



RESTAURANT EVENTS

CA-FL-NY

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RESTAURANT EVENTS ANNOUNCES PLANS FOR RE-BRANDING THE THREE RESTAURANT & FOODSERVICE TRADE SHOWS HELD IN NEW YORK, CALIFORNIA, AND FLORIDA

NEW YORK, NY March 3, 2024 – Restaurant Events LLC, the trade show management company which owns and operates The [International Restaurant & Foodservice Show of New York](#), the [Western Foodservice & Hospitality Expo](#); and the [Florida Restaurant & Lodging Show](#) and has announced they are rebranding the three events to The New York Restaurant Show, The California Restaurant Show and The Florida Restaurant Show. Restaurant Events also owns the [Pizza Tomorrow Summit](#) which is the largest pizza tradeshow on the east coast and is co-located with the Florida Restaurant Show in Orlando, Florida.

“We were excited to acquire the leading regional restaurant events in May and are thrilled to announce our re-branding to better align with the marketplaces we serve in New York, California, and Florida. The name changes are just one of several steps in our strategy to grow the events with a strong focus on meeting customer needs,” said Glenn Celentano, Partner & CEO of Restaurant Events LLC. “What’s old, is new again! These are actually the original names for the shows from when they were launched decades ago, and we look forward to working with our state restaurant associations to build upon the success and longevity of these events by creating a new brand synergy.”

The official “unveiling” of the new brand names took place on Sunday, March 3, the opening day of the International Restaurant & Foodservice Show of New York (now the New York Restaurant Show).

Below are the new logos and future dates:



The [New York Restaurant Show](#) (formerly The International Restaurant & Foodservice Show of New York) will take place March 23-25, 2025, at the Javits Center in New York City. The show is sponsored by the New York State Restaurant Association (www.nysra.org) and in partnership with the New York City Hospitality Alliance (<https://www.thenycalliance.org/>). The event will be co-located with [Coffee Fest New York](#).



The [California Restaurant Show](#) (formerly The Western Foodservice & Hospitality Expo) will take place August 25-27, 2024, at the Los Angeles Convention Center. The trade show is sponsored by the California Restaurant Association (www.calrest.org) and will feature a Pizza Tomorrow Summit Pavilion with exhibits and three full days of US Pizza Team Competitions; and will also be co-located with [Coffee Fest Los Angeles](#).



The [Pizza Tomorrow Summit](#), which was launched in 2022 will once again be co-located with the Florida Restaurant Show. The event offers an extensive range of products from hundreds of vendors, a robust conference program, as well as entertaining and informative pizza competitions and demonstrations by the U.S. Pizza Team. The trade show and conference was recently recognized as one of the fastest growing trade shows in the country by *Trade Show Executive* magazine. The show will also feature a pavilion and U.S. Pizza Team competitions at the California Restaurant Show in Los Angeles, CA.



The [Florida Restaurant Show](#) (formerly The Florida Restaurant & Lodging Show) will take place November 6-7, 2024, at the Orange County Convention Center in Orlando, FL. The event is sponsored by the Florida Restaurant & Lodging Association (www.frla.org) and will be co-located with the [Pizza Tomorrow Summit](#), which was recently recognized as one of the fastest growing tradeshow in the country by *Trade Show Executive* magazine.

The three 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 trade show floors feature hundreds of leading vendors demonstrating and sampling the newest food products, technology and equipment for the restaurant, foodservice, specialty beverage and hospitality markets.

Attendees have access to a free education program offering more than fifty complimentary sessions, led by subject matter experts, and are included with show admission. 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. The events also offer dozens of culinary demonstrations and competitions in the Culinary Innovation Theater.

Restaurant Events, LLC is a trade show management company in the restaurant and foodservice industries. For information about exhibiting, sponsoring or attending any of the upcoming events, visit [New York Restaurant Show](#); [California Restaurant Show](#); [Florida Restaurant Show](#); and [Pizza Tomorrow Summit](#).

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