

**Contact Information:**

SENPA, Inc.
Debra Short
(727) 846-0320
dshort@senpa.org

NOURISHING
THE HUMAN
CONNECTION

Release Date:

April 17, 2019

FIRST SENPA-PRODUCED SOHO HEALTHFEST OFFERS REVITALIZED SHOW FOR SUPPLEMENTS AND FOODS

SOHO Healthfest continues a tradition set by NPA-SW and meets great success

NEW PORT RICHEY, FLORIDA, April 11 — On April 5–7, 2019, SENPA, Inc. produced their first iteration of SOHO Healthfest, a continuation of a storied and long-standing show formerly produced by the now-dissolved NPA-SW, for 117 retailers and 78 exhibitors. Hosted at the Omni Mandalay in Irving, Texas, the show featured two days of education, starting with Terry Lemerond of EuroPharma on Friday, April 5, and featuring speakers such as Carl Germano, Dr. Decker Weiss, Ryan Sensenbrenner, Dr. Cass Ingram, and many more.

Also featured at SOHO Healthfest was a one-day table-top trade show, featuring 78 different exhibitors offering a wide spate of products for local retailers to carry, from the tried-and-true traditional supplements to the hottest new entrants into the public eye—such as curcumin and the ever-rising CBD—along with foods, essential oils, and even pet supplements.

SENPA President Lester Burks was in attendance along with eight SENPA board members. When asked about SOHO Healthfest and the incredible amount of interest the show had gathered, he stated “I think it’s just fantastic. This turnout shows that there’s a real hunger for knowledge like this among our key audience: natural products retailers—and I’m thankful that we at SENPA could provide it.”

SENPA’s Trade Show Coordinator, Stacey Lett, also made note of the successes the show had achieved. “The venue, the timing, the size, and the need for education and buying opportunities came together to create a perfect event for retailers and vendors alike. SOHO Healthfest has proven that it is the place to be for both independent retailers and vendors to learn, do business and most importantly, build relationships that will strengthen the natural products industry.”

Overall, SENPA, Inc. is proud of the result of the planning and execution of the show and looks forward to next year’s SOHO Healthfest show, which promises to be even more exciting than this year.

About SENPA: SENPA’s mission is to support the natural products industry through education, networking and advocacy for the right to buy and sell natural products by empowering healthy choices and business development. SENPA produces SOHO EXPO, SOHO Healthfest, Strategies for Success Road Shows, and Intensive Education CEU programs throughout the year. These programs offer members the chance to hear from highly-qualified industry leaders and nutritional professionals on the latest in nutrition in the natural products industry. To learn more, visit www.SENPA.org.

