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**CLICK & COOK at the International Restaurant & Foodservice of NY;
Tech-Savvy Chefs and Restaurateurs to Meet, Eat & Tweet**

(New York, NY February 25, 2010) According to the New York State Restaurant Association, the next generation of technology-savvy chefs and time-starved restaurateurs is looking for ways to run kitchens and establishments more efficiently and profitably. As a result, Reed Exhibitions, producers of this week's International Restaurant & Foodservice Show (#IRFS) at the Javits Center, has arranged for a tweet-up on the show floor Sunday, February 28 at 3pm at Booth 1261. Entitled "Click & Cook," (#clickcook) this is where industry experts and colleagues will informally gather to share information, network, and win prizes over coffee and snacks.

Participants in Click & Cook include:

- (Name/s) Klick Kitchen, (www.KlickKitchen.com) an online professional purchasing system and wholesale market place developed for the food service industry
- Dave Evans social media consultant, (www.digicraft.com) @daveevans
- Nancy A. Shenker, social media consultant, boutique marketing firm, theONswitch® (www.theonswitch.com)
- Tom Jaffee, events entrepreneur, CEO of MatchEvents.com (www.matchevents.com)
- Paul Barron, restaurant business publisher, speaker, social media mentor for restaurants (www.socialcoco.com)

Attendees can also take part in a raffle to win a \$200 Tweet-Peek from theONswitch as well as a start-up fee for one venue to become an 8minuteDating Event

Organizer, a \$100 value (www.8minutedating.com).

Refreshments will be provided by Orwashers Bakery (www.orwasherbakery.com) and Jim's Organic Coffee (www.jimsorganiccoffee.com).

PRODUCED AND MANAGED BY:

The 2010 International Restaurant & Foodservice Show of New York will take place at the Jacob K. Javits Convention Center in New York City from Sunday, February 28th through Tuesday, March 2nd, 2010. The Show is produced and managed by Reed Exhibitions, the world's leading organizer of trade and public shows and owned and sponsored by the New York State Restaurant Association (NYSRA). For more information call (888) 334-8705 or visit, www.internationalrestaurantny.com.