

**FOR IMMEDIATE RELEASE:**

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## **MIDDLEBY RETURNS TO BAR & RESTAURANT EXPO AS OFFICIAL 2024 KITCHEN EQUIPMENT SPONSOR OF THE RESTAURANT ZONE**

*The Restaurant Zone will feature the second annual Kitchen Equipment Showcase, powered by Middleby*

**LAS VEGAS**—The highly anticipated [2024 Bar & Restaurant Expo](#) is pleased to once again partner with [Middleby](#), the leading solution provider for commercial kitchens worldwide, as this year's official Kitchen Equipment Sponsor of the expo's Restaurant Zone. The Restaurant Zone is a 15,000-square-foot area of the expo floor dedicated to culinary exploration and high-end equipment demonstrations. The second annual Kitchen Equipment Showcase, powered by Middleby, will also return to this year's Restaurant Zone.

At the Kitchen Equipment Showcase, Middleby will debut its latest product launch, Evo® VentCore™ Universal Hood. This unique innovation recently received certification from UL Solutions, the global leader in appliance testing, for ventless operation of electric cooking appliances. The Evo® VentCore™ Universal Hood can handle high-volume output from equipment such as the Taylor® double-sided grill, Nieco® chain broiler and Pitco® fryers. The advanced filtration system captures and obliterates fats, oils and grease during the cooking process as well as eliminates cooking odors.

Additional products that will be featured at the Kitchen Equipment Showcase include:

- Blodgett Houdini Combi Oven
- Turbo Chef Plexor M2
- Carter Hoffman Crisp 'N Hold Crispy Food Stations
- Evo Event Teppan Grill

"We are excited to welcome Middleby as the official Kitchen Equipment Sponsor for the second year," said Tim McLucas, Vice President of Bar & Restaurant Group. "Middleby's showcase of leading kitchen equipment products is a key opportunity for operators to understand how today's technology can transform their ability to expand their food menu offerings and increase profitability."

In addition to The Kitchen Equipment Showcase, the Restaurant Zone will also include **The Food & Beverage Innovation Center**, where attendees can catch live, dynamic cooking demonstrations led by a team of top chefs, and **The Bistro**, where Bar & Restaurant Expo VIP Pass holders can enjoy a full-service experience complete with food, drinks and the latest technology.

“Following on from a successful event in 2023, Middleby is proud to continue its sponsorship of this event in 2024,” said Dave Shave, SVP, Global Sales and Distribution, TurboChef. “The ability to showcase the innovations that Middleby has to offer and have real time engagement with customers at the show is invaluable. The bar and restaurant segment continues to be resilient and as operators look for innovative solutions to drive quality offerings, Middleby has the products to support their initiatives. From Ventless to automation and beyond, we have the equipment for all. The team at Middleby looks forward to a successful 2024 Bar & Restaurant Expo.”

Bar & Restaurant Expo, returning to the Las Vegas Convention Center March 18-20, provides attendees exclusive access to new and exciting products, endless networking opportunities and up-to-date knowledge on industry topics and trends from a wide range of captivating speakers.

Those interested in attending or exhibiting at the 2024 Bar & Restaurant Expo can visit [www.barandrestaurantexpo.com](http://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.

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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](http://barandrestaurant.com) and [worldteanews.com](http://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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