Connecting the snack industry to create growth and opportunity
Traditional snack companies are marketing products with bold, innovative new ingredients and the snack category is rapidly expanding into nearly every aisle of the grocery store. The very definition of “snacking” is changing before our eyes. SNAC International represents a $27.5 billion industry, helping member companies bring new ideas to store shelves and make the most of the evolving snack category.

SNAC International unites all stakeholders in the snack industry. Since its start in 1937, SNAC has evolved and re-invented itself in step with the industry. Today, SNAC represents 400 companies from 55 countries worldwide, generating a great synergy of traditional, classic and healthy snack products across companies large and small, domestic and international.
CREATING CONNECTIONS

As the only snack-centric trade association, SNAC creates connections and opportunities and fosters collaboration across all industry stakeholders. SNAC International achieves this through:

ADVOCACY

SNAC is nimble enough to quickly mobilize on key legislative and regulatory issues at a moment’s notice and disciplined enough to have a laser-like focus on snack-specific challenges.

EDUCATION

Only SNAC acts as an extension of its members’ staff, offering continuing education at NO ADDITIONAL COST beyond membership dues.

NETWORKING

SNAC brings the industry together in unique ways that build business and advance careers.
SNAC’s government affairs team utilizes its deep connections in federal agencies and Congress, and mobilizes its members to influence policymakers on key rules and legislation affecting snack makers. SNAC also keeps its members a step ahead of impending regulations, such as labeling standards and food safety best practices.

- **Legislative Summit:** Each Spring, SNAC International members travel to Washington, D.C. to meet directly with Senators and Representatives on Capitol Hill to discuss the industry’s key issues and how current legislative policy affects their businesses. SNAC helps its members become advocates for their own companies, amplifying the industry's voice in Washington.

- **SnackPAC:** The official Political Action Committee of the snack industry, SnackPAC gives members inside access into snack’s advocacy efforts and creates opportunities to build relationships with legislators representing their interests at the highest level.

SNAC was instrumental in obtaining a nationally uniform standard for labeling bioengineered ingredients.

SNAC played a leading role in a multi-year campaign to enact legislation establishing a national standard for disclosing bioengineered content in food, and preempting state level requirements. After passing legislation in late 2016, the process was completed when USDA issued a final regulation in late 2018. The regulation includes a three year compliance time frame, SNAC’s highest priority.
EDUCATION

From seminars with high-profile industry speakers to monthly webinars, SNAC International helps its members stay ahead of industry trends and best practices. With many of SNAC’s educational opportunities available at no cost for members, SNAC is committed to investing in the personnel of its member companies and is a true partner in professional development.

- **Emerging Leaders Program**: Designed to equip rising star employees with the skills they need to excel in the areas of leadership, communication, team-building and negotiation skills, SNAC invests in the future leaders of the industry by helping them grow professionally. This course is led by some of the best business professors in the world at Georgetown University. **FREE FOR MEMBERS**.

- **Executive Leadership Forum**: With a series of insightful educational sessions, workshops and networking opportunities, the Executive Leadership Forum (ELF) helps members prepare for the next generation of snack consumers and stay on the forefront of the fast-changing snack category.

- **Technical Resources**: SNAC’s comprehensive technical education program includes interactive workshops and webinars tackling pressing issues from food safety rules and sanitation best practices to labeling claims, Proposition 65, Bioengineered Food Disclosure, and nutrition issues such as sodium reduction. **FREE FOR MEMBERS**.

The 2018 Executive Leadership Forum (ELF) featured insights from PepsiCo Chairman and CEO Indra Nooyi on leading through disruption. A panel discussion on the evolving snack category included perspectives from Carlos Abrams Rivera, President, Campbell Snacks and Mike Sherlock, SVP – Chief Product Marketing Officer, Wawa, Inc. and others. ELF is the snack industry’s must-attend conference for premier education, insights and leadership strategies for executives.
Every SNAC International program includes snack manufacturers, marketers and suppliers, fostering relationship building and the exchange of information. Collaboration amongst industry professionals is key to driving the growth of the snack industry.

**SNAXPO:** From business strategy to emerging ingredients, flavor profiles to packaging, SNAXPO touches on all aspects of the snack industry. Through a full-scale education program, SNAXPO tackles all the latest topics that appeal to snack professionals. And through an immersive exhibit hall featuring innovations from the entire snack supply chain, SNAXPO uncovers all the elements you need to take your business to the next level.

In 2018, SNAC International’s Board of Directors unanimously voted in favor of establishing the Women in Snacks (WinS) network to champion leadership development and advancement for female professionals in the snack industry. To further the mission, SNAC chartered a steering committee of member volunteers composed of both men and women. SNAC organizes regular opportunities for the WinS Network to gather, learn and build important connections, including at SNAXPO19 with a session featuring Angie Bastian, founder of Angie’s BOOMCHICKAPOP; Jolie Weber, CEO, Wise Foods; and Laura Maxwell, senior vice president, supply chain optimization, Frito-Lay North America.
I invite you to join our association of 400 companies worldwide in becoming a member of SNAC International. SNAC’s membership is diverse, ranging from makers of traditional snacks to innovative “better-for-you” products made from pulses, ancient grains, meats and vegetables. SNAC International connects its members to information about what tomorrow’s consumers are seeking and to industry leaders from around the world. SNAC members value their membership because we prepare them for success within a category that has expanded to nearly every aisle of the grocery store.

— Elizabeth Avery, Chief Executive Officer, SNAC International

**Join SNAC International**

- **Snack Company Membership:** Available to any U.S. or international company that manufactures or markets snacks.
- **Associate Membership:** Available to any U.S. or international company associated with the snack industry, such as suppliers of products or services to snack companies (does not include snack makers).

“Membership in SNAC is a solid investment. The association plays a vital role as an extension of our staff, whether it be providing leadership development training, guidance on complying with technical issues, or a cost effective way to engage with lawmakers on snack industry priorities.”

— Fritz Kohmann, CFO, Shearer’s Snacks
The snack industry is growing rapidly and our membership in SNAC ensures that we don’t miss a beat. SNAC keeps us in front of emerging regulatory requirements through its first class advocacy resources and has pioneered leadership and development opportunities for women in the industry, as well as for rising leaders and senior executives through partnerships with world class universities.

—Jolie Weber, CEO, Wise Foods

---

**Industry Insights**

SNAC International keeps members in the loop on the latest industry happenings to make more informed decisions for their organization. The following resources are available to SNAC International members at no charge:

- State of the Industry Report
- SNAC Report e-Newsletter
- Executive Insights
- Monthly Webinars
- Experts-On-Call
- National Salary and Benefits Survey
- Issue and Action Alerts
- Food Labeling Guide