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INTERNATIONAL RESTAURANT & FOODSERVICE SHOW OF NEW YORK TO FEATURE A TIMELY AND ENGAGING EDUCATION PROGRAM

Trade Show and Conference Taking Place March 3-5 at Javits Center in New York City

NEW YORK, NY, February 14, 2024 – The Education Program for next month's [International Restaurant & Foodservice Show of New York](#), taking place March 3-5, 2024 at the Javits Center in New York City, was developed in partnership with the New York State Restaurant Association ([NYSRA](#)), the New York City Hospitality Alliance ([The Alliance](#)), and a brand new [Conference Advisory Board](#). Featured speakers include senior leaders from David Burke Hospitality, TAO Group, Magnolia Bakery, the NYC Mayors Office, Union Square Events, the Multicultural Foodservice & Hospitality Alliance, and many more. In addition, celebrity chefs, culinary professionals, and bartenders who have appeared on Beat Bobby Flay, Hell's Kitchen, Bar Rescue, Chopped, and Food Network will share their knowledge, recipes, and techniques in the Culinary Innovation Theater. Event details and discount [registration rates](#) are available before March 2nd.

"We are thrilled to be working with the New York State Restaurant Association, New York City Hospitality Alliance, and our Conference Advisory Board who have helped us develop a stellar complimentary Education Program featuring industry leaders who will provide effective business lessons, the latest information on trends, and best practices in the current market," said Glenn Celentano, Partner & CEO of Restaurant Events LLC, producers of the event. "We invite all industry professionals to review our schedule and make time to gain knowledge and insight from industry icons, watch fantastic culinary demonstrations and source new products on our expansive trade show floor filled with delicious new food and drinks."

New this year – the [New York City Hospitality Alliance](#) State of the Industry Conference will run during the show, and for the first-time is included with show registration. The Conference will feature nine valuable educational sessions in the Alliance's Education Theater on the show floor in booth 1876. The [sessions](#) include:

- **State of the Industry (Full Service)** - Andrew Rigie, The Alliance; David Burke, David Burke Hospitality Management; Susannah Koteen, The Lido Group; and Laura Vulaj, SL Green Realty Corp.
- **Building Your Restaurant & Nightlife Group** – Michael Stillman, Quality Branded and Bill Bonbrest, TAO Group.
- **Restaurant Technology: Learn to Stack Your Tech Stack** – Yann de Rochefort, Boqueria; Peter Romeo, Restaurant Business Online; Yousuf Hasan, Primi Digital/Whetstone Hospitality Consulting; Alice Cheng, Culinary Agents; and Matt Zibell, TouchBistro.
- **State of the Industry (Fast/Limited-Service Casual)** – Michael Halen, Bloomberg Intelligence; JJ Johnson, FIELDTRIP; Bobbie Lloyd, Magnolia Bakery; and Kevin Takarada, Makimaki Sushi.
- **Building a Restaurant That Retains a Talented Workforce and Earns Rave Reviews** – Carolyn Richmond, Fox Rothschild; Elizabeth Murray, The Marlow Collective; Jodi Menell, Blue Hill at Stone Barns; and Lisa Moran, Employment Practices Group.
- **The Future of 'Mom and Pop' Restaurants and Bars in a Modern World** – Loycent Gorden, Neir's Tavern; Jake Dell, Katz's Deli; Dawn Kelly, The Nourish Spot; and Roger Clark, Spectrum NY1 News.
- **State of The Industry (Nightlife)** – Ariel Palitz, The Alliance; Theodore Arenas, Rise Bar, The Spot and Red Stache; Richie Romero, Simple Venue; and Lamia Funti, Lamia's Fish Market.
- **How Restaurants Can Get Tourism Dollars** – Cristyne Nicholas, Nicholas Lence Communications; Anthony Ramirez II, The Bronx Beer Hall; Andrea Roman, Fireman Hospitality Group; and Kelly Curtin, NYC Tourism + Conventions.
- **Dining Out NYC Presentation from the NYC DOT** - Ydanis Rodriguez, Commissioner of the New York City Department of Transportation.

- **Learn about NYC Government's Services for Restaurants, Bars and Nightclubs** – Steven Picker, NYC Food & Beverage Industry Partnership; Jeffrey Garcia, NYC Mayor's Office of Nightlife at NYC Small Business Services; and Andrew Rigie, The Alliance.

Show sponsor, the [New York State Restaurant Association](#), will present three timely topics as part of dozens of other sessions held in two education theaters on the show floor. Melissa Fleischut, President and CEO of the New York State Restaurant Association, will moderate two sessions:

- **Culinary Innovation: A Deep Dive into the Latest Trends with Chef Nickolas Martinez**, Union Square Events.
- **The State of DEI in the Foodservice & Hospitality Industry** with Gerry Fernandez, Multicultural Foodservice & Hospitality Alliance
- NYSRA will also sponsor the session **Telling your Story in the Media: PR Tips from Industry Pros** with representatives from The Martin Group.

For the first time, The International Restaurant Show of New York worked with a renowned group of industry professionals to create the brand new [Conference Advisory Board](#) who identified the most pressing topics which will be featured in the three-day [education program](#). Sessions will focus on *Restaurant Marketing Questions Answered*, *Point of Decision Making*, *Off Premise Alchemy*, *Building Your Culture*, *Cannabis and Liquor Sales*, *Boosting Catering Sales*, *Leasing Restaurant Space*, *Safety and Health Issues*, *AI Driven Menu Optimization*, *Restaurant Recruiting*, *Effective Leadership*, *Influencer Partnerships*, and much more. In addition, all attendees are invited to register for the [Restaurant Management 201 Workshop](#) led by Darren Denington and Alison Anne who will guide the entire management team through the process of becoming a cohesive team with strong leadership.

Deanna "Bomb Chica" Colón, Chef and Food Personality, Dishing with Deanna will emcee the [Culinary Innovation Theater](#). Chef Colón will talk to the Chefs who will be conducting culinary demonstrations including **Chef Maria Loi**, known as the Julia Child of Greece, **Alexia Grant**, Executive Chef, Dallas Mavericks, **Chef Christian Petroni**, Restaurateur, Television Personality, Appears on "Chopped" and "Beat Bobby Flay"; **Chef Jason Santos**, Owner and Chef, Buttermilk and Bourbon and featured on Hell's Kitchen as Chef Ramsay's Sous Chef for the Blue Team for his fourth season; Bar Rescue's **Mia Mastroianni and Phil Wills**; Executive Chef **Natalie Liane Jewell** for Bidfood Spain, **Shaun O'Neale**, Author My American Table and Season 7 Champion of MasterChef; **Rosalyn Darling**, Founder and Principal Innovation Chef, Darling Culinary; and **Chef Robert Hodge**, Director of Culinary & Plant Based Innovations, Future Foods Enterprises, LLC.

The Culinary Innovation Theater will also host [two exciting competitions](#). The **Hip Sip: Battle of the Modern Bartender Competition** will feature bartenders and mixologists creating the best rye whiskey cocktail using Savage & Cooke Cask Finished Rye Whiskey. The contestants will be judged on creativity, use of product, taste, presentation, and flair. This year's **Rapid Fire Challenge** theme is **The Great New York Steak Off**. Just prior to the Rapid-Fire Competition, watch a live meat-cutting demonstration by Kari Underly, author of *The Art of Beef Cutting*, and the cuts from that demonstration will be provided to competing chefs. Chefs will be informed as to the specific cut of beef to be provided by the PA Beef Council for the Rapid-Fire competition in advance of the event.

The [Show Floor](#) will feature hundreds of vendors from food & beverage products, equipment, services, distributors, technology, and more. The International Restaurant Show will be co-located with [Coffee Fest New York](#), the business resource for the specialty coffee, tea, and beverage community. Attendees at both events can source new products, discover new trends and immerse themselves in the industry that is about serving others. To register for the International Restaurant & Foodservice Show of New York, [click here](#). For exhibitor information contact Paul Pedrow at (484) 823-9608 or paul@therestaurantevents.com.

The [International Restaurant & Foodservice Show of New York](#), is sponsored by the [New York State Restaurant Association](#), the voice of the hospitality industry throughout New York State. The event is also partnering for the first time with the [New York City Hospitality Alliance](#), the leading voice of New York City's restaurant and nightlife industry in the five boroughs. The trade show and conference is owned by Restaurant Events, LLC which also produces the [Florida Restaurant & Lodging Show](#) and [Pizza Tomorrow Summit](#), to be held November 6-7, 2024 at the Orange County Convention Center in Orlando, FL and the 2024 [Western Foodservice & Hospitality Expo](#) to be held August 25-27 at the Los Angeles Convention Center.

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