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FOR IMMEDIATE RELEASE

National Pizza Show returns to Chicago, August 23-25, 2022. Get a pizza d''action!

- A trade show for pizza operators, manufacturers and food distributors to increase profits -

Pizza continues to be America's favorite food and the pizza industry continues to grow in size and sophistication. To aid operators in running the best possible and most profitable restaurants, the National Pizza Show comes to the Donald E. Stephens Convention Center in suburban Rosemont, Illinois - adjacent to Chicago's O'Hare Airport for its annual convention and conference.

The event will begin Tuesday, August 23 and continue through Thursday, August 25, 2022. Tuesday the 23rd will be for seminars only. Wednesday and Thursday will include both seminars and exhibits. Early bird attendee registration is \$50 before July 15 and after that date, the registration fee is \$100. Complete show information can be found at www.nationalpizzashow.com.

"We're bringing together some of the biggest names in the business," said Drew Axelrod, Event Director at Expo Media, Inc., the show's producer. "We want to help restaurant operators find their niche and succeed beyond their expectations. This event pulls together the right people, both operators and manufacturers, to make crucial connections that will help them innovate in their businesses. What could be more impactful than to build relationships with peers between pizzaiolas who share the same passion for all styles of pizza."

The show will feature 300 diversified exhibits - plus 30 educational seminars, demonstrations, 10 expert workshops, a deep-dish & tavern pizza certification program, a new product showcase and multiple guided Chicago Pizza Tours.

A limited number of VIP Free Admission Tickets will be available through pizza supply distributors. Contact your local foodservice purveyor for more details.

Encompassing three days of quality educational and networking opportunities, attendees will learn how they can “Make Some Dough in Chicago” in this competitive arena. They will strengthen their knowledge of cutting-edge marketing and sales strategies, improvements in ingredients, equipment innovations and ways to build a more efficient operation.

A sampling of the educational seminar topics includes:

- Combating Labor Shortages
- Using Call Centers for Higher Volume
- What's Next For The Pizza Industry
- Avoiding Insurance Claims
- Improving Sales with Craft Beer and Specialty Wines
- Managing Multiple Styles of Pizza Crust
- Where's My Money Disappearing To?
- Who Really Invented Deep Dish Pizza?

The intensive workshops also will cover a lot of ground, including such topics as:

- Digital Advertising for Increased Recognition, Volume and Sales
- Successfully Operating a Ghost Kitchen
- Streamlined Delivery Logistics and Reaching New Customers
- Reaching for a Multi-Million Dollar Family-Run Pizzeria Operation
- A Boot Camp for Deep-Dish, Stuffed and Tavern-Style Pizzas

Want to broaden the variety or improve the quality of your pizza offerings? The show will include live demonstrations of how to make various styles of pizza. There also will be live demonstrations on how to develop and prepare signature sandwiches and pasta specialties.

“Chicago is the perfect destination to host a pizza convention,” said Axelrod. “Most people associate this city with Chicago-style deep dish, stuffed or tavern-style pizza. Although Chicago is known for inventing these styles of pizza, it is so much more—we think it's the best pizza city in the country—a proverbial magnet for pizza lovers. As a top culinary center, Chicago has embraced both mainstream and artisan pizza in virtually every style found in Italy and the United States. It is a fabulously diverse pizza destination !”

As a special treat for convention goers, and to showcase Chicago's prowess in pizza making, noted food journalist and Chicago pizza expert Steve Dolinsky, a winner of numerous James Beard Foundation journalism awards and owner of Pizza City USA Tours, will lead multiple pizza tours during the trade show. Dolinsky is author of the book *Ultimate Chicago Pizza Guide* and has been a popular local Chicago TV food reporter for many years. The first 100 restaurant operators to pre-register for the show will receive a free copy of his pizza guide book.

PMQ Pizza Magazine, a leading pizza-related trade publication, will provide a special August show issue. Also, on hand will be members of *PMQ Pizza Magazine*'s U.S. Pizza Team to host a regional pizza-making competition, the U.S. Pizza Cup.

For more information about the National Pizza & Pasta Show, please visit:

www.nationalpizzashow.com. To become an exhibitor or sponsor please contact Expo Media, Inc. by telephone at 754-246-6112 or send an email to info@nationalpizzashow.com.

About Expo Media, Inc.

The National Pizza & Pasta Show is produced by Expo Media, Inc. Based in Fort Lauderdale, Florida, the company has over 35 years of convention planning and trade show management experience in various major markets and venues including McCormick Place in Chicago; Madison Square Garden and Jacob Javits Convention Center in New York; Broward County Civic Center in Florida; Los Angeles Convention Center, Santa Clara Convention Center, and Orange County Convention Center in Orlando, Florida.

Expo Media, Inc. was the original producer of the National Pizza & Pasta Show in Chicago, New York City and California, as well as the International Gourmet Show, Midwest Gourmet Show, and the Florida Foodservice Show. Expo Media has produced events in the healthcare, marine, travel, foodservice, computer technology, property management and special event industries.

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