

# bar & restaurant expo

MARCH 18-20  
**2024**  
 EXPO HALL: 19-20

📍 LAS VEGAS CONVENTION CENTER, SOUTH HALL  
 → [BARANDRESTAURANTEXPO.COM](http://BARANDRESTAURANTEXPO.COM)

# UNLOCK YOUR PROFIT POTENTIAL



  
**EXCLUSIVE  
 10% SAVINGS  
 OFF ANY PASS!**  
 USE CODE: **MONEYMAKER**  
 Promo code expires March 3, 2024  
 and is valid off new registrations only.  
 See page 16 for details.

## SPONSOR SPOTLIGHT

## TURN THE PAGE and explore the newest features

- Monday Program Starts Later
- Startup Bootcamp
- **Keynote!** Julie Reiner, Co-Owner, Milady's, Clover Club, & Leyenda
- **New!** Cocktail Clubhouse & Pizza Zone
- Exhibitor List
- VIP Workshops





**MARCH 18-20**  
**2024**  
 EXPO HALL: 19-20

📍 LAS VEGAS CONVENTION CENTER, SOUTH HALL  
 → [BARANDRESTAURANTEXPO.COM](http://BARANDRESTAURANTEXPO.COM)



*Complimentary*  
**TASTINGS**



**NIGHTLIFE**



**FREE**  
*Sampling*

☆ **2024** ☆  
**AWARDS**



*Culinary*  
**STAGE**



**NEW!** USBG Shake  
 It Up Competition



**LIVE**  
*Demos*



*New!*  
**MEETUPS**

UNLOCK YOUR

# PROFIT POTENTIAL

## Are you looking to maximize your profit margins and elevate your career to new heights?

In the competitive world of hospitality, every dollar counts, and that's why Bar & Restaurant Expo 2024 is themed Unlock Your Profit Potential.

Through a diverse range of suppliers, conference sessions, and networking opportunities, you'll leave with the right tools, resources, and industry insights necessary to enhance profit margins for bars and restaurants of all sizes.

## HERE'S WHY ATTENDING IS A GAME-CHANGER:

**Expert Insights:** Gain access to industry experts who will share invaluable insights on cost-effective operations and discover innovative ways to boost your bottom line.

**Sample F&B Trends:** Stay ahead of the curve by discovering and sampling emerging trends and be the first to offer innovative products that captivate your customers and increase revenue.

**Networking Opportunities:** Forge partnerships that can open doors to new revenue streams with like-minded professionals, suppliers, and potential collaborators in the food and beverage industry.

**Cutting-Edge Solutions:** Learn how automation, digital marketing, and data analytics can drive efficiency and profitability.

**And so much more!**

**Don't miss this opportunity to unlock your profit potential and pave the way for a prosperous future!**

→ View the schedule, register and more at [barandrestaurantexpo.com](http://barandrestaurantexpo.com)

# SCHEDULE AT A GLANCE

## MONDAY MARCH 18

9:00am-5:30pm

**NEW!** Start-Up Essentials Bootcamp  
Add to any pass

10:00am-1:00pm

Mixology Training I - Non-Alc: A Critical Component to Today's Profitable Bar Menu **LIMITED SEATS!**  
📍 Jalisco Underground, Resorts World 🗺️

12:30pm-3:00pm

Offsite Tours **SOLD OUT!**  
📍 Resorts World or Wynn Las Vegas 🗺️

1:00pm-2:45pm

Conference Sessions  
**VIP Pass or Education + Expo Pass**

1:30pm-4:00pm

Mixology Training II with Erick Castro - Out of This World  
Cocktails At Down To Earth Cost **LIMITED SEATS!**  
📍 Jalisco Underground, Resorts World 🗺️

3:00pm-5:30pm **NEW HOURS!**

Workshops 1-6  
**VIP Pass ONLY**  
🌟 *Note: Later start time for St. Patrick's Day travel*

6:00pm-8:30pm

Welcome Kickoff Party  
📍 Ayu Dayclub, Resorts World \*

9:00pm-11:00pm

Platinum Party  
📍 XS Nightclub  
**VIP Pass or Education + Expo Pass or add separate**

## TUESDAY MARCH 19

**EXPO HALL OPEN!**

10:00am-4:45pm

Conference Sessions  
**VIP Pass or Education + Expo Pass**

11:00am-11:45am

**Keynote**  
Liquid Assets - Turning Your Venue into a Profit Powerhouse  
**Julie Reiner, Co-Owner Milady's, Clover Club, & Leyenda \***



11:45am - 12:00pm

Red Carpet & Ribbon Cutting Ceremony \*

12:00pm-6:00pm

Expo Hall Opens \*

1:00pm-5:00pm

**NEW!** Industry Meetups on Expo Hall \*

6:00pm-8:00pm

**NEW!** Happy Hours  
Add separate to any pass

9:00pm-11:00pm

Platinum Party  
📍 OMNIA Nightclub  
**VIP Pass or Education + Expo Pass or add separate**

9:00pm-11:00pm

Platinum Party  
📍 OMNIA Nightclub, Caesars Palace 🗺️

## WEDNESDAY MARCH 20

**EXPO HALL OPEN!**

9:30am-3:00pm

Conference Sessions  
**VIP Pass or Education + Expo Pass**

10:30am-11:15am

General Session: Raise the Bar \*

11:15am-12:00pm

Industry Awards \*

12:00pm-5:00pm

Expo Hall \*

1:00pm-5:00pm

**NEW!** USBG Shake It Up Competition \*

1:00pm-3:00pm

Masterclasses  
**VIP Pass or Education + Expo Pass, or add separate**

1:00pm-3:00pm

Workshops 7-8  
**VIP Pass Only**

**WS7 Sizzling Menu Profits:** Live Menu Read with Celebrity Chef Brian Duffy!

**WS8 Master Profitability:** Conquer Budgeting Fears and Empower Financial Success

\* **INCLUDED IN ALL PASSES.** 🗺️ **SEPARATE REGISTRATION REQUIRED. TRANSPORTATION INCLUDED.**

Schedule subject to change. All events take place at the Las Vegas Convention Center unless otherwise noted. View all details at → [barandrestaurantexpo.com](https://barandrestaurantexpo.com)

Dive into a







# NEW PROGRAM PACKED WITH


















50% New Speakers, Sessions, and Panels!

The Bar & Restaurant Expo conference program is your roadmap to financial success. Discover innovative strategies, industry secrets, and actionable insights to boost your bottom line in a competitive market.



Conference Sessions included with VIP Pass or Education + Expo Pass.

MON/MAR 18	 <b>PEOPLE &amp; STAFFING</b>	 <b>FOOD &amp; BEVERAGE</b>	 <b>HOTEL F&amp;B</b>	 <b>OPERATIONS</b>	 <b>GUEST EXPERIENCE</b>	 <b>MARKETING</b>
1:00PM - 1:45 PM	<b>Leading with The Right Mindset: Managing vs Leading vs Coaching</b> Jason Brooks, Hospivation, Hospitality Coach, Author	<b>Finding a Path to Profitability</b> Chip Klose, Restaurant Coach, Chip Klose Creative, CEO	<b>Premiumization in Hotel F&amp;B</b> Panel: Charles Nouwen, Peer To Beer; Jessica Altieri, Americas, Four Seasons Hotels & Resorts, Director of Beverage; Gary Gruver, Director of Beverage, Global Operations, US & Canada, Marriott International; Moderator: Tony Abou-Ganim (Speakers), The Modern Mixologist, Author	<b>Decoding Franchising: Exploring Bar and Restaurant Models for Your Entrepreneurial Journey</b> Mehdi Zarhloul, Crazy Pita Restaurant Group, CEO	<b>Win by Optimizing the Customer Journey</b> Lauren Barash, Full Course, Vice President, Marketing	<b>The Tipping Transformation: How Top-Tier Brands Are Reimagining Their Tipping Programs</b> Brian Hassan, Kickfin, Co-founder, Co-CEO
2:00PM - 2:45PM	<b>Wellness is Your Bottom Line</b> Nadya Khoja, Head of Content & Organic Growth, Sunnyside Elizabeth Tilton, Founder, CEO, Oyster Sunday; Moderator: Derek Brown, Founder, Positive Damage	<b>Demystifying Data – Taking Insights and Turning Them Into Profitable Action</b> Matthew Crompton, Regional Director, Americas, CGA by Nielsen IQ	<b>Diversifying Your Business Operations Through Hotel F&amp;B Partnerships</b> David Kaplan, Gin & Luck, Death & Co, CEO; Khuong Phan, Ace Hotels/Atelier Ace, Head of F&B Communications	<b>Scaling For Growth &amp; Profitability: Should You go MultiUnit?</b> Andrew Chun, Sidecar Hospitality, Managing Partner	<b>Refined Hospitality: The Case for a Marketing First Strategy</b> Lin Jerome, Refined Hospitality, The Refined Agency, Café Lola, Saint Honoré Doughnuts and Beignets, Co-Founder	<b>Your Restaurant Marketing Questions Answered</b> Mehdi Zarhloul, Crazy Pita Restaurant Group, CEO; Moderator: David "Rev" CianCio, Co-Founder, CMO, Handcraft Burgers & Brews; Alonso Castaneda, Savory Restaurant Fund, VP of Brand Development & Strategy; Mark Sorenson, Social High Rise, Founder, CEO

TUE/MAR 19	 <b>PEOPLE &amp; STAFFING</b>	 <b>FOOD</b>	 <b>BEVERAGE</b>	 <b>OPERATIONS</b>	 <b>GUEST EXPERIENCE</b>	 <b>MARKETING</b>
10:00AM - 10:45AM	<b>Treat Your People Like Assets</b> Alison Anne, Restaurant Revolution, CEO/Founder; Bryan Meredith, #Restaurateur, Restaurateur/Coach	<b>Unlocking Your Profit Potential With Snacking</b> Suzy Badaracco, Culinary Tides Inc., President	<b>Salut! Cocktail Trends Driving Profits in 2024</b> Shunan Teng, Tea Drunk, CEO, David Rios, Bartender, Master Mixologist, David Rios Experience, Padre Azu; Ying Chang, Owner/Operator, Strongwater Anaheim I	<b>Cutting Costs By Budgeting For Safety</b> Amie Ward, Safe Bars, Executive Director; Sean Sullivan, The Port Bar FIUD510, Owner	<b>10 Big Mistakes Restaurateurs Make In Concept Development</b> Obadiah Ostergard, Vine Hospitality, CEO; Candace Macdonald, Carbonate, CoFounder & Managing Director	<b>The Power of Social Media to Boost Brand Awareness &amp; Customer Engagement</b> Bryant Williams, Co-Owner, Chef, Binkey's Restaurant; Daniella Williams, Co-Owner, Binkey's Restaurant
<b>OPENING KEYNOTE - Liquid Assets - Turning Your Venue into a Profit Powerhouse   Julie Reiner, Co-Owner Milady's, Clover Club, &amp; Leyenda</b> 						
<b>EXPO HALL OPEN - OPEN TO ALL!</b>						
2:00PM - 2:45PM	<b>Improving Education &amp; Training for Bartenders &amp; Staff Behind the Bar</b> Shannon Mustipher, Barspoke, Spirits Educator and Consultant	<b>Best Practices for Brunch</b> Virgil Harper, Chef/Owner, Toast on Lenox; Tamara Young, Owner, Toast on Lenox	<b>Easy as 1-2-3: Implementing a No/Low Cocktail Menu to Boost Sales &amp; Guest Experience</b> Judy Elahi, Corporate Bar Director, 101 Hospitality; Moderator: Derek Brown, Founder, Positive Damage	<b>Streamlining Success: Reducing Restaurant Tech Bloat for Operators</b> Scott Youkilis, Restaurateur in Residence, SpotOn <b>Session sponsored by</b> 	<b>Building the Bottom-Line</b> Christie Lawler, Founder, Owner, C/JL Consulting	<b>Getting found on Google</b> Erik Shellenberger Bar Marketing Basics, Bar and Restaurant Marketing Expert*
3:00PM - 3:45PM	<b>Employee Growth &amp; Happiness is GREAT for Business</b> Morgan Dillon, The Village Dallas, Vice President, F&B; Fritz Brogan, Mission Group, Partner, Co-Founder; Ebony Austin, Owner, Nouveau Bar & Grill, Nouveau Creations; Moderator: Danielle Roy, Morale Matters, Founder; Zack Oates, Founder/CEO, Ovation	<b>How to Develop and Enhance Your Menu</b> Kelli Ferrell, Nana's Chicken-n-Waffles, Owner	<b>Setting the Bar: How to Stay Ahead-of-the-Curve in the Drinks Industry</b> Adam Teeter, VinePair, CEO & Founder Josh Malin, VinePair, CEO & President*	<b>On the Rocks to Riches: Your Guide to Building More Profitable Bars and Beverage Centers</b> Dean Mistretta, Decadent Catering Company, Johnson & Wales University, Catering Director, Associate Professor	<b>Delivering Dining Experiences For Convenience-Minded Customers</b> Nick Hecht, DoorDash, Head of SMB Sales <b>Session sponsored by</b> 	<b>Mise en Place Marketing</b> Kailee Ashler, Barter & Shake Creative Hospitality, Director of Communications
4:00PM - 4:45PM	<b>Empathetic Leadership- The Importance Of Human Connection &amp; Development in 2024</b> David Benowitz, President & CoOwner, Craft N Crew Hospitality; Steve Nookie Postal, Chef & Founder, Commonwealth	<b>Update your outdated Menu</b> Brian Duffy, Duffified Experience Group, Bar and Restaurant Consultant	<b>Crafting More than a Cocktail</b> Alan Dean, Whiskey Cake, Concept Beverage Manager		<b>Spiritual Machine: The AI Bar Experiment</b> Jacob Trevino, Gorilla Cinema Presents, Owner/CEO	<b>Amplifying Great Experiences: Online Review Strategies That Will SUPERCHARGE Your Business</b> Greg Provance, GP Hospitality Partners, Owner*
WED/MAR 20	 <b>PEOPLE &amp; STAFFING</b>	 <b>FOOD</b>	 <b>BEVERAGE</b>	 <b>OPERATIONS</b>	 <b>GUEST EXPERIENCE</b>	 <b>MARKETING</b>
9:30AM - 10:15AM	<b>Shift Happens! 7 Proven Strategies to Help Your Restaurant Crush it</b> Monte Silva, Steelbach Restaurant, Restaurateur	<b>Always Hustling: Creating Culinary Concepts That Generate Revenue</b> Jolene Mannina, President, Secret Burger	<b>It's Time: Upgrading Your Mocktails to Zero Proof Cocktails</b> Stephanie Burke, The Free Spirits Company Inc, Regional Sales Manager Northern California; Moderator: Derek Brown, Founder, Positive Damage Session sponsored by 	<b>Simplify, Streamline &amp; Thrive: Multi Unit Management Strategies</b> Benson Wang, Palm House Hospitality, Co-Founder, Chief; Travis Tober, Nickel City, Co-Owner	<b>The Anatomy of Special Events</b> Adam Goble, Downtown Oly's, Creative Director & General Manager	<b>The Gen Z Era: Brand It &amp; They Will Come</b> Andrew Corbett, WKND Hospitality, Co-Owner & Operator
<b>Raise The Bar - Crafting a Profitable and Unique Hospitality Experience OPEN TO ALL</b> <small>Mia Mastroianni, Consultant as seen on Bar Rescue USA, Celebrity Mixologist; Phil Willis, Spirits in Motion, Co-Founder; Art Sutley, Savage &amp; Cooke Distillery, Director of Strategic Accounts</small>						
<b>2024 INDUSTRY EXCELLENCE AWARDS - OPEN TO ALL!</b>						
<b>EXPO HALL OPEN - OPEN TO ALL!</b>						

# VIP WORKSHOPS

Included with VIP Pass ONLY.

Register early to secure your seat. 



Monday, March 18 | 3:00pm-5:30pm



NOTE: Monday Workshops start later for travel time after St. Patrick's Day

Target Audience:  Owner/Operator  GM  Bartender  Bar Manager  Chef



**WK1 Mastering Communication for Profitable Hospitality: Elevate Your Business with Effective Team Interaction**

JOHN SHERMETARO, NORTH EAST REGIONAL MANAGER, FLORIDA RESTAURANT AND LODGING ASSOCIATION



**WK2 A Three Part Guide To Running a Profitable Restaurant or Bar**

KENNETH KNEIF, MANAGING DIRECTOR, HOSPITALITY RESOURCE GROUP



**WK3 Crafting Profitable Potions - Designing a Distinctive Beverage Program**

TIFFANIE BARRIERE, SPIRITS EDUCATOR, INFLUENCER, THE DRINKING COACH



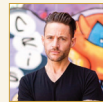
**WK4 Empower Your Business using Bystander Intervention and De-escalation Tactics to Implement a Culture of Safety**

AMIE WARD, EXECUTIVE DIRECTOR, SAFE BARS



**WK5 Elevated Guest Experiences: Mastering the Art of Exceptional Hospitality**

MICHAEL TIPPS, MANAGING PARTNER, INVICTUS HOSPITALITY



**WK6 Unveiling Bar & Restaurant Marketing Secrets for 2024. What the Pros are Not Telling You**

TODD COLLINS, CHIEF STRATEGIST, BEAMED MEDIA



Wednesday, March 20 | 1:00pm-3:00pm



**WK7 Sizzling Menu Profits: Live Menu Read with Celebrity Chef Brian Duffy!**

BRIAN DUFFY, BAR AND RESTAURANT CONSULTANT, DUFFIFIED EXPERIENCE GROUP



**WK8 Master Profitability: Conquer Budgeting Fears and Empower Financial Success**

DAVID SCOTT PETERS, OWNER, DAVID SCOTT PETERS




**ABSOLUTELY AMAZING.  
DON'T CHANGE A THING.**

DAMIEN SMITH, HEAD BARTENDER, TRIPLE CREEK RANCH

# MASTERCLASSES

Series for Bar Managers, Bartenders, Chefs, General Managers

Included with VIP Pass, Education + Expo Pass, or add separate. 

Wednesday, March 20 | 1:00pm-3:00pm



**BAR MANAGER MASTERCLASS**

Bar Manager Masterclass: Becoming the Successful Master of your Bar Domain

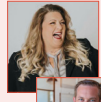
KYLA HEIN, OWNER, BEVERAGE DIRECTOR, TWP HOSPITALITY



**BARTENDER MASTERCLASS**

Building Bars That Change the Game Yet Make Money: A Conversation with Erick Castro, Travis Tober and Nectaly Mendoza

ERICK CASTRO, RAISED BY WOLVES AND GILLY'S HOUSE OF COCKTAILS, CO-OWNER



**CHEF MASTERCLASS**

Developing Your Roadmap to Ownership and Entrepreneurialism

MOLLY BLAKELEY, FOUNDER/CEO, MOLLY BZ  
ADAM HEGSTED, CHEF/OWNER, EAT GOOD GROUP



**GM MASTERCLASS**

Building Culture- Unveiling the Key Ingredient to Success in the Hospitality Industry

DAVE SINCEBAUGH, CHIEF OPERATING OFFICER, KASKAID HOSPITALITY

**NEW!**

# STARTUP ESSENTIALS BAR & RESTAURANT BOOTCAMP

The Start-up Essentials Bar & Restaurant Bootcamp will touch upon on everything a new or about to be owner/operator needs to master, from a pre-opening checklist to creative concept development, financing & funding, hiring your dream team, landlords, leases, locations, and more!

**Monday, March 18 | 9:00am-5:30pm**



**MARCUS GUILIANO**  
CHEF & OWNER,  
AROMA THYME,  
FARM TO TABLE  
BISTRO



**CHIP KLOSE**  
RESTAURANT  
COACH  
RESTAURANT  
STRATEGY



**MICHAEL TIPPS**  
MANAGING  
PARTNER, INVICTUS  
HOSPITALITY



**DAVID  
KAPLAN**  
CEO, DEATH  
& CO.



**OBADIAH  
OSTERGARD**  
CEO, VINE  
HOSPITALITY



**DOUG RADKEY**  
PRESIDENT, KRG  
HOSPITALITY



**CAROLINE  
SCHMIDT**  
VP US  
MARKETPLACE  
AND CUSTOMER  
EXPERIENCE,  
SILVERCHEF

# Featured SPEAKERS

Immerse Yourself in Powerful  
Ideas and Inspirational Speakers.

1. **JESSICA ALTIERI** Four Seasons Hotels and Resorts, Corporate Director of Beverage, Americas
2. **EBONY AUSTIN** Nouveau Bar & Grill, Nouveau Creations, Chef & Owner
3. **TIFFANIE BARRIERE** The Drinking Coach, Spirits Educator, Influencer
4. **ALAN DEAN** Whiskey Cake, Concept Beverage Manager
5. **KELLI FERRELL** Nana's Chicken-n-Waffles, Owner
6. **MARCUS GUILIANO** Aroma Thyme, Farm To Table Bistro, Chef & Owner
7. **ADAM HEGSTED** Eat Good Group, Chef/Owner
8. **LINDSEY JOHNSON** Lush Life Productions, Founder and Creative Director
9. **DAVID KAPLAN** Death & Co., CEO
10. **MIA MASTROIANNI** Consultant as seen on Bar Rescue USA, Celebrity Mixologist ★
11. **SHANNON MUSTIPHER** Barspoke, Spirits Educator and Consultant
12. **KHUONG PHAN** Ace Hotels/Atelier Ace, Head of F&B Communications
13. **ART SUTLEY** Savage & Cooke Distillery, Director of Strategic Accounts ★
14. **TRAVIS TOBER** Nickel City, Co-Owner
15. **BENSON WANG** Palm House Hospitality, Co-Founder, Chief
16. **PHIL WILLS** Spirits in Motion, Co-Founder ★

★ BAR & RESTAURANT ADVISORY BOARD MEMBER



Included in all passes unless otherwise noted.

# 2 DAY EXPO HALL

Tuesday, March 19 | 12pm-6pm

Wednesday, March 20 | 12pm-5pm

Explore, engage, and equip your establishment with the latest tools and products to drive profits to new heights. From cutting-edge kitchen equipment, beverage trends for rave reviews, revenue-boosting technology, and everything in between – it's all found on the Expo Hall to boost financial success.

- ✓ Spirits/RTDs
- ✓ Foodservice & Restaurant Supplies
- ✓ Bar Supplies & Equipment
- ✓ Food Products
- ✓ Mixers
- ✓ Foodservice Equipment
- ✓ Beer
- ✓ Marketing / Advertising
- ✓ Glassware
- ✓ Technology
- ✓ Beverage/Coffee/Tea
- ✓ And More!

# WELCOME TO THE EPICENTER OF PROFITABILITY!



## Meet the F&B INNOVATION CENTER CHEFS



## THE RESTAURANT ZONE

Experience a mix of education, food sampling, and equipment showcase.

- Kitchen Equipment Showcase, powered by Middleby
- Official Food Distributor Partner, PERFORMANCE FOODSERVICE
- **New!** Pizza Zone
- The Bistro VIP Restaurant **VIP PASS ONLY**
- Cooking Demos
- F&B Innovation Center with complimentary food samples
- Lamb Weston Fry Bar



**BRIAN DUFFY**  
Founder, Duffified Experience Group  
★ BAR & RESTAURANT ADVISORY BOARD MEMBER



**KAYLA ROBISON**  
Executive Chef at "Arnold's Bar and Grill" & Chopped Champion



**NICK LIBERATO**  
The Borscht Belt Delicatessen, Owner/Chef



**TIM WITCHER**  
Owner, The Wing Kitchen



**AARON FISH**  
Executive Chef, Eat Good Group



**BOBBY "THE BUTCHER" MARCOTTE**  
Founder, Grindhouse Meat Company



**TORI LUBECKI**  
Vegan Chef

## Pizza zone

SPONSORED BY *Parpan*

**NEW!** Upsell, cross-sell, and create irresistible pizza offerings that will have your patrons raving.

## Nxt

Complimentary beverage samples, meetups, USBG Shake It Up Competition, and more!



TOSSWARE





# SAMPLE AND TEST THOUSANDS OF NEW F&B PRODUCTS!



## WHERE THE TRENDSETTERS HANG.

Meet the Mixologists + attend Profit Power Hours!



**CHRIS HOPKINS**  
Cocktail Clubhouse Bar Director,  
Beverage & Operations Professional



**ERICK CASTRO**  
Polite Provisions, Mixologist, Owner



**TIFFANIE BARRIERE**  
The Drinking Coach, Spirits Educator,  
Influencer



**JOSH DAVIS**  
Founder, Brown & Balanced



## ZEROPROOF EXPERIENCE

An inspirational and interactive non alc sampling and learning experience designed for owners, operators and bartenders.



## New! MEETUPS

Tuesday, March 19 @ NxT Stage

1:00pm-1:45pm BIPOC, hosted by Brown & Balanced

3:00pm-3:45pm Women of the Industry, hosted by Women Empowering Women

4:00pm-4:45pm LGBTQIA+  
Cocktail Clubhouse

3pm-4pm Bartenders, hosted by USBG  
4pm-5pm Planning to Open



Bar & Restaurant Expo is the official location for the United States Bartenders' Guild (USBG) National Cocktail Competition.

Get ready to witness the cocktail event of the year – the electrifying USBG Shake It Up Competition that will have you on the edge of your seats!

Wednesday, March 20, 2024  
1:00pm-5:00pm  
NxT Stage, Expo Hall



Experience the 2nd annual Japanese Food & Beverage Showcase with an increased presence of 60 unique suppliers presenting the highest quality Japanese seafood, beer, spirits, sake, shochu, restaurant products and globally renowned specialties.



Japan Taste Marketing Inc.




in @BARANDRESTAURANTEXPO #BRE2024

# EXHIBITOR LIST

(as of 01/19/24)



world tea expo

 Bar & Restaurant Expo and World Tea Expo  
Hall included with all passes!

## # 01LIVING LIMITED

3 Spark Design

## A A Bar Above AC RadioCom

Adfuel Inc.

ADJ

Admit One Products

ADP, Inc

Agave Straws - by Plantar Products

Air Comm Radio

Alaskan Leader Seafoods

Alcohol Armor

Alcohol Countermeasure System Corp

American Beverage Marketers

American Homestead, Inc

American Tent

AMI Entertainment

Amoretti

Andros

Aphrodise, Inc.

Aprons by DeLawn

Aroma Tea House

Art Attack / Phantom Inc

Associated Agencies Inc

ATM Headquarters

ATM Merchant Services

Atmosphere TV

Atosa Catering Equipment Inc.

Avalara

Axe Payments

## B Bar and Restaurant News

Barfly®

Bar-I

Bartesian

BarTrack Inc.

BarVision

BearRobotics, Inc.

BeatGig

Beer Tubes

Benchmark Beverages Company

Berg Liquor Control Systems

Bevcounter

Beverage - Air

Billboard Uniforms

Bionutrigen Co., Ltd

Bissell Commercial

BK RESOURCES

Black Falcon Ventures Inc.

Boiron Americas Inc

Borges USA

Branch

Breville Commercial

BrewLogix

Brook37 The Atelier

Brunswick Bowling

Bull in China

Buyers Edge Platform LLC

Buzztime Entertainment

BuzzyBooth

BVORO Tea

## C C2 Smoke

Camelot Tea Compnay

Cape Herb & Spice

CarePac

Carlsberg

Casa Aceves

Cawley Company

Cazcanes Tequilla

Cesira

Checkwriters

Chikiriya

Citrus America

CityCheers

Clayton Tea Company

Club-Mate USA

Coaster Factory

Cocktail Club

Cold Sell Mobile Coolers

controlPLAY

Cool Glow LLC

Cool-A-Zone

CORE

Coverage Cowboy

Cozzini Bros

Craft Master Growlers

Crest POS

CueStix International

## D Danner Drinks Company

DCAP Claims

Demitri's Gourmet Mixes

Dethlefsen & Balk, Inc.

Devault Enterprises, Inc.

Deville Beverage

DF Global, INC dba Damtuh

Diageo Americas Inc

Dish Out

DJ Trivia

Doidep Tea & Coffee

DoorDash

DraftTop

DRY Soda Company

Dude Wow Cocktails

## E E. K. Taiwan, Clever & Handybrew

Eagan Immigration

East West Embroddery  
 Eastern Elm  
 ELMECO  
 EMERGING BRANDS  
 Emuamericas, Ilc  
 Endless West  
 Entegra Procurement Services

**F** F&B Insights  
 Farmers Brothers Coffee  
 FETCO  
 Finger Food Products, Inc.  
 Firsd Tea  
 Floatie Kings  
 FORLIFE  
 Franchise Development Group  
 Fresh Origins, LLC  
 Friendly Fruits  
 Frymate LLC  
 Fujian Oriental Tea Co., Ltd (OR-TEA)  
 Fujian Tianhui Industrial Co.,Ltd.

**G** G&G Closed Circuit Events  
 Ghost Ice LLC  
 Glastender  
 Glenburn Tea Direct  
 Global Teas, LLC  
 Gloria Keg  
 Golden Dragon Tea  
 Goodwin Recruiting  
 GoTab, Inc.  
 GP Hospitality Partners LLC  
 GREAT TIP\$ Inc.

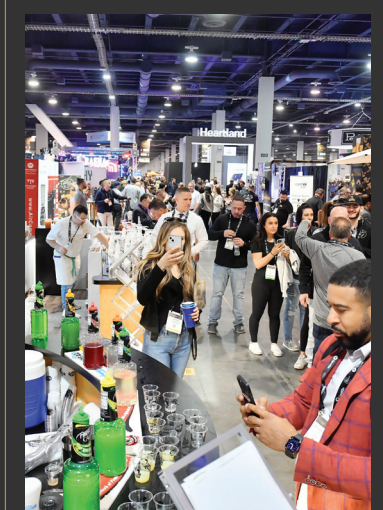
Green Hospitality Solutions LLC  
 Green Pot Tea Pte Ltd.  
 Greenprint  
 Grosfillex Contract Furnishings  
 Guangzhou Runming Tea Co., Ltd  
 Guitar Center Professional  
 Gunam Tea & Coffee

**H** Harney & Sons Tea Co.  
 Harvest Hill Beverage Company  
 Heartland  
 Heartland Food Products  
 Heineken Corporation  
 Hendrick's Tea House  
 Hive2o LLC  
 Holsag (Mity Inc)  
 Hoshizaki America  
 Hospitality Insurance Agency  
 Hot Cup Factory  
 Huge Brands  
 Hummingbirds International  
 Enterprises CO.,LTD  
 Hypemakerz, LLC

**I** IDU Identification  
 IFBTA  
 IGPM Distribution  
 Illuminated Trees  
 Innovative Custom Design  
 Instacart Inc  
 International Trade Center  
 Intouch Business, Inc  
 Itaberco, Inc

**J** Jaabco Global Inc  
 Jacque's Organics  
 Jade Tea Ltd.  
 Japan External Trade Organization  
 Jay Shree Tea and Industries Ltd  
 JetChill  
 Jianyuan Organic Tea & Herb Co., Ltd  
 Joe Hand Promotions Inc  
 John E Koerner & Co.  
 J-Oil Mills, Inc  
 JoynD Inc  
 Just Add Power

**K** Kagoshima Seicha Co., Ltd.  
 Kazi Yetu Tanzania  
 KEL Insurance Services, LLC  
 Khun Tax & Accounting Services  
 Kickfin  
 Kiddleton, Inc  
 Kikkoman International Inc.  
 Kisan America  
 KITAOKA-HONTEN Co.  
 Kitchen Witch Gourmet  
 Klein Electronics  
 Kold Draft  
 Koziol Ideas for Friends Gmbh  
 Krowne Metal Corp  
 Land O' Lakes, Inc  
 LaserTron  
 Ledger Financials Inc  
 LineLeap  
 Lineup.ai



**“ GREAT RANGE OF BOOTHS IN THE MARKET, from liquor and food companies to POS to infrastructure, it was a great mix of companies.**

FRANCIS GAUDREULT, OWNER,  
 PITBULL EVENTS / THE DRINK

## EXHIBITOR LIST (as of 01/19/24)

**L** Liquid Alchemist  
Liquid Management Partners, LLC  
LIV 21  
Live Oak Vodka  
Louisiana Fish Fry Products Ltd  
Lower Foods, Inc.

**M** Madbev, LLC  
MA-HA Virtue  
Majani Group  
Manitowoc Ice  
MarginEdge Co  
Mark Anthony Brands  
Marketing Ideas Group: U R Stickers:  
Characters Unlimited  
Marumatsu Tea Co., Ltd  
Maruzen Tea Co., Ltd  
Maverick Theory  
McCall Farms  
McCormick FONA  
McGrath Events + A/V Services  
me&u  
Mexilink  
Michigan Cherry Committee  
Middle West Spirits  
MiddleBar  
Middleby Corporation  
Middleton Mixology  
Mike's Hot Honey  
Million Dollar Media, LLC  
MistAmerica Corp  
Mosa Beverage  
Moyer Diebel

Mr. Black Industry  
MyFair: (DOJAE TEA)  
**N** Napatini  
NASA Corporation  
NASA Searchlights  
Nassar Investment Co LLC  
Nature Ceylon Trading (Pvt) Limited  
Need Zappy  
Nepal Tea Collective  
Netuno USA  
New Mexico Fresh Foods  
Nibble App  
Nightlife Security Consultants  
Nikken Foods Co., Ltd  
North American Beverage Company  
Novamex  
NuCo2

**O** Nuova Distribution  
Oh Snap! Pickling  
OilChef  
Ole Smoky Distillery, LLC ©  
Oliver Pluff & Company  
Omcan  
Ooma, Inc  
Orange Door Entertainment  
Osada Seicha Co.,Ltd.  
Ovention Inc  
Oyaizu Seicha International  
Japanese Tea Co., Ltd.  
**P** Pacific Coast Producers  
Padilla Innovation  
Pagertec Corp



“ **AS THIS WAS MY FIRST TIME ATTENDING THE EXPO,** I enjoyed meeting and networking with the various suppliers and other attendees...the food and drink samples were over the top.

TOWANDA RICHARDSON, BERMUDA BARTENDERS GROUP

Parch Spirits  
Parpan Breads  
PatronScan  
Polar King International, Inc.  
Poplife  
Portal Tea Company  
Precision Appliance Technology, Inc.  
Precision Pours Inc.

Premium Blend  
Price Chopper Inc  
Professional Audio Video Communications Inc  
Purbanchal Krishi Vikas Pvt Limited  
Purse Pegs LLC  
Pyatt Enterprise, LLC  
**Q** Qtrade Teas & Herbs  
Quantum Merchant Services, Inc  
Qubica AMF Worldwide LLC

- Q** Questex
- R** Race Label Solutions Inc.  
Rasha Professional  
RBA Photobooths Inc  
RD USA  
Red Gold, LLC  
Redfern Enterprises Inc  
Restaurant Seating  
Restaurant Technologies  
RevoSpin  
Richtech Robotics  
Ritual Zero Proof  
Rivard Companies  
RobotLAB Inc.  
Rockless Table  
Roobos North America  
Roxi Group  
Rudolph Foods Co.  
Runyon Surface Prep Rental & Supply  
RX Music
- S** Salt Factory Pub  
Savi Controls  
SavorPoint LLC  
Sayersbrook Bison Ranch  
SCORPION s.c.  
Scotsman Ice Systems  
SerendipiTea  
Seven Senses Organic  
Seven Teahouse  
Shaffer Distributing  
Shalom Farms in Malawi  
Shen Xian Tea Co. Ltd.  
Shift4
- Shining Seas Ingredients  
Shining Stars Tycoon, Inc.  
Shizuoka Alliance  
Signature Systems  
SilverChef  
SilverSaver  
Sindbad Pvt Limited  
Skechers USA Inc.  
Skybox Sports Network, Inc.  
Smart Bar USA  
Smartfruit  
SmartTab POS  
Snackpass  
SocialCrowd  
SodaLock  
Sound Stage Systems  
Sovereign Brands  
Spirits On Ice, LLC  
SpotOn  
Sprayer Specialties, Inc.  
Sri Lanka Tea Board  
SSK EXPORTS LIMITED  
St. Cousair Inc  
Star Micronics, Inc.  
Starry Foods  
Stone Gate Foods  
Stonegrill USA  
Stonewall Kitchen  
Strawbar  
Sugimoto Seicha USA, Inc.  
Sunkist Foodservice Equipment  
SupraCut Systems International Inc.  
Suzumo International Corporation
- T** Sweet Mesquite Bakery  
Tabak Insurance Agency PLLC  
Tagrisk Insurance Services LLC  
TakeOut7  
TDK Tradelinks (Pvt) Limited  
Tea Jams  
Tea Tell Truth LLC  
Team Trivia  
TeaTime Magazine (Hoffman Media)  
TeaVendor  
Teemittel Ltd.  
TerraSlate Paper  
The Art of Broth LLC  
The Free Spirits Company, LLC  
The Perfect Puree of Napa Valley  
Tiki Farm  
Tilden  
Tiphauis  
Toast Inc  
ToDo Robotics LLC  
Tonic POS  
Tony Chachere's Creole Foods  
Topo Chico  
Tossware  
TÖST  
True Manufacturing Co. Inc.  
Tubeaux  
Tusk Merchant Services  
TVM Media  
Twang Partners, Ltd.
- U** Uber Eats  
UDYOGPRERANA For FOODPREANUERS  
Ultimate Bars
- UltraSite  
Uncle Nearest Inc.  
United Robotics Group  
United Standard POS  
United States Bartenders' Guild (USBG)  
Upshow, Inc  
US BeerSAVER Systems INC  
US Bowling Corporation
- V** Valley Dynamo  
Verde Moosa LLC  
VITO Fryfilter  
Vivant Wine  
Vivid POS  
VNVN SYSTEM LLC  
Voodoo Blends
- W** Welbilt Corp  
Wikki Stix  
Wild Hibiscus Flower Company  
Wild Orchard Regenerative Teas  
Wildwood Grilling  
WinCup  
Wingredient LLC  
Wonkyware  
Workwear Outfitters  
World Tea Academy/World Tea News  
Wristband Resources
- Y** Yaquina Bay Fruit Processors  
Yoyo Foods Inc.
- Z** zenGate Global  
Zero-Hachi Rock, Inc  
Zhejiang Times International Exhibition & Service Co. Ltd.

# WELCOME PARTY & NETWORKING

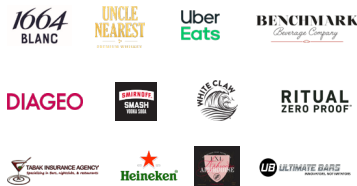
Welcome Kickoff  
Party included with all passes.

## WELCOME KICKOFF PARTY

MONDAY, MARCH 18  
6:00pm-8:30pm  
Ayu Dayclub, Resorts World



SPONSORED BY



Platinum Parties included with VIP Pass, Expo + Party Pass, or add separate.



PLATINUM

## PARTY PASS

Includes cover charge, live entertainment, and complimentary beverages from our sponsors. Exclusive to Bar & Restaurant Expo, Platinum Parties set the stage for breathtaking memories.



SPONSORED BY



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## CHEERS TO CONNECTIONS & HAPPY HOURS!



Add Happy Hours to any registration pass for an additional fee.



Tuesday, March 19  
AZILO Ultra Lounge,  
SAHARA Las Vegas



First-Time Attendee Happy Hour  
Early Access! 6:00pm-8:00pm

Industry Networking Happy Hour  
6:30pm-8:00pm



# REGISTRATION

## PACKAGES & PRICING

Register online at → [barandrestaurantexpo.com](https://barandrestaurantexpo.com)



**EXCLUSIVE 10% SAVINGS  
OFF ANY PASS!**

USE PROMO CODE: **MONEYMAKER**  
Expires March 3, 2024 and is valid off new registrations only.

	<b>BEST VALUE! VIP PASS</b>	<b>EDUCATION + EXPO PASS</b>	<b>EXPO + PARTY PASS</b>	<b>EXPO PASS</b>
3-Day Full Conference Program (Mon-Wed)	✓	✓		
Choice of Workshops (Mon & Wed)	✓			
Masterclasses (Wed)	✓	✓		
2-Day Expo Hall Access (Tue & Wed)	✓	✓	✓	✓
The Bistro in Restaurant Zone (Tue & Wed)	✓			
Keynote with VIP Seating & Entrance (Tue)	✓			
Keynote (Tue)	✓	✓	✓	✓
Party Pass (Mon & Tue Platinum Parties)	✓		✓	
Welcome Kickoff Party (Mon)	✓	✓	✓	✓
Swag Bag	✓			
VIP Line Entrance to Expo Hall Opening (Tue)	✓			
VIP Badge Pick-Up At Registration	✓			
<b>STANDARD ENDS MARCH 3, 2024</b>	<b>\$749</b>	<b>\$559</b>	<b>\$279</b>	<b>\$199</b>
<b>LATE ENDS MARCH 20, 2024</b>	<b>\$849</b>	<b>\$659</b>	<b>\$329</b>	<b>\$269</b>


### GROUP DISCOUNTS!

Register 5 or more people under one group transaction and receive 10% discount off each pass. Add additional passes during Step 5 of registration.

### DON'T KNOW WHO CAN ATTEND THIS EARLY?

You can change the name at any point with no fee.

### REGISTRATION QUESTIONS?

 (508) 743-8586 M-F 9am-5pm EST  [barandrestaurantexpo@xpressreg.net](mailto:barandrestaurantexpo@xpressreg.net)  You must be 21+ to attend and proper ID is required to gain entry.

   @BARANDRESTAURANTEXP0 #BRE2024