

New Brands on the Shelf at the Fancy Food Show

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The Summer Fancy Food Show offers an annual opportunity for new and newish specialty food producers to gain exposure for their products both to the New York market and to specialty food retailers from across the country who flock to the show to see what's new and exciting and who's won this year's sofi awards. See sister publication *Gourmet News* (at GourmetNews.com and at GourmetNewsENews.wordpress.com) for all the coverage of this year's show, but here's a sampling from among the newest of the new.

Sofine Food brought Dress it Up Dressing to make its debut at the Summer Fancy Food Show. Dress it Up Dressing came from a family recipe from Suzi Maroon, mother of Sophia Maroon, CEO of Sofine Food, which has been in business in Bethesda, Md. since May 2012. "My mother's been serving them since I was a child, and I've been making them for 15 years," Sophia says. "My brother was always saying that they're good enough to sell, so I'm putting them to the test." There are four varieties: red wine, apple cider, champagne and chocolate. If chocolate salad dressing sounds weird, Sophia proved that it isn't with a sampling of the dressing on a kale and mango salad. After the show find Sofine Foods at www.dressitupdressing.com.