

**FOR IMMEDIATE RELEASE**

February 13, 2023



## **BAR & RESTAURANT EXPO 2023 TO PRESENT INAUGURAL INTERNATIONAL PAVILION OF 50 JAPANESE FOOD & BEVERAGE PRODUCTS**

*Register NOW to attend the 2023 Bar & Restaurant Expo [here](#)*

**LAS VEGAS- [Bar & Restaurant Expo](#)**, returning to the Las Vegas Convention Center **March 27-29**, will introduce the first **International Pavilion of Food and Beverage Products** at this year's event, featuring the expo's first **Japanese Food & Beverage Showcase**.

Sponsored by **Japan External Trade Organization (JETRO)** and **Ministry of Agriculture, Forestry and Fisheries (MAFF)**, the Japanese Food & Beverage Showcase will present an exciting mix of Japanese products, flavors, and globally renowned specialties from 50 leading international suppliers. Attendees will be treated to delicious food and beverage samples and will have the opportunity to learn how to incorporate these key products into versatile menu items and creative beverage offerings.

"The Government of Japan is excited for the opportunity to present at this year's Bar & Restaurant Expo, our first ever Japanese Food & Beverage Showcase at this event" said Osamu Taki, chief executive director of JETRO Los Angeles, "We strongly believe the Japanese Food & Beverage Showcase will have a great impact on the traditional bar and restaurant scene by teaching industry professionals how to incorporate the latest trends in Japanese cuisine."

This experience will showcase traditional Japanese alcoholic beverages including sake and shochu - which have a rich 500-year history in Japanese cuisine, plus many renowned food products including wagyu beef, ramen, takoyaki and more. Attendees can also sample Japanese products that are new to the U.S. market, including dried sweet potato and baked sweet potato. With more than 20,000 Japanese restaurants currently operating in the United States, JETRO and MAFF look forward to promoting the unique and exciting specialties the country has to offer to the culinary world at this year's expo.

"The addition of the Japanese Food & Beverage Showcase demonstrates the expanding global influence of Bar & Restaurant Expo, and the appetite for new products, different experiences, and fresh ideas to help fuel the growth of the bar & restaurant industry", said Tim McLucas, Vice President of Bar &

Restaurant Group, Questex. “We are excited to welcome so many Japanese companies, products and connections to the 2023 event in partnership with JETRO and MAFF.”

In addition to the International Pavilion, Bar & Restaurant Expo will offer attendees 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. View the current exhibitor list and floorplan [here](#).

Those interested in attending the 2023 Bar & Restaurant Expo can find more information about the expo and purchase tickets at <https://www.barandrestaurantexpo.com/>. Bar & Restaurant Expo is a trade event and not open to the public.

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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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