

FOR IMMEDIATE RELEASE

Jan. 30, 2024



BAR & RESTAURANT EXPO ANNOUNCES EXCITING 2024 CONFERENCE AND EXPO HIGHLIGHTS

Register NOW to attend the 2024 Bar & Restaurant Expo [here](#)



Photos from 2023 Bar & Restaurant Expo can be downloaded [here](#).

LAS VEGAS- This year's [Bar & Restaurant Expo](#) will be geared towards helping owners and operators unlock their venue's profit potential through a three-day conference program, tailored with captivating sessions from industry experts, and a two-day immersive expo hall featuring more than 500 exhibitors demonstrating products and sharing delicious samples. Both the conference program and the expo hall have been built to equip hospitality professionals with the knowledge and tools necessary to stay ahead of the curve and discover untapped opportunities in this rapidly evolving sector.

Attendees will not want to miss all the exciting elements that can be found on this year's expo floor.

New 2024 Bar & Restaurant Expo activations include:

- **Cocktail Clubhouse-** a dynamic and captivating space exclusively designed for owners, operators and bartenders passionate about pushing the boundaries of beverage creation. Featured profit power hours and meetups are led by Tiffanie Barriere, The Drinking Coach, Spirits Educator, Influencer; Erick Castro, Polite Provisions, Mixologist, Owner; and Josh Davis, Founder, Brown & Balanced and 2022 Bartender of the Year Winner.

- **Pizza Zone**- Sponsored by Parpan, Pizza Zone unveils the hottest trends from unique artisanal toppings to innovative crusts, attendees can discover the flavors that will captivate customers and keep them coming back for more.
- **USBG Shake It Up Competition**- the national United States Bartender's Guild competition will take place Wednesday, March 20, showcasing the most talented bartenders in the nation as they demonstrate creativity, speed, and skill. The highest-scoring competitor will be named the 2024 USBG National Champion and will represent the USBG at the IBA World Cocktail Championship in Portugal, Fall 2024.

Familiar favorites returning to Bar & Restaurant Expo this year include:

Zero-Proof Experience, Japanese Food & Beverage Showcase, Restaurant Zone, featuring live cooking demos in the Food & Beverage Innovation Center, Lamb Weston Fry Bar, Kitchen Equipment Showcase, powered by Middleby, Tea Bar and The Bistro VIP Restaurant.

More than half of the 2024 conference program, available to VIP and Education + Expo Pass holders, features new speakers, breakout sessions, masterclass topics and panel discussions from renowned industry leaders who have achieved remarkable success in their own establishments. With conference tracks focused on food, beverage, guest experience, people & staffing, operations and marketing & promotions, attendees are guaranteed to find valuable sessions tailored to the needs of their business.

2024 Bar & Restaurant Expo Speakers include:

- **Julie Reiner** **Keynote Speaker* – Co-Owner of Milady's, Clover Club, & Leyenda
- **Erick Castro**- Polite Provisions, Mixologist, Owner
- **Kailee Asher**- Director of Communications, Barter & Shake Creative Hospitality
- **Judy Elahi**- Corporate Bar Director, 101 Hospitality
- **Kelli Ferrell**- Owner, Nana's Chicken-n-Waffles
- **Virgil Harper**- Chef, Owner, Toast on Lenox
- **Kyla Hein**- Owner, Beverage Director at TWP Hospitality
- **Lin Jerome**- Co-Founder, Café Lola, Saint Honoré Doughnuts and Beignets
- **Jolene Manina**- Founder, Secret Burger
- **Obadiah Ostergard**- CEO, Vine Hospitality
- **Tamara Young**- Owner, Toast on Lenox
- **Matthew Crompton**- Regional Director, North America, CGA by NIQ
- **Alonso Castaneda**- Savory Restaurant Fund, VP of Brand Development & Strategy
- and **many more...**

Bar & Restaurant Expo will return to the Las Vegas Convention Center March 18-20, 2024. Those interested in attending or exhibiting at the 2024 Bar & Restaurant Expo can visit www.barandrestaurantexpo.com for more information, and press can register [here](#). Bar & Restaurant Expo is a trade event and not open to the general public. Stay connected with Bar & Restaurant Expo on [Facebook](#), [LinkedIn](#), and [Instagram](#).

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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 Expo](#), and daily content on [barandrestaurant.com](#) and [worldteanews.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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