

Orlando CITY GUIDE

Your Guide to the
**GLOBAL PRODUCE &
FLORAL SHOW 2022**
ORLANDO
OCTOBER 27-29

Everything you need to
make the most of the
Global Produce & Floral
Show 2022 in sunny Orlando.



pure
flavor®

VISIT
PURE
FLAVOR®
AT **BOOTH**
#3559

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THE GLOBAL
**PRODUCE
& FLORAL**
SHOW



VISIT
PURE FLAVOR®
AT **BOOTH #3559**

GET UPDATES DURING THE SHOW

Pure Flavor® is sending out newsletters loaded with helpful information leading up to and during The Global Produce & Floral 2022 Tradeshow. Stay in the know with all the latest trade show updates and Orlando's nightlife by signing up now!

[SEND ME UPDATES →](#)

CONNECTED

Engage the conversation, no matter where you are:



PURE-FLAVOR.COM

- Meet the -
PURE FLAVOR[®]
TEAM



JAMIE MORACCI
President



MATT MASTRONARDI
Executive Vice-President



TIFFANY SABELLI
Director of Sales



PAUL MURRACAS
Senior Account Manager



CARMINE BORRELLI
Key Account Manager



BRENDA NECIC
Key Account Manager



ALAINA WILKINS
Sales Associate



CAMERON HIGGINS
Jr Sales Associate



Taste Paradise. Right In The Palm of Your Hand.

INTRODUCING SOLARA™ The First Greenhouse Grown Mini Melon!

Mildly cool, sweet, and juicy, Solara™ is the first personal-sized, sustainable, greenhouse grown melon. Weighing just 500 grams, it sits in the palm of your hand as a single serving snack with no waste. Sustainably grown year-round in greenhouses to ensure consistency, quality, availability, and most importantly flavor. It's your own personal paradise, right in the palm of your hand.

DISCOVER SOLARA™ →



NEW!

1. PERFECT SWEETNESS

**2. PERFECT
JUICINESS**

SÖ LA RA™

**4. SMOOTH
TEXTURE**

**3. FRUITY
AROMA**

MAP OF Orlando

Orlando at a glance to help you make the most of your trip.

Click below to find the best attractions, nightlife, hotels, and much more that Orlando has to offer.

LEGEND:

- Lodging - 12
- Culture & Cuisine - 18
- Restaurants - 22
- Orlando Nightlife - 26
- Theme Parks - 29



Florida's Turnpike

UNIVERSAL ORLANDO RESORT



429

Western Expressway

ORANGE COUNTY CONVENTION CENTER

WALT DISNEY WORLD RESORT



EPCOT

4



**ORLANDO
SCIENCE
CENTER**

Colonial Drive

408

Tradeport Dr.

S Semora Blvd



**ORANGE COUNTY
CONVENTION
CENTER**

Beachline Expressway

528



**SEAWORLD
ORLANDO**

**ORLANDO
INTERNATIONAL
AIRPORT**



Central Florida Greenway

417

Osceola Parkway

Florida's Turnpike

Irio Bronson Memorial Highway



The sunshine state welcomes every visitor for a wondrously diverse adventure. From theme parks and dining to shopping adventures, an unforgettable visit awaits.



Orlando

Awaits

Being one of the most visited cities in the world, it's no wonder the city of Orlando was nicknamed 'The City Beautiful'. Situated in the center of the state of Florida with the Gulf of Mexico to the west and the Atlantic Ocean to the east, Orlando boasts a humid sub-tropical climate, enjoyed best in the fall.

Historically Orlando was known as the hub of Florida's citrus industry. Today visitors flock south to fill their days with endless excitement including two of the largest and most recognized tourist attractions, the Walt Disney World Resort, and the Universal Orlando Resort.

Golf, world famous cuisine, shopping, and entertainment can round out your days and fill your must do list. Or, take a stroll through the Orlando Museum of Art and Dr. Phillips Center for Performing Arts. Whatever you choose, adventure awaits.



cloud9[®]

A tiny taste of heaven[®]



PURE-FLAVOR.COM/CLOUD9



Bite-sized fruity tomatoes

SWEETNESS YOU CRAVE, QUALITY YOU DESERVE

The blast of fruity sweetness in every award winning Cloud 9[®] tomato is a testament to our devoted team of growers and their passion for excellence. Every single tomato has been hand-selected and carefully evaluated to ensure it meets the highest standard.

DISCOVER CLOUD 9[®] →

EXPERIENCE
THEM AT
**BOOTH
#3559**

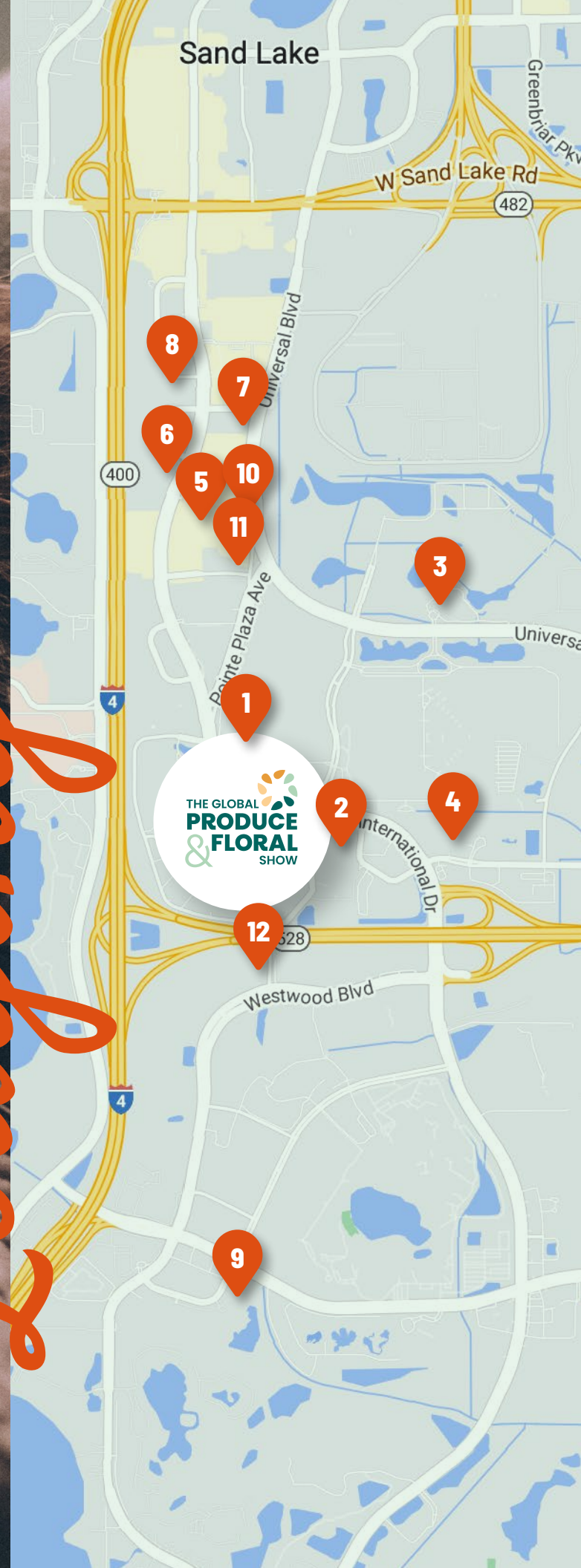


Live Deliciously[®]

HOTELS WITHIN 1 MILE OF THE CONVENTION CENTER

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

lodging





1

HYATT REGENCY ORLANDO - Across the street from the convention center

 9801 International Dr.

Just minutes from major theme parks and across the street from the convention center. Enjoy shopping, dining and more than 100 unique entertainment options, all within a 2-mile radius of the hotel. On-site restaurant, fitness center, pool, pet friendly, spa, electric vehicle charging and free internet.



2

ROSEN CENTRE HOTEL - Adjacent

 9840 International Dr.

Luxury hotel marks the center point of business, entertainment, and family fun – truly making the guest the center of focus. Nine dining options, spa, fitness, pool, transportation to Orlando International Airport.



3

LAS PALMERAS, A HILTON GRAND VAC. CLUB - 0.4 m

 9501 Universal Blvd

Resort relaxation across from the convention centre. Outdoor pool featuring a waterslide, splash pad, and a poolside bar, onsite dining, lobby bar, fitness center and meeting rooms.



4

HILTON ORLANDO - 0.7 m

 6001 Destination Pkwy

Central to everything, unlike anything. Outdoor resort pool, splash pad, quiet pool, lazy river, tennis, basketball, volleyball, bocce, spa, fitness center, onsite dining and lobby bar.

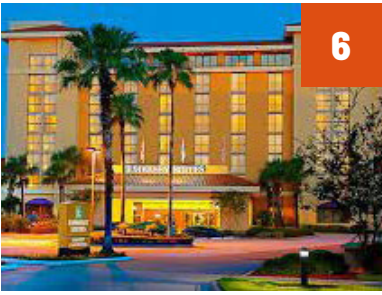


5

HAMPTON INN ORLANDO INTL DR/CONV CTR - 0.8 m

 8900 Universal Blvd

Located in the business district and a 4 minute drive to the convention center. Features a swimming pool, onsite dining, complimentary continental breakfast, fitness center, and meeting facilities.



EMBASSY SUITES ORLANDO INTL DR/CONV CTR - 0.9 m

 8978 International Dr.

A Disney good neighbor hotel. Free made-to-order breakfast, complimentary evening reception, indoor and outdoor pools, fitness center, pet friendly, and a business center with meeting rooms.



CASTLE HOTEL, AN AUTOGRAPH COLLECTION HOTEL - 1.0 m

 8602 Universal Blvd

Conveniently connected to a shopping center and within one mile of the convention center. Freshly renovated in Spring of 2022 with an outdoor pool, spa tub, 24 hour fitness center, onsite dining, and business center.



COURTYARD ORLANDO INTL DR/CONV CTR - 1.0 m

 8600 Austrian Ct

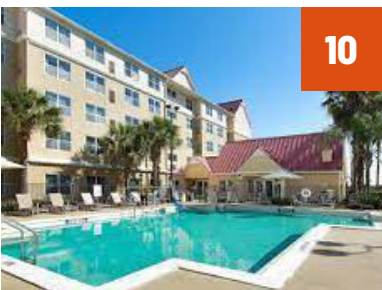
Business and leisure travellers find everything they need. Onsite dining, outdoor pool, fitness center, meeting space, and a convenience store.



HILTON GRAND VACATIONS SEAWORLD - 1.0 m

 6924 Grand Vacations Way

Resort-like grounds with up to 3 bedroom suites. Features a walking/jogging path, three expansive swimming pools, fitness center, tennis courts, whirlpools, scheduled shuttles to tourist attractions



RESIDENCE INN ORLANDO CONVENTION CENTER - 1.0 m

 8800 Universal Blvd

A Disney good neighbor hotel and the perfect choice for business and leisure alike. Trolley ride access, 24 hour fitness center, complimentary hot breakfast, outdoor pool, and meeting space



11

SPRING SUITES ORLANDO CONVENTION CENTER - 1.0 m

📍 8840 Universal Blvd

A stylish convention/Disney good neighbor hotel. Fitness center, complimentary breakfast buffet, outdoor pool with kids play fountain, and convenience store.



12

TRU HOTEL - 1.0 m

📍 6461 Westwood Blvd

Board games in the lobby, outdoor pool, free hot breakfast, free parking, sunlight meeting spaces for up to 100 guests, and a 24 hour fitness center.



IT'S A SMALL WORLD. WITH HUGE POTENTIAL.

With our growing network of greenhouses and distribution centres across North America, we're able to deliver a steady stream of the highest quality vegetables to people across the continent. In only 24 hours, we can pick and ship fresh and nutritious veggies to 150 million people.

THAT'S THE POWER OF GREENHOUSE GROWING →





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.



Explore

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

DISCOVER ORGANICS →

Culture & Cuisine

Orlando offers a diverse culinary scene. The city is not known for a specific dish, which adds to its overall assortment and dining options. Make sure to book ahead as flavor awaits you.

ARTS AND CULTURE

The City Beautiful does not disappoint when it comes to arts and entertainment. Broadway and ballet can be experienced and many travelling exhibits make a stop in Orlando creating culturally diverse experiences for everyone.



WORLD CUISINE

From citrus to seafood and lots of southern specialties in the mix, Orlando offers restaurants and flavors for everyone to enjoy. It's no wonder Orlando is experiencing an exploding foodie scene that is garnering national attention.



What are some must try Fan Favorite Florida foods?



KEY LIME PIE



STONE CRAB



CUBAN SANDWICH



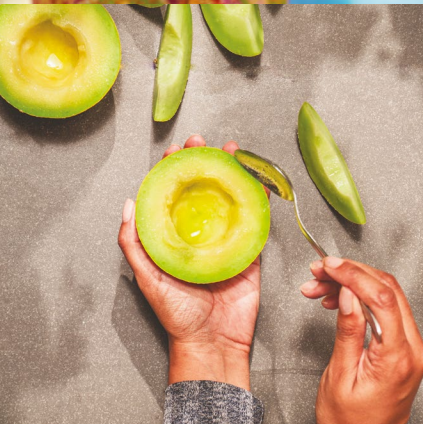
FRIED GATOR BITES



CITRUS



GROUPE



ALWAYS

greenhouse
grown

SOLARA™

NEW!

Tastefully Tropical™

Solara™s are the first personal sized, sustainably grown melons from greenhouses that use just the right amount of light, nutrition, and water to deliver the same sweet tastefully tropical™ flavor, regardless of the season.



PURE-FLAVOR.COM/SOLARA

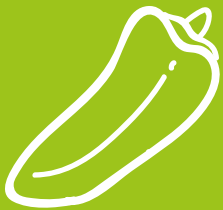


Live Deliciously®



pure
flavor[®]

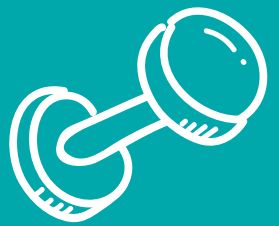
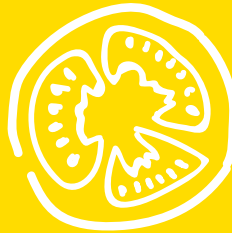
FUELING HEALTHY LIVES[®]



This back to school season and every day all year long, we are fueling healthy families with fresh greenhouse grown fruits & veggies that will power kids of all ages from dawn til dusk!

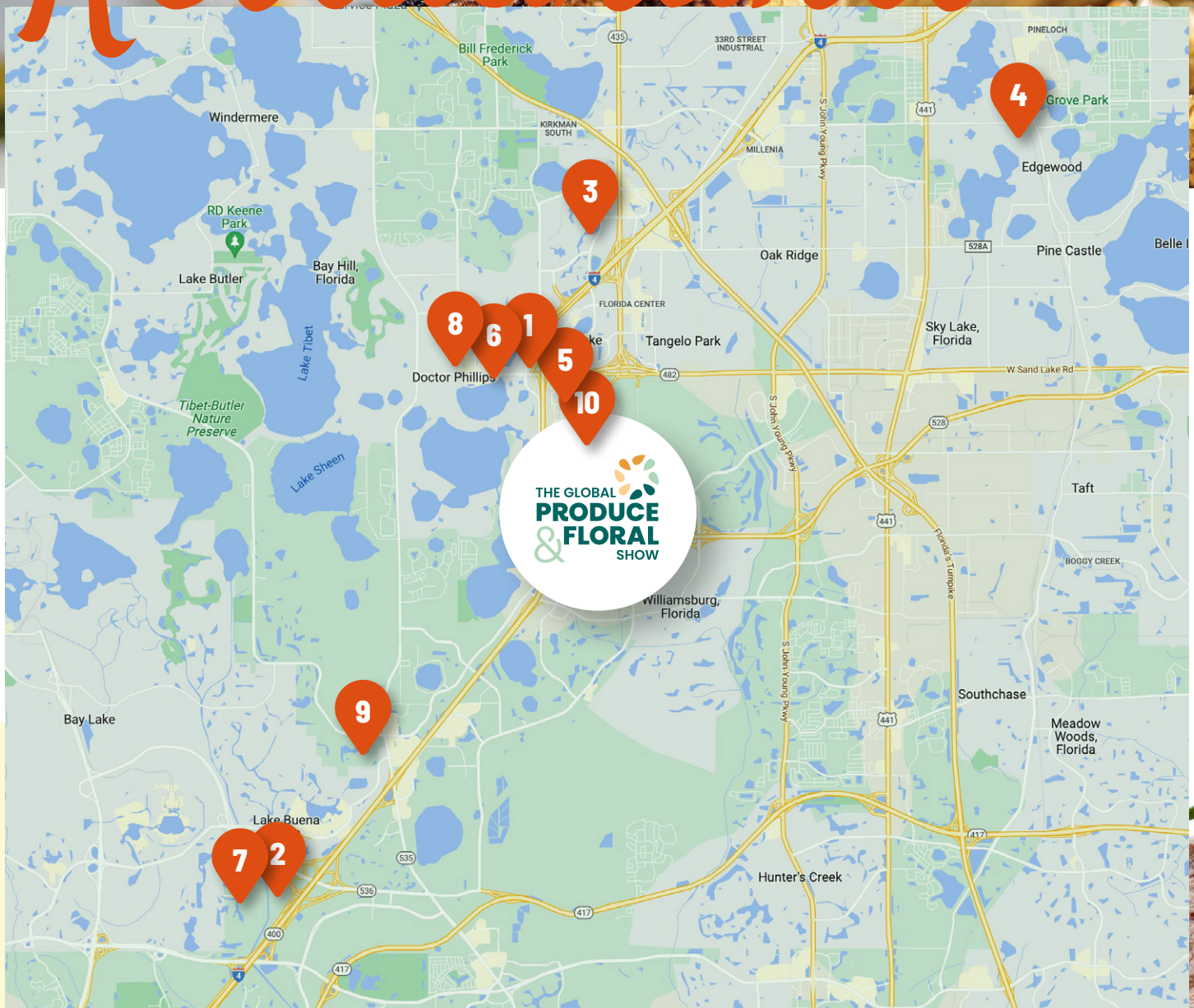


**SCAN ME
TO DISCOVER
OUR SNACKING
PROGRAMS!**



Wine & dine, and step out to experience Orlando's culinary excitement. From Fresh Florida Grouper to AAA steaks, your tastebuds will be excited!

Restaurants



FINE DINING

1. CHATHAM'S PLACE

 7575 Dr Phillips Blvd

For over 30 years Chatham's Place has perfected the fine dining experience. Tony Lopez, owner and executive chef, settles for nothing less than excellence with seasonally driven dishes and produce from his own organic farm.

4. LE COQ AU VIN

 4800 S Orange Ave

Utilize the philosophy 'from farm to the table' by introducing many products that are unique to Florida.

7. BULL & BEAR STEAKHOUSE

 14200 Bonnet Creek Resort Ln

Experience a culinary journey unlike any other at the award-winning Bull & Bear. Renowned for its trend setting fare, creative hand-crafted cocktails, table side preparation and personalized team service.

2. LA LUCE

 14100 Bonnet Creek Resort Lane

A signature restaurant featuring a modern Italian country kitchen offering thin crust pizzas, homemade pasta, Mediterranean-inspired drinks and a Trattoria-style wine program.

5. CHARLEY'S STEAK HOUSE

 8255 International Dr #100

A traditional steakhouse with culinary flair featuring chef-driven appetizers and entrees as well as established menu items.

8. DRAGONFLY ROBATA GRILL & SUSHI

 7972 Via Dellagio Way

Kaizen - to always be improving is the spirit that drives them. Fresh fish and local produce come together for an izakaya experience.

3. THE PALM ORLANDO

 5800 Universal Blvd

Located in the Hard Rock Hotel®, The Palm Orlando balances the energized atmosphere of a see-and-be-seen location with an intimate dining experience.

6. EDDIE V'S PRIME SEAFOOD

 7488 West Sand Lake Rd

Brings an experience filled with seafood, steaks, and rhythm, set in a relaxed elegant yet modern atmosphere.

9. FOUR FLAMINGOS

 1 Grand Cypress Blvd

Acclaimed chef and beloved television personality, Richard Blais, combines the memory of vintage eras with the bounty of Florida to create a treasure-packed menu of the fresh-caught surf and fire-grilled turf variety.

10. VITO'S CHOP HOUSE

 8633 International Dr

A classic steakhouse with Italian flair offering exquisite cuisine, exceptional service and an intimate atmosphere.



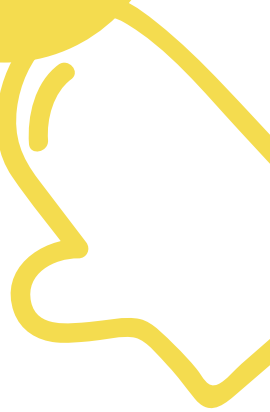


SHAKING UP THE MENU!





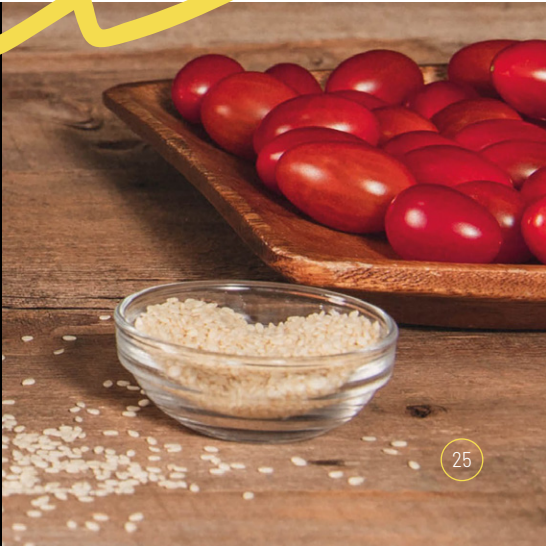
VISIT US AT
**BOOTH
#3559**




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 →





After a full convention day,
head out on the town and see
what Orlando has to offer!

ORLANDO

Nightlife

POINTE ORLANDO

📍 9101 International Drive

Playtime for grown-ups, with or without the kids! A one stop shop for restaurants, bars, cinema, live music... basically everything you need to get social.

DISNEY SPRINGS

📍 1486 Buena Vista Dr

An outdoor shopping, dining, and entertainment complex at the Walt Disney World Resort.

WALL STREET PLAZA

📍 25 Wall St

A festive complex of 8 bars, eateries and nightclubs with lively block parties every weekend.

HOWL AT THE MOON ORLANDO

📍 8815 International Dr

Leading party venue and live music bar in Orlando.

UNIVERSAL CITY WALK AT UNIVERSAL ORLANDO

📍 6000 Universal Blvd

An energetic attraction at Universal Orlando featuring a variety of restaurants, shops, and shows.





SO SMALL THEY ARE OUT OF THIS WORLD!

OUT OF THIS WORLD SNACKING!

Busy families crave convenient snacks to keep them going.

No matter what your day has in store, Uno Bites™ are a healthy option you can enjoy from morning to night – on their own or with your favorite dips. Bring some along wherever your snacking takes you

UNO BITES™

NANO CUCUMBERS

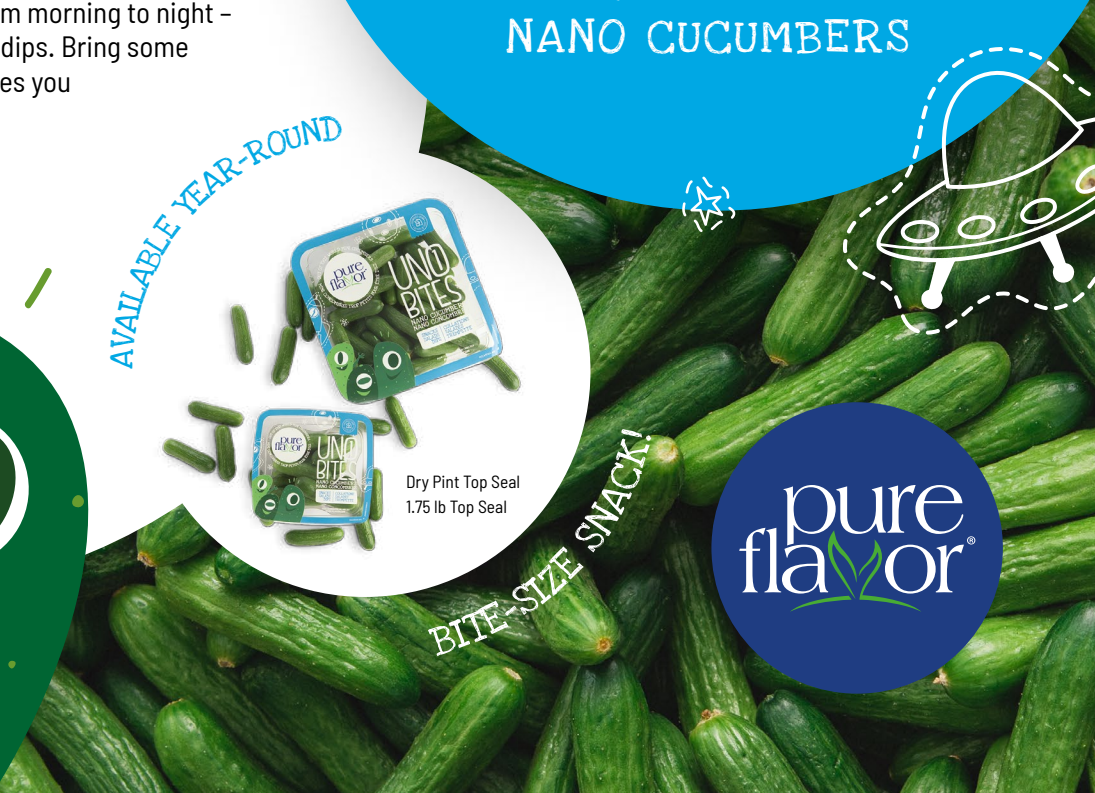


AVAILABLE YEAR-ROUND



Dry Pint Top Seal
1.75 lb Top Seal

BITE-SIZE SNACK!





» GROWING FORWARD »

At Pure Flavor®, we're forging a new, green way forward that puts sustainability first by efficiently growing millions of healthy & flavorful 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.

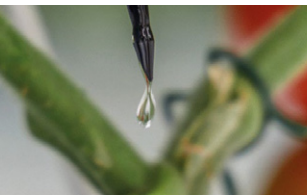
There's much more to growing delicious, sustainable and healthy vegetables than meets the eye. We're proud of the work we do and are excited to share with you this whirlwind tour of a Pure Flavor® Greenhouse.



STEP INSIDE FOR a Quick Tour

A BETTER WAY to Grow

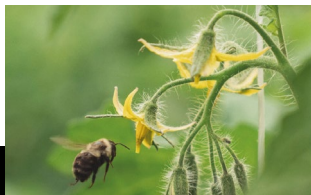
More fresh vegetables produced with fewer resources. It's the way of the future and we're just getting started.



WE USE 90% LESS WATER



PRECISE PLANT NUTRITION



BUMBLEBEE POWER



SUPPLEMENTAL LIGHTING



ENERGY SCREENS

THAT'S THE POWER OF GREENHOUSE GROWING.

Learn more at PURE-FLAVOR.COM/GREENHOUSEGROWN





Endless excitement awaits at the assortment of theme parks in Orlando. Stay after the convention to create unforgettable memories that are sure to excite visitors of all ages.

THEME *Parks*

WALT DISNEY WORLD RESORT

Experience the Magic Kingdom Park, which offers some of Disney's most iconic attractions, magical encounters with beloved Disney characters, and special seasonal events. Disney World's motto is, the longer you play, the less you pay per day!

BUY TICKETS →

UNIVERSAL ORLANDO RESORT

Play, scream, and laugh with some of the biggest characters in movies, TV, and pop culture at Universal Orlando Resort! There are three theme parks, shopping and dining which are sure to please every visitor.

BUY TICKETS →

SEAWORLD ORLANDO

Get up close with animals, experience epic coasters and water slides, or just kick back and relax on pristine beaches. There truly is something for everyone!

BUY TICKETS →



SHOW *information*

Welcome to The Global Produce & Floral Show 2022, 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.

ORANGE COUNTY CONVENTION CENTER

9088 International Drive
Orlando, FL 32819

TRADE SHOW HOURS:

Friday, October 28, 2022 - 10:00 a.m. - 5:00 p.m.

Saturday, October 29, 2022 - 10:00 a.m. - 5:00 p.m.

HAVE QUESTIONS? REACH OUT TO IFPA:

Member services:

1.302.738.7100

memberservices@freshproduce.com

Cynthia Stubits:

Director of Events

1.302.607.2154

cstubits@freshproduce.com

Erin Hutchison:

Sales Account Manager, Trade Shows

1.202.303.3422

ehutchison@freshproduce.com

Robyn Florio:

Sales Account Manager,

Member Engagement & Business Development

1.302.607.2152

rflorio@freshproduce.com

Wednesday, Oct 26	Event	Location
12:30 pm - 4:00 pm	Retail Produce Tour	Off site

Thursday, Oct 27	Event	Location
8:00 am - 5:00 pm	Fresh Ideas Showcase	Orange County Convention Center
8:00 am - 8:45 am	Networking Breakfast	Orange County Convention Center
8:45 am - 10:05 am	General Session: State of the Industry	Orange County Convention Center
10:15 am - 1:00 pm	Educational Festival	Orange County Convention Center
11:45 am - 1:00 pm	IFPA Comms Conclave Opening Lunch*	Orange County Convention Center
12:00 pm - 12:45 pm	Networking Lunch	Orange County Convention Center
12:00 pm - 2:30 pm	General Session: Industry Leaders CEO Panel	Orange County Convention Center
2:45 pm - 4:45 pm	Expo: Business Solutions Segment Open	Orange County Convention Center
2:45 pm - 4:45 pm	IFPA Comms Conclave - Practitioner's Intensive*	Orange County Convention Center
5:00 pm - 6:00 pm	VIP Reception (Tickets Required)	Orange County Convention Center
6:00 pm - 8:00 pm	Welcome Reception	Orange County Convention Center

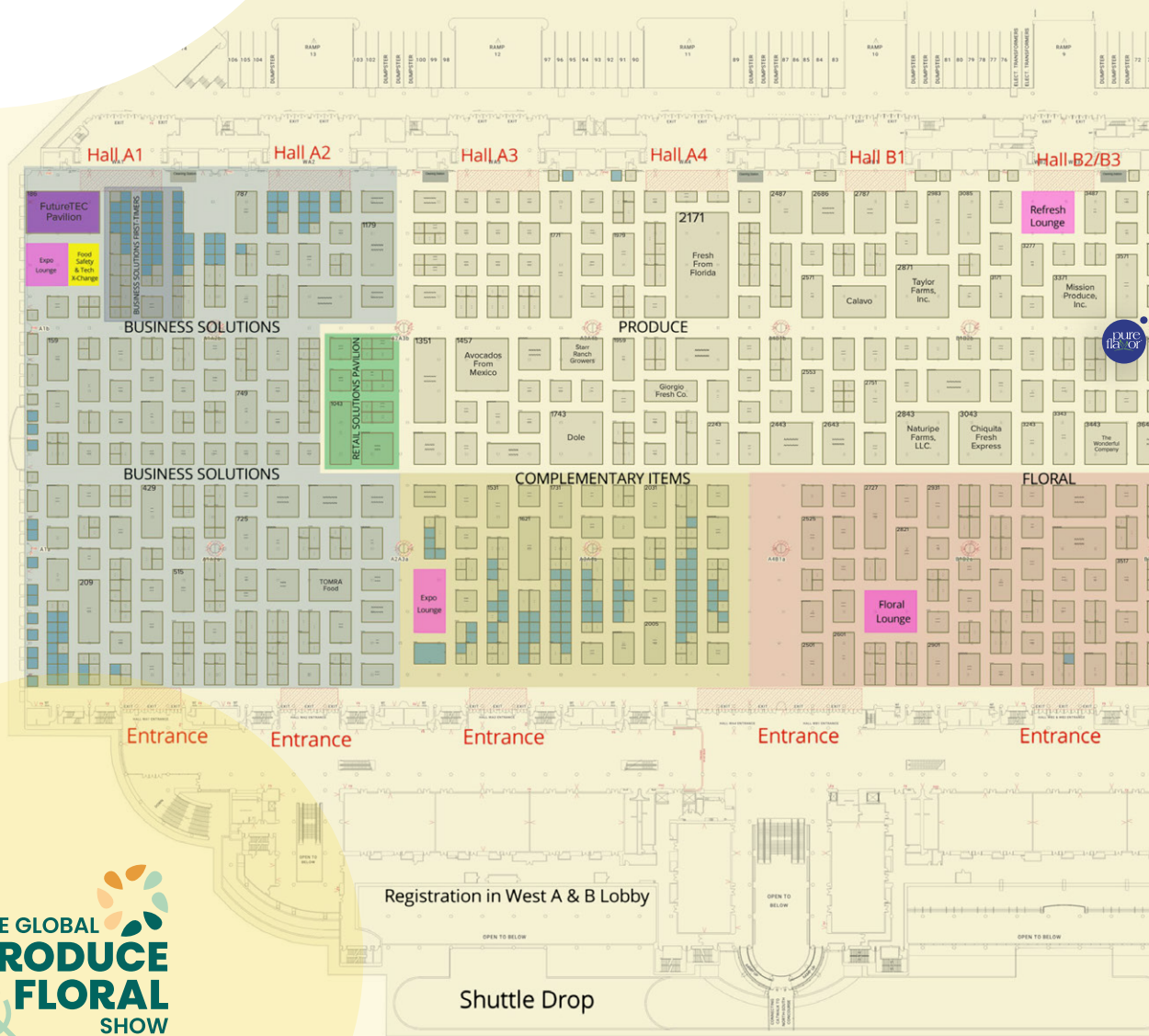
Friday, Oct 28	Event	Location
6:00 am - 7:30 am	Race for a Healthier World 5K	Orange County Convention Center
7:00 am - 7:45 am	Networking Breakfast	Orange County Convention Center
8:15 am - 9:50 am	General Session: Changing the World Through the Power of Food - A Conversation with José Andrés	Orange County Convention Center
8:00 am - 5:00 pm	Fresh Ideas Showcase	Orange County Convention Center
10:00 am - 5:00 pm	Exposition Open	Orange County Convention Center
5:15 pm - 6:45 pm	Community Receptions (RSVP to one or more)	Orange County Convention Center

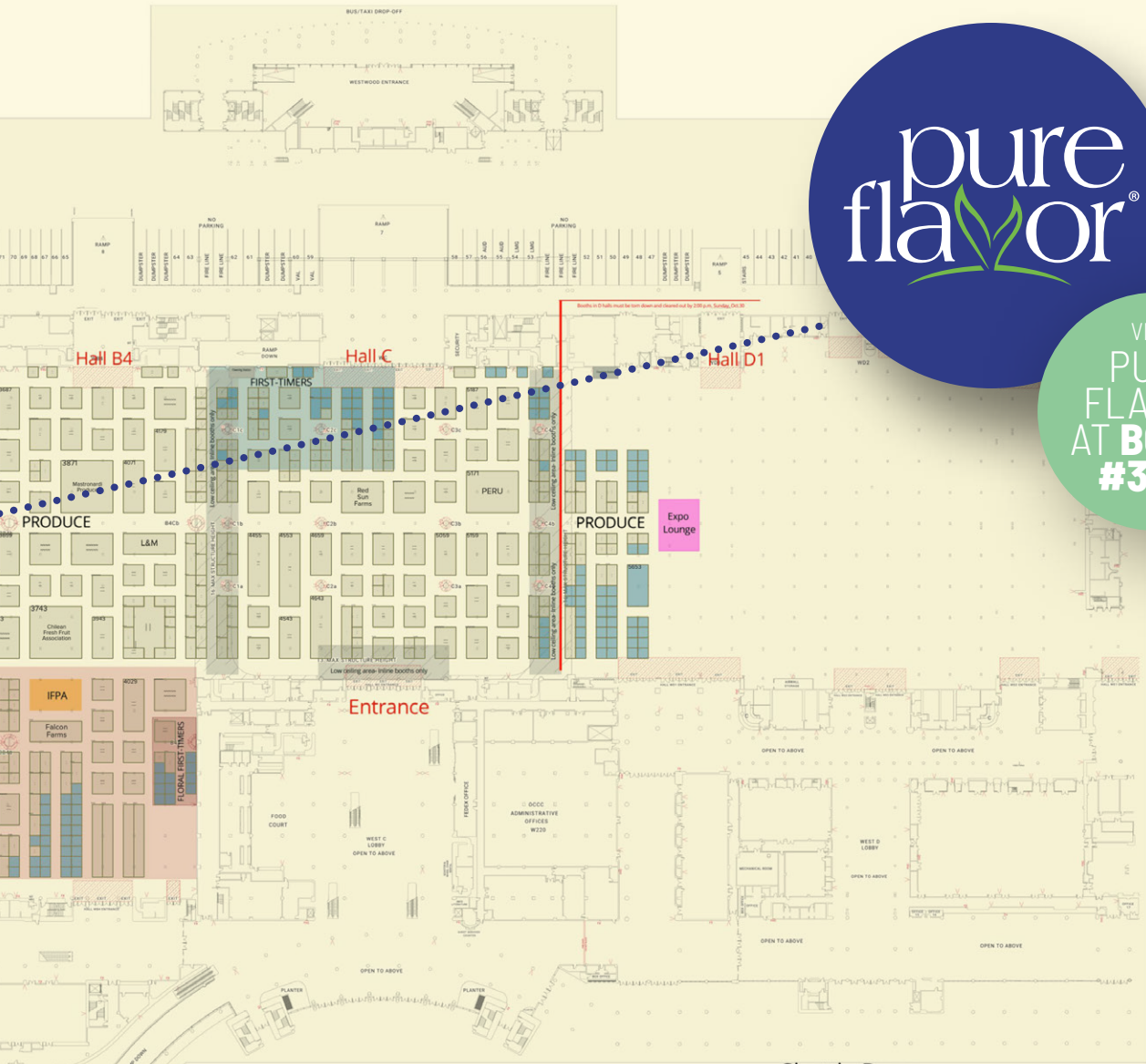
Saturday, Oct 29	Event	Location
7:45 am - 8:30 am	Networking Breakfast	Orange County Convention Center
8:00 am - 5:00 pm	Fresh Ideas Showcase	Orange County Convention Center
8:30 am - 9:45 am	Women's Fresh Perspectives General Session: Women in Film: Navigating a Male-Dominated Industry	Orange County Convention Center
10:00 am - 5:00 pm	Exposition Open	Orange County Convention Center

*IFPA Members Only or By Invitation

FOR AN UP TO DATE SCHEDULE, VISIT [FRESHPRODUCE.COM](https://freshproduce.com) →

MAP OF THE SHOW FLOOR





VISIT
**PURE
 FLAVOR®**
 AT **BOOTH
 #3559**

CLICK FOR THE FULL MAP →

There are always a few last minute questions before you board the plane. Sit back, relax, and rest assured we have the answers.



ARRIVING IN Orlando

Ground transportation from the Orlando International Airport | MCO

APPROXIMATE RATES

Destination	Hotel Shuttles	Local Bus (per person)	Shuttle Van (per person) (1-way/round trip)	Taxi (per trip - 1 way)	Limousine (per hour)
Airport Hotels	Free!	\$2	\$15/\$22	\$14/\$18	\$50/\$90
International Drive Area	N/A	\$2	\$21/\$33	\$38/\$45	\$50/\$90
Downtown Orlando Area	N/A	\$2	\$20/\$32	\$38/\$45	\$50/\$90
Winter Park / Maitland Area	N/A	\$2	\$29/\$49	\$45/\$55	\$50/\$90
Lake Buena Vista Hotels	N/A	\$2	\$23/\$37	\$47/\$55	\$50/\$90
Kissimmee Hotel Area	N/A	\$2	\$29/\$49	\$45/\$75	\$50/\$90
Disney Resort	N/A	\$4	\$23/\$37	\$52/\$68	\$50/\$90
Port Canaveral	N/A	N/A	N/A	\$115	\$50/\$90

RENTAL CARS

Orlando is the largest rental car market in the world, with most of the major car rental companies located on-airport, without the need for a shuttle bus to pick up your rental car. The on-airport rental car companies are located in Terminal A and Terminal B, Level 1 (Ground Transportation).

RIDE SHARING

Drop-off - Terminals A & B, Level 3 (departures curb)

Pick-up - Terminals A & B, at the ends of the arrivals curb (Level 2)

Travel from the Orlando International Airport to the Orange County Convention Center is approximately 17min or 14 miles

DON'T FORGET TO PACK:

- Sunglasses / Sunscreen / Hat
- Passport if travelling internationally
- Bathing suit if taking a dip in the pool
- Comfortable shoes if walking the show floor or seeing the sites
- Flipflops for vacation mode

SAFE TRAVELS AND SEE YOU IN ORLANDO!



GET GRILLING — With — AURORA BITES

DISCOVER AURORA BITES →

Level up the flavor at your next cookout by adding Aurora Bites Mini Sweet Peppers to the grill! They are crisp and crunchy and perfect to skewer, stuff, or simply grill.





EAT WELL TOGETHER TO BE WELL TOGETHER

Magic happens during family mealtime when people gather around the table and engage each other in conversation!

Pure Flavor® is here to make family meals at home easier with fresh greenhouse grown fruit and vegetables a part of every meal. Family meals are a building block and we are here to help fuel healthy lives. Be inspired to try something new for your next family meal and join us on a journey to strive for healthy eating as a family to fuel healthy minds and healthy lives.

[LEARN MORE →](#)



COOK TOGETHER



EAT TOGETHER



GROW TOGETHER

DID YOU KNOW?



Family cooked meals **nourish the spirit, brain, and health of all family members**¹



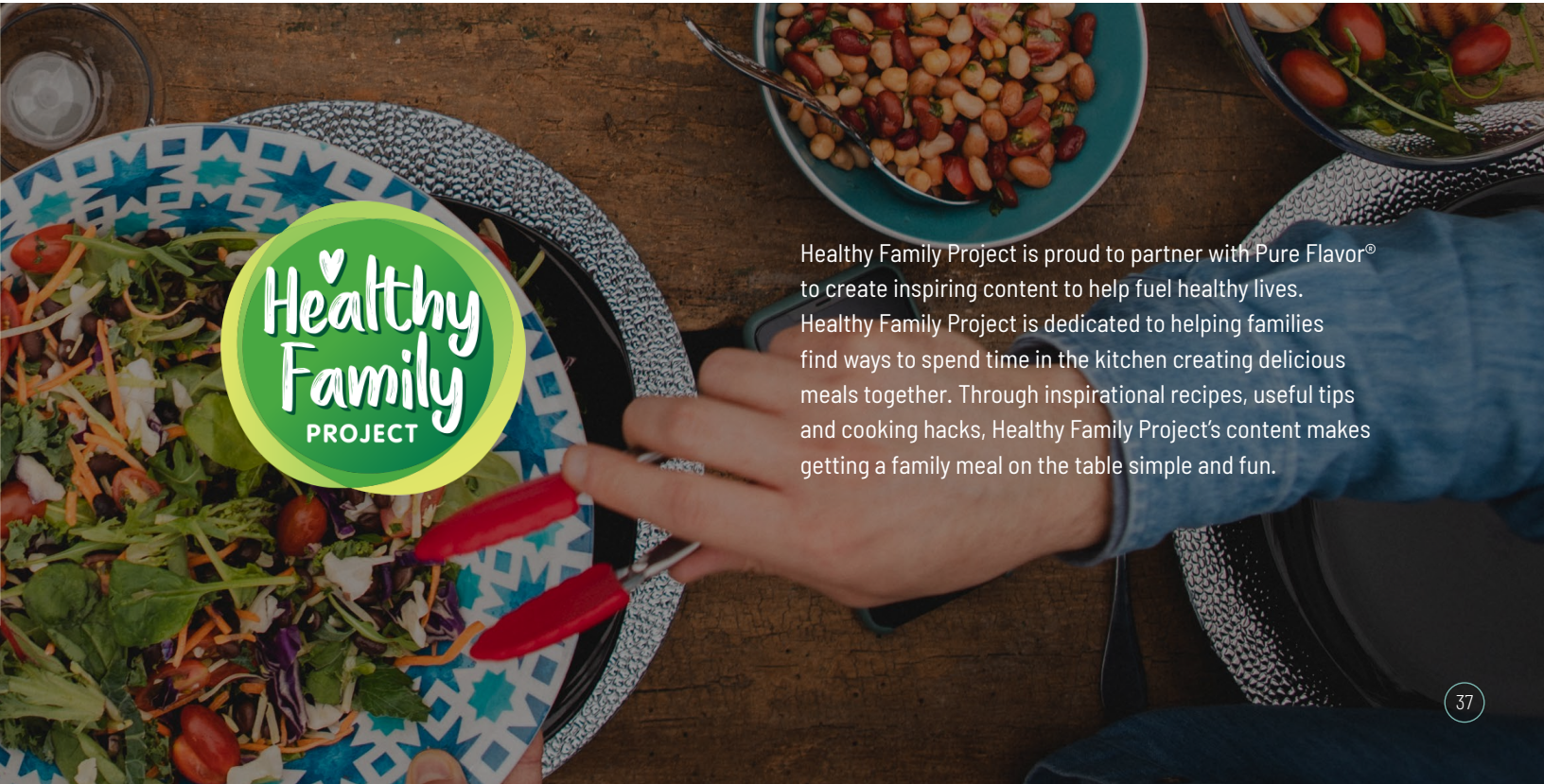
Regular family meals are linked to **higher grades, self-esteem, healthier eating habits and less risky behavior**¹



Studies showed family meals **improve fruit and vegetable consumption**²



88% of US adults say they **eat healthier at home than when they are out**³



Healthy Family PROJECT

Healthy Family Project is proud to partner with Pure Flavor® to create inspiring content to help fuel healthy lives. Healthy Family Project is dedicated to helping families find ways to spend time in the kitchen creating delicious meals together. Through inspirational recipes, useful tips and cooking hacks, Healthy Family Project's content makes getting a family meal on the table simple and fun.



THE NEXT GENERATION OF VEGETABLE GROWERS

At Pure Flavor®, we're forging a new, green way forward that puts sustainability first by efficiently growing millions of healthy & flavorful 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*®

