



MFA'S 44th Annual Convention

“MFA UNDER THE SEA”

"A Family Tradition since 1982"

May 23-26, 2025

Omni Mt. Washington Resort Bretton Woods, NH

The MFA Family Reunion Convention is fast approaching! This brochure will help you prepare for the weekend but if you have any questions, please feel free to contact us at 617/542-3085 or email mafood@mafood.com.



This year's theme is **"MFA Under the Sea"**. *MFA would like to thank all of our members, sponsors, and supporters.* [Check your program book for a full listing of sponsors.](#)

With your generous support, MFA is able to not only host this wonderful event but to continue our important legislative and regulatory work for the industry. Get ready for an adventurous weekend in the New Hampshire mountains!

Friday arrivals - Check in at the “Underwater Coral Cave” to receive your registration packet, schedule of events, tote goodie bag and name badges (**please wear name badges all weekend**). Sign up for events in main lobby!

Welcoming snacks will be available upon arrival and AJ's Deli Truck will be serving up delicious snacks and treats. You may also have lunch on your own at **Stickney's** restaurant from 11:30am - 3:00 pm).

Arriving Late? Buffet dinner will be served in the Ballroom until 9:30 p.m. or a late-night snack will be available in the Great Hall until 10:30 p.m.

Attire - Dress is casual for the weekend.

Saturday is “Under the Sea” theme day with the children's costume parade to lunch for the kids at noon. Adults, wear your costumes at the cocktail party.

Marauders will be awarding prizes. Sunday dinner is the “dressier” Memorial Day celebration. (Sport coats, dress slacks, dress).

Cocktail parties (21+) nightly in the Conservatory and/or the Jewell Terrace (weather permitting).

Adult Dinners - Hotel staff will be stationed next to the MFA desk on Friday to assist with seating & wine selections for the entire weekend. You will sit at the same table throughout the weekend.

Teen/Tween Dinners – The reception will be held in the **Coral Cave** with soft drinks and snacks followed by a dinner event & evening entertainment. Check the program book for details on Saturday and Sunday.

Children's Dinners/Entertainment - Each night there will be a variety of fun theme events to entertain all! Games, magic shows and movies in the same location. Check your program book for details.



SIGN UP IN ADVANCE

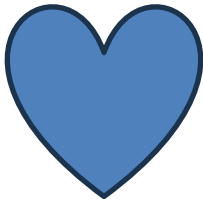
GOLF TOURNAMENT Saturday - **Sign up in advance required.** The 18-hole Best Ball Tournament (\$80pp) will be held at 8:30 a.m. on the beautiful course at the Omni Mt. Washington Resort. **Sunday** is an 18-hole Open Golf tournament beginning at 8:30 a.m. Both days will feature a closest to the pin contest. Also available at 9:00 a.m. is 9-hole Family Golf (\$50pp). A light breakfast at the clubhouse and snacks/lunch/refreshments will be served on the course. In order to secure your spot and reserve a cart, **please fill out the attached reservation form and email it to mservello@mafood.com no later than May 12th.**

Please do not send golf money to MFA. The golf pro will charge golf fees to your room or credit card on the day of the tournament or family golf event. Please bring your folio card to the course.



TENNIS TOURNAMENT - **Bring your racquet** and enjoy a lively tournament throughout the weekend. Sign up in the Great Hall upon arrival.

PICKLEBALL - **Bring your pickleball racquet** and enjoy this fast, fun game! Sign up in the Great Hall upon arrival.



Children's/Pre-Teens/Teens/Family Events

(Check Program Book for Times/ Locations)

Share your selfies! Post on Insta: Tag **@massfood #mfa2025**

Join in a number of exciting theme events and more.

Sign-ups located in the Great Hall upon arrival!

Under the Sea Henna Tattoos
Sebastian's Musical Chairs
Shark Bait Cornhole
Under the Sea Family Portraits
Catch Black Bear's Pirate Flag
Coral Bingo
Treasure Hunt Game Show
Black Beard's Dodgeball
Polar Bear Plunge
Sneezy's Soccer
Video Game Contest
Jellyfish Yoga
Under the Sea Adventure Room
Sea Shell Nail Painting

Ariel's Glow in the Dark 4square
Blowfish Street Hockey
Ponyo's Ping-Pong Tournament
Aquaman's Magic Yo-Yo Skills
Shark Bait Corn Hole
Little Fish School Diaper Dash
Sebastian's Magic Show
Jellyfish Teen Disc Golf
Atlantis Bocci tournament
Theme Costume Making
Wagon Rides
Pirate Party
Shark Bait Sack Race
Octonaut's Soccer

Little Mermaid & Friends - Saturday at 1:00 p.m. Fun for all ages! Sebastian's Crabwalk, Pin-The-Tail on the Flounder, King Triton's Crown Relay, Ursula's Hoodie Cup Stacking, Fish Face Painting and Flamingo Croquet!

BRING YOUR SUIT! Indoor & Outdoor Pool



"SPARKS ARE FLYING" FIREWORKS Overlooking the beautiful White Mountains - join your family on the back veranda at 8:45 p.m. Saturday to watch the magical display! They will be truly impressive!



ADULT EVENTS

MFA Jaws Club Ca\$ino



Friday evening: Purchase "funny money" and try your hand at Black Jack, Roll the Dice, Kentucky Derby Racing Game, Texas Hold 'em, Shuffleboard, or Skittle Bowl to win amazing prizes! The top 75 winners' names are announced on Saturday at 10:00a.m. to walk through the prize room. You may send a substitute to pick up your prize if you are unable. **No minors under age 21 are allowed to play or enter the Casino where alcohol is being served (NH State Law). Picture I.D. is required.

Saturday evening: MFA's Jaws Club - Enjoy music and dancing **or hold on tight and ride the mechanical SHARK!!** Theme Prize Drawing at approx. 10:15p.m winner must be present.

Sunday evening: MFA Memorial Day celebration. We will pay tribute to those men and women who protect our country's freedom. Bring your name badge to recycle in a bin at dinner to be put in a drawing for prizes at the hypnotist entertainment later in the evening.



Person of the Year Presentation: Immediately following dinner we will celebrate our person of the year, **MICHAEL GOLD OF BIG Y FOODS**. Michael is the recipient of this year's Milton W. Segel Distinguished Service Award. He has been an amazing supporter of MFA and our convention for many years. Congratulations to Michael! A very well-deserved honor.

Immediately following, join us in the Ballroom for the **Mysterious Magical Hypnotist!** (NH state law - only adults 21+ will be admitted) As an alternative, the Cave will be open (21+) or bring the family to the "Born in the USA" Campfire with S'mores. Be sure to return to the ballroom at approximately 10: 15p.m for the name badge drawing! (winners must be present to claim prizes).



2025 CATEGORY FOCUS Snack Time!

We are very excited to welcome our special category focus group this year and would like to thank both the category focus committee members and sponsors for their participation and support of this year's event. We will be treated to an array of delightful snacks at various events throughout the weekend. Check program book for category focus events & times.

BEVERAGE TASTINGS - Saturday & Sunday (21+) featuring an array of alcoholic and non-alcoholic beverages along with tasty snacks from this year's category focus.

BUSINESS SESSIONS

Saturday - Category Focus Business Session – Future trends in the snack category around sustainability, personalization & innovation.

Sunday - *Government Affairs Roundtable* – gather to discuss important legislation affecting our industry.

BACK BY POPULAR DEMAND - The **fruit stand** is back! Treat yourself to a delicious array of fresh fruit in the Great Hall throughout the weekend.

FAMILY FUN FOR EVERYONE!

FAMILY BINGO – Family fun for all ages – super prizes too!

FAMILY GOLF – See Sign-up form attached

FAMILY SELFIE SCAVENGER HUNT

FAMILY PORTRAITS – Capture the Memories!

CRAFT ROOM (Please note this is not a daycare facility. All children must be accompanied by an adult or sitter)



THE SPA

Inspired by the flora and fauna surrounding the beautiful White Mountains indulge in a relaxing spa treatment. Spaces are limited - please contact the Spa directly at 603/278-1000 to reserve an appointment on your own.

DIRECTIONS TO THE OMWR:

310 Mount Washington Road, Bretton Woods,
NH 03575

ROOM CHANGES/CANCELLATIONS

Please contact the MFA office at 617/542-3085 if you have any changes or to cancel your reservation. Kindly note the Hotel cancellation policy requires 72 hours-notice prior to the date of arrival to avoid the room cancellation fee.

STAY AN EXTRA DAY OR TWO?

If you would like to arrive early or extend your stay, Omni Mt. Washington Resort will extend special nightly rates two days before or two days after our event (based on availability).

MAKE A PIT STOP AT A.J.'S ON YOUR WAY TO THE MFA ANNUAL CONVENTION – details in the attached flyer!



MESSAGE FROM URSULA

In the past, the resort has informed us that 50-75 people in attendance were not registered for the event. This made it difficult for the Resort to cater to the needs of the guests relative to meals and activities. The Resort Security and MFA Staff will be paying strict attention to the name badges in an effort to alleviate the situation and be fair to the registered and paid attendees. Please wear your badge at all times throughout the weekend!