



MARCH 8-10, 2020 → JAVITS CENTER ← NEW YORK, NY

INTERNATIONALRESTAURANTNY.COM



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OVER 50 COMPLIMENTARY EDUCATION SESSIONS OFFERED AT 2020 INTERNATIONAL RESTAURANT & FOODSERVICE SHOW OF NEW YORK AND HEALTHY FOOD EXPO

Six Tracks to Focus on Bar & Beverage, Employees & Staffing, Health & Diet, Hot Topics, Marketing & Social Media and Operational Excellence

NEW YORK, NY, January 13, 2020 - Thousands of restaurant and foodservice professionals will gather at the Javits Center in New York for the 2020 International Restaurant & Foodservice Show of New York from Sunday, March 8 through Tuesday, March 10 and will have access to subject matter experts leading 58 complimentary education sessions. The Education Program will include six tracks focused on Bar & Beverage, Employees & Staffing, Health & Diet, Hot Topics, Marketing & Social Media, and Operational Excellence. The trade show will be co-located with the Healthy Food Expo New York and Coffee Fest and attendees will have access to all three exhibit halls and education programs. For more information, visit <https://www.internationalrestaurantny.com/>.

"The restaurant industry is constantly changing and we are pleased to be working with industry thought leaders who will deliver 58 timely and informative sessions offering restaurant and foodservice professionals insight on everything from corporate social responsibility, delivery systems, CBD in drinks and food, negotiating leases, and much more," said Tom Loughran, Vice President for the Clarion Events Food & Beverage Portfolio. "We know one of the top reasons industry professionals attend our show is to have access to our excellent faculty and this year they will focus on the most pressing issues and hottest topics impacting restaurants and foodservice establishments."

The **Health & Diet Track**, which is part of the Healthy Food Expo, will feature sessions with topics ranging from *CBD in Drinks and Foods, Food Allergies, Gluten-Free, Healthful Menu Choices, Aquaculture, Specialized Diets, Plant-Based Diets* and much more. Mareya Ibrahim, The Fit Foodie and founder of eatcleaner.com will emcee the Center Stage at the event and will lead a session on the *8 Hottest Healthy Food & Beverage Trends for 2020* and how they will impact restaurant businesses. For details about sessions in this track, [click here](#).

The **Bar & Beverage Track** will feature Michael Farrell, CEO, The Forest Farmers who will discuss *Tree Saps & Syrups for the Beverage Industry*; a dynamic panel of experts who will discuss *Building a Rockstar Beverage Program*; Doug Radkey of KRG Hospitality will present *Developing an Epic Beverage Program*; and Peter Camps of Heineken USA will present *The Quality of Beer: The Perfect Pour, Maintenance and Improving Sales*. For details about sessions in this track, [click here](#).

The **Employee & Staffing** track will offer sessions on *Building Healthier and Happier Kitchens, Managing Generations Y and Z, Ergonomics, Talent in the Kitchen, Faith in Your People, Inspiring Employee "Buy-In", and Restaurant Psychology*. Einav Gefen, Executive Corporate Chef and

FairKitchens Representative for Unilever Food Solutions will talk about FairKitchens, the initiative that aims to table real issues and creative positive, grassroots change in professional kitchens focusing on culinary management, employee retention, and creating more empowering, equitable workplaces. For details about the sessions in this track, [click here](#).

There will be 30 sessions in the **Hot Topics Track** with discussions focused on *Delivery Through Technology, Maximizing Instagram, Succession Planning, Catering Profits, Creating Memorable Guest Experiences, Creating Value for Clients*, and much more. Peter Ivey, CEO/Founder, The Reggae Chefs and Mission:FoodPossible will talk about *Using Corporate Responsibility (CSR) to Tackle Global Problems and Increase Profits*. For details about sessions in this track, [click here](#).

The **Marketing & Social Media Track** sessions will include such topics as *Profits in Email Marketing, SEO Strategies, Psychology Based Marketing, Communicating Your Culture, Marketing Healthy*, and more. Enjelika Kour, Founder and CEO of DigitalDesign NYC will discuss how apps and innovative food technology have influenced the way consumers eat and how food businesses operate. Attendees will receive a comprehensive analysis and understanding of how technology and the rise of the digital age are altering diners' eating habits. For details about sessions in this track, [click here](#).

Speakers in the **Operational Excellence Track** will talk about *New Employment Laws, Negotiating Restaurant Leases, Theoretical Food Cost, Accommodating Food Allergies, The Right Recipe to Franchise Your Restaurant, Controlling Food & Beverage Costs* and more. A team of seasoned hospitality industry professionals will break through the smoke and mirrors of what it takes to develop, operate, and sustain a successful restaurant in the session *Dirt to Digital: Key Aspects of Opening a New Location*. This spirited conversation will concentrate on the critical aspects of opening a restaurant from the real estate, to operations, to marketing, and ultimately, to launch. For details about sessions in this track, [click here](#).

The 2020 International Restaurant & Foodservice Show of New York will be held Sunday, March 8 - Tuesday, March 10 at the Javits Center in New York. The tradeshow and conference will provide thousands of industry professionals with access to the hottest menu trends, state of the art design and decor, a renowned education program, special events including Hip Sip: Battle of the Modern Bartender, Rapid Fire Challenge, Cake Decorating & Gelato Competitions, several culinary demonstrations and two awards presentations, as well as, hundreds of leading vendors and purveyors dedicated to serving the restaurant & foodservice community. For more information, visit www.internationalrestaurantny.com.

The International Restaurant & Foodservice Show is produced and managed by [Clarion Events](#), and sponsored by the [New York State Restaurant Association](#). The event will be co-located with [Coffee Fest](#) and the [Healthy Food Expo New York](#) and all attendees have access to all three events. **Clarion Events** produces 37 events across 13 sectors of both trade and consumer events. Clarion Events, which is the U.S. division of Clarion Events, UK, and backed by The Blackstone Group has become one of the fastest growing event companies in the U.S. with aggressive growth through both acquisition and launch. Clarion acquired PennWell in early 2018, bringing 4 Tradeshow 200 events into the U.S. portfolio and super-charging the already rapid growth. Clarion Events has offices in Trumbull, CT; Kennesaw, GA; Boca Raton, FL; Tulsa, OK; Tacoma, WA, and Fairlawn, NJ.

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