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The on-site Press room will be located in room B102 at the Javits Convention Center

**SEVERAL NEW INITIATIVES TO BE FEATURED AT THE INTERNATIONAL RESTAURANT & FOODSERVICE SHOW AND COFFEE FEST TAKING PLACE NEXT WEEK IN NEW YORK CITY**

*29th Annual Event to co-locate with Coffee Fest at Javits Center March 6-8, 2022*

**NEW YORK, NY, March 2, 2022** – The [International Restaurant & Foodservice Show of New York](#) and [Coffee Fest New York](#) opens on Sunday, March 6 at the Javits Center in New York City, after a two-year hiatus. The Clarion Events Food & Beverage Group, producers of the shows, have been busy these past two years, creating and developing new initiatives to enhance education programs, networking opportunities and product sourcing. Both events will be held Sunday, March 6 - Tuesday, March 8 and one badge will grant attendees access to both events offering the largest food & beverage experience in the Northeast.

“We are thrilled to be back in New York and are looking forward to welcoming thousands of food and beverage industry professionals and hundreds of exhibitors to both the International Restaurant Show and Coffee Fest. For the first time we will be offering the New Food & Beverage Academy, the umbrella education platform for all education including four Education Summits focused on independents, multi-units, foodservice and technology and Coffee Fest Education offering sessions for new startups, up and running coffee shop, roasters and baristas,” said Rita Ugianskis, Vice President, Clarion Events Food & Beverage Group.

“There will also be several networking opportunities in the New Town Square, a space in the exhibit hall at the intersection of Coffee Fest and the NY Restaurant Show which will feature a concierge, MATCH meetings, informal networking, a special NYRSA meet and greet, and a space to continue the conversation following education sessions. And of course, there will be product sourcing throughout the exhibit halls featuring technology, global cuisine, healthy foods, bar innovation, Taste of NY, Food Trends, Gourmet Way, and much more,” Ugianskis added.

In addition to the education offered through the Food & Beverage Academy, attendees will also have the chance to experience fun and inspiring culinary demonstrations, award presentations, panel discussions, paid workshops, and food, beverage and coffee competitions outlined below:

**SUNDAY, MARCH 6th** - Exhibit Hall Open 10:00am - 5:00pm

- **Coffee Fest Latte Art World Championship Open** This exciting 64 competitor, bracket style, sudden death format features head-to-head competition as "a match" between the competitors. (Starts at 10:00 am each day in the Competition Venue in Hall A.)
- **Finding the Spark: How a Boots on the Ground Manager Found Success in Motivating the Unmotivated** - JC Bernstein will share her insight of the uniquely blended perspective of a day in the life of an operator combined with raw insight from hourly employees. (10:30 -11:30 am – Room 1C03)
- **Culinary Demonstration** Chef Jonathan Scinto, creator and host of the reality TV series, "Family Kitchen Revival" (10:30 - 11:00 am – Center Stage)

- **Presentation of the Torch Award to Chef Anita Lo** a former restaurant owner, cookbook author and Michelin star chef, who has appeared as a contestant on Chopped All Stars, Iron Chef America, and Top Chef Masters. (11:45 – 12:30 pm - Center Stage)
- **7 Reasons You Might not be able to Sell Your Restaurant:** Dale Willerton, The Lease Coach, will provide insights on the 7 obstacles tenants often encounter with landlords. (11:45 am – 12:45 pm in Room 1C03)
- **Coffee Fest US Cold Brew Championships** is a brand-new competition where cold brewers present a still cold brew and prepare a signature cold brew drink to the judges. (1:00 pm – 3:00 pm Sunday & Monday in the Competition Venue in Hall A.)
- **Presentation of the New Humanitarian Spotlight Award to Nate Mook** who will accept on behalf of World Central Kitchen's (WCK) Recovery work. Nate, who is just returning from Poland's border providing food and nutrition to refugees from Ukraine, will discuss how the organization helps communities rehabilitate and rebuild. (1:15 – 2:00 pm – Center Stage)
- **Modifying your Menu to Accommodate Gluten-Free Customers and Increase your Bottom Line:** Marlisa Brown, Registered Dietitian-Certified Diabetes Educator-Chef-Author-Speaker and president of Total Wellness Inc. will present (2:00 – 3:30 pm – Room 1C03).
- **Raise The Bar: Building the Right Team & Cocktail Menus to Keep Your Customers Thirsty for More,** presented by The Super Squad - Seminar will include discussion, demonstrations, and deep dives into menu creation from top experts in the hospitality industry, (2:15 – 3:00 pm – Center Stage)
- **Hip Sip: Battle of the Modern Bartender Competition – Cocktails & Coffee** competition will feature bartenders and mixologists creating the best coffee cocktail. (3:30 – 5:00 pm – Center Stage).

#### **MONDAY, MARCH 7th** - Exhibit Hall Open 10:00am - 5:00pm

- **Pitch the Press** – Hear about the most intriguing new products, services, and trends selected by members of the industry media. (10:15 am - 11:00 am, Town Square, 2100 Aisle)
- **Building Confidence in Financials: A Bootcamp for Restaurant Owners** - Anne Gannon, CPA, principal, and founder of The Largo Group will teach the fundamentals of financial statements. (10:30 am – 12:45 pm – Room 1C03)
- **Culinary Demonstration by Chef Mareya Ibrahim,** an award-winning entrepreneur, chef, and author of the new book, "Eat Like You Give a Fork: The Real Dish on Eating to Thrive" and co-inventor of the patented Eatcleaner line of products. (10:30 – 11:15 am on Center Stage)
- **Keynote Presentation by the New York State Restaurant Association** – Join NYS Restaurant Association President & CEO, Melissa Fleischut, lead a panel discussion about Building a Better Future with Lessons Learned During the Pandemic. (11:45 am – 12:30 pm on Center Stage)
- **Culinary Demonstration and Presentation of The Beacon Award to Chef Millie Peartree,** a world-renowned community chef, tastemaker, restaurateur, and philanthropist based out of New York City. (12:45 – 1:45 pm on Center Stage).
- **New York Seafood Summit: Urban Aquaponics** - New York Sea Grant, in collaboration with industry, academic and other professional seafood stakeholders, offers its annual "NY Seafood Summit" (2:00 – 5:00 pm in Room 1C03).
- **Culinary Demonstration with Chef Jehangir Mehta,** runner-up on The Next Iron Chef and owner of the popular East Village restaurant Graffiti who will cook on the fly to demonstrate sustainability and cooking using the food left over from the previous chefs. (2:15 – 3:00 pm - on Center Stage)
- **Trends Presentation “New Normal”, Old Fundamentals – The Menu. The People. The Numbers.** Barry Shuster of *Restaurant Startup & Growth Magazine* will discuss Why Independent Restaurant Business Basics are On-Trend Post Pandemic. (3:30 pm in the Independent Theater – Booth 1956)
- **Rapid Fire Challenge: Plant Based Edition** is sponsored and moderated by *Total Foodservice* and will feature chefs who will present their favorite and most creative plant-based recipes. (3:30 pm – 5:00 pm - on Center Stage).

**TUESDAY, MARCH 8th** - Exhibit Hall Open 10:00am - 4:00pm

- **Total Team Makeover – Restaurant Workshop:** Darren S. Denington, President and Founder, Service with Style Hospitality Group, will discuss how operating a successful Restaurant, Bar, Café, Resort or Hotel is only possible with an incredible team. (10:30 am – 12:30 pm in Room 1C03)
- **Culinary Demonstration with Chef Stephen Yen**, a New York native, and graduate of the French Culinary Institute (International Culinary Center). Stephen trained at Iron Chef Morimoto's restaurant in the meatpacking district. (10:30 – 11:15 am on Center Stage)
- **Coffee Fest: The Daniel Lee Giving Tree Award** – The first ever award will be given at the Latte Art World Championship Open to the latte artist who best embodies gentleness and kindness to others as voted by fellow latte art competitors. The award honors Daniel Lee, a beloved competitor in the diverse latte art community who sadly passed away at a relatively young age in December 2021. (11:30 am Competition Venue in Hall A)
- **Culinary Demonstration with Maria Loi**, an internationally renowned entrepreneur, author, television personality and philanthropist working to change the world - one healthy bite at a time. Known as the Julia Child of Greece. (1:00 – 1:45 pm on Center Stage)

The International Restaurant Show of New York is sponsored by the New York State Restaurant Association ([www.nysra.org](http://www.nysra.org)). The shows are owned by **Clarion Events** ([us.clarionevents.com](http://us.clarionevents.com)) which produces 37 events across 13 sectors of both trade and consumer events. The Clarion Events Food & Beverage Group also produce [Western Foodservice & Hospitality Expo](#), [Florida Restaurant & Lodging Show](#), and [The NGA Show](#).

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