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## MIDDLEBY PARTNERS WITH BAR & RESTAURANT EXPO AS THE OFFICIAL 2023 KITCHEN EQUIPMENT SPONSOR OF THE “FOOD & BEVERAGE INNOVATION CENTER”

*Restaurant Zone will feature the brand-new Kitchen Equipment Showcase, powered by Middleby*

**LAS VEGAS**-- [Bar & Restaurant Expo](#), the nation’s largest and most influential gathering of bar and restaurant owners and operators, is excited to announce that [Middleby](#), the leading solution provider for commercial kitchens worldwide, has confirmed their participation as the Official 2023 Kitchen Equipment Sponsor of the Food & Beverage Innovation Center

“We are thrilled to work with Middleby, a leader in innovation for commercial kitchens. Their deep expertise, combined with the most advanced commercial kitchen solutions, will be a tremendous asset for our industry audience,” said Tim McLucas, Vice President of Bar & Restaurant Group. “Our partnership with Middleby provides a key opportunity to demonstrate the significance that the latest advanced solutions in equipment can have on the financial success of operators both small and large. Operators will have direct access to explore equipment options and receive a private consultation with the Middleby team to address their specific venue needs.”

Located in the center of the 15,000 sq. ft. Restaurant Zone, the **Food & Beverage Innovation Center** is the epicenter of several distinct activations, including the brand-new **Kitchen Equipment Showcase, powered by Middleby**. The Kitchen Equipment Showcase will display and demonstrate the capabilities of a state-of-the-art kitchen, showcasing the newest equipment innovations paired with in-demand electric technology including:

- Blodgett Houdini Combi Oven
- TurboChef Plexor M3
- Carter Hoffman Crisp ‘N Hold Crispy Food Stations
- Evo Event Teppan Grill

“Middleby is excited by this opportunity to present its wide range of Ventless and Innovative products to the Bar and Restaurant Industry at the Food & Beverage Innovation Center. Automated products such as the TurboChef Plexor A3, the Ventless Evo Event Ventless Teppan Grill, Ventless Blodgett Combi, Holding and Pick up solutions from Carter Hoffman and Induction systems from CookTek, Middleby has the power to provide profitable solutions to support today’s challenges that this industry faces” said David Shave, Senior Vice President Global Sales and Distribution of TurboChef. “The team at Middleby looks forward to meeting operators at the event to discuss the equipment needs for every style of operation.”

In addition to The Kitchen Equipment Showcase, the Restaurant Zone will also include **The Food & Beverage Innovation Center**, where attendees can catch live, dynamic cooking demonstrations led by a team of top chefs, and **The Bistro**, where Bar & Restaurant Expo VIP Pass holders can dine in the 50-seat restaurant for a full-service experience complete with food, drinks and the latest technology.

Bar & Restaurant Expo, returning to the Las Vegas Convention Center March 27-29, 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 and amazing nightlife events. Those interested in attending the 2023 Bar & Restaurant Expo can visit [www.barandrestaurantexpo.com](http://www.barandrestaurantexpo.com) for more information or to register. Bar & Restaurant Expo is a trade event and not open to the general public.

High-resolution images from the 2022 Bar & Restaurant Expo are available for download [here](#).

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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.**

#### **About Middleby**

The Middleby Corporation is a global leader in the foodservice industry. The company develops and manufactures a broad line of solutions used in commercial foodservice, food processing, and residential kitchens. Supporting the company's pursuit of the most sophisticated innovation, the state-of-the-art Middleby Innovation Kitchens showcases and demonstrates the most advanced Middleby solutions. In 2022 Middleby was named a World's Best Employer by Forbes and is a proud philanthropic partner to organizations addressing food insecurity. For more information on Middleby and the company's brands please visit [www.middleby.com](http://www.middleby.com).

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