



FOR IMMEDIATE RELEASE

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MICHIGAN RESTAURANT ASSOCIATION ANNOUNCES ANNUAL RESTAURANT SHOW

Myron Mixon and Ken Wasco Serve as Keynote Speakers

LANSING, MI – The Michigan Restaurant Show, produced by the Michigan Restaurant Association (MRA), is the premier foodservice industry trade show in Michigan. Held October 18 and 19, 2016 at the Suburban Collection Showplace in Novi, the Show provides access to new products, ideas, and trends for restaurateurs.

“Whether a restaurateur is looking for new kitchen equipment, cost-saving solutions, or a new food supplier, the annual Michigan Restaurant Show is a can’t miss event,” said Justin Winslow, President and CEO of the MRA. “The Show is where this diverse and dynamic industry comes together – where restaurateurs meet, learn and collaborate to grow their businesses and become more profitable.”

More than 200 exhibitors will proudly feature their products and services to the thousands of industry professionals who attend. Free educational seminars, live cooking demonstrations, and unique vendor specials will be found throughout the Show exhibit hall. A tabletop design competition, BBQ Competition and Pizza Competition will be featured at the Show this year.

On Tuesday, Myron Mixon, three-time world barbeque champion, will share his story with attendees, and will be followed by a barbeque demonstration. On Wednesday, Ken Wasco, operator success advocate within the Customer Experience area at Gordon Food Service, will be presenting Touch Points 2.0.

New to the Show this year, the inaugural MRA BBQ Competition will take place on Tuesday. On Wednesday, the Pizza Challenge will return due to popular demand.

Details for the Show are as follows:

When:

- Tuesday, October 18 – 10 a.m. to 5 p.m.
- Wednesday, October 19 – 10 a.m. to 4 p.m.
- Keynote Speaker – 11 a.m. each day

Where:

- Suburban Collection Showplace, 46100 Grand River, Novi, Michigan

The Show is for industry professionals only and not open to the public. Learn more about the Michigan Restaurant Show at michiganrestaurantshow.org.

Michigan Restaurant Association (MRA) is the recognized leader of Michigan's hospitality industry, providing essential services to the foodservice community. Founded in 1921, the MRA represents approximately 4,500 Michigan foodservice establishments. The industry plays an integral role in Michigan's economy, employing more than 421,500 people and generating \$15.4 billion in annual sales.

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