

# *You're Invited!*

## 2025 SPRING FOOD SHOW

### PALETTE OF POSSIBILITIES

**MAY 13, 2025**

5:30 PM - 9:00 PM | Reception

**MAY 14, 2025**

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

### LOCATION

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

### CONTACT

[www.brownfoodservice.com](http://www.brownfoodservice.com)  
(606) 638 - 1139 EXT. 1

Visit each booth to explore a vast spectrum of flavors, ingredients, and innovative products designed to inspire your next menu. Like an artist with a blank canvas, you'll have the opportunity to experiment with new combinations, discover exciting trends, and create bold, unforgettable dishes. **Your attendance means off-invoice allowances for a six-week shipping period!**



**BROWN**  
FOODSERVICE INC.



# EVENT SCHEDULE

**Tuesday, May 13, 2025**

**5:30 PM - 9:00 PM**

Welcome Reception Dinner & Entertainment

Join us at the Marshall Health Network Arena Ballroom 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 14, 2025**

**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 food and attend in-booth demos to expand your food knowledge.

## SHOW AGENDA

- 9:30 AM "Smart Toppings, Big Impact: Boost Your Menu & Margins"**  
Dennis Bell, Tyson Foodservice (Chef Demo Stage)
- 10:15 AM "Grab & Go: Quick, Profitable Recipes for C-Stores & Delis"**  
Nick Bortolotto, Sandridge Crafted Foods (In-Booth)
- 11:00 AM "Let's Wing It! Choosing the Best Wings for Your Menu"**  
Dennis Bell, Tyson Foodservice (Chef Demo Stage)
- 11:45 AM "Clean with Confidence: Choosing the Right Chemicals for Foodservice"**  
Jeff Cordell, Intercon & Charlie Johnson, Brown Foodservice (In-Booth)
- 12:30 PM "Crafting Premium Pizza: Ingredients, Techniques & Profitability"**  
Johnny McKay, Grande Cheese, Teah Collins, General Mills & Kylee Wright, Hormel (Chef Demo Stage)
- 1:30 PM "Versatile Hispanic-Inspired Ingredients to Elevate Your Menu"**  
Christopher Mosera, MIC Food
- 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

## **"Smart Toppings, Big Impact: Boost Your Menu & Margins" | Dennis Bell, Tyson Foodservice**

Join Dennis Bell of Tyson Foodservice, a seasoned industry expert with nearly 30 years of experience, for an insightful seminar on the power of value-added toppings. Discover how these versatile ingredients can transform your menu, enhancing everything from sandwiches, salads, loaded appetizers, pizza, pasta and beyond. Learn creative applications, operational efficiencies, and cost-saving strategies that help maximize flavor and profitability. Whether you're looking to refresh your offerings or streamline prep time, this session will provide actionable insights to elevate your business. Don't miss this opportunity to gain expert knowledge and inspiration to take your menu to the next level!

## **"Grab & Go: Quick, Profitable Recipes for C-Stores & Delis" | Nick Bortolotto, Sandridge**

Stop by the Sandridge Crafted Foods booth for a live demonstration of creative, easy-to-assemble Grab & Go options designed for convenience stores and delis. Discover multiple uses for popular ingredients and learn how to build fresh, flavorful, and high-margin items that customers crave. From breakfast to late-night snacks, get inspired with dynamic, ready-to-sell ideas that will boost sales and simplify operations.

## **"Let's Wing It! Choosing the Best Wings for Your Menu" | Dennis Bell, Tyson Foodservice**

Not all wings are created equal! In this 45-minute seminar, explore a variety of prepared wings to choose the best for your business—breaded, unbreaded, bone-in, boneless, glazed, and more. Learn how each type suits different cooking methods, labor situations, and customer preferences. Whether you're running a bar and grill, quick-service restaurant, or catering operation, we'll help you find the perfect wing to maximize flavor, consistency, and profitability.

## **"Clean with Confidence: Choosing the Right Chemicals for Foodservice" | Jeff Cordell, Intercon & Charlie Johnson, Brown Foodservice**

A clean kitchen isn't just about appearances—it's essential for food safety, efficiency, and customer trust. In this in-booth demonstration, learn how our foodservice chemical program provides the right solutions for every application, from sanitizers and degreasers to warewashing and floor care. Discover the benefits of using the correct chemicals for each task, ensuring compliance with health regulations while improving operational efficiency. Get professional tips on best practices, cost savings, and staff training to keep your foodservice operation running smoothly and safely.

## **"Crafting Premium Pizza: Ingredients, Techniques & Profitability" | Johnny McKay, Grande Cheese, Teah Collins, General Mills & Kylee Wright, Hormel**


Elevate your pizza offerings by understanding what goes into a truly premium pie. In this seminar, we'll break down the key ingredients—flour, sauce, cheese, and toppings—that make a difference in flavor, texture, and customer satisfaction. Learn expert techniques for dough preparation, baking methods, and ingredient selection to enhance consistency and quality. Plus, discover how investing in top-tier ingredients can drive higher menu prices, customer loyalty, and increased profitability for your business.

## **"Versatile Hispanic-Inspired Ingredients to Elevate Your Menu" | Christopher Mosera, MIC Food**

Join MIC Food for an interactive in-booth demo showcasing the incredible versatility of their premium Hispanic products. From plantains and tostones to mini tequeños, yucca cheese bites, sweet potato fries, and diced multicolor sweet potatoes, these ingredients go far beyond traditional Hispanic cuisine. Discover how these flavorful, high-quality items can be seamlessly incorporated into a wide range of menus and concepts, appealing to both Hispanic and non-Hispanic operators alike. Whether you're looking to enhance appetizers, sides, or entrées, this demo will provide creative ideas to elevate your offerings, drive customer interest, and boost profitability. Don't miss this chance to see, taste, and be inspired by these globally appealing ingredients!

# KITCHEN SMALLWARES GIVEAWAY

We have selected some of our most requested smallwares to give away after our 2025 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

A-Z Meats (Beef & Pork)  
Ale-8-1 **NEW!**  
Appalachian Morning  
Baker Boy (Donuts & Breads)  
Basic American  
Beaver Street Fisheries/ HF's Outstanding Brand  
Blue Grass Quality Meats  
Brakebush Brothers (Chicken)  
Brown Foodservice Beverages  
Brown Foodservice Sunsource Canned Vegetables  
Brown Foodservice Brighton Farms Cheese  
Brown Foodservice Equipment  
Brown Foodservice Fresh Produce  
Brunetti's Bakery (Buns, Dough Balls)  
Burke Corporation (Pizza Toppings)  
C.H. Guenther & Son (Pioneer Gravy)  
Cargill (TNT Burger Patties & Versa Oil)  
Chandler Foods (Pork BBQ & Hot Dog Chili)  
Chicken of the Sea  
Chico Bakery (WV Pepperoni Rolls)  
Clifty Farm Country Meats  
Conagra (Hunt's, Lachoy, Swiss Miss, etc.)  
Custard Stand (Hot Dog Chili)  
Dawn Food Products (Bakery Products)  
Delorio's Foods (Pizza Doughs)  
DYMA/Diamond Crystal **NEW!**  
Essity (Napkins, Towels)  
Family Brands (Cades Cove, Elm Hill, Hotdogs)  
General Mills (Pillsbury & TNT Crust)  
Geo Brown Land & Cattle Co.  
Golden Brown Chicken  
Grande Cheese  
Great Lakes Cheese

Handgards (Gloves, Panliners)  
Heritage Premium Meats (Dan's Prize)  
High Liner Foods (Fish)  
Hirzel Canning Company (Tomato Sauces)  
Hormel Foods/Fontanini  
Idahoan  
Intercon Chemical Company  
J&J Snacks (Pretzels, Funnel Cakes)  
Joy Cone  
JTM Food Group  
Kaiser Pickles  
Katie's Korner (Ice Cream)  
Kellanova (Kellogg's)  
Ken's Foods (Dressings, Sauces)  
Knouse Foods (Fruit Fillings)  
Koch Foods (Chicken)  
Kraft Heinz  
Lipman Family Farms  
Lower Family Foods **NEW!**  
Lyons Magnus (Sweet Toppings)  
Mama Bruno's Pizza & More  
Marzetti (Dressings)  
McCain Foods (Ore-ida & Fried Appetizers)  
McCall Farms (Allen Beans)  
McCormick (Spices, Cattleman's, Frank's)  
MIC Food (Hispanic Products) **NEW!**  
Michael Foods (Egg Patties)  
Michigan Pastry Co. **NEW!**  
Mitchell Foods (Meat Products)  
Mountain State Ice Cream (Velvet)  
Nemco **NEW!**  
Nestle  
Pactiv (Packaging Solutions)

Paielli's Bakery  
Pep's Pizza Co (Fomerly AK Crust)  
Perdue Farms (Chicken)  
Pilgrim's Pride (Chicken)  
PLZ Corp (Pan Coats)  
R-3 Indianapolis/Bunzl (Packaging Solutions)  
Red Gold  
Reily Foods/Luzianne  
Rema Foods **NEW!**  
Rich's Products  
RJ Schinner (Packaging Solutions)  
Rotella's Italian Bakery  
Sandridge Crafted Foods (Fresh Soups & Salads)  
Sara Lee Frozen Bakery  
Savannah Food Company **NEW!**  
Schwan's Food Service  
Simplot **NEW!**  
Smith Family Foods  
Smithfield (Meat Products)  
Southern Champion Tray  
Specialty Foods Group (Deli Meats)  
Sugar Foods (Sugar Packets, Croutons)  
Sugardale/Freshmark (Deli Meats)  
Swaggerty Sausage  
Tasty Blend (Teays Valley Biscuits & Breadings)  
Tater Kegs/Stone Gate  
Travis Meats  
Tyson Foods  
Vanee Foods (Soup, Gravy)  
Ventura (Sauces, Dressings)  
Wampler's Farm Sausage  
Wick's Pies

## TOP BOOTHS OF INTEREST

BOOTH NAME	NOTES
1.	
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