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## NEWS RELEASE

### **Exhibits and Attendance Up at 2010 National Restaurant Association Restaurant, Hotel-Motel Show - the Industry's Premier Event**

(Chicago) - Both attendee and exhibitor numbers showed positive growth at the 91st annual NRA Show and IWSB event. The increases highlight the NRA Show's position as the restaurant and hospitality industry. The Show is the biggest and more complete international forum for the equipment, products, services and information that operators need to grow their business. NRA Show 2010 was held at Chicago's McCormick Place May 22-25, and IWSB was held in conjunction with the Show on May 23-24.

The NRA Show attracted more than 58,000 registrants - a six percent increase over 2009 - from 120 countries, up from 107 countries in 2009. Approximately 1,700 exhibitors, covering more than 480,000-square-feet, showcased the most innovative new products and services on the market today.

"NRA Show 2010 was a tremendous success, and we have received excellent feedback from both exhibitors and attendees about the high energy and wide array of easily accessible business solutions showcased on the trade show floor," said Ira Cohn, Convention Chair for NRA Show 2010 and President of ARAMARK Business and Industry Group. "The Show provides a valuable, efficient, and cost-effective opportunity to interact, under one roof, with all aspects of the foodservice industry from throughout the world. I'm sure that all attendees will return home energized, optimistic, and ready to implement the solutions they discovered."

This year's NRA Show and IWSB Event were both complemented by an impressive lineup of education sessions. These sections addressed industry imperatives such as: "jobs and careers;" "food and healthy living;" "sustainability and social responsibility," and "profitability and entrepreneurship." The unprecedented number of sessions covered everything from the mobile foodservice craze that has taken the United States by storm to word-of-mouth marketing, and from social media to rooftop gardens and much more. The NRA Show is the only Show in the World that offers 70+ FREE education sections.

Another highlight of the Show was the introduction of its World Culinary Showcase. At the World Culinary Showcase some of the world's most celebrated chefs and culinary innovators showed their skills in high-energy, interactive cooking demonstrations all four days of the NRA Show. Among the Chefs that performed culinary demonstrations were Mexican Celebrity Chef **Federico Lopez**, **Rick Bayless**, Turkish Chef **Hande Bozdogan** - who heads the *Istanbul Culinary Institute*, New Zealand's **Graham Brown** - who won Culinary Olympics Gold Medal winner in 1988 and 1997 and French Chefs **Nils Noren** and **David Arnold** from the French Culinary Institute.

The Show also had new specialty Pavilions. Together with the acclaimed Organic and Natural Pavilion, participants could walk for the first time in 2010 an area completely dedicated to green products and solutions. The Conserve Solutions Center was created specifically to help participants to easy find "sustainability related" products and services. With surveys from the National Restaurant Association stating that more than 56% of Americans are more likely to visit a restaurant that utilizes organic products and support green initiatives, the Show was quick to

react and expand its organic and sustainable section. In addition, participants can also visit the international known NRA pavilions such as American Food Fair, Smart Design, Technology Pavilion and the International Cuisine Pavilion among others.

The IWSB Event - the industry's only professional event focused exclusively on growing restaurant and hospitality bar programs - represented hundreds of brands and labels from the world's best vintners, distillers and brewers. IWSB boasted a 17 percent increase in attendee registration over last year with more than 3,500 qualified registrants.

Adding even more energy to the event, the National Restaurant Association executed the first-ever restaurant industry flash mob on the final day of the show, Tuesday, May 25. The originally choreographed flash mob set to Lady Gaga's "Just Dance" was created by Chicago-based dancer Christina Chen exclusively for the NRA Show. Participants in the flash mob included show attendees, chefs, culinary students, exhibitors, and many others.

NRA Show 2011 will be held May 21-24 at Chicago's McCormick Place. The 2011 International Wine, Spirits & Beer Event will be held May 22-23. You cannot miss it! Your competitors will certainly be here!

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***National Restaurant Association***

Founded in 1919, the National Restaurant Association is the leading business association for the restaurant industry, which is comprised of 945,000 restaurant and foodservice outlets and a work force of 13 million employees. Together with the National Restaurant Association Educational Foundation, the Association works to lead America's restaurant industry into a new era of prosperity, prominence, and participation, enhancing the quality of life for all we serve. For more information, visit our Web site at [www.restaurant.org](http://www.restaurant.org).