

BROWN
FOODSERVICE INC.

YOU'RE INVITED!
**2026 SPRING
FOOD SHOW**
TURN UP THE HEAT

MAY 12, 2026

5:30 PM - 9:00 PM | Welcome Reception

MAY 13, 2026

9:00 AM - 3:00 PM | Food Show

LOCATION

Marshall Health Network Arena
1 Civic Center Plaza Huntington, WV
25701

CONTACT

www.brownfoodservice.com
(606) 638 - 1139 EXT. 1

Turn up the heat and take your menu to the next level at the 2026 Spring Food Show on May 13th in Huntington, WV! This is your chance to explore daring flavors, trending ingredients, and creative concepts that spark excitement.

Your attendance means off-invoice allowances for a six-week shipping period! Join us and get inspired, push boundaries, and discover what's hot in foodservice—because bold ideas lead to unforgettable menus.



EVENT SCHEDULE

Tuesday, May 12, 2026

5:30 PM - 9:00 PM

Welcome Reception Dinner & Entertainment

Join us at the Marshall Health Network Arena for an evening filled with flavorful appetizers, mouthwatering entrées, decadent desserts, and live entertainment. This vibrant and engaging reception offers the perfect opportunity to connect with Brown Foodservice staff and fellow foodservice operators in a fun and welcoming atmosphere.

Wednesday, May 13, 2026

9:00 AM - 3:00 PM

Brown Foodservice Spring Food Show

The Arena Floor opens at 9 AM. Make sure to visit **EVERY BOOTH to take advantage of SPECIAL OFFERS**, sample NEW innovative products and attend in-booth demos to gain insights on ways to grow your business.

SHOW AGENDA

- 9:30 AM** **"More at Steak: Unlock Endless Menu Applications with Sliced Steak"**
Joey Attanasio, Tyson Foodservice (Chef Demo Stage)
- 10:15 AM** **"Small Plates, Big Impact: Appetizers Built to Sell"**
Brent Olsen, McCain Foodservice (In-Booth Demo)
- 11:00 AM** **"The Case for Frozen: Bread Built for Foodservice "**
Grant Gill, Alpha Baking (Chef Demo Stage)
- 11:45 AM** **"Prep Less, Profit More: Elevating Ready-Made Salads"**
Nick Bortolotto, Sandridge Crafted Foods (In-Booth Demo)
- 12:30 PM** **"From Pour to Profit: Building a Smarter Beverage Program"**
Charlie Johnson, Brown Field Services (Chef Demo Stage)
- 2:30 PM** **Prize Announcements**

Complimentary Parking

3rd Ave Garage & 8th Street Garage

Complimentary parking available at the City Parking Garage across from the Marshall Health Network Arena (3rd Avenue side), and at the Pullman Parking Garage behind The Delta Hotel (across from arena on 8th Street side).

Shuttle Service

Will run from 5:30 PM - 9:00 PM for guests at assigned hotels who are attending the reception dinner Tuesday evening.

SEMINARS & DEMOS

“More at Steak: Unlock Endless Menu Applications with Sliced Steak”

Joey Attanasio, Tyson Foodservice

Explore how pre-sliced steak can go well beyond a single application by powering multiple on-trend menu applications while reducing prep, supporting portion control, and simplifying back-of-house execution for busy operations.

“Small Plates, Big Impact: Appetizers Built to Upsell”

Brent Olsen, McCain Foodservice

Turn appetizers into powerful sales drivers with McCain. Stop by the booth to explore LTO ready appetizer ideas and upselling strategies designed to boost check averages, spark repeat visits and keep menus fresh—all with easy to execute solutions built for busy foodservice operations.

“The Case for Frozen: Bread Built for Foodservice”

Grant Gill, Alpha Baking

Learn how frozen bread outperforms fresh in foodservice, delivering consistent quality, reliable availability, and streamlined production, while still meeting guest expectations for taste and texture.

“Prep Less, Profit More: Elevating Ready-Made Salads”

Nick Bortolotto, Sandridge Crafted Foods

Discover simple finishing touches that elevate ready-made cold salads into signature offerings, boosting presentation and perceived value while saving time and labor.

“From Pour to Profit: Building a Smarter Beverage Program”

Charlie Johnson, Brown Field Services

Join this session to learn how effective beverage programs are built—from expert planning and equipment support to ongoing execution in daily operations. The seminar also provides an inside look at Appalachian Morning Coffee, highlighting its fresh production process and what sets it apart from other coffee brands.

KITCHEN SMALLWARES GIVEAWAY

We have selected some of our most requested smallwares to give away after our 2026 Spring Food Show! **To be entered into the drawings, request to CHECK-IN AT EVERY BOOTH** and provide the representative with your account number. While you're there, sample products, ask questions, and get inspired with unique menu offerings for your place of business. Our vendors are excited to see you! Winners will be provided with their kitchen smallwares post Food Show.

VENDOR BOOTHS

Alpha Baking **NEW**
Aspire Bakeries **NEW**
Baily Foods **NEW**
Baker Boy
Beaver Street Fisheries
Blue Grass Quality Meats
Brakebush Brothers
Brunetti Bakery
Burke Corporation
Cargill Oil & Meat Solutions
CH Guenther
Chandler Foods
Clifty Farms
Conagra Foods
Dan's Prize
Dawn Food Products
Delorio Foods Incorporated
Deskins
Dessert Holdings
DYMA/Diamond Crystal
Essity/SCA Tissue
Family Brands LLC
General Mills
Grande Cheese
Great Lakes Cheese
Handgards
Handi-Foil of America
Heritage Premium Meats
High Liner Foods
Hirzel Canning Co. & Farms
Hormel Foods/Fontanini

Indiana Packers/Specialty Foods Group
Intercon Chemical Company
J&J Snacks
Joy Cone Co
JTM Food Group
Kaiser Pickles
Katie's Korner Inc
Kaufhold's Kurds
Kellanova/Mars Snacking
Ken's Foods
Knouse
Kraft Heinz
Lipman Family Farms
Louisa Foods **NEW**
Lower Family Foods
Lyons Magnus
Marzetti
McCain
McCall Farms
McCormick
MIC Food
Michael Foods
Michigan Pastry Co
Mitchell Foods
Monin **NEW**
Nemco
Nestle
New Morning Coffee
Paielli's Bakery
Pep's Pizza Co

Pilgrim's
PLZ Corp
R3 Bunzl
Red Gold
Reily Foods/Luzianne
Rich Products
RJ Schinner
Ruiz
Sandridge Crafted Foods
Sara Lee Bakery
Savannah Classics
Schwan's Foodservice
Simplot
Smith Family Foods
Smithfield
Southern Champion Tray
Specialty Bakers
Stone Gate Foods
Sugar Foods
Sugardale/ Freshmark
Swaggerty Sausage Co.
Tasty Blend Foods
Travis Meats, Inc.
Tyson Foods
Unilever Food Solutions **NEW**
Vanee Foods
Velvet
Ventura Foods
Wampler's Farm Sausage
Wick's Pies
Winland Foods

TOP BOOTHS OF INTEREST

BOOTH NAME

NOTES
