

FOR IMMEDIATE RELEASE

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American Frozen Food Institute Co-Locating Headquarters with the Food Marketing Institute

McLean, VA – [American Frozen Food Institute](#) (AFFI) President and CEO Alison Bodor today announced that AFFI will co-locate its headquarters with the [Food Marketing Institute](#) (FMI) in Arlington, Va. FMI is the national trade association that serves as the voice of the retail and wholesale supermarket industry, a key customer group for AFFI members.

“I’m pleased to announce that AFFI’s offices will be relocated closer to Washington, D.C., to enhance AFFI’s ability to advocate for frozen,” said AFFI President and CEO Alison Bodor. “AFFI and FMI are eager to explore additional operational efficiencies and ways to enhance member value from both organizations vested in the success of frozen foods and beverages.”

AFFI and FMI will also join forces during the upcoming [AFFI Frozen Food Convention](#) (AFFI-CON) on Monday, March 5, in Las Vegas. FMI President and CEO Leslie Sarasin is slated to deliver the Industry Spotlight address: “The State of Food Retail and What It Means for Frozen.”

“Just as frozen foods bring diverse strengths and appeal to customers of retail stores across the nation, we look forward to exploring the infinite synergies that undoubtedly will emerge from having AFFI and FMI share office space, bringing greater efficiency and deeper levels of service to our respective members,” said FMI President and CEO Leslie Sarasin.

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The American Frozen Food Institute is the member-driven national trade association that advances the interests of all segments of the frozen food and beverage industry. AFFI works to advance food safety and advocates before legislative and regulatory entities on the industry’s behalf to create an environment where members’ foods and beverages are proudly chosen to meet the needs of a changing world.