

MAY | JUNE 2016

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OUTDOOR CELEBRATIONS

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Outdoor CELEBRATIONS



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EDUCATION, NEWS, PRODUCTS & IDEAS FOR PROFESSIONAL CATERERS

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SEMINARS ON THE TRADESHOW FLOOR

A variety of stages presenting everything from cooking demos, to product giveaways, to tastings were a new addition to the Tradeshow floor.

One of the most successful and fun-filled events we will “simply remember” was the Wednesday morning opener, My Favorite Things, which joined Sasha Souza, Jack Milan, and Emily Elyn together on stage showcasing some of the unique, not-to-miss product finds being displayed by Tradeshow partners. A swag bag for the first 400 people filled with products and special offers, plus over \$10,000 in giveaways capped a well-attended and high energy showcase. My Favorite Things is sure to become an annual event!

In addition, on the Headliner Stage Simon Majumdar offered an across the world culinary demonstration; David Beahm brought his Design Experience Live; and the Too Hot Tamales captivated attendees recounting some hot, haute times.

The Ignite stage helped to deepen an understanding of business operations and processes, including the “Let’s Talk” series featuring a round robin of presenters discussing everything from business exit plans to social media, event staffing to campus catering.

The Inspire stage, a more design-focused arena, showed food as décor, new innovations for fire and ice buffets, and tech apps for wedding companies.

Finally, the Tasting Bar encouraged attendees to sit down, listen to the speaker of the moment, and also taste the featured products, including tea, microgreens, chocolate, grains, beer cocktails, and other intriguing flavors.



JACK MILAN, SASHA SOUZA, AND EMILY ELLYN ON STAGE AT MY FAVORITE THINGS, THE ULTIMATE PRODUCT SHOWCASE ON THE TRADESHOW FLOOR



THE TOO HOT TAMALES COOKED FOR ATTENDEES ON THE HEADLINER STAGE TO CLOSE THE SHOW



JEFF SELDEN'S BEER COCKTAILS CLASS AT THE TASTING BAR WAS A STIRRING SUCCESS