

NEWS RELEASE

NEW ENGLAND RESTAURANT & BAR SHOW

New England Food Show Rebranding to New England Restaurant & Bar Show

June 2023 – The Massachusetts Restaurant Association and Exposition Development Company, Inc. have announced that after more than fifty years as the New England Food Show, the event will evolve and rebrand to New England Restaurant & Bar Show.

The name shift will allow for better focus on the event being a business-to-business show for the foodservice/restaurant industry along with highlighting the important bar element.

This will also drive a new format for the show which historically was a three-day show but in 2024 will reemerge as a two-day show. The emphasis will be on consolidating time for exhibitors who are busier than ever in the post pandemic environment as well as allowing show management to revamp the education and culinary stages, introduce new pavilions, focus on more food distributors as well as food and bar products, and amp up the networking opportunities.

“We are so excited for the rebranding to New England Restaurant & Bar Show,” commented Stephen Clark, President and CEO of the Massachusetts Restaurant Association. “It’s an incredible opportunity to showcase the preeminent B-2-B trade show in New England. Food and beverage are the staples that the hospitality industry was built upon. The New England Restaurant & Bar Show will continue to be the largest opportunity for vendors, suppliers, distributors and purveyors to showcase new products and interact with thousands of industry professionals from across the region. We can’t wait!”

New England Restaurant & Bar Show is the region’s largest restaurant and foodservice event serving both the foodservice and retail sectors. The latest products, services, and technologies are showcased for the industry, along with a comprehensive and leading-edge program of education that will provide restaurants and foodservice establishments from New England with the best tools to grow and improve their business.

New England Restaurant & Bar Show 2024 will take place February 4-5 at the Boston Convention & Exhibition Center. For additional information, visit www.NewEnglandRestaurantBarShow.com

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Media Contacts:

Massachusetts Restaurant Association

- Christine Johnson, Director of Communications, 508-573-4184, CJohnson@themassrest.org

Exposition Development Company, Inc.

- Michelle Brice, Marketing Manager, 404-475-7407, Michelle.Brice@ExpoDevCo.com