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**NEW YORK RESTAURANT SHOW – WITH ASSOCIATION PARTNERS THE NEW YORK STATE
RESTAURANT ASSOCIATION AND THE NEW YORK CITY HOSPITALITY ALLIANCE --
ANNOUNCE COMPREHENSIVE EDUCATION PROGRAM**

Register by February 19th for 20% Savings - Three Education Programs Included with Show Admission

New York, NY – January xx, 2025 – The [New York Restaurant Show](#) is excited to unveil its [Education Program](#) for the upcoming event, scheduled for March 23-25, 2025, at the Javits Center in New York City. This year's program is designed to provide restaurant and foodservice professionals with practical and relevant content to navigate the evolving industry landscape. The New York Restaurant Show is produced by Restaurant Events, LLC with association partners the [New York State Restaurant Association](#) and the [New York City Hospitality Alliance](#). All attendees will have access to more than 40 hours of complimentary education plus engaging culinary demonstrations and competitions.

“On behalf of the New York Restaurant Show, our partner associations and an amazing [Conference Advisory Board](#) we are proud to support the restaurant and hospitality community with an education program that delivers tangible value, designed to tackle the key challenges in today's foodservice industry, from technology to sustainability,” said Glenn Celentano, CEO of Restaurant Events, LLC. “Our mission is to equip attendees with knowledge and skills they can immediately apply to their businesses, ensuring they leave the event inspired and ready to take on the future.”

[The Education Program](#) offers sessions led by industry leaders, focusing on effective business strategies, current market trends, and best practices. Topics include menu development, marketing and social media, employee management, technological advancements, operational efficiency, and financial planning. Speakers will focus on sharing tangible advice on Leading with the Right Mindset, 10 Steps to Great Service, How to Talk about Wine, Success Through Strategic Partnerships, NY Alcohol Regulations, Developing Teams that Drive Results and much more.

The New York City Hospitality Alliance State of the Industry Conference will feature nine sessions throughout the three days. On Sunday the State of the Industry will focus on Full-Service Restaurants and on Monday Fast/Limited-Service Casual. Other sessions will include How Influencers Influence, Elevating the Dining Experience, Strategies for HR and Workforce Development, The Future of Bar's in 2025, NYC Government Services, and a screening of *Why These Workers Want a Lower Minimum Wage*.

The New York State Restaurant Association' Hospitality HQ: Learn, Grow and Lead program will feature eight sessions delivering solutions to operators' most pressing issues. The sessions will focus on Navigating Insurance Challenges, Boosting Hospitality Employee Retention, Innovative Non-Alcoholic Beverage Options, Best Practices for Outdoor Dining, How to Embrace the Cannabis Culture, Having Critical Conversations, Elevating Mental Health Awareness and Keeping up with Compliance.

[The Culinary Innovation Theater](#) will feature a live demonstration on Monday by **Tom Colicchio**, acclaimed chef, restaurateur, author, and star of Top Chef and attendees will have a chance to receive a signed copy of his new book *Why I Cook*. On Tuesday **Melba Wilson**, Owners of Harlem's Melba's Restaurant will do a very special culinary demo and sign copies of *Melba's American Comfort: 100 Recipes from my Hear to Your Kitchen*, for 100 attendees. Also in the Culinary Theater will be a Wine & Food Pairing with **Master Sommelier David Glancy**; as well as the Butcher Olympics Beef Cutting Demonstration with butcher educator, Sierra Jepsen, and several culinary competitions.

In addition, all attendees are invited to register separately for two in-depth workshops. [Restaurant Management 201](#), led by Darren Denington and Alison Anne two leadership and operations experts, who will focus on team development and operational efficiency. A new addition is [The Restaurant Marketing Playbook](#), led by David "Rev" Cianco, a top restaurant marketer who will offer strategies to improve branding, customer engagement, and profitability.

New food, drinks, equipment, technology, robots, tableware, and much more will be featured on the newly expanded exhibit floor from hundreds exhibiting companies including Singer Equipment, Roger and Sons, Maximum Quality Foods, I. Halper Paper and Supplies, Marx Companies, Total Food Service, Riviera Produce, Felicetti Pasta, TAT2 Spirits, Toufayan Bakery, Culinary Depot, and many others. For information on exhibiting and sponsoring visit <https://www.newyorkrestaurantshow.com/exhibits-sponsorships-activations>.

Registration is now open for the New York Restaurant Show. [Register](#) by February 19 to save more than 20%. General admission includes exhibits, sessions, and competitions. Separate registration is required for the specialty workshops. Visit www.newyorkrestaurantshow.com for full program details along with information on exhibitor and sponsorship opportunities.

The New York Restaurant Show is owned by [Restaurant Events, LLC](#), which also owns and produces and [California Restaurant Show](#), [The Pizza Tomorrow Summit](#) and the [Florida Restaurant Show](#). These restaurant trade shows and conferences offer access to the hottest menu trends, state-of-the-art design and decor, the best in business education, and hundreds of the leading vendors and purveyors dedicated to serving the restaurant & foodservice community — all under one roof. The content, developed in partnership with the State Associations and a Conference Advisory Board, is focused on all segments of the industry from independent restaurant owners to chain operators to commercial and institutional foodservice operations.

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