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BAR & RESTAURANT EXPO 2024 TO PRESENT SECOND ANNUAL JAPANESE FOOD & BEVERAGE SHOWCASE

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

LAS VEGAS- [Bar & Restaurant Expo](#), returning to the Las Vegas Convention Center **March 18-20, 2024**, has announced plans for the second annual **Japanese Food & Beverage Showcase**, sponsored by Japanese External Trade Organization (JETRO) and Japan Taste Marketing Inc. (JTM Inc).

Following the success of the inaugural Japanese Food & Beverage Showcase in 2023, this year's program has been expanded to include **60 unique suppliers**, highlighting an exciting mix of Japanese products, flavors, and globally renowned specialties. Located inside the expo hall, exhibitors will present the highest quality Japanese seafood, beer, spirits, sake, shochu, restaurant products and globally renowned specialties.

"The Government of Japan is excited for the opportunity to present at this year's Bar & Restaurant Expo, our second Japanese Food & Beverage Showcase at this event. We strongly believe the Japanese Food & Beverage Showcase exhibiting Japanese seafood, wagyu, sake and much more will have a great impact on the traditional bar and restaurant scene by introducing industry professionals to how to incorporate the latest trends in Japanese cuisine." stated Akira Kajita, Chief Executive Director of JETRO Los Angeles. "This year, our focus is on the unparalleled quality of Japanese seafood, including premium offerings such as scallops, buri, and tuna. These products represent the pinnacle of Japanese culinary excellence, known for their exceptional quality. We plan to showcase a diverse range of Japanese seafood and their culinary pairings, not only at our booths but also in collaboration with the Food & Beverage Innovation Center. We believe that this will have a significant impact, offering new possibilities for menu diversity and culinary innovation."

Attendees can view two culinary presentations of scallops and yellowtail tuna on the main stage in the Food & Beverage Innovation Center, sample delicious Japanese food and beverages, all while learning how to incorporate these key products into versatile menu items and creative beverage offerings.

A list of all Japanese Food & Beverage Showcase Exhibitors can be found [online](#). Access to the International Pavilion and the Japanese Food & Beverage Showcase is included in all expo passes.

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 part of the Questex Travel & Hospitality Division and also produces [World Tea News](#), [World Tea Academy](#), as well as [Bar & Restaurant Expo](#), [Bar & Restaurant News](#), and [Vibe Conference](#).

About Questex

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