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FOR IMMEDIATE RELEASE

FEBRUARY 4, 2026

GRAND RAPIDS, MICHIGAN – S. Abraham & Sons, Inc. (SAS) a subsidiary of Imperial Trading Company, is pleased to host its 40th annual Vendor Exhibit and Trade Show. The show **“Celebrating America on its 250th Anniversary ~ Powering Dreams One Store at a Time”** will take place on February 19 & 20, 2026 at DeVos Place in Grand Rapids, Michigan.

SAS added 25 new manufacturers, 692 new items, and 172 booths representing 243 manufacturers to the show this year.

The Stars and Stripes Convenience Store will highlight the newest, latest, and greatest in the industry from merchandising displays to planograms to foodservice innovation. Highlighting the C-Store this year will be several chef demonstrations by our manufacturers featuring easy to create recipes, new equipment, grab and go options, and snacking ideas to fill warmers using TurboChef. The C-Store will feature flexible recipes and LTOs that fit your needs throughout all day parts. From unique bubbler flavors with blackberry lemonade to fast cook snacking with mini burger bites – win the day with a menu that works for you.

The newest merchandising techniques using Bruegmann product pushers and electronic shelf tags by Freshwater Digital will be on display in the Stars and Stripes C-Store...the future of the industry!

The SAS Trade Show will feature innovative new protein items to add to store sets including new formats like protein chips, muffins, crackers, and cookies keeping retailers ahead of the snacking trends.

Imperial Trading Company and S. Abraham and Sons Inc. provide marketing, distribution, and technology solutions for 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 22 states and are headquartered in Elmwood, LA.

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