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**SEVERAL NEW EVENTS PLANNED FOR THE
THE 2008 INTERNATIONAL RESTAURANT & FOODSERVICE SHOW OF NEW YORK**

Including the Ferdinand Metz Foodservice Forum Presented by NYSRA; A Catering Symposium Sponsored By Catering Magazine; The NY Wine Expo, and Photography For Philanthropy

NORWALK, CT JANUARY 17, 2008 – From March 9-11, restaurateurs and foodservice professionals will have the opportunity to learn, source, discover, demo, and taste during the 15th Annual International Restaurant & Foodservice Show of New York. New to the stage are the Ferdinand Metz Foodservice Forum presented by NYSRA, the Catering Symposium sponsored by Catering Magazine, NY Wine Expo, and the Photography for Philanthropy Charity Auction. Returning attractions include PMQ's New York Pizza Show; the Ultimate Barista Competition ® USA, The 19th Annual Pastry Competition and the Innovative New Product Gallery.

One of the new education features is The Ferdinand Metz Foodservice Forum, which provides premiere business education and critical insights for foodservice professionals. There are over 20 free education sessions encompassing restaurant operations, business strategies and the latest foodservice trends. Attendees to the event will have a chance to hear and learn techniques from industry keynotes: Thomas Keller, Jasper White and Ferdinand Metz.

Also a part of the Ferdinand Metz Foodservice Forum, the Master Series sessions offer full and half-day in-depth accelerated workshops and symposiums taught by the most outstanding minds in the industry. Additional fees are required, but the registration fee includes admission to the exhibit floor and attendance at all the complimentary Ferdinand Metz Foodservice Forum education sessions. Highlights of the Master Series include Menu Boot Camp; The Business of Doing Business as a Personal Chef ©; the Catering Symposium sponsored by Catering Magazine; and three sessions from THE BARFLY GROUP™ including Profit and Loss Management, Ask The Restaurant Expert and the One Minute Manager.

"We are pleased to introduce so many new educational features at the upcoming event including the Catering Symposium presented by Catering Magazine," said Ron Mathews, Industry Vice President for the International Restaurant & Foodservice Show of New York. "Learning new ideas from leaders in the industry are what drive restaurant and foodservice professionals to attend this event. We have partnered with industry associations and publications to provide several outstanding education opportunities offering professionals the chance to improve their operations, marketing, service skills and to get the scoop on the latest industry trends."

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For the first time, Catering Magazine will provide a full day of education, networking, and discussions at the Catering Symposium. Attendees will be able to learn and gain knowledge from Bill Hansen, president of Bill Hansen Catering and the founder and president of Leading Caterers of America; Jim Kirsch, president and CEO of Abigail Kirsch Catering Relationships; David Turk founder and president of Indiana Market & Catering, and Domenick Savino, CEO and General Manager of Drexelbrook Catering and Corporate Events Center. These speakers will lead sessions on sales & marketing, human resources, proper service and training, catering trends and financial and pricing guidelines.

To compliment the education offered in the Catering Symposium education program, there will be a Catering Marketplace on the show floor. This exciting new area will showcase exhibitors with products and services specifically for caterers and event planners.

Attendees at this years show will also have the opportunity to sample 600 wines at the co-located NY Wine Expo, a three-day exposition catering to both the general public and the trade in the tri-state area. The show provides attendees with an opportunity to sample over 600 wines from over 150 winemakers from around the globe in the Grand Tasting. Attendees will also be able to listen to wine experts during guided tasting and seminars, take a world tour of wines on the tasting floor, and meet featured wine makers at special "Meet & Greet" sessions.

The International Restaurant & Foodservice Show of New York has partnered with famed photographer Diana DeLucia, publisher of *New York Restaurant Insider*, to create – Photography for Philanthropy, a culinary art auction to benefit City Harvest. A group of renowned celebrity chefs have prepared exquisite culinary dishes that have been photographed and personally autographed by each chef. This prestigious group of chefs includes: Tom Colicchio, Françoise Payard, Eric Ripert, Daniel Boulud, Jean Georges, Laurent Tourondel and Lidia Bastianich, with more to be announced in the upcoming months.

The photographs will be auctioned off online starting at the end of January 2008. In addition to the online auction, the entire collection of autographed photographs will be on display in a special exhibit on the Show floor of the International Restaurant & Foodservice Show of New York and on Monday, March 10th a check from the proceeds will be presented to City Harvest.

In addition to these exciting new events, 18,000+ foodservice professionals will have the opportunity to see returning favorites including the PMQ New York Pizza Show, the 19th annual US Pastry Competition, the Japanese Demonstration Theater, the Ultimate Barista Competition ® USA and 650+ exhibitors showcasing 10,000+ products and services.

The 2008 International Restaurant & Foodservice Show of New York will take place at the Jacob K. Javits Convention Center in New York City from Sunday, March 9 through Tuesday, March 11, 2008. The Show is produced and managed by Reed Exhibitions, the world's leading organizer of trade and public shows and owned and sponsored by the New York State Restaurant Association (NYSRA). For more information call (888) 334-8705 or visit, www.internationalrestaurantny.com.

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