

## AMI Group draws crowds with Caviar x Caviar event



Matthew Farrell, VP of Culinary Innovation and Development, AMI Group (left) distributing Noir Kaluga Caviar by Catsmo Artisan Smokehouse at the Caviar x Caviar event

[AMI Group](#) drew crowds to its IFSA Global EXPO booth, shared with [Buzz](#), for its Caviar x Caviar event this week.

The pop-up event highlighted AMI's version of a perfect pairing with JCB "Caviar" Blanc De Blancs bubbles and Noir Kaluga Caviar by Catsmo Artisan Smokehouse. An ideal end to the second day of the conference in Long Beach, California, Caviar x Caviar brought a bubbly and fun-infused opportunity to sample the caviar with AMI Matthew Farrell, VP of Culinary Innovation and Development, distributing the delicacy to invited guests.



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Located directly across from the IFSA Innovation Pavilion, the two companies joined forces to bring a taste and touch of the California west coast to the exhibition.

Following the success of last year's booth, AMI and Buzz joined forces one again to bring the best of California-style food truck offerings to the expo floor. AMI rolled in its signature food truck, serving up a rotating menu of light bites, wines, cocktails and mocktails throughout the week. New this year, smaller, food-truck style vendors lined the side of the area, creating a welcoming atmosphere for conference-goers to eat, have a meetings and relax.



AMI Group and Buzz team members at the shared booth



The AMI Group food truck menu