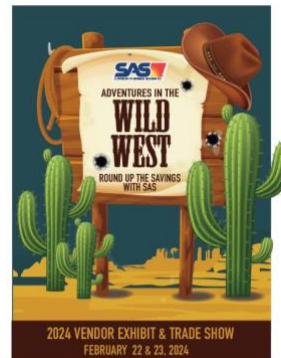


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FOR IMMEDIATE RELEASE

February 19, 2024

Grand Rapids, Michigan – S. Abraham & Sons, Inc. (SAS) a subsidiary of Imperial Trading Company, is pleased to host its 38th Annual Vendor Exhibit & Trade Show. The show theme **“Adventures in the Wild West – Round Up the Savings with SAS”** will be held February 22 – 23, 2024 at DeVos Place in Grand Rapids, Michigan.

Retailers have a six-week buying opportunity from January 26 – March 10 to place orders on The Marketing Arm Trade Show portal.

SAS added 14 new manufacturers, 534 new items, 269 manufacturers representing 190 booths to its trade show this year. A special feature in the SAS Outpost will be 7 manufacturing Chefs from F’real, Johnsonville, Mega Mex, Sysco, Tyson, Home Market Foods and Nestle Professional. These Chefs will sample new recipes and distribute those recipes to the attendees. Another highlight to the show is the Rack Corral featuring a variety of racks filled with product for retailers to order. You may even run into Tony the Tiger, Mr. Peanut, The Tyson Chicken, Uncrustable, The Koolaide Man, Hershey, Reese and M&M Plain while walking the show floor. A show full of savings, retailer opportunities, and networking with manufacturers are sure to be the hit of the wild west!

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 seven 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.