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2024 BAR & RESTAURANT EXPO CELEBRATES SUCCESSFUL ANNUAL EVENT WITH A RECORD 12,378 ATTENDEES

Bar & Restaurant Expo donates \$5,000 to CORE and presents two students with JWU Fellowship Awards

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 18 – 20 and welcomed a record 12,378 attendees, an 8% increase compared to 2023, who enjoyed exclusive access to leading suppliers, endless networking opportunities, expert speakers, educational workshops and more.

On Tuesday, March 19, the expo floor officially opened to attendees with a special ribbon cutting ceremony hosted by renowned mixologist and keynote speaker, **Julie Reiner**, who walked the red carpet after her insightful keynote presentation and cut the ceremonial ribbon alongside Bar & Restaurant Group Vice President **Tim McLucas**. McLucas presented **Jill Chapman and Emily Gorman**, representatives of the expo’s official charity partner, **CORE (Children of Restaurant Employees)**, with a \$5,000 donation on behalf of the expo. Expo organizers also presented **John Owen** and **Karina Rodriguez Casas**, two students pursuing a career in the beverage & culinary field at **Johnson & Wales University**, with a **\$1,250 fellowship grant** each.

On the expo floor, buyers had access to 500 exhibitors, a 25% increase compared to 2023. In addition to exhibitors, the expo floor featured several brand-new activations like the **Pizza Zone**, sponsored by Parpan, showcasing the hottest trends from unique artisanal toppings to innovative crusts; the **Cocktail Clubhouse**, a dynamic and captivating space exclusively designed for owners, operators and bartenders passionate about pushing the boundaries of beverage creation; and the **Italian Aperitivo Showcase**.

Bar & Restaurant Expo recognized winners of various prestigious awards on the final day of the event, including the **Industry Excellence Awards**, **Industry Impact Award**, and the inaugural **Supplier Awards**. In addition, the national United States Bartender’s Guild (USBG) hosted its annual **Shake It Up** competition at Bar & Restaurant Expo, where the most talented bartenders in the nation demonstrated their creativity, speed and skill for an expert panel of judges. After many rounds of this competition, **Yolanda Gregg** was named the 2024 USBG National Champion and will go on to represent the USBG at the IBA World Cocktail Championship in Portugal this fall.

“We are so thrilled to see how Bar & Restaurant Expo has continued to grow each year,” said McLucas. “The expo is constantly evolving to meet the needs of our ever-changing industry, and we are proud to offer owners and operators fresh, relevant perspectives, as well as insight into top-of-the-line innovations year after year, and this year with a focus on profitability.”

Bar & Restaurant Expo will return March 24-26, 2025 at the Las Vegas Convention Center, South Hall. 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 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

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.**

MEDIA CONTACT:

Kirvin Doak Communications

BarAndRestaurantExpo@kirvindoak.com

702.737.3100