



Our Mission is Your Success

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MICHIGAN RESTAURANT ASSOCIATION ANNUAL RESTAURANT SHOW ANNOUNCED

LANSING, MI – The Michigan Restaurant Show, produced by the Michigan Restaurant Association, is the premier foodservice industry trade show in Michigan. Held October 15 and 16 at the Suburban Collection Showplace in Novi, the Show provides access to new products, ideas, and trends for restaurateurs.

“The Michigan Restaurant Show is the place to be for anyone who owns, operates, or has any kind of management role in the food and beverage service industry,” said Brian DeBano, president and CEO of the Michigan Restaurant Association. “Whether you’re looking for new kitchen equipment, cost-saving solutions, or a new food supplier, the annual Michigan Restaurant Show is a can’t miss event.”

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 and The Great Michigan Potato Recipe Contest will be featured at the Show this year.

Keynote speakers are featured both Show days. On Tuesday, Phil Hickey, Jr., National Restaurant Association chairman of the board and CEO of Jocks II, will discuss the value of the National Restaurant Association as an advocate for the industry especially in today’s challenging political climate. He’ll share the latest on implementing the health care law, immigration reform, and recent regulatory decisions that impact businesses nationwide.

On Wednesday, Fred Bueltmann, the beervangelist and owner at New Holland Brewing Co., will give the keynote address. A leader in the craft beer renaissance, Bueltmann is an advocate for the seasonal palate, artisan products, and local sourcing. He will help attendees navigate the new craft beer terrain by assessing the anatomy of the craft consumer, will encourage attendees to feature seasonal flavors, and examine current industry buzz-words, such as hand-crafted and sustainable.

Details for the Show are as follows:

When:

- Tuesday, October 15 – 10 a.m. to 5 p.m.
- Wednesday, October 16 – 10 a.m. to 4 p.m.
- Keynote Speaker – 11 a.m. each day

Where:

- Suburban Collection Showplace, 46100 Grand River, Novi, Michigan
- Free parking sponsored by Gordon Food Service

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

The 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 nearly 4,500 Michigan foodservice establishments. The industry plays an integral role in Michigan's economy, employing more than 390,000 people and creating more than \$13.1 billion in annual sales.

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