

**FOR IMMEDIATE RELEASE:**

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## **BAR & RESTAURANT EXPO 2022 EXPO HIGHLIGHTS**

**LAS VEGAS** – [Bar & Restaurant Expo](#), formerly known as Nightclub & Bar Show, is the nation’s most influential gathering of bar and restaurant owners and operators and is returning to the Las Vegas Convention Center March 21-23 with new events and interactive activations to further enhance the attendee and exhibitor experiences.

### **The 2022 Bar & Restaurant Expo Hall Floor Highlights include:**

**Restaurant Zone** - The brand new [Restaurant Zone](#) features the **Food & Beverage Innovation Center**, a dedicated area of learning and sampling, showcasing innovative food and equipment solutions through live culinary demonstrations and food tastings. Operators can learn how to create innovative menu offerings that boost sales, via increased guest frequency and check size. Chef demonstrations include **Brian Duffy**, Founder, Duffified Experience Group; **Pete Blohme**, Chef, Author, Owner, PP Hospitality Group; **Kayla Robison**, Arnold's Bar and Grill, Executive Chef; **Jennifer Behm-Lazzarini**, Lazzarini Private Events; **Nick Liberato**, The Borscht Belt Delicatessen, Owner/Chef; **Barbie Marshall**, Chef Consultant; **Chad Rosenthal**, TiNDLE, Motel Fried Chicken, Chef/Owner; **Kevin Des Chenes**, Keel Vodka, Executive Chef; **Tori Lubeck**, Plant Based Chef.

**The Bistro (VIP only)** - Located next to the Restaurant Zone, [The Bistro](#) is an exciting new seated restaurant for VIP Pass attendees only. Designed to showcase the very best and latest food, beverage, technology and FOH products in a real-life setting, participants will utilize **SpotOn** technology to make a reservation and pre-order their meal to enjoy in a private dining space at a time of their choice.

**Official Robots of the Restaurant Zone** – Inside the Restaurant Zone, guests can experience service from the cutting-edge **Richtech Robotics**. Attendees can expect to see **ADAM**, a programmable base that is equipped with two ARM units for handling and crafting food and beverages and featuring a welcoming yet striking design. Richtech Robots **MATRADEE**, the autonomous food service robot and **RICHIE**, the hotel delivery robot will deliver food in the **Uber Eats Alley**.

**NxT: Get Inspired** – Located in an exclusive area on the expo floor, [NxT](#) showcases the latest products, trends, and innovations. New additions in 2022 include: the **Middleby Ventless Burger Bar**, live music, interactive games, power talks addressing real time industry challenges, a lawn area with food demos, in addition to the 2022 Industry Excellence Awards ceremony sponsored by Sunday.

**Sports Bar** – This key activation in the heart of the expo, is hosted by **Chris Hopkins**, Beverage & Operations Professional, offering guests unique access to a wide range of innovative cocktails, technology and bar equipment. Take your seat and experience [Sports Bar](#) to taste inspirational beverage recipes, meet with mixologists and industry suppliers, and test drive new bar innovations.

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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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