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For additional information, contact:

Amy Riemer
Media Relations
978-475-4441

amy@riemercommunications.com

**LEADING INDUSTRY ORGANIZATIONS TO SUPPORT
THE INTERNATIONAL RESTAURANT & FOODSERVICE SHOW OF NEW YORK**

New Partners Include The Green Restaurant Association, The Personal & Private Chef Association, RestaurantChains.net, Multicultural Foodservice & Hospitality Alliance, and more

NORWALK, CT FEBRUARY 21, 2008 – The upcoming International Restaurant & Foodservice Show of New York, is pleased to announce partnerships with several industry organizations that are making plans to support the Northeast's largest restaurant and foodservice event. For the first time, organizations like Biz Bash, The Green Restaurant Association, The Personal & Private Chef Association, *QSR Magazine*, RestaurantChains.net, *Catering Magazine* and The Multicultural Foodservice & Hospitality Alliance are planning events and seminars. The trade show and conference, which is owned and sponsored by the New York State Restaurant Association, will take place March 9-11, 2008 at the Jacob K. Javits Convention Center in New York.

"We have seen an increase in pre-registration, and we attribute this growth to the tremendous support from the industry, and to our new partners who are marketing the event to their readers and members," said Ron Mathews, Industry Vice President for Reed Exhibitions Foodservice Events. "Our Show attracts over 18,000 industry professionals, and we are excited to see an increase in the quantity and quality of pre-registered attendees, representing a wide spectrum of the industry from professionals interested in learning business and solutions to move their business forward."

The following organizations and publications will be offering dynamic educational seminars as part of the Ferdinand Metz Foodservice Forum:

- **Biz Bash** will present a seminar on "Creating New Customer Experience Through Event Style."
- **Catering Magazine** will sponsor the Catering Symposium offering a full day of educational sessions, networking events and discussions with leading caterers.
- **International Caterers Association** will offer three sessions for caterers.
- **QSR Magazine** will present several dynamic seminars on "Understanding Your Customer and Making Touch Strategic Choices," "Boosting Beverage Earning," and "Attracting 'Extraordinary' Employees, Not Extra Ordinary Ones."
- **The BarFly Group™** will present three outstanding sessions in the Master Series on the topics of Profit and Loss Management, the One Minute Manager, and Following Your Dream.
- **The Food and Beverage Association** will present "Sex and the Restaurant World."
- **The Green Restaurant Association** will lead a discussion on "20 Successful Tips for Greening a Restaurant."
- **The Multicultural Foodservice & Hospitality Alliance** will lead a seminar on "Talent Management in a Multicultural Environment."

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- **The New York State Dietetic Association** will present a “Brining Diversity to Your Menu,” and “Designing a Healthier Menu to Meet Your Customers Needs.”
- **The Personal & Private Chef Association** will lead a seminar on “The Business of Doing Business as a Personal Chef.”
- **The Roundtable of Foodservice Professionals** will moderate two sessions, “The Bland Ultimatum – Transform Your Plain Pound,” and “The No-Hunting Party – Catering Off-Premises Survival Guide.”

The following organizations will be sponsoring special events and pavilions on the Show floor.

- **The Japan External Trade Organization (JETRO)** will sponsor the Japanese Pavilion and Demonstration Theater.
- **New York Restaurant Insider Magazine** is sponsoring the Photography for Philanthropy Art Auction to Benefit City Harvest.
- **Paris Gourmet** will sponsor the 19th Annual U.S. Pastry Competition with the theme Under the Sea.
- **PMQ Magazine** will sponsor the 3rd Annual New York Pizza Show.
- **Resource Plus Shows & Events**, producers of the Boston Wine Expo, will host The New York Wine Expo.
- **Whole Cup Coffee Consulting** will sponsor the Ultimate Barista Challenge® USA.

“We are thrilled with the buzz and excitement being generated leading into the Show,” Mathews added. “With the new events and educational course we are offering and the new partnerships we have developed we are guaranteed to have a successful industry event.”

ABOUT THE INTERNATIONAL RESTAURANT & FOODSERVICE SHOW OF NEW YORK:

To register for the Show, visit www.internationalrestaurantny.com. Admission to the Ferdinand Metz Foodservice Forum is included in the “Exhibits Plus” pass to the International Restaurant & Foodservice Show of New York. The 2008 International Restaurant & Foodservice Show of New York will be held Sunday, March 9, 10:00 a.m. – 5:00 p.m., Monday, March 10, 10:00 a.m. – 5:00 p.m., and March 11, 10:00 a.m. – 4:00 p.m. 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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