

**FOR IMMEDIATE RELEASE:**

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## **BAR & RESTAURANT EXPO TO BRING NEW AND REVAMPED EXPERIENCES TO 2022 SHOW**

*Early bird registration is now open for the bar and restaurant industry's premier expo, March 21-23, 2022*



*A link to images from the 2021 Nightclub & Bar Show can be found [here](#) and the 2022 Bar & Restaurant Expo logo can be found [here](#).*

**LAS VEGAS** – [Early bird registration](#) is officially open for the **2022 Bar & Restaurant Expo**, formerly known as Nightclub & Bar & Show, which will return to the Las Vegas Convention Center **March 21 – 23, 2022**. Early bird registration tickets start at \$99 and are available now through January 31, 2022.

[Bar & Restaurant Expo](#) is the nation's most influential gathering of bar and restaurant owners and operators. The event offers exclusive access to leading suppliers launching new and exciting products, endless networking opportunities and the latest industry topics and trends through an array of expert speakers, educational workshops, offsite trainings, tours of top Las Vegas venues, and amazing nightlife events. Join thousands of industry professionals to learn, network and grow the industry.

"Following our successful return to a live event in 2021, plus our exciting rebrand to Bar & Restaurant Expo, we couldn't be more thrilled to be back in Las Vegas to showcase impactful and innovative elements created specifically for bar and restaurant professionals," said Tim McLucas, Vice President of Bar & Restaurant Group. "We can't wait to bring these new activations to life to create an immersive experience for this fast-changing industry."

As the event continues to evolve to bring the latest trends and knowledge to industry professionals, Bar & Restaurant Expo is committed to showcasing new events and interactive activations during the expo to enhance attendees' experiences.

**New elements for this year include:**

**Restaurant Zone** - Located on the Expo Hall Floor, the Restaurant Zone is a dedicated area of food and food service equipment suppliers with access to expert demonstrations, tastings and Chef meet and greets. At the Restaurant Zone, Operators can explore how to effectively manage, deliver, and receive product profitability.

**The Bistro (VIP only)** - Located next to the Restaurant Zone, The Bistro is a new seated restaurant for VIP Pass attendees only. Make a seated reservation to taste and discover new menu enhancements and exciting ways to increase revenue through technology and quality ingredients. Lunch will be served in this area during 30-minute intervals from a choice of options.

**NxT: Get Inspired** – Immerse yourself in the next phase of the food and beverage industry at NxT! Located in an exclusive area on the expo floor, NxT showcases the latest creations, trends, and innovations. New additions in 2022 include: live music, interactive games, power talks addressing real-world challenges, lawn area with wine tasting, food demos, and competitions.

Additionally, attendees can expect to see six workshop topics, an emerging brands showcase, host hotel, themed happy hours, and roaming wine carts. Returning this year will be keynote addresses, three platinum parties, a welcome kickoff party, a first-time attendee's happy hour, offsite trainings, tours and bootcamps.

All new educational topics, masterclasses and case studies for this year include:

- Anatomy of Failure: How to Succeed Your First Try
- 2023 Menu Trends to Know, Before Everyone Else Does
- Optimizing Your Beverage Program: How to Make the Most of Your Inventory
- Social Media 101
- Thriving in a Virtual Landscape
- Mental Health in Hospitality
- Empowering Staff to Deescalate Conflict
- DEI Plans: What it Is, Why it Matters and How to Build Yours

2022's key sponsors will include Middleby, The Kurvball Whiskey Company, Uber Eats, Specifi, American Beverage Marketers, Beer Tubes, Berg Company, Citrus America, Frosty Factory, Heartland, Ice-O-Matic, Jackson Warewashing, White Claw Hard Seltzer, Lloyd Pans, Ole Smoky Distillery, Perlick, Premier Proteins, SpotOn, Topo Chico, Vito Fryflier. Bar & Restaurant Expo is co-located with 2022's World Tea Conference & Expo and overlaps with Digital Signage Experience.

Those interested in attending the 2022 Bar & Restaurant Expo can visit [www.barandrestaurantexpo.com](http://www.barandrestaurantexpo.com) for more information or to register. Additional details about the expo floor, educational workshops, speakers, nightlife activations and more will be announced in the coming months. Bar & Restaurant Expo is a trade event and not open to the general public.

Bar & Restaurant Expo is committed to the health and safety of its attendees, exhibitors, and staff. It will continue to work closely with all local, state, and federal officials to follow and implement all health and safety guidelines set forth.

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### **About Bar & Restaurant Expo**

Bar & Restaurant Expo, formerly known as Nightclub & Bar Show, has continued to evolve to mirror the fast-paced, trend-setting nature of the hospitality industry. The event has been providing the specific tools that bar and restaurant owners, operators, and managers need to grow their businesses, compete, and succeed in this hyper-competitive and dynamic industry. The Bar & Restaurant Group is a division of the Questex Hospitality Group which also produces VIBE Conference, World Tea Conference & Expo, and daily content on [barandrestaurant.com](http://barandrestaurant.com).

### **About Questex**

**Questex helps people live better and longer.** Questex brings people together in the markets that help people **live better**: travel, hospitality and wellness; the industries that help people **live longer**: life science and healthcare; and the technologies that enable and fuel these **new experiences**. We live in **the experience economy** – connecting our ecosystem through live events, surrounded by data insights and digital communities. We deliver experience and real results. **It happens here.**

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