



11102 Lincoln Highway East
PO Box 417
New Haven, IN, 46774-0417
O: 260.493.6607
T: 800.552.0835
F: 260.749.6116
www.fmcconnell.com

McConnell's Announces "Powering Fresh" 2026 Convenience Tradeshow



FORT WAYNE, Ind. — McConnell's, a family-owned distributor proudly serving the convenience industry for more than a century, is gearing up to Power Fresh at the 2026 Spring Convenience Tradeshow. The one-day event will be held April 9th from 10 AM to 3 PM at the Allen County War Memorial Coliseum in Fort Wayne, bringing together convenience retailers from Ohio, Michigan, and Indiana for a day centered on growth, innovation, and fresh opportunities.

This year's theme — **"Powering Fresh"** — highlights McConnell's ongoing commitment to helping c-store operators stay ahead of fast-changing consumer trends through **new programs, valuable rebates, and forward-thinking merchandising and technology solutions** as well as category growth opportunities that embody McConnell's values.

"Food has always been part of McConnell's story — from our earliest days of distributing to the present as we're helping stores evolve into today's convenience destinations," said Noelle Mazza, Marketing Coordinator at McConnell's. "Powering Fresh honors that legacy. It's about bringing forward the same values that have guided us for 112 years: resourcefulness, relationships, and a passion for helping retailers grow through fresh ideas and innovation."

Attendees can expect an exciting day filled with product showcases, first-to-market programs, and interactive vendor experiences. McConnell's will also announce cash prizes throughout the day, adding extra excitement for those who attend and engage with participating brands.

Retailers, chains, and independent operators are invited to **Join McConnell's on April 9th** to explore what's new, meet the team, and discover how "Powering Fresh" can grow your margins and refresh your in-store experience.



THURSDAY APRIL 9TH, 2026 10 AM- 3PM AT THE ALLEN COUNTY WAR MEMORIAL COLISEUM

