESTIN ANAHEIM RESORT - 0.1 mile

📍 *1030 W Katella Ave*

Set across the street from Disneyland® Resort, this upmarket hotel has a steakhouse, a Mexican restaurant, and a rooftop bar, plus a lobby bar and a poolside bar. There's an outdoor pool and a hot tub, in addition to a gym.



13

### WYNDHAM ANAHEIM - 0.8 mile

📍 *515 W Katella Ave*

This informal hotel is in a modern building. Amenities include an Indian restaurant, a bar, and a convenience store, as well as a gym, an outdoor pool, and a hot tub.

VISIT  
PURE  
FLAVOR®  
AT **BOOTH**  
**#1545**





# FAMILY FIRST. ALWAYS.



When it comes to making your organic choice, select products from growers you trust. Pure Flavor® Certified Organic greenhouse grown vegetables meet the strict USDA guidelines, ensuring what you buy is truly organic.



pure  
flavor®

*Explore*

**Our Full Line of  
Certified Organic  
Products!**

DISCOVER ORGANICS →



# THIS IS THE GOOD LIFE.



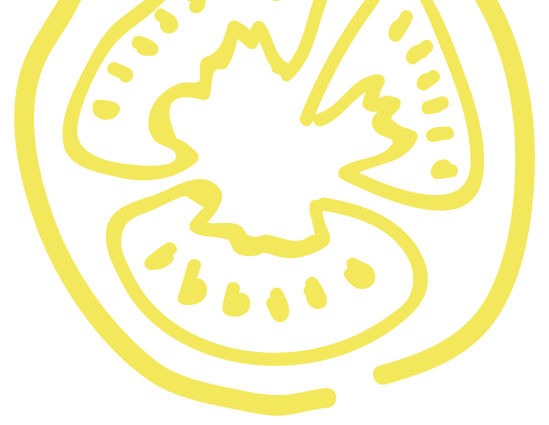
## A Life of Pure Flavor®

This is more than a catchy slogan, it's a mantra that we live and breathe, in all facets of our company. People deserve healthy food that helps them feel great every day of the year and achieve the lifestyle they desire and deserve, while reducing impacts on the environment.

*Live Deliciously®*

[PURE-FLAVOR.COM](http://PURE-FLAVOR.COM)

[f](#) [t](#) [i](#) [p](#) [v](#) [i](#)



# Culture & Cuisine

From the iconic Disneyland® Resort to the Center Street Promenade, the city of Anaheim seamlessly merges entertainment, culinary delights, and cultural experiences, creating a dynamic and inclusive atmosphere for everyone.

## ARTS AND ENTERTAINMENT

Anaheim is a dynamic city that offers a plethora of arts and entertainment options, from world-class performances at the Anaheim Convention Center to the vibrant arts scene at the Downtown Anaheim Arts District, ensuring there is something for everyone to enjoy and appreciate.



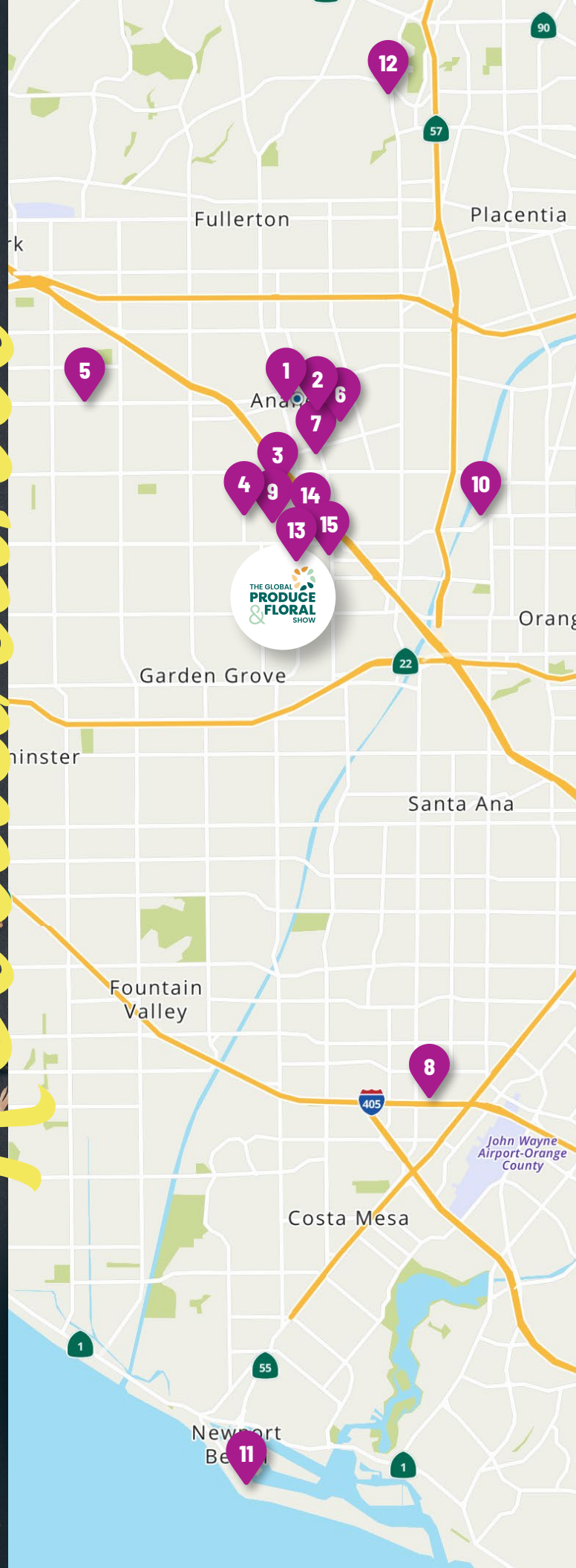
## WORLD CUISINE

Anaheim is a culinary haven, offering a variety of international cuisines that will delight food lovers. From Mexican to Vietnamese, Italian to Japanese, there is something for everyone to enjoy in Anaheim's diverse dining scene.

# WINE & DINE AND STEP OUT TO A FOOD LOVER'S PARADISE.

From seafood, steaks,  
and vegetarian dishes,  
there's something to  
satisfy every craving.

# Restaurants





### CRAFT BY SMOKE AND FIRE ★★★★★

\$\$ - Barbecue restaurant

📍 *195 W Center Street Promenade, Anaheim*

Down-home comfort fare spot with a trendy vibe, plus craft cocktails & regular live music.

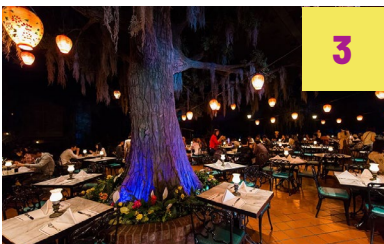


### POPPY & SEED ★★★★★

\$\$ - Fine dining restaurant

📍 *350 S Anaheim Blvd, Anaheim*

Inspired by Chef Michael Reed and his garden an unforgettable dining experience where elevated comfort food takes center stage.



### BLUE BAYOU RESTAURANT ★★★★★

\$\$\$ - Cajun restaurant

📍 *1313 S Harbor Blvd, Anaheim*

Embark on a culinary adventure with Louisiana-inspired cuisine as you watch Pirates of the Caribbean boats glide past.

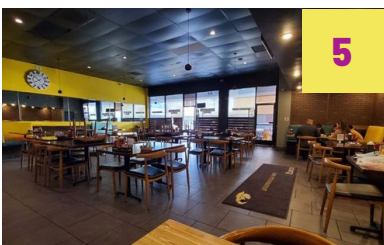


### NAPLES RISTORANTE E BAR ★★★★★

\$\$ - Italian restaurant

📍 *1550 Disneyland Dr, Anaheim*

Wood-fired pies, pasta, salads & other traditional Italian eats at a casual, family-friendly spot.



### THE SCRATCH ROOM ★★★★★

\$\$ - Breakfast restaurant

📍 *2415 Lincoln Ave, Anaheim*

The Scratch Room is one of Anaheim's most treasured restaurants that serves up a modern take on down-home comfort classics.



### ADYA ★★★★★

\$\$ - Indian restaurant

📍 *440 Anaheim Blvd Unit 201, Anaheim*

Food bar in the Anaheim Packing House pairing inventive Indian street food with craft beer & wine.





7

### ANAHEIM WHITE HOUSE ★★★★★

\$\$\$ - Italian restaurant

📍 *887 S Anaheim Blvd, Anaheim*

A high-end restaurant located in a historic old home offers formal Italian dining in a regal setting.



8

### MASTRO'S STEAKHOUSE COSTA MESA ★★★★★

\$\$\$\$ - Steak house

📍 *633 Anton Blvd, Costa Mesa*

Mastro's is a collection of sophisticated, classic Steakhouses and Ocean Club Seafood locations, a World-class service, with highly acclaimed cuisine.



9

### NAPA ROSE ★★★★★

\$\$\$ - Californian restaurant

📍 *1600 Disneyland Dr, Anaheim*

Napa Rose is Disneyland Resort's flagship restaurant and one of the best in Orange County, California.



10

### PRIME CUT CAFÉ ★★★★★

\$\$ - Steakhouse

📍 *1547 W Katella Ave, Orange*

A steakhouse located in the city of Orange. They offer luxury meals at an affordable price.



11

### 21 OCEANFRONT RESTAURANT ★★★★★

\$\$\$ - Seafood restaurant

📍 *2100 W Oceanfront, Newport Beach*

Seafood, steaks & ocean views in an old-world, upscale space with leather banquettes & lounge areas.







### SUMMIT HOUSE RESTAURANT ★★★★★

\$\$\$ - Steakhouse

📍 *2000 E Bastanchury Rd, Fullerton*

Hilltop Manor restaurant turning out prime rib, Yorkshire pudding & more with sweeping city views.



### MORTON'S STEAKHOUSE ★★★★★

\$\$\$ - Steakhouse

📍 *1895 Harbor Blvd, Anaheim*

Upscale chain for aged prime beef, seafood & other traditional steakhouse fare in a clubby space.



### CHEESECAKE FACTORY ★★★★★

\$\$ - American

📍 *321 W Katella Ave STE 100, Anaheim*

An American chain restaurant offers sizable portions from a vast menu including signature cheesecake.



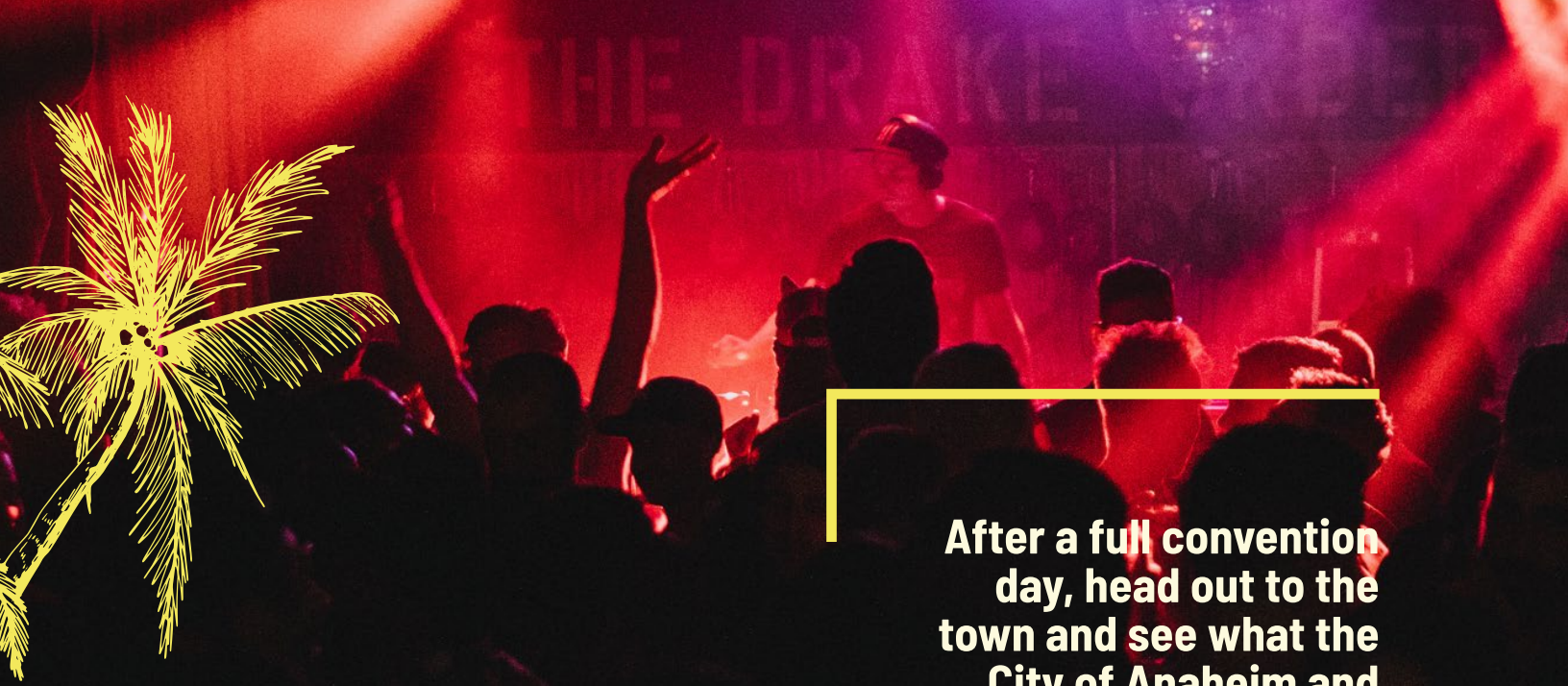
### ROY'S ANAHEIM ★★★★★

\$\$\$ - Hawaiian Fusion

📍 *321 W Katella Ave, Anaheim*

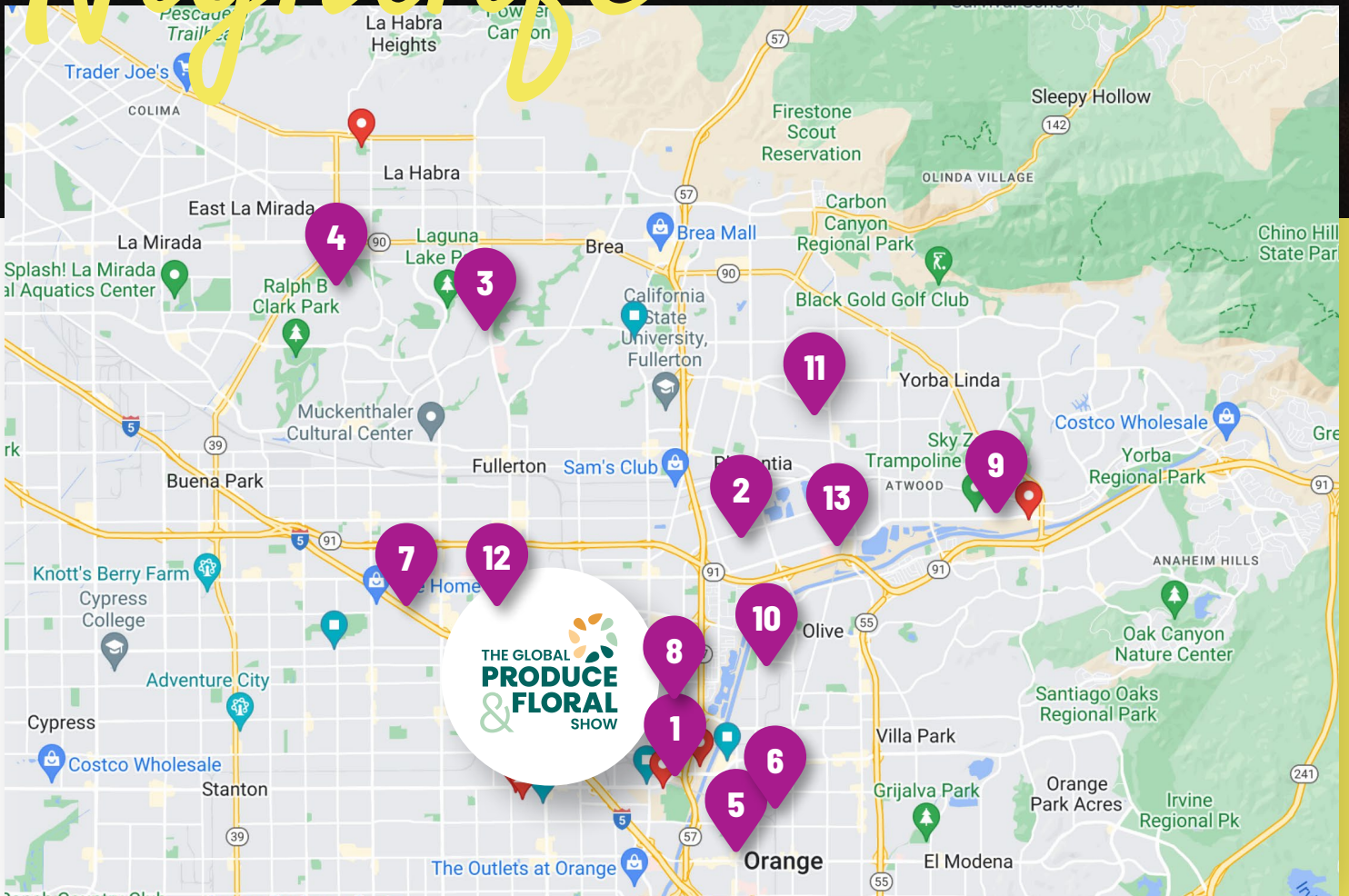
A high-end chain serving notable chef Roy Yamaguchi's Hawaiian fusion fare in a contemporary setting.





After a full convention day, head out to the town and see what the City of Anaheim and region has to offer!

# ANAHEIM *Nightlife*





1

## HONDA CENTRE

📍 2695 E Katella Ave

As a sports & entertainment venue that is home to the Anaheim Ducks and a frequent host to many concerts, events, and shows.



2

## HOUSE OF BLUES

📍 400 Disney Way #337

A live music venue and restaurant that offers a diverse range of artists for music lovers.



3

## CHANCE THEATRE

📍 5522 E La Palma Ave

Known for a wide spectrum of artistic showcases, ranging from classical stage productions to mesmerizing musicals.



4

## CITY NATIONAL GROVE OF ANAHEIM

📍 2200 E Katella Ave

A perfect venue with a wide range of events including concerts, comedy shows, and performances.



5

## SPLITSVILLE LUXURY LANES™

📍 1530 S Disneyland Dr

Offers a unique and upscale bowling experience that combines the thrill of the game with a luxurious ambiance.



6

## THE RANCH RESTAURANT & SALOON

📍 1025 E Ball Rd #101A

An upscale cuisine with a country western flair that includes a vibrant dance hall for every country lover.



7

## ocV!BE

📍 2695 E Katella Ave

Includes a variety of attractions including entertainment, dining, retail, and an outdoor gathering area for the region.



8

## RISE ROOFTOP LOUNGE

📍 1030 Katella Ave

A beautiful rooftop restaurant with small bites and live entertainment overlooking the Disneyland California Adventure Park.



9

## BXCR

📍 440 S Anaheim Blvd

An underground cocktail and wine society authentically outfitted in a 1920's vintage railroad boxcar.



10

## THE BLIND RABBIT

📍 440 S Anaheim Blvd #104

Cozy, dark speakeasy featuring a secret door, imaginative cocktails & elevated American bar food.





# GR WING FORWARD

We're proud to be a leader in the next generation of greenhouse grown produce. We eliminate surprises and guarantee consistency with precise climate, irrigation, plant nutrition, and lighting controls that make it possible to grow the fresh fruits & vegetables families love year-round.



## INTEGRATED PEST MANAGEMENT (IPM)

We use good bugs like Ladybugs to take care of the bad bugs in our greenhouses. This method eliminates spraying so you can enjoy produce the way it should be, all natural!



## SUSTAINABLE GROWING PRACTICES

High-tech greenhouse climate control systems carefully regulate energy consumption to ensure plants are thriving in an optimal environment without energy waste.



## PACKING AUTOMATION

Our investment in packing automation allows us to efficiently supply millions of Tomatoes, Peppers, and Cucumbers year-round!



## CLOSED LOOP IRRIGATION SYSTEM

This system avoids waste by capturing any water the plant does not consume and reusing it to replace what is lost from evaporation.



## SUPPLEMENTAL LIGHTING

With the use of supplemental lighting we can grow year-round by providing the plants with the optimal amount of light.



## RECYCLED GROWING MEDIUM

Our plants are grown in coconut fibre and other recycled mediums. Selecting the right growing medium is critical to overall plant health and strength but also to sustainability.



## MISTING SYSTEM

We maintain favorable and consistent growing conditions through misting systems that keep humidity levels above 30% to encourage continuous plant growth.



## ENERGY SCREENS

Regulating sunlight entering the greenhouse and insulating with energy screens allows us to maintain a stable climate in the greenhouse.

[LEARN MORE →](#)

# Explore THE AREA

Be sure to set aside some time to explore the city and the surrounding areas and enjoy what these diverse sites have to offer.

## DISNEYLAND®

📍 *Anaheim*

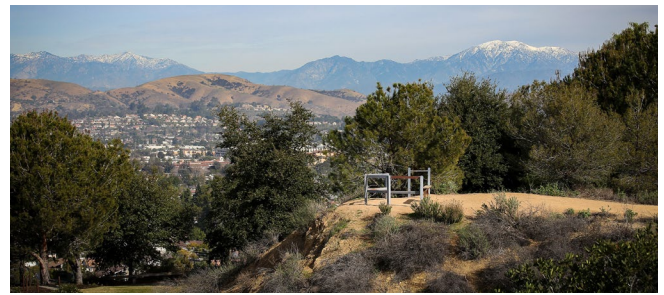
Experience the magic at Disneyland®, the happiest place on Earth. Explore iconic attractions like Sleeping Beauty Castle and Space Mountain, enjoy enchanting parades, and meet your favorite characters.



## BUENA PARK

📍 *Buena Park*

Buena Park, located near Anaheim, is a vibrant city that offers a variety of attractions and entertainment options. Whether you're looking for family fun, delicious dining options, or unique shopping experiences, Buena Park has something for everyone to enjoy.



## FULLERTON PANORAMA TRAIL

📍 *1903 St Simons Pl, Fullerton, Anaheim*

A 4.8-km loop trail near Fullerton, California. This is a very popular area for birding, hiking, and horseback riding, so you'll likely encounter other people while exploring.



## ANAHEIM GARDEN WALK

📍 400 Disney Way, Anaheim

An outdoor complex of shops and eateries, makes an appealing destination, especially after dark, when things like outdoor fire pits and entertainment venues spring to life.



## ANAHEIM PACKING HOUSE

📍 440 S Anaheim Blvd, Anaheim

A hub of culinary delights, trendy dining, and vibrant arts and music. Explore a variety of unique food options and enjoy a lively atmosphere in this revitalized historic district.



## CENTER STREET PROMENADE

📍 Center Street Promenade, Anaheim

Discover a variety of shops, restaurants, and entertainment options along this bustling pedestrian-friendly street. Enjoy the charm of this urban oasis and enjoy the diverse culinary delights and unique shopping experiences it has to offer.



## FLIGHTDECK + ROGUE RACING

📍 400 West Disney Way #196, Anaheim

Voted one of the number one things to do in the city. Get your heart racing with intense races on the track and witness awe-inspiring displays of precision and skill in the sky.

## STAR WARS GALAXY'S EDGE

📍 1313 Disneyland Dr, Anaheim

A thrilling, immersive land in Disneyland® that transports visitors to the beloved Star Wars universe. From piloting the Millennium Falcon to building your lightsaber, the attention to detail and interactive storytelling make it a must-visit destination.





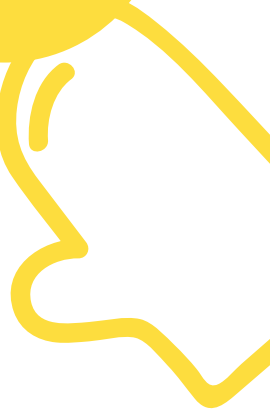
# SHAKING UP THE MENU!







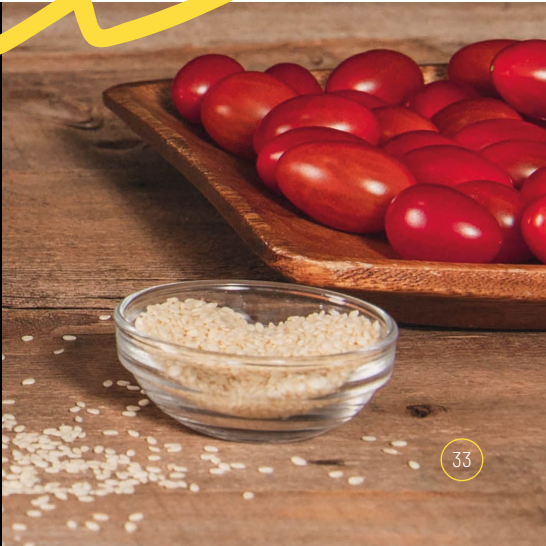
VISIT US AT  
**BOOTH  
#1545**



**We know that in professional kitchens of any shape, style or size, the consistent quality customers expect starts at the source.**  
With a reliable supply of Pure Flavor® greenhouse grown vegetables, you'll benefit from exceptional product quality, longer shelf life, quicker time to market and year-round product availability.



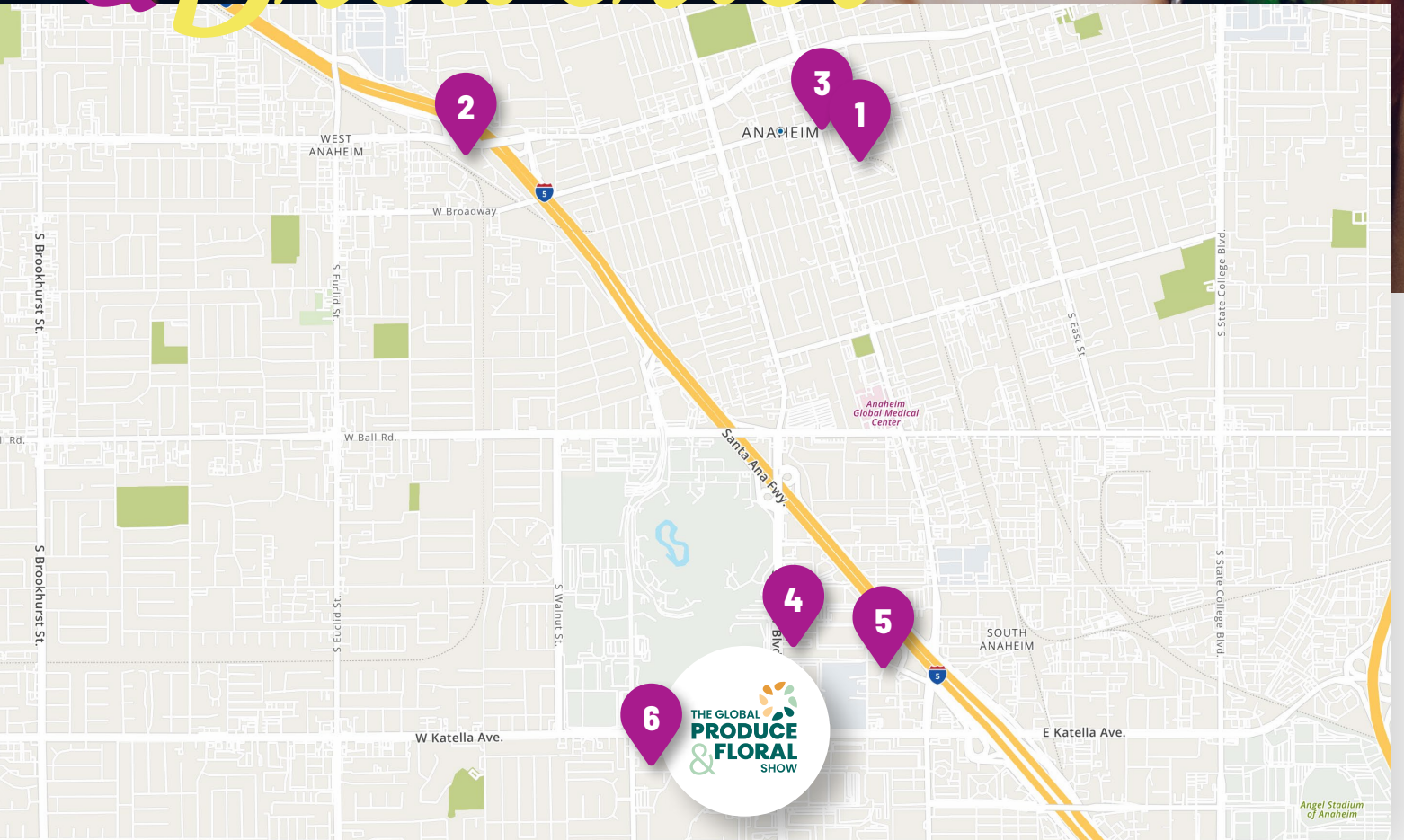
**LEARN MORE →**



# A NIGHT OF GOOD DRINKS!

Discover Anaheim's best beer and wine options at these top-rated bars and lounges. Gather your friends and have a night to remember.

# Cocktails & Breweries





1

### PALI WINE CO.

📍 *500 S Anaheim Blvd Unit C*

Neighborhood Winery, the newest brand, crafts audacious and traditional blends at Pali's Lompoc-based winery, led by esteemed winemaker Aaron Walker.



2

### RADIANT BEER CO.

📍 *1566 W Lincoln Ave*

Led by industry veterans with a genuine passion and kindness, resulting in a beer program born from years of experience and dedication to the craft.



3

### MONKISH BREWING CO.

📍 *336 S Anaheim Blvd*

Offers a spacious indoor and outdoor seating area with 15 taps of their renowned Hazy IPAs, Belgian-style beers, and strong ales.



4

### TOP OF THE V (THE VIV HOTEL)

📍 *1601 S Anaheim Blvd*

A place with stunning views of Anaheim and a chef tasting menu that awaits you all under the beautiful SoCal weather.

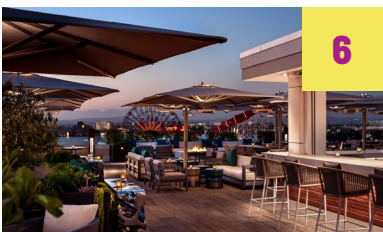


5

### THE FIFTH

📍 *1650 S Harbor Blvd*

A contemporary rooftop bar with craft cocktails, DJ music, a full menu, fire pits, and more.



6

### RISE ROOFTOP LOUNGE

📍 *21030 W Katella Ave*

A lounge that sizzles with creative mixologists pouring tantalizing libations and unique spirits that will ignite your taste buds.





# alōnna™

## Exotically Delightful™

A melon for every meal, the exotic flavors of Alonna™ Canary Melons meld effortlessly with fine cheeses, cured meats, mixed berries and honey. With its lunar-like glow & silky texture, the quality and consistent availability of a greenhouse grown Alonna™ Canary Melon ensures consumers have a flavorful & continuous supply regardless of the season.



**BREAKFAST**

## PARADISE IN THE PALM OF YOUR HAND

Grown indoors in climate-controlled greenhouses where it's paradise 365 days a year, Alonna™ Canary Melons are nurtured with the ideal amount of light, nutrition, and water to deliver the same sweet flavor families love, no matter the time of year. It's your own personal paradise, right in the palm of your hand.

If you need  
inspiration, we've  
been busy creating  
Exotically Delightful™  
recipes to help you  
Live Deliciously®! →

SNACK

MOCKTAIL

DESSERT



## **DANA POINT** 37 miles

Dana Point beaches are Southern California's gems, with nearly seven miles of coastal bliss, these beaches offer endless opportunities for surfing, paddleboarding, family outings, and magical evenings gathered around bonfires on the shore.



## **HUNTINGTON BEACH** 15 miles

Stretching for 10 miles, Huntington Beach entices with its luxurious oceanfront resorts along Pacific Coast Highway. Whether you seek relaxation amenities or outdoor adventures this beach destination has it all.



## LAGUNA BEACH *28 miles*

Step into the vibrant art scene of Laguna Beach and explore numerous galleries like Kush Fine Art and Virga Gallery, while the streets come alive with Instagram-worthy murals at The Hive and downtown locations. Don't miss the captivating exhibits at the Laguna Art Museum, showcasing California artists and expressions of life in the state.

# California's COASTAL HAVEN

## NEWPORT BEACH *18 miles*

Discover the coastal beauty of Newport Beach, renowned for its bustling harbor filled with boats. Explore the iconic Balboa Peninsula, home to Newport Beach Pier and Balboa Pier, as well as the charming Balboa Fun Zone, an ocean-view amusement park featuring a Ferris wheel, creating unforgettable experiences for all.





## Welcome to The Global Produce & Floral Show 2023, where innovations ignite!



The Global Produce & Floral Show is the premier destination for the produce and floral industries to connect with and be inspired by individuals, organizations, ideas, and data to grow their business. IFPA brings this to life by educating, spreading insight, and experience, sparking dialogue, and sharing solutions.

**ANAHEIM CONVENTION CENTRE**  
800 W Katella Ave, Anaheim,  
CA 92802, United States

**TRADE SHOW HOURS:**  
**Friday, October 20, 2023**  
10:00 am – 5:00 pm  
**Saturday, October 21, 2023**  
10:00 am – 5:00 pm

**REGISTER NOW →**

**SHOW** *information*



Wednesday, October 18	Event	Location
-----------------------	-------	----------

12:30 pm - 4:30 pm	IFPA Retail Tour*	
--------------------	-------------------	--

Thursday, October 19	Event	Location
----------------------	-------	----------

8:00 am - 8:45 am	Networking Breakfast	ACC North 200 Level
-------------------	----------------------	---------------------

8:45 am - 10:00 am	General Session: State of the Industry	ACC North 200 Level
--------------------	--	---------------------

10:15 am - 12:30 pm	Education Festival	ACC North 200 Level
---------------------	--------------------	---------------------

12:30 pm - 1:00 pm	Networking Lunch	ACC North 200 Level
--------------------	------------------	---------------------

1:00 pm - 2:30 pm	General Session: CEO Panel	ACC North 200 Level
-------------------	----------------------------	---------------------

5:00 pm - 6:00 pm	Retailer Sponsor VIP Reception	Grand Plaza
-------------------	--------------------------------	-------------

6:00 pm - 8:00 pm	Welcome Reception	Grand Plaza
-------------------	-------------------	-------------

Friday, October 20	Event	Location
--------------------	-------	----------

6:00 am	Race for a Healthier World 5K*	Santa Ana River Trail**
---------	--------------------------------	-------------------------

8:00 am - 6:00 pm	Global Show Block Party	Grand Plaza
-------------------	-------------------------	-------------

8:15 am - 8:35 am	Networking Breakfast	ACC North 200 Level
-------------------	----------------------	---------------------

8:35 am - 9:50 am	General Session	ACC North 200 Level
-------------------	-----------------	---------------------

10:00 am - 5:00 pm	Expo Open	ACC Halls A-D and Arena
--------------------	-----------	-------------------------

3:00 pm - 3:30 pm	Fireside Chat with Dr. Elliott Grant	
-------------------	--------------------------------------	--

3:30 pm - 4:30 pm	AgTech Celebration	
-------------------	--------------------	--

5:15 pm - 6:45 pm	Community Receptions	ACC 3rd Floor
-------------------	----------------------	---------------

Saturday, October 21	Event	Location
----------------------	-------	----------

7:45 am - 9:45 am	Women's Fresh Perspectives Breakfast	ACC North 200 Level
-------------------	--------------------------------------	---------------------

8:00 am - 6:00 pm	Global Show Block Party	Grand Plaza
-------------------	-------------------------	-------------

10:00 am - 5:00 am	Expo Open	ACC Halls A-D and Arena
--------------------	-----------	-------------------------

**Note: All Access Passes required for Receptions & Education Sessions.**

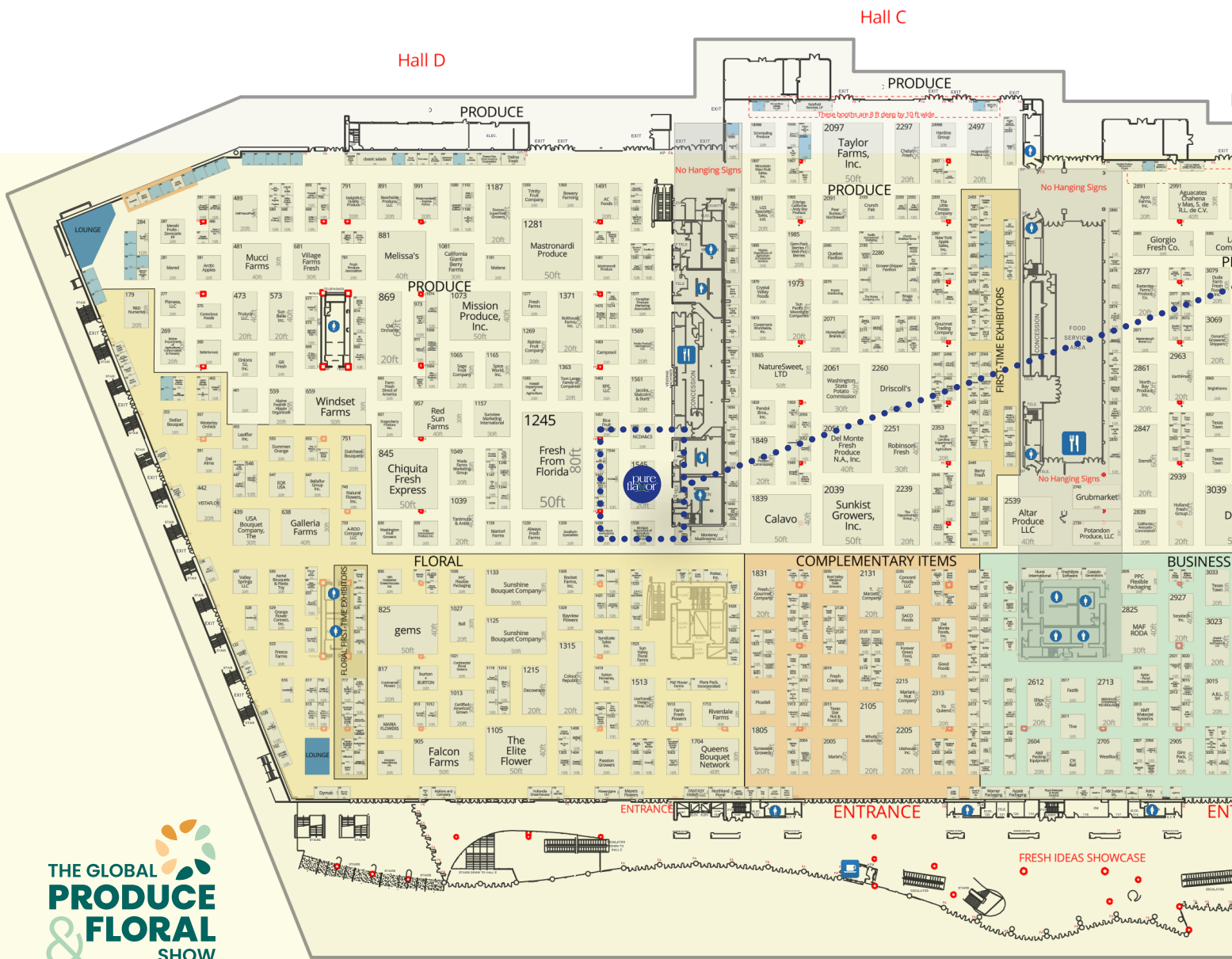
\* Separate registration required and limited space available

\*\* Shuttles will be provided

**FOR AN UP TO DATE SCHEDULE, [CLICK HERE](#) →**

# MAP OF THE

# SHOW *7 floor*

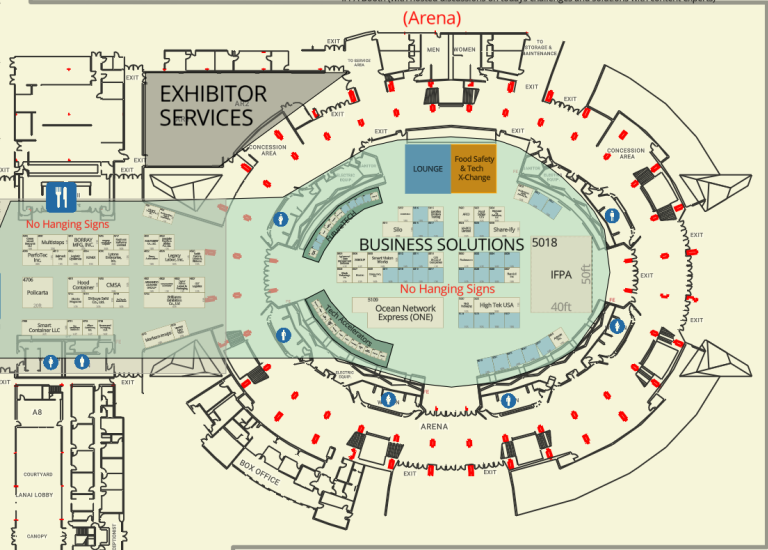




VISIT  
**PURE  
 FLAVOR®**  
 AT **BOOTH  
 #1545**



**Innovation Hub**  
 The Innovation Hub is home to all things tech, including IPFA's Fresh Field Catalyst (our tech accelerator)  
 Tech Xchange (an area for peer-to-peer discussions led by industry experts)  
 IPFA Booth (with hosted discussions on today's challenges and solutions with content experts)



**CLICK FOR THE FULL MAP →**

Whether you are traveling from the airport or your hotel, or the convention center, you will probably need transportation at some point during your visit to Anaheim. We have collected the best transportation companies so you can get where you need to be fast!

# ARRIVING IN Anaheim

## TAXIES

- California Yellow Cab - (714) 444-4444
- Affordable Yellow Cab - (714) 235-3035

## RENTAL CARS

- Alamo Rent A Car - (888) 826-6893
- Avis Car Rental - (800) 633-3469
- Budget Rent A Car - (800) 218-7992
- Dollar Rent A Car - (800) 800-4000
- Enterprise Rent-A-Car - (800) 261-7331
- Hertz Rent A Car - (800) 654-3131
- National Car Rental - (888) 826-6890
- Thrifty Car Rental - (800) 334-1705

## TRAVEL

- Expedia - [expedia.com](https://www.expedia.com)
- Hotwire - [hotwire.com](https://www.hotwire.com)
- Kayak - [kayak.com](https://www.kayak.com)

## RIDESHARING

- Uber - [uber.com](https://www.uber.com)
- Lyft - [lyft.com](https://www.lyft.com)
- Prime Time Shuttle - [primetimeshuttle.com](https://www.primetimeshuttle.com)

**SAFE TRAVELS AND  
SEE YOU IN ANAHEIM!**



# AFTER SCHOOL SNACKS.

A vibrant and nutritious snack bursting with a rainbow of flavors.

DISCOVER AURORA BITES →

pure  
flavor®

TASTE  
THEM AT  
**BOOTH  
#1545**



# JOIN US FOR COLLEGE GAME DAY

Sponsored by  




CHEER  
ON YOUR  
FAVOURITE  
TEAM!

#### MATCHUP

#### LOCATION

 Tennessee	vs	 Alabama	Bryant-Denny Stadium, Tuscaloosa, AL
 Ole Miss	vs	 Auburn	Jordan-Hare Stadium, Auburn, AL
 Michigan	vs	 Michigan State	Spartan Stadium, East Lansing, MI
 North Western	vs	 Nebraska	Memorial Stadium, Lincoln, NE
 Penn State	vs	 Ohio State	Ohio Stadium, Columbus, OH
 Clemson	vs	 Miami	Hard Rock Stadium, Miami Gardens, FL
 Duke	vs	 Florida State	Doak Campbell Stadium, Tallahassee, FL
 Virginia	vs	 North Carolina	Kenan Stadium, Chapel Hill, NC
 TCU	vs	 Kansas State	Bill Snyder Family Stadium, Manhattan, KS

THE GLOBAL  
**PRODUCE  
& FLORAL  
SHOW**  
SATURDAY  
OCTOBER 21  
**BOOTH  
#1545**



Snacks,  
drinks &  
prizes for  
everyone!

# alōnna™



## Exotically Delightful™

A melon for every meal, the exotic flavors of Alonna™ Canary Melons meld effortlessly with fine cheeses, cured meats, mixed berries and honey.

With its lunar like glow & silky texture, the quality & consistency of availability of a greenhouse grown Alonna™ Melon ensures consumers have a flavorful & continuous supply regardless of the season.



# THE NEXT GENERATION OF FRUIT & VEGETABLE GROWERS

At Pure Flavor®, we're forging a new, green way forward that puts sustainability first by efficiently growing millions of healthy & flavorful fruits & vegetables. You deserve to feel good about the choices you make at your local grocery store. We're working hard to make that choice an easy one, 365 days a year.

LIFE IS BETTER WHEN YOU *Live Deliciously*®

