



FOR IMMEDIATE RELEASE:

For additional information, contact:

Amy Riemer
Media Relations
978-475-4441

amy@riemercommunications.com

CALENDAR LISTING

**THE 15TH ANNUAL INTERNATIONAL RESTAURANT & FOODSERVICE
SHOW OF NEW YORK; SCHEDULED FOR MARCH 9-11, 2008**

The Premier Foodservice Show in the Northeast Serves up New York's Very Best

NORWALK, CT November 12, 2007 – The 2008 International Restaurant & Foodservice Show of New York is *the* event that caters to the specific needs of the metro New York foodservice industry. Over 18,000 industry professionals are expected to demo, touch, taste, smell, compare and source all the latest products and services required to run a successful foodservice business. The 15th annual International Restaurant & Foodservice Show of New York will be held Sunday, March 9 through Tuesday, March 11, 2008 at the Jacob K. Javits Convention Center in New York City.

“If foodservice and restaurant operations is your business, then this is THE show to attend,” says Ron Mathews, Event Director for Reed Exhibitions, producers of the Show. “We have added several new features to the 2008 event, including dynamic keynote speakers, a Catering Symposium, the Ferdinand Metz Foodservice Forum and the New York Wine Expo; with this offering, we will have something for everyone.”

- **Thomas Keller and Jasper White** to keynote conference program as part of the inaugural Ferdinand Metz Foodservice Forum presented by the New York State Restaurant Association. These two world renowned chefs will be showcasing their cooking skills and sharing their success stories with the restaurant and foodservice professionals who attend.
- Schedule time for **The Ferdinand Metz Foodservice Forum**, presented by the New York State Restaurant Association. Offering several conference sessions addressing important and timely topics that every restaurateur and foodservice professional needs to hear.
- **The 1st Annual New York Wine Expo:** From the Producers of The Boston Wine Expo. A consumer and trade event featuring over 100 pre selected wine-makers, co-located with the International Restaurant & Foodservice Show of New York.
- **Catering Symposium:** This full day of education, networking and discussion, sponsored by *Catering Magazine*, will offer workshops for caterers looking into improving their operations, marketing, service skills and the latest industry trends.

- **PMQ New York Pizza Show – co-located with the International Restaurant & Foodservice Show of New York:** PMQ's wealth of pizza brainpower will be on hand, such as pizza-industry favorite, Tom "the Dough Doctor" Lehmann, to demonstrate and talk about the latest dough trends. Those who like action shouldn't miss the America's Plate Competition and the always exciting U.S. Pizza Team trials.
- **The 19th Annual U.S. Pastry Competition:** *Under the Sea* is the theme as the nation's leading pastry professionals compete for the coveted title, "Pastry Chef of the Year." Pastry chefs display their talent and skills by creating advanced level desserts and highly technical chocolate and sugar sculpted showpieces. Winners will be announced at the awards ceremony on Sunday, March 9 at 4:00 p.m.
- **Japanese Demonstration Theater:** Back by popular demand the Japan Pavilion, will offer twenty-five food and product vendors, some of which are making their international debut. Attendees will have a chance to experience regional delicacies while seeing them prepared on stage before their eyes by culinary professionals and producers from Japan.
- The **Ultimate Barista Challenge® USA** hosted by WholeCup Coffee Consulting. Professional baristi will face challengers on the exhibition floor where they prepare their signature espresso beverages for a panel of discerning judges. There will be a showdown of four challenges in Espresso Frappe, Espresso Cocktails, Best of Brew and Beautiful Latte Art.

<u>WHEN:</u>	Sunday, March 9, 2008	10:00 a.m. - 5:00 p.m.
	Monday, March 10, 2008	10:00 a.m. - 5:00 p.m.
	Tuesday, March 11, 2008	10:00 a.m. - 4:00 p.m.

WHERE: Jacob K. Javits Convention Center, New York, NY

PRODUCED AND MANAGED BY:

The International Restaurant & Foodservice Show of New York is owned and sponsored by the New York State Restaurant Association. The event is produced and managed by Reed Exhibitions, the world's leading exhibition and conference organizer with 2,300 employees in 33 offices serving 52 industries worldwide. Reed Exhibitions has a current portfolio of 460 events in 38 countries that reach over 90,000 suppliers and more than 5.5 million buyers every year. For more information about the International Restaurant & Foodservice Show of New York, call (888) 334-8705 or visit www.internationalrestaurantny.com.

###