



# Marcum Food & Beverage Group Concludes First National Summit Program

**M**arcum LLP's Food & Beverage Services Group concluded its first national summit program last month, presented in four regions of the U.S. The summits, aimed at helping F&B companies survive and thrive in an increasingly competitive industry, focused on innovation, regulation and disruption.

F&B executives representing manufacturing, retail, distribution, and finance attended. A panel of industry leaders discussed the latest trends and provided examples of innovation as models for other F&B companies at every stage of development, from start-up through maturity.

Louis Biscotti, Marcum's national Food & Beverage leader, created the summit program as a networking and learning event for senior industry executives. "I have always been intrigued by the stories that CEOs told me about how they developed their companies and the keys to their success. I thought it would be a great forum for CEOs to get together and talk



Marcum's LI Managing Partner Carolyn Mazzenga (R), national F&B Services Leader Lou Biscotti (2nd R), and F&B NYC Leader Natalie Verbanac (2nd L) during the event's networking portion.

about these strategies and all of their best practices," Mr. Biscotti said. "Our goals are for attendees to come away with ideas they can put into immediate action and a new set of contacts to help build their businesses."

One CEO said, "You get some really good pointers from these people—how to position your business, your marketing, your growth strategy to effectively stand on the shoulders of giants."

"Marcum really assembles some of the brightest people in the accounting industry. That, combined with the



F&B NYC Leader Jim Aspromonti (R) moderating a panel that included Zak Romanoff, Omni Food Sales; Eric Ottaway, Brooklyn Brewery; Stephanie Katzman, Katzman Produce.

outreach of the companies that they represent, really provides a solid base of people who can grow and profit from the material being presented," said another attendee.

In addition to the formal program, each summit also featured an Innovative Emerging Company Showcase, where young F&B companies introduced their products through food samplings. Attendees voted on their favorites, and a \$2,500 cash prize was awarded to the winner in each market.

## Emerging company winners included:

- Ft. Lauderdale – **Bolay**, restaurant serving freshly prepared, gluten-free ingredients
- New England – **Maya Yogurt**, minimally processed, less-sweet GMO product
- New York – **Altru Brands**, patent-pending antioxidant & electrolyte blended beverage
- San Francisco – **Miyokos**, non-dairy cheese

Additional markets will be added to the program in 2020.

For more information including sponsorship details, visit [www.marcumevents.com](http://www.marcumevents.com).

Marcum's Food & Beverage Services Group helps clients improve growth and profitability, guiding their development from small emerging entities into national and international organizations. Services range from supply chain logistics, transaction advisory services, and profitability analyses to cost segregation studies, financial reviews and audits, structuring, succession planning, and more. For more information, visit [www.marcumllp.com](http://www.marcumllp.com).

