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Grand Rapids, Michigan – S. Abraham & Sons, Inc. (SAS) a subsidiary of Imperial Trading Company, is pleased to host its 37th Annual Vendor Exhibit & Trade Show. The show theme **"Sail into Higher Profits, Steering You into 2023 and Beyond"** will be held February 23 – 24, 2023 at DeVos Place in Grand Rapids, Michigan.

Retailers have a six-week buying opportunity from January 23 – March 5 to place orders on The Marketing Arm Trade Show portal.

SAS added 25 new manufacturers to its trade show this year. Some of those new manufacturers include Naturipe Foods featuring a variety of tasty bento boxes, fruit cups and parfaits; Nordic Waffles offering hearty and delicious stuffed waffles in three varieties; Bidi Stik, Black Buffalo, Mason Vitamin and Phoenix Energy. Iconic Candy has brought back Crème Savers and Nick's is a new Swedish-style snack bar that taste like a candy bar while packing protein and with only three to four carbsl New meat snack offerings include Charqui Jerky, Field Trip Meats and Wild Bill's. Wild Chicken Chips are a new take on protein snacks and Tillamook is offering 30% off several items! Innovation from Hostess includes Kazbars and Bouncers; two new items featured at the show include C-Force Water and Golden Dough.

Bean to Cup offerings will be featured in Captain Abe's C-Store such as, Franke Bean to Cup, featuring on demand brew technology and more taste, less waste; Schaerer Bean to Cup leading the coffee revolution and Bunn Fast Cup featuring intuitive touchscreen experience. Champs Chicken, Hanger 54 Pizza and David's Cookies will be showcased in the C-Store.

Imperial Trading Company and S. Abraham & Sons Inc. provide marketing, distribution, and technology solutions to convenience retailers. Their service area extends from the United States and Canada border to the Gulf of Mexico where they service over 5,000 retail locations. The company's strengths are its alliance with retail customers and the continued commitment to providing exceptional quality, value, and service.

Imperial Trading Company and S. Abraham & Sons, Inc. have six distribution centers servicing 21 states and are headquartered in Elmwood, LA.

For further information, please contact Kaye Powell, VP Trade Marketing at kaye.powell@sasinc.com.