

FOR IMMEDIATE RELEASE

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## BAR & RESTAURANT EXPO 2023 BOOSTS AUDIENCE PARTICIPATION TO EXCEED 11,000 BUYERS IN LARGEST EVENT IN 5 YEARS

*Expo donates \$5,000 to CORE*



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**LAS VEGAS** — [Bar & Restaurant Expo](#), the nation's largest and most influential gathering of bar and restaurant owners and operators, returned to the **Las Vegas Convention Center** on March 27 – 29 for the 37<sup>th</sup> annual showcase. Celebrating the strongest attendance and exhibitor participation in 5 years, 11,477 attendees gathered to learn, source, and purchase the latest products in the hospitality industry, a 10% increase compared to 2022 attendance.

The Expo floor opened officially on Tuesday, March 28 with a special ribbon cutting ceremony hosted by *Food Network* celebrity chef, **Jet Tila**. Tila walked the red carpet and cut the ceremonial ribbon to officially open the expo floor alongside Bar & Restaurant Group Vice President **Tim McLucas**. Celebrities, honored guests, and chefs also graced the red-carpet including **Robert "Kool" Bell** from Kool & The Gang, celebrity mixologist **Mia Mastroianni**, celebrity chef **Brian Duffy**, keynote speaker and founder of JackFromBrooklyn and Sorel Liqueur, **Jackie Summers**; co-founder of Spirits in Motion, **Phil Wills** and more. Also on the red carpet, **McLucas** presented **Shelia Bennet**, Executive Director of the official charity partner of Bar & Restaurant Expo, **CORE (Children of Restaurant Employees)**, a \$5,000 donation on behalf of the expo.

During the conference, industry leader's chef **Jet Tila**, **Jackie Summers** and **Susan Fedroff** delivered high value keynote sessions addressing key food and beverage insights. **Tila** presented the opening keynote session sharing his journey from immigrant son to world renowned chef and the lessons he's learned

throughout his entrepreneurial career. Day two kicked off with a dual keynote session by **Fedroff**, co-owner of Clover Club, Leyenda and MillLady, and **Summers**, the founder of JackFromBrooklyn Inc and creator of Sorel Liqueur, presenting critical leadership skills that apply to all stages of developing a new business.

On the expo floor, buyers had access to 400 exhibitors, a 52% increase compared to 2022, plus an expanded program of exciting live culinary demos by a team of high profile chefs including Brian Duffy, Larissa DaCosta, Kevin DesChenes, and Kayla Robison, showcasing the latest food and equipment innovation that enhances revenue and the guest experience- delicious dishes included Honolulu street garlic shrimp, Nikkei-style crispy pork belly causa and short rib Penang curry pressed sandwich for guests to sample.

“Seeing the rapid growth in participation from attendees and exhibitors this year has been amazing considering where the industry was just three years ago”, stated Tim McLucas, Vice President of the Bar & Restaurant Group. “New business opportunities are thriving in the industry right now and we’re focused on supporting operators as they grow their businesses and expand their food & beverage offerings that appeal to their customers’ evolving needs.”

Buyers were also invited to explore the expo floor’s many highlights, including the first-ever **Japanese Food & Beverage Showcase** where 50 exhibitors presented an exciting mix of top Japanese products, flavors and globally renowned specialties, plus **The Restaurant Zone**, the 15,000 square-foot area dedicated to restaurant equipment, food and solutions. The all-new **Non Alc Chill Zone** showcased what’s new in the fast-growing industry of nonalcoholic beverages.

Bar & Restaurant Expo capped off an exceptional year with the **2023 Industry Excellence Awards** ceremony. The prestigious awards, with categories including community leadership, bartender of the year, best hospitality training program, were presented by celebrity mixologist, **Mia Mastroianni**. A full list of the 2023 winners can be found [here](#). **Kim Haasarud** of **Liquid Architecture** was presented with her second annual Industry Award, which recognized Haasarud’s passion for the industry and her help advancing the industry in a significant way.

Bar & Restaurant Expo will return to Las Vegas March 18-20, 2024. For more information, visit [here](#).

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

Bar & Restaurant Expo has continued to evolve and 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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