



# WIN BIG in F&B

UNLOCK  
UP TO  
**\$50**  
off new passes!

Use Promo Code WIN

REGISTER NOW



March 24-26, 2025 | Expo Hall 25-26 | Las Vegas, NV | [barandrestaurantexpo.com](https://barandrestaurantexpo.com)



OPENING KEYNOTE  
**TUE/MAR 25**

**WILL GUIDARA**

Unreasonable Hospitality—  
Pursuing Perfection in F&B  
Open to All!

INTRO SPONSOR **BLAZE**



CLOSING KEYNOTE  
**WED/MAR 26**

**DALE DEGROFF**

Beyond the Glass: Exploring Unexpected  
Directions in Beverage Innovation  
Open to All!

AN EXPERIENCE FROM  
**Questex**

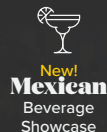
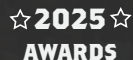
## SPONSOR SPOTLIGHT





March 24-26, 2025 | Expo Hall 25-26

📍 LAS VEGAS CONVENTION CENTER, SOUTH HALL  
➔ [BARANDRESTAURANTEXPO.COM](https://barandrestaurantexpo.com)



## TURN TODAY'S CHALLENGES INTO TOMORROW'S WINS AND UNLOCK NEW LEVELS OF SUCCESS

Rising costs. Demanding customers. Keeping the doors open isn't easy – but at Bar & Restaurant Expo, you'll find the tools to win big.

Discover game-changing suppliers, cutting-edge sessions, and real-talk networking that fuel growth and profitability. From bold new flavors to the latest innovations, learn how to sharpen your edge, outpace the competition, and take your business to the next level.

Your winning playbook starts here.



**13,000+**

Industry Pros Unite



**500+**

Suppliers, Thousands of Samples



**75+**

Education & Networking



**10+**

Immersive Expo Experiences

## JOIN THE HOSPITALITY COMMUNITY!

**50%**  
SINGLE-UNIT OPERATORS

**30%**  
2-5 UNIT OPERATORS

**9%**  
6-25 UNIT OPERATORS

**90%** OF BUYERS ATTEND EACH YEAR

**SUNDAY**  
March 23

10:30pm  
Industry Night  
📍 Marquee  
ALL PASSES

**MONDAY**  
March 24

9:00am-12:00pm  
Workshops 1-6  
Deluxe Pass **ONLY**

10:00am-12:00pm  
Offsite Tour **LIMITED SEATS!**  
📍 Wynn Las Vegas 🚗  
Add-on Item

1:00pm-4:00pm  
Offsite Tours **LIMITED SEATS!**  
📍 TAO Las Vegas or Wynn Las Vegas 🚗  
Add-on Item

1:00pm-4:45pm  
Conference Sessions  
Deluxe Pass or Conference Pass

1:00pm-5:00pm  
Start-Up Bootcamp  
Add-on Item

2:00pm-3:30pm  
Owner/Operator Masterclass  
Deluxe Pass or Add Separate

6:00pm-8:30pm  
Welcome Kickoff Party  
📍 The Pool at SAHARA Las Vegas \*

9:00pm-11:00pm  
Industry Afterparty  
📍 XS Nightclub  
Deluxe Pass, Expo Plus Pass or  
Add Separate

# SCHEDULE AT A GLANCE

**TUESDAY**  
March 25

**EXPO HALL OPEN!**

**OPENING KEYNOTE**  
9:10am-10:00am  
Unreasonable Hospitality—  
Pursuing Perfection in F&B  
All Passes \*

**WILL GUIDARA**

Author NY Times Bestseller  
Unreasonable Hospitality, Former  
Co-Owner Eleven Madison Park,  
Co-Producer FX's The Bear



10:00am – 10:45am  
Industry & Supplier Awards  
Ceremony \*  
All Passes

10:45am-11:45am  
General Session \*  
All Passes

11:45am - 12:00pm  
Red Carpet & Ribbon Cutting  
Ceremony \*  
All Passes

12:00pm-6:00pm  
Expo Hall Opens \*

12:30pm – 1:30pm  
Spotlight Stage, Expo Floor \*

1:00pm-2:30pm  
GM Masterclass  
Deluxe Pass or Add Separate

1:00pm-2:30pm  
Bartender Masterclass  
Deluxe Pass or Add Separate

1:30pm-4:30pm  
USBG Shake It Up Classic  
Competition \*

1:00pm-4:45pm  
Conference Sessions  
Deluxe Pass or Conference Pass

2:45pm-4:15pm  
Bar Manager Masterclass  
Deluxe Pass or Add Separate

2:45pm-4:15pm  
Chef Masterclass  
Deluxe Pass or Add Separate

9:00pm-11:00pm  
Industry Afterparty  
📍 OMNIA Nightclub  
Deluxe Pass, Expo Plus Pass or  
Add Separate

**WEDNESDAY**  
March 26

**EXPO HALL OPEN!**

**CLOSING KEYNOTE**  
11:00am-11:45am  
Beyond the Glass: Exploring  
Unexpected Directions in  
Beverage Innovation  
All Passes \*

**DALE DEGROFF**

Author, The New Craft of the  
Cocktail, Partner, Degroff Spirits



12:00pm-5:00pm  
Expo Hall \*

1:00pm-2:45pm  
Conference Sessions  
Deluxe Pass or Conference Pass

1:00pm-4:00pm  
Workshops 7-8  
Deluxe Pass **ONLY**

12:30pm – 1:30pm  
Spotlight Stage, Expo Floor \*

1:30pm-3:30pm  
USBG Shake It Up Flair  
Competition \*

**\* INCLUDED IN ALL PASSES. 📄 SEPARATE REGISTRATION REQUIRED. 🚗 TRANSPORTATION INCLUDED.**

Schedule subject to change. All events take place at the Las Vegas Convention Center unless otherwise noted.

View all details at → [barandrestaurantexpo.com](https://barandrestaurantexpo.com)

# 3 DAYS to conquer the industry's toughest challenges.

Conference Sessions included with Deluxe Pass or Conference Pass.

## MON/MAR 24

At Bar & Restaurant Expo 2025, every session is rated by experience level—Fundamentals, Growth Mode, Mastery, or Startup—so you can easily customize your schedule to match your expertise and goals. Browse by experience level at <https://www.barandrestaurantexpo.com/nbshow-conference>

F Fundamentals M Mastery A All Levels  
G Growth Mode S Startup

	WORKSHOP 1	WORKSHOP 2	WORKSHOP 3	WORKSHOP 4	WORKSHOP 5	WORKSHOP 6
9:00AM-12:00PM	<b>Beyond the Basics: Cultivating a Hospitality Mindset</b> Christopher Melly, Fox Restaurant Concepts, Director of Operations <b>F S</b>	<b>Restaurant Revitalization</b> Cate Hollowitsch, Burracho's Midwest Mex, Chief Marketing Officer <b>G</b>	<b>The Business of Beverage: Operational Essentials for Success</b> Amy Racine, JF Restaurants, Beverage Director <b>A</b>	<b>Profits on Tap: Mastering Bar &amp; Restaurant Accounting for Operational Success</b> Kenneth Knief, Hospitality Resource Group, Managing Director <b>F</b>	<b>If You Build It, They Will Come: Crafting Concepts and Guest Experiences That Bring Your Vision to Life</b> Michael Tipps, Maverick Theory, Founder <b>F G S</b>	<b>Crafting Your Digital Presence: Strategies for Hospitality Growth</b> Todd Collins, COO, Beamed Media <b>A</b>
1:00PM-1:45PM	 <b>PEOPLE &amp; STAFFING</b>	 <b>FOOD</b>	 <b>BEVERAGE</b>	 <b>OPERATIONS</b>	 <b>GUEST EXPERIENCE</b>	 <b>MARKETING</b>
2:00PM-2:45PM	<b>People Want to Work—Just Not for You: Strategies to Revitalize Your Workplace</b> Robbie Jester InJest Events, Chef/Owner <b>G</b>	<b>Growing Chefs From Grassroots</b> Kayla Robinson, Commander N Beef, Chef Owner/Operator <b>G</b>	<b>How to Create a Luxury Beverage Program on a Value Budget</b> Majdi Kayyali, Corporate Vice President of F&B, Gila River Resorts & Casinos (Intermediate-Advanced) <b>A</b>	<b>Pour Smarter, Not Harder: Tech Solutions to Smooth Out the Rush</b> Brian Solar Chief Product Officer, SpotOn Sponsored by  <b>SpotOn</b> <b>A</b>	<b>Integrated Brand Experiences</b> Chris Sayegh, The Herbal Chef, Owner/Operator <b>A</b>	<b>"Good Ideas" that Cost You Money</b> Jacob Trevino, Owner/CEO, Gorilla Cinema Presents <b>A</b>
3:00PM-3:45PM	<b>Managing Your Beverage Program &amp; Bar Staff</b> Moderator: Chad George, Founder, Proof Productions, Fritz Brogan, Mission Group, Mission Partner& Founder Sarah Hereford, Indigo Road Hospitality, Beverage Director <b>G</b>	<b>Scalable Menu Strategies: Designing Menus for Growth and Consistency Across Multiple Locations (INT)</b> Travis Tober, Nickel City, Co-Owner <b>G</b>	<b>Building a Bar Empire Without Food</b> Bob Deck, Managing Partner, 4EG <b>A</b>	<b>OWNER MASTERCLASS</b>  <b>Mastering Ownership: Scaling for Profit and Making Your Restaurant Work for You</b> Mike Bausch, Andolini's Worldwide and The Unsilenced Restaurant System, Owner <b>S</b>	<b>Creating a Welcoming Atmosphere: The Impact of Ambience and Design on Guest Experience</b> Howard Weiss, Vai Global Development - Vai Resort, Senior Vice President of Entertainment & Sponsorships <b>G</b>	<b>Marketing That Moves the Needle: Q&amp;A with Industry Experts David Rev Ciancio</b> Moderator: Danni Eickenhorst CEO, HUSTL Hospitality <b>G M</b>
4:00-4:45PM	<b>Multi-Generational Communication &amp; Training: How to engage and energize Your multi-generational team, from Baby Boomer to Gen Z</b> Jennifer Jackson, Enterprise Beverage Manager, Thompson Restaurant Group <b>A S</b>	<b>Owners &amp; Chefs: Who Owns the Kitchen?</b> Brian Duffy, Owner, Duffified Experience Group <b>M</b>	<b>2025 Drink Trends to Boost Revenue and Enhance Guest Experience</b> Adam Teeter, VinePair, CEO <b>A</b>		<b>Unleashing Epic Experiences: Engaging Employees, Social Media, and Interactive Guest Magic for Bars and Nightclubs</b> Jennifer Behm, Red Fin 2.0's The Lucky Rabbit Culinary Creations, Chef/Owner <b>M</b>	<b>Leveling Up with Google</b> Maria Elena, KLI Brand, Marketing Coach, Grow with Google Trainer, Professional Speaker <b>M</b>
	<b>Cultivating a Legacy Mindset: Strategies for Engaging Gen Z in Hospitality</b> Moderator: Meaghan Dorman, Raines Law Room & Dear Irving, Bar Director/ Partner, David Kaplan, CEO, Gin & Luck, Beth Hussey, Hazel's, Owner/ Operator, Shifty, Founder <b>SHIFTY</b> <b>F</b>	<b>Flavor Trends Panel</b> Moderator: Brian Duffy Owner, Duffified Experience Group Thomas Leo, Senior Manager Culinary Engagement and Strategy, Kraft Heinz Company; Tori Lubecki, Vegan Chef; Aaron Fish, Executive Chef, Eat Good Group; Nick Liberato, The Borscht Belt Delicatessen, Owner/Chef People & staffing track <b>A</b>	<b>Bar Efficiencies to boost profits by 50%</b> Hailey Workman, Nightingale Cocktail, Bar Manager <b>G S</b>	<b>Concept-Driven Growth: Aligning New Revenue Streams That Fit Your F&amp;B Offerings</b> Moderator: Adam Hegsted Owner, Eat Good Group Natasia Lacerda, Creme de la Creme Enterprises, Director Of Operations And Business Development; Phil Kafarakis, President & CEO, IFMA The Food Away from Home Association; Daniel Eddy, Owner operator, Winner; Eric Anderson, Director of New Business Development, Bailey Design & Entertainment <b>G</b>	<b>Sip, Serve, Impress: Mastering Memorable Beverage Rituals</b> Moderator: Peter Camps, Sr. Manager Quality & Education Brewmaster – Draught Master HEINEKEN USA James Lombardino, Beverage Hospitality Consultant, Hogwash 	<b>The Luxury Mindset: Understanding How Iconic Brands Drive Max Profits</b> Chip Klose, Restaurant Strategy, Restaurant Coach <b>G</b>

# TUE/MAR 25

## GENERAL SESSION - OPEN TO ALL!

Raise the Bar. Empowering Hospitality Pros—Inside & Out

Raise the Bar. Empowering Hospitality Pros—Inside & Out Mia Mastroianni • Arthur Sutley • Phil Wills

## INDUSTRY KEYNOTE - OPEN TO ALL!

Unreasonable Hospitality—Pursuing Perfection in F&B

Will Guidara, Author NY Times Bestseller Unreasonable Hospitality, Former Co-Owner Eleven Madison Park, Co-Producer FX's The Bear



## RIBBON CUTTING & EXPO FLOOR OPENS - OPEN TO ALL!

## EXPO HALL OPEN - OPEN TO ALL!



### GM MASTERCLASS

**The Art of the PreShift**  
John Anthony, Spaghetti On The Wall Hospitality

1



### BARTENDER MASTERCLASS

**Navigating Leadership Behind the Bar – Preparing for Success as a Lead Bartender**  
Tim Weigel, Timbo Slice Bartending, Mixologist

2



### BEVERAGE

**Zero-Proof, Full Profit: Making NA Drinks Work for Your Business**  
Derek Brown, Drink Company, President  
Marcos Salazar CEO, Adult Non-Alcoholic Beverage Association  
Maria Bastasch Co-Founder, Mindful Drinking Fest

3



### OPERATIONS

**Building an Enduring Brand: Expanding, Protecting, and Growing Your Hospitality Presence**  
Hamutal Lieberman, Helbraun & Levey LLP, Partner & Chair of Trademark Group

4



### GUEST EXPERIENCE

**Elevating Guest Service: Unlocking Sales and Profit Potential**  
Timura Jackson, Highway West Vacations, Director of Hospitality Operations

5



### HOTEL F&B

**Craft, Culture, and Capital: Scaling a Hospitality Business with Purpose**  
David Kaplan, CEO, Gin & Luck

6

1:00PM-1:45PM

2:00PM-2:45PM

**Data-Driven Decisions: Using Analytics to Shape Your Beverage Marketing Strategy**  
Matt Crompton, NielsenIQ, VP Beverage Alcohol On Premise (Americas)

**Thriving Through Change: Industry Insights for Bar, Restaurant, and F&B Owners**  
Sponsored by SquareTechnologies  
Moderator: Ming-Tai Huh, Square, Head of Food and Beverage  
Panelists:  
Alisa Reynolds, My Two Cents LA, Executive Chef/Owner  
Andrew Chun, Sidecar Hospitality, Managing Partner  
Rob Grimes, IFBTA, CEO

7

**Transformational Hospitality: Transforming Transactions Into Human Connection**  
Monte Silva, Monte Silva Coaching, Owner/Coach, Secret Sandwich Society, Director of Operations

8

**In Conversation – Successful F&B Partnerships**  
Scot Turner, Founder & Managing Director, Auden Hospitality

9

2:45PM-4:15PM

**BAR MANAGER MASTERCLASS**  
Becoming the Mater of Your Bar Domain  
Kyla Hein, TWP Hospitality, Operating Owner



**CHEF MASTERCLASS**  
Menu Engineering: BOH Insights for Crafting Profitable Dishes  
Adrienne Calvo, Maximum Flavor Chef/ Author/ Restaurateur/ TV Host



### PEOPLE & STAFFING

**Culture as Currency: Building a Business Model for Success**  
Steve Palmer, Indigo Road Hospitality, Founder and Chief Vision Officer

10



### OPERATIONS

**Advanced Financial Management: Analyzing P&L Statements and Driving Profitability**  
OBadiah Ostergood Vine Hospitality

11



### MARKETING

**Digital Dining: The Social-First Blueprint for Modern Hospitality Marketing**  
Alexa Pence, Saltshine Creative

12



### HOTEL F&B

SESSION TBD

3:00PM - 3:45PM

4:00PM - 4:45PM

**Never Lead Alone Again: 5 Keys to Build Back Your Team & Your Time**  
Jason Brooks, HospiVation, Founder/CEO

13

**Preparing for Franchising: Is Your Concept Ready to Scale?**  
Jonathan Weathington, Shuckin' Shack Oyster Bar, CEO

14

**Visual Bites: How Great Photos Drive Revenue for Bars and Restaurants**  
Melanie Blair, A Collective Group, Marketing + PR Strategist

15

SESSION TBD



# WED/MAR 26 CONFERENCE SESSIONS



11:00AM - 11:45 AM	<b>CLOSING KEYNOTE - OPEN TO ALL!</b> <b>Beyond the Glass: Exploring Unexpected Directions in Beverage Innovation</b> Dale DeGroff, Author, The New Craft of the Cocktail, Partner, Degroff Spirits		
	<b>WORKSHOP 7</b>		<b>WORKSHOP 8</b>
1:00PM - 4:00PM	<b>Building a Profitable Brand Identity: Telling Your Hospitality Story to Drive Revenue, Customer Loyalty and Success</b> Judy Bennett, American 35, Co-Owner; Thomas Bennett, American 35, Owner <b>6</b>		<b>How to Avoid 3 Deadly Mistakes in Labor Cost</b> David Scott Peters, The Restaurant Expert, Founder <b>4</b>
	<b>PEOPLE &amp; STAFFING</b>	<b>OPERATIONS</b>	<b>MARKETING</b>
1:00PM - 1:45PM	<b>Hospitality Heroes: Engaging Your Front of House for Outstanding Guest Experiences</b> Nesha Arbano (Speakers), Duke and Van Deusen, Event Producer Christopher McFadden, Founder & Hospitality Career Coach, The McFadden Group <b>6</b>	<b>The Pricing Paradox: Balancing Cost Control and Revenue Growth in Bars and Restaurants</b> Alexander Fletcher, Owner, Shaken and Stirred Hospitality <b>6</b>	<b>Fusing Marketing, Charity, and Competition in the Hospitality Industry</b> Michael Elefante, Tucson Knife Fight, Co-Creator; Gary Hickey, Tucson Knife Fight, Co-founder <b>6</b>
1:00PM - 3:00 PM	<b>BUSINESS TRIAGE NEW!</b> <b>Tailored Solutions for Established Venues and Scaling Operations</b> Kenneth Knief, Hospitality Resource Group, Managing Director Monte Silva, Monte Silva Coaching, Owner/Coach, Secret Sandwich Society, Director of Operations Chip Klose, Restaurant Strategy, Restaurant Coach <b>10</b>		
12:00PM - 5:00PM	<b>EXPO HALL OPEN - OPEN TO ALL!</b>		
2:00PM - 2:45PM	<b>The Impact of People First Leadership on the Restaurant Business Model</b> Jim Taylor, Le Crocodile by Rob Feenie, Managing Partner <b>4</b>	<b>Acing the Bar Exam: A Legal Survival Guide for Bar and Restaurant Operators.</b> George Qualley, Qualley & Law, P.L.C. / Nightingale Cocktail, Owner/Operator, <b>6</b>	<b>Local Market Leadership: Strategies for Building a Strong Community Presence</b> Adam Orman, L'Oca D'Oro, Owner Kristin Rauch, EatDenver, Executive Director <b>6</b>



# MASTERCLASSES

Series for Bar Managers, Bartenders, Chefs,  
General Managers

Included with Deluxe Pass, or add separate. 



TUE MAR 25 | 1:00PM-3:30PM

## GM MASTERCLASS

The Art of the Pre-Shift

JOHN ANTHONY, SPAGHETTI ON THE WALL  
HOSPITALITY, VP OF OPERATIONS



TUE MAR 25 | 2:45PM-4:15PM

## BAR MANAGER MASTERCLASS

Becoming the Successful  
Master of your Bar Domain

KYLA HEIN, TWP HOSPITALITY, OPERATING OWNER



MON MAR 24 | 2:00PM-3:30PM

## OWNER/OPERATOR MASTERCLASS

Scaling for Profit and Making Your  
Restaurant Work for You

MIKE BAUSCH, ANDOLINI'S WORLDWIDE AND THE  
UNSLICED RESTAURANT SYSTEM, OWNER



TUE MAR 5 | 1:00PM-2:30PM

## BARTENDER MASTERCLASS

Navigating Leadership Behind the  
Bar – Preparing for Success as a Lead  
Bartender

TIM WEIGEL, TIMBO SLICE BARTENDING, MIXOLOGIST



TUE MAR 25 | 2:45PM-4:15PM

## CHEF MASTERCLASS

Menu Engineering: Back of House  
Insights for Crafting Profitable Dishes

ADRIANNE CALVO, MAXIMUM FLAVOR, CHEF/  
AUTHOR/ RESTAURATEUR/ TV HOST

# WORKSHOPS

Workshops included with Deluxe Pass ONLY and space is limited!

Register early to secure your seat. 

Monday, March 24 | 9:00am-12:30pm



## WK1 Beyond the Basics: Cultivating a Hospitality Mindset

CHRISTOPHER MELLY, FOX RESTAURANT CONCEPTS,  
DIRECTOR OF OPERATIONS



## WK2 Restaurant Revitalization

CATE HOLLOWITSCH, BURRACHO'S MIDWEST  
MEX, CHIEF MARKETING OFFICER



## WK3 The Business of Beverage: Operational Essentials for Success

AMY RACINE, JF RESTAURANTS, BEVERAGE DIRECTOR



## WK4 Profits on Tap: Mastering Bar & Restaurant Accounting for Operational Success

KENNETH KNEIF, HOSPITALITY RESOURCE GROUP,  
MANAGING DIRECTOR



## WK5 If You Build It, They Will Come: Crafting Concepts and Guest Experiences That Bring Your Vision to Life

MICHAEL TIPPIS, MAVERICK THEORY, FOUNDER



## WK6 Crafting Your Digital Presence: Strategies for Hospitality Growth

TODD COLLINS, COO, BEAMED MEDIA

Wednesday, March 26 | 1:00pm-4:00pm



## WK7 Building a Profitable Brand Identity: Telling Your Hospitality Story to Drive Revenue, Customer Loyalty and Success

JUDY BENNETT, AMERICAN 35, CO-OWNER; THOMAS  
BENNETT, AMERICAN 35, OWNER



## WK8 How to Avoid 3 Deadly Mistakes in Labor Cost

DAVID SCOTT PETERS, THE RESTAURANT EXPERT,  
FOUNDER

BACK BY POPULAR DEMAND!

# STARTUP ESSENTIALS BOOTCAMP

Monday, March 24, 2025 1:00pm-5:00pm

Add-On Item During Registration  

SPONSORED BY  **RESTAURANT  
TECHNOLOGIES**  **CONTROL  
THE KITCHEN  
CHAOS**



Turn your dream of owning a venue into reality with this hands-on, no-nonsense bootcamp led by Maverick Theory. Bring your ideas, refine your vision, and walk away with actionable strategies to take your concept from paper to profit.

This immersive workshop covers every stage of opening a venue—location selection, concept development, design, construction, menu creation, staff training, opening day, and navigating your first year of operations.

## New Speakers, NEW STRATEGIES

Discover winning strategies from the industry's top performers.



**HOWARD WEISS**  
Vai Global Development  
- Vai Resort  
Senior Vice President of  
Entertainment & Sponsorships



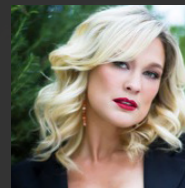
**JONATHAN  
WEATHINGTON**  
Shuckin' Shack Oyster Bar  
CEO



**MEAGHAN DORMAN**  
Raines Law Room & Dear Irving  
Bar Director/Partner



**KAYLA ROBINSON**  
Commander N Beef  
Chef Owner/Operator



**JENNIFER BEHM-LAZZARINI**  
Red Fin 2.0 + The Lucky Rabbit  
Culinary Creations  
Chef Owner/Operator



**BOB DECK**  
Entertainment Group (4EG)  
Managing Partner



**JASON BROOKS**  
HospiVation  
Founder/CEO



**MAJDI KAYYAL**  
Gila River Resorts & Casinos  
Corporate Vice President of F&B



**JEN JACKSONI**  
Thompson Restaurants  
Enterprise Beverage Manager



**TIMURA JACKSON**  
Highway West Vacations  
Director of Hospitality Operations





# 2 DAY EXPO HALL



Tuesday, March 25 | 12pm-6pm  
Wednesday, March 26 | 12pm-5pm

- ✓ Spirits/RTDs
- ✓ Foodservice & Restaurant Supplies
- ✓ Bar Supplies & Equipment
- ✓ Food Products & Mixers
- ✓ Foodservice Equipment
- ✓ Beer, Coffee & Tea
- ✓ Marketing & Advertising
- ✓ Glassware & Technology
- ✓ ...and more!



# Dive into the Pulse of HOSPITALITY INNOVATION

RESTAURANT ZONE

**F&B  
INNOVATION  
CENTER**

**FRY BAR**  
SPONSOR  
ALLIED POTATO

**PIZZA ZONE**  
SPONSOR  
Papa John's

Complimentary  
**F&B  
SAMPLES**



## WHY STOP AT THE EXPO HALL? ↙

Upgrade to Unlock More!

Exclusive, food-focused sessions that go beyond the expo hall. Purchase a Deluxe or Conference Pass for access to sessions designed to empower your culinary journey and fuel your business growth:

- Empowering Culinary Talent from the Grassroots
- Scalable Menu Strategies: Designing Menus for Growth
- Efficient Kitchen Layout: Optimizing Workflows to Boost Productivity and Cut Costs
- Flavor Trends Panel
- And More!

### F&B Innovation Center Schedule

#### Tuesday, March 25

- 1:00pm - 1:30pm** Vegan Pulled "Pork" with Tori Lubecki  
**1:45pm - 2:15pm** Filipino Fried Chicken Lollipops with Kayla Robison  
**2:30pm - 3:00pm** Miso Mac and Cheese with Aaron Fish  
**3:15pm - 3:45pm** Future Stars of Culinary - JWU & Land O' Lakes Showdown  
**4:00pm - 4:30pm** Duck Fat Fries with Brian Duffy  
**4:30pm - 5:30pm** Live Menu Read with Brian Duffy

#### Wednesday, March 26

- 12:30pm - 1:00pm** Buttermilk Fried Donuts & Dips with Tim Witcher  
**1:15pm - 1:45pm** Duck Confit Tostada with Nick Liberato  
**2:00pm - 2:30pm** Duck Duck Cuban with Bobby Marcotte  
**2:45pm - 4:30pm** Live Menu Read with Brian Duffy

## MEET THE CHEFS



**Brian Duffy**  
Owner, Duffified Experience Group



**Kayla Robison**  
Executive Chef at "Arnold's Bar and Grill" & Chopped Champion



**Tori Lubecki**  
Vegan Chef



**Tim Witcher**  
Owner, The Wing Kitchen



**Aaron Fish**  
Executive Chef, Eat Good Group



**Nick Liberato**  
The Borscht Belt Delicatessen, Owner/Chef



**Russ Zito**  
Associate Professor at Johnson and Wales University



**Bobby "The Butcher" Marcotte**  
Founder, Grindhouse Meat Company



**Sarah Trasser**  
National Ventless Sales & Culinary Research Manager, Middleby Corporation



**John Cullor**  
Head of Culinary, NORAM, Entegria Culinary Services



DISCOVER THE

# Future Proof

EXPERIENCE

NEW!

Step into the Future Proof area for the latest in beverage, tech, and industry solutions to keep you ahead in today's fast-paced market.



## Spotlight STAGE

Tuesday, March 25

12:30pm - 12:55pm

**Generational Dynamics in Hospitality:  
Adapting to Future-Focused Shifts in  
Work and Culture.**

Brian Connors, Salve Regina  
University, Professor

1:00pm - 1:25pm

**Changing The Mindset – How the  
Modern Guest is Influencing Change.**

Scot Turner, Auden Hospitality  
Founder & Managing Director

1:30pm - 4:30pm

USBG Classic National Final

Wednesday, March 26

12:30pm - 12:55pm

**Crowdfunding Lightning Round**

David Kaplan, Gin & Luck, CEO

1:30pm - 3:30pm

USBG Flair National Final







Step up to the bar and dive into the cocktail trends shaking up the industry!

Complimentary  
**F&B  
SAMPLES**



## WHY STOP AT THE EXPO HALL? ↙

Upgrade to Unlock More!

Exclusive, beverage-focused sessions that go beyond the expo hall. Purchase a Deluxe or Conference Pass for access to sessions designed to empower your culinary journey and fuel your business growth:

- How to Create a Luxury Beverage Program on a Value Budget
- Building a Bar Empire without Food
- Future Drink Trends to Boost Revenue
- Understanding Pour Costs
- Analyzing Beverage Profitability
- And More!



OFFICIAL OVEN SPONSOR





**IFMA**  
**The Food Away**  
**from Home**  
**Association**

## PAVILION

This exciting new addition is your gateway to discovering authentic flavors, bold ingredients, and innovative products shaping the future of food and beverage.

Sample complimentary F&B offerings, included with any pass, and get inspired by the dynamic trends driving customer demand.



**KERRY**



Nestlé  
Professional  
Solutions

*New!*

# Mexican

## BEVERAGE SHOWCASE

*New!*



Immerse yourself in the vibrant flavors and traditions of Mexico! From bold spices to innovative Latin-inspired cocktails, explore authentic flavors that can elevate your menu and attract new customers.

### SHOWCASED BRANDS INCLUDE


- Vivarita Tequila
- Cuadra Tequila
- Fregon Tequila
- Los Dos Carnales Tequila
- El Perrito Tequila
- Barro Negro Tequila
- Los 3 Potrillos Tequila
- Fregon Mezcal
- Posh Altar (POX-Traditional Mayan Spirit)
- Macajillo (Agave Based Macadamia Nut Liqueur)

➤ Visit the Mexican Beverage Showcase booths for a chance to win an exclusive trip!  
Distillery Getaway (Value: \$2,300) | Ultimate Fishing Trip (Value: \$1,200)



# EXHIBITOR LIST

(as of 2/24/25)

 Bar & Restaurant Expo and World Tea Expo Hall  
included with all passes!



world tea  
expo

# 01LIVING LIMITED  
1845 Distilling Co.  
2 Towns Ciderhouse  
360 Booth Expert  
3Chi

501Fun (SEGA)  
80 Proof Imports LLC

A A Bar Above  
Abm Consulting Services USA  
AC RadioCom  
ADJ

Adult Non-Alc Beverage Association  
AHTEA-HEFEI ANHE TEA IMP, AND EXP. CO., LTD  
Air Comm Radio  
Al-Kabous for Trade, Industry, and Investment LLC  
Alamance Foods, Inc.  
Alcohol Countermeasure System Corp  
ALDAY TEA & BEVERAGES

Allied Potato  
Aloha Farms Hawaii  
Aloha Shoyu  
ALSA Premium Spirits LLC  
Alto Shaam  
American Beverage Marketers  
American Scale Company LLC  
American Tent  
Amoon Spirits LLC  
Amoretti  
Andalusia Whiskey Co.  
Andros  
ARF GLOBAL  
Arnold's Misfit Acres

ASAHI BEVERAGE AMERICA, INC.  
Associated Agencies Inc  
ASYTEC Dispensers Ltd  
ATM Headquarters  
ATM Merchant Services  
Atmosphere TV  
Atomic Brands  
Atosa Catering Equipment Inc.  
Australian Tea Masters Pty Ltd  
Avalara  
Azomalli LLC

B Badia Spices  
Bahuram Jodhraj  
Bar-I  
Barfly®  
Bartinder LLC  
BarTrack Inc.  
BarVision  
Bay Pac Beverages, Inc.  
BearRobotics, Inc.  
BeatGig  
BeerTubes.com  
Benchmark Beverage Company  
Benjamin Blue H2O  
Berg Liquor Control Systems  
Betson Enterprises  
Beyer Entertainment  
Billboard Uniforms  
BK RESOURCES  
Blendtec  
Block, Inc  
Blossom & Brew

Boiron Americas Inc  
Bolon Dzacab  
BOSTON BEER CO  
Brand My Beverage/Bresky Promo  
Brew Movers  
Broaster Company  
BROWNS PLANTATIONS  
Brunswick Bowling  
Bubble N Tea Franchising  
Bull in China  
Buyers Edge Platform LLC  
C California Rice Center, Inc  
Camelback Lighting  
Casa Loy Tequilera  
Casaware LLC  
Cassava Brands Inc  
Cawley Company  
Cazcanes Tequilla  
Cedar Electronics  
Cesira  
CFC US LLC  
Changsha Wufeng Tea Co., Ltd  
Charger GoGo  
Checkwriters  
Choya Umeshu USA INC  
CIB Security  
Circolo  
Citrus America  
CJ's All Terrain Seasoning  
Clayton Tea Company  
Clear Consumer Products Group LLC/Clear 360  
Clear Digital  
CNS Imports

Coaster Factory  
Coffee LaBora  
Coldbreak LLC  
Cool-A-Zone  
Cooler Keg  
Copalli Rum  
CORE (Children of Restaurant Employees)  
Counter Intelligence  
Cozzini Bros  
Craft Master Growlers  
Craftable  
Croctails  
Crystal Art Gallery  
Cuadra Tequila  
CueStix International  
Custom Culinary  
D&R Corn Sales LLC  
Danner Drinks Company  
De Soi  
Demitri's Gourmet Mixes  
Deschutes Brewery  
Dethlefsen & Balk, Inc.  
DeVault Enterprises, Inc.  
Dewille Beverage  
Diageo Americas Inc  
Dial Manufacturing  
Divvyup Socks  
DJ Trivia  
DNI Group  
Doheny Road Spirits  
DoorDash  
DraftTop  
DreamzTech Solutions Inc.

**E** Drip Inventory  
Dynasty Wholesale Distributors  
Eastern Elm  
Easy Tomorrow  
eCard Systems  
Electro Freeze of Nor Cal  
Electrolux Professional North America  
ELMECO  
Emuamericas, llc  
Enchanted Tea  
Everpass  
Exotic Tea  
**F** FasTab Payments  
Feather Insurance & Financial Services, Inc  
Fentimans North America  
FETCO  
Finger Food Products, Inc.  
Floatie Kings  
Floteq USA  
FORLIFE  
FOTO ATM  
Franchise Development Group  
Fregon Tequila  
Fresh Origins, LLC  
Friendly Fruits  
Fry Foods, Inc.  
Frymate LLC  
Fuel Lighting Systems  
Fuji Merchandise Corporation (FMC)  
Fujian Oriental Tea Co., Ltd (ORTEA)  
**G** G&G Closed Circuit Events  
Game Volt  
Garrido - Wines & Essences Group USA Inc.  
Gatanga Industries  
Geneinus Inc.  
Ghost Ice LLC  
Glenburn Tea Direct  
Gloria Keg  
GO Sweets LLC  
GoBEST LLC

Goodwin Recruiting  
Gorkha Tea Estate Pvt Ltd  
GoTab, Inc.  
Grecycle Arizona LLC  
Greener Waters LLC  
Greenprint  
Grill Pardner by Don Strange of Texas  
GrubCall.ai  
Guitar Center Professional  
**H** Hacienda Banuelos  
Hakka Brothers Corp  
Handy Seafood Inc.  
Happy Hour Tap  
Harada Tea  
HARIO USA  
Harney & Sons Tea Co.  
Heartland Food Products  
Heartland Payment Systems  
Heineken Corporation  
HNCO Infusions Pvt Ltd  
Holsag & MityLite  
Home of Training  
Homebase Employee Scheduling  
Homme Asakichi Shoten Co., Ltd.  
Hoshizaki America  
Hot Cup Factory  
Hotaling & Co.  
Huge Brands  
HYGINIX LLC  
Ichikawa-en  
IDU Identification  
IKKYU GK  
Illuminated Trees  
Imaru Ikawa Shoten  
Impact Business Development Consulting  
IngenuiTea Gourmet Tea  
& Spice Company, LLC  
Innovative Custom Design  
InterCard Inc.  
International Foodservice Manufacturers  
Association (IFMA)

**I** International Pu-Erh Tea Association Inc.  
ISTea USA  
Itaberco, Inc  
**J** Jana's Flannels  
Japan External Trade Organization  
Japan Taste Marketing Inc.(JTM)  
Japanese Green Tea Co.  
Joe Hand Promotions Inc  
John E. Koerner & Co., Inc.  
Jolt Tech  
Just Add Power  
**K** K&K INTERNATIONAL INC.  
Kagoshima Seicha Co., Ltd.  
Kanefuku USA, Inc  
Kanehachi Chaen Co., Ltd.  
Karabetian Import & Distribution Inc.  
Kawabashi Co., Ltd  
KCI Newport Inc.  
KDK Construction  
KENKO Mayonnaise  
Kerry FoodService  
Keurig Dr Pepper  
Kiara Naturals  
KIBUN FOOD AMERICA  
Kickfin  
Killer Spice LLC  
Kinjirushi Co., Ltd.  
Kirin Brewery of America  
Kisan America  
Klein Electronics  
Kobayashi Foods Co Ltd  
Kohyo Co., Ltd.  
Kold Draft  
KTREK, INC.  
Kubota Sake USA  
Kul Mocks  
KY NEXT  
**L** Land O' Lakes, Inc  
Lasertron  
LAV  
Ledger Financials Inc



## EXHIBITOR LIST (as of 2/24/25)

### M

LegacySips LLC  
LEUNG'S CHA  
LineLeap  
Liquid Management Partners, LLC  
Liv'n Spicy  
Lochness Medical Supplies Inc.  
London Liqueur  
LoTech Sales  
Lucas Bols USA  
Lund's Fisheries  
LytePost, LLC  
Macajillo  
Madbev, LLC  
Maeda-en  
Mala Tara LLC  
MANASA Inc.  
Manitowoc Ice  
Maple Leaf Farms  
MarginEdge Co  
Mark Anthony Brands  
Marketing Ideas Group: U R Stickers: Characters Unlimited  
MarketMan  
Marumatsu Tea Co., Ltd.  
Matador Foods LLC  
Matsushita Tea Garden  
Maverick Theory  
Maya Tea Company  
McCall Farms  
Meez Culinary Solutions Inc.  
Mexilink  
MHFryer  
Michigan Cherry Committee  
Middle West Spirits  
Middleby Corporation  
Middleton Mixology  
Midland Radio Corporation  
Midwest Specialty Products  
Mishima Foods  
MissFortune Cookies

### N

MistAmerica Corp  
Miyako Oriental Foods  
Momo's Michelada Mix  
Monteaco LLC  
Moyer Diebel  
Mr. Black Industry  
Mutual Trading  
NASA Corporation  
Natural Health & Beauty Quest, Inc  
Nepal Tea Collective  
Nestle Professional  
Nestle Waters of North America  
Netuno USA  
Nihon Yakken N.A.  
Noche Vida Tequilla  
North American Beverage Company  
Novamex  
NSTA Foods  
NuCo2  
Nuova Distribution

### O

O'llwill Corporation  
OBSERV  
Ocean Boy Co., Ltd  
OGURINOUE CO.LTD.  
Ole Smoky Distillery, LLC ®  
OOMA, INC.  
Orange Door  
Oregon Fruit Products Co.  
Osada Seicha Co.,Ltd.  
Ovention  
Oyaizu Seicha International  
Japanese Tea Co., Ltd.  
Pacific Coast Producers  
Pagertec Corp  
Panasonic Connect North America  
Parpan Breads  
Party Outlaw  
Payroc  
Peak Digital Studio  
Pick On Us

### P



“

The Expo is a great place for people who are new and have been in the industry for years.  
**EVERY YEAR I ATTEND I SEE SOMETHING I'VE NOT SEEN BEFORE.**

JASON CRUZ, RESIDENT DJ, SECRETS

### Q

ProFlav Customized Water  
Proof Artisan Distillers  
Prudential Overall Supply  
Purse Pegs LLC  
Qiful Life  
Quantum Merchant Services, Inc.  
Qubica AMF Worldwide LLC  
Questex  
Race Label Solutions Inc.  
Rasha Professional

### R

Pin Yé Tea Company LLC  
Poplife  
Popmenu  
POSH Alter  
POTTAILS - Hemp Infused Beverages by Rip Tubes LLC  
Prática Products  
Prepwizard  
Prime AI  
Primo Brands - Saratoga & Mountain Valley  
Premium Spring Water

RD USA  
 Redfern Enterprises Inc  
 Restaurant Seating  
 Restaurant Technologies  
 RFC/ Alias Pancho / Lágrimas de San Lorenzo  
 Company S.A. de C.V.  
 Richtech Robotics  
 RINKOU TRADING  
 Rise Display - Skybox Sports Network  
 Rise Yaupon  
 Ritual Zero Proof  
 RobotLAB Inc.  
 Rockless Table  
 RODO  
 Rokit Spirits / Bandero Tequila  
 Roelbos North America  
 Roses Brands  
 Roxi Group  
 Royal New York  
 RX Music  
**S** Socia Cashless System  
 Sale Japan  
 San Diablo Artisan Churros  
 Sara's Tea Caddie, LLC (Sara's Tea Caddie)  
 Saraf Trading Corporation Pvt. Ltd  
 Savory Fine Foods  
 Sayersbrook Bison Ranch  
 SC Marketing Ltd  
 ScaveGo Interactive Games  
 SCORPION  
 Scotsman Ice Systems  
 Senic International Corp  
 Seven Teahouse  
 SF Fruit Co  
 SFC Corp / Spec's Wines, Spirits and Finer Foods  
 Shelter event equipment  
 Shen Xian Tea Co. Ltd.  
 Shenzhen Huajuchen International Exhibition  
 Group Co., Ltd.  
 Shift4  
 Shifty  
 Shining Stars Tycoon, Inc.

Shinmarusho  
 Showa-Shoji  
 Signature Cocktail Co.  
 Siomo Tea Factory (EPZ)  
 Skechers USA Inc.  
 Slang.ai  
 Smart Bar USA  
 Smartfruit  
 SmartTab POS  
 Snowie  
 SocialCrowd  
 Sound Stage Systems  
 Sovereign Brands  
 SOY MICHELERO LLC  
 SPEC  
 Spindrift Beverage Company  
 SpotOn  
 Sprayer Specialties, Inc.  
 Sri Lanka Tea Board  
 Star Micronics, Inc.  
 Starr Fireworks  
 Starry Foods  
 Stone Gate Foods  
 StrawFish  
 Streamer Effects  
 Sudek USA  
 Sugimoto Seicha USA, Inc.  
 Suntory Beer  
 SupraCut Systems International  
 Suzumo International Corporation  
 Sweet Mesquite Bakery  
 Swipeport LLC  
 t'order  
**T** Tabak Insurance Agency PLLC  
 Tagrisk Insurance Services LLC  
 Taiv  
 Takaokaya USA Inc.  
 Talking Rain Beverage Company  
 Tea For Guys  
 Team Trivia  
 TeaShare  
 Techsito Solutions LLC

TerraSlate Waterproof Menus  
 Texas Rib Rangers Products of Texas, Inc.  
 The Ananda Bag Tea Co. Ltd.  
 The Art of Broth LLC  
 The Cocktail Case  
 The Drink Exchange  
 The Fort Distillery  
 The Kraft Heinz Company  
 The Lovely Tea Company  
 The Perfect Puree of Napa Valley  
 The Restaurant Launch  
 The Shizuoka Bank, LTD.  
 The Tea Smith  
 Think Twice  
 Three Leafs Tea  
 Tianwan Industrial (Shanghai) Co., Ltd.  
 Tiki Farm  
 Timmy's Pastime BBQ  
 Tiny Mills  
 TLK Fusion  
 Toast Inc  
 Toasting with Tara  
 ToDo Robotics LLC  
 Tokai Denpun  
 Tomoda Selling & Sailing  
 Top Asia, LLC  
 Top Light DJ  
 Tora Chai, LLC.  
 TOSSWARE  
 Trincher Family Estates/Sutter Home Winery  
 True Manufacturing Co. Inc.  
 TrueSync Media  
 Tsubakimoto Kogyo Co., Ltd.  
 Tubeaux  
 Tukā Norte LLC  
 TVM Media  
**U** Uber Eats  
 Union  
 UNITED STATES BARTENDERS GUILD  
 UNIVA America, Inc.  
 Urvenue.com  
 US BeerSAVER Systems INC

**V** US Bowling Corporation  
 Vantage Point  
 VapeTM  
 Vend21  
 Vesta Precision  
 VITLIFE America LLC  
 VITO Fryfilter  
 Vivarita Tequila  
**W** Wakou USA Inc  
 Wayne's Tea Inc.  
 Welbilt Corp  
 Wild Bill's Craft Soda  
 Wild Bliss Organics  
 Wingredient LLC  
 Wisesorbent Technology LLC  
 Wonkyware  
 Workwear Outfitters  
 World Tea Academy/World Tea News  
 WuYi Star Tea Co.  
**X** X Mood Drinks  
 XH Life Tea  
 Xian Yang JingWei Fu Tea Co, LTD  
**Y** Y&U Advisory  
 Yamaki USA Inc.  
 Yamama Masudaen Co., Ltd.  
 Yamamotoyama U.S.A  
 Yancheng MeiYi Arts & Crafts Factory  
 YaYa Hawaii Select  
 Yixing Tang Zhaoxia Purple Clay Art Gallery  
 Yunnan ChuanDai Agricultural Technology Co., Ltd.  
 YUZUYA HONTEN CO., LTD.  
**Z** Zero-Hachi Rock, Inc

# Meet, Mingle, & Make Memories at our **SIGNATURE EVENTS**



## INDUSTRY NIGHT

SUNDAY, MARCH 23  
10:30pm-1:00am  
Marquee  
The Cosmopolitan

◆ ALL PASSES

Join us for Industry Night with no cover charge and get into the Vegas vibe before the show starts.

Calling all  
**EARLY ARRIVALS!**



## WELCOME KICKOFF PARTY

MONDAY, MARCH 24  
6:00pm-8:30pm  
The Pool at SAHARA Las Vegas

◆ ALL PASSES

Enjoy exclusive access to live entertainment, complimentary beverages from our sponsors, and an electric atmosphere.



## INDUSTRY AFTERPARTIES



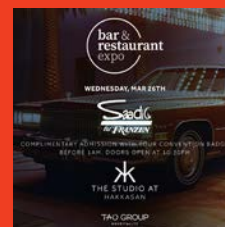
### MON MARCH 24

9:00pm-11:00pm  
XS Nightclub, Wynn  
◆ DELUXE OR  
EXPO PLUS PASS



### TUE MARCH 25

9:00pm-11:00pm  
OMNIA Nightclub,  
Caesars Palace  
◆ DELUXE OR  
EXPO PLUS PASS



### WED MARCH 26

10:30pm-1:00am  
The Studio at  
Hakkasan, MGM Grand  
◆ ALL PASSES

Join us for our closing industry night to connect one last time with your hospitality community.





# OFFSITE TRAININGS/ TOURS

Add on to any pass  Transportation is included. 

Learn from the Industry's  
Top Performers at our  
Offsite Trainings & Tours

LIMITED SEATS! REGISTER EARLY



## MIXOLOGY TRAININGS

 Southern Glazer's Wine & Spirits

**Mixology Training I:**  
Break Away from the Mainstream  
Cocktail Trends, Go for Iconic!  
Monday, March 24, 11:00am-1:00pm



**Mixology Training II:**  
Pre-Batching Is a Godsend!  
Monday, March 24, 2:30pm-4:30pm




## Vegas Legends PULL BACK THE CURTAIN



### Mastering Hospitality Marketing: Inside Wynn Nightlife's Playbook Monday

Monday, March 24, 10:00am-12:00pm

 Intrigue Nightclub, Wynn Las Vegas




Complimentary  
Drinks + Wynn  
Nightlife Gift Bag!



### Wynn Restaurant Back of House Tour

Monday, March 24, 10:00am-12:00pm

 Wynn Las Vegas




Explore Delilah,  
Wing Lei and  
Mizumi!



### Wynn Nightlife Tour!

Monday, March 24, 1:00pm-4:00pm

 Wynn Las Vegas




Go BTS at XS  
and Encore  
Beach Club



### TAO Las Vegas Back of House Tour

Monday, March 24, 1:00pm-3:00pm

 TAO Las Vegas, The Venetian Resort



4 Venues!  
TAO Restaurant,  
Lounge, Nightclub  
and Dayclub

# MAXIMIZE YOUR INVESTMENT & TIME AWAY

 REGISTRATION PACKAGES FOR EVERY BUDGET 

**UNLOCK UP TO \$50  
OFF NEW PASSES**

Use Promo Code **WIN**

Register at [barandrestaurantexpo.com](https://barandrestaurantexpo.com)

Promo code valid for new registrations only and expires March 26, 2025.

Register online at → [barandrestaurantexpo.com](https://barandrestaurantexpo.com)

	<i>Best Value!</i> <b>DELUXE</b>	<b>CONFERENCE PASS</b>	<b>EXPO PLUS PASS</b>	<b>EXPO PASS</b>
3-Day Full Conference Program (Monday-Wednesday)	✓	✓		
Choice of Workshops (Monday & Wednesday)	✓			
Masterclasses (Monday)	✓			
Business Triage (Monday)	✓			
2-Day Expo Hall Access (Tuesday & Wednesday)	✓	✓	✓	✓
Keynote	✓	✓	✓	✓
Late Night Networking Bundle (Monday & Tuesday)	✓		✓	
Welcome Kickoff Party (Monday)	✓	✓	✓	✓
Deluxe Conference Tote	✓			
Dedicated Line Entrance to Expo Hall Opening (Tuesday)	✓			
Separate Badge Pick-up at Registration	✓			
<b>STANDARD ENDS MARCH 7, 2025</b>	<b>\$779</b>	<b>\$579</b>	<b>\$289</b>	<b>\$199</b>
<b>Late Ends MARCH 26, 2025</b>	<b>\$879</b>	<b>\$679</b>	<b>\$339</b>	<b>\$279</b>



#### INVEST IN SUCCESS. GROUP SAVINGS.

Register 5 or more people in a single transaction and enjoy 20% off each pass.

(Discount cannot be combined with promo codes.)

#### LIMITED AVAILABILITY!

Exclusive add-on items to enhance your experience.

Startup Bootcamp \$299

Offsite Trainings and Tours \$199

**REGISTER  
NOW** 



#### REGISTRATION QUESTIONS?

 (508) 743-8586 M-F 9am-5pm EST  [barandrestaurantexpo@maritz.com](mailto:barandrestaurantexpo@maritz.com)

 You must be 21+ to attend and proper ID is required to gain entry.