

2019 FINAL REPORT



1919 • **100** • 2019
CENTENNIAL



AUDIENCE

...

EDUCATION

...

EXHIBITOR
DATA

...

EXPOSITION

...

LOCATION

...

MARKETING

...

REGISTRATION
DATA

...

SQUARE
FOOTAGE

NATIONAL
RESTAURANT
ASSOCIATION
SHOW 2019

MAY 18-21
McCormick Place, Chicago IL



National Restaurant Association Show by the numbers:

Over **65,000** representatives of the global foodservice community joined us in Chicago for the 2019 Restaurant Show.

2019 ATTENDEE REGISTRATION INFORMATION:

REGISTRATION SUMMARY

- 42,544** • ATTENDEE REGISTRATION
- 22,949** • EXHIBITOR PERSONNEL
- 65,493** • **TOTAL REGISTRATION**

INTERNATIONAL REGISTRATION SUMMARY

- 4,441** • INTERNATIONAL ATTENDEE REGISTRATION
- 2,648** • INTERNATIONAL EXHIBITOR PERSONNEL
- 7,089** • **TOTAL INTERNATIONAL REGISTRATION**
- 110** • TOTAL # OF COUNTRIES REPRESENTED

These figures are included in the summary of total registration on the left.

After 100 years, the Restaurant Show is stronger than ever. For the fifth year in a row, we posted record exhibit space at 725,869 square feet.

2019 EXHIBITOR REGISTRATION INFORMATION:

EXHIBIT SUMMARY

- 2,364** • TOTAL # OF EXHIBITORS
- 725,869** • **TOTAL SQUARE FEET**

INTERNATIONAL EXHIBIT SUMMARY

- 503** • TOTAL # OF INTERNATIONAL COMPANIES
- 39** • TOTAL # OF COUNTRIES
- 87,932** • **TOTAL INTERNATIONAL SQUARE FEET**

100TH ANNUAL
National Restaurant
Association Restaurant,
Hotel-Motel Show®

LOCATION:
McCormick Place,
Chicago, Illinois

DATES:
May 18-21, 2019
(4 DAYS)

DATE ESTABLISHED:
1919

FREQUENCY:
Once per year

WINSIGHT
300 S Riverside Plaza, Suite 1600
Chicago, IL 60606
nationalrestaurantshow.com

LARGEST ANNUAL GATHERING OF FOODSERVICE PROFESSIONALS IN THE WESTERN HEMISPHERE WITH:

TOTAL OPERATOR
ATTENDANCE

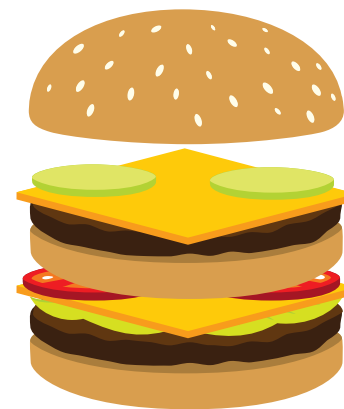


3%
FROM 2018



65,400+

FOODSERVICE PROFESSIONALS
INCLUDING: 42,000+ BUYERS



**Audience and
markets served:**

BAR, TAVERN,
PUB, BREWERY

Business & Industry

Casual Dining

**Non-Commercial
Foodservice**

CATERING

FAST CASUAL

Health Care

PIZZA, LODGING

QUICK SERVICE

Family Dining

Contract Foodservice

FINE DINING

FRANCHISE

Convenience Store

SUPERMARKET

FOOD DISTRIBUTOR

Equipment Dealer

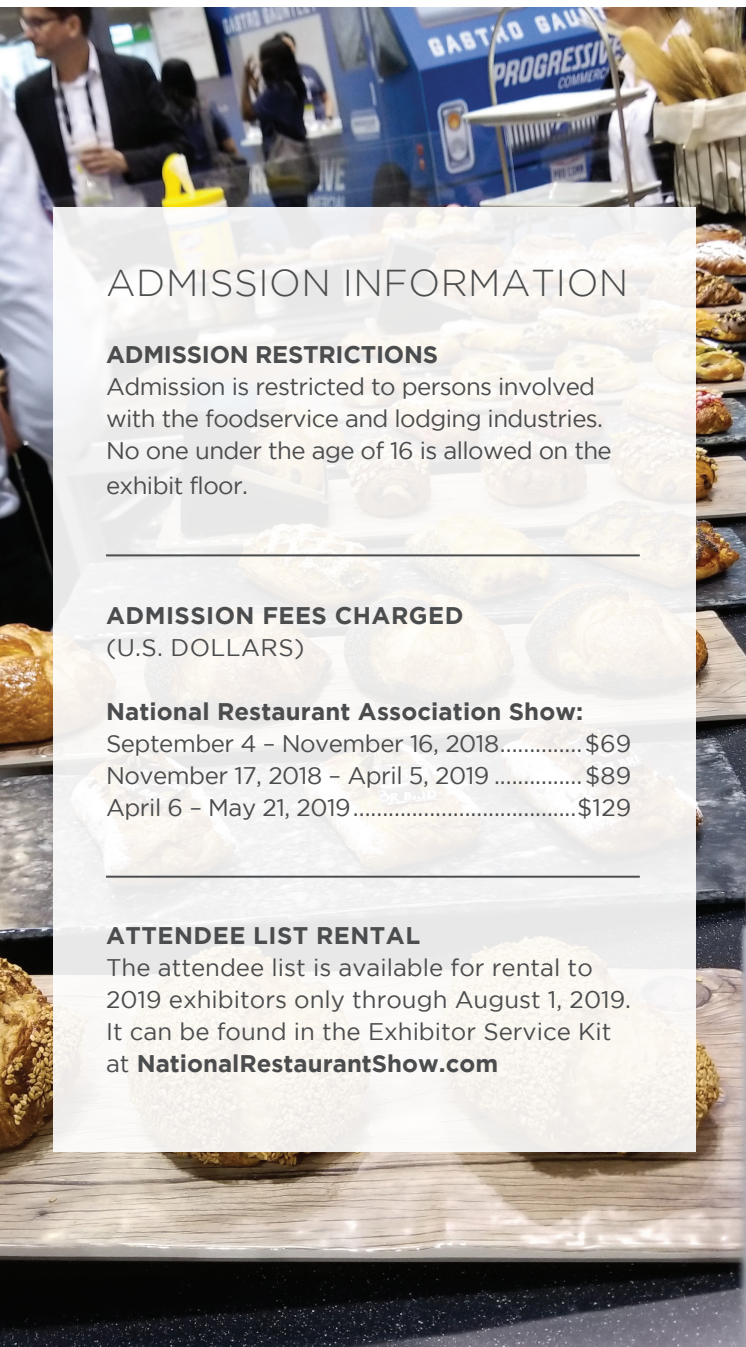
Food and
Beverage Broker

**BEVERAGE
WHOLESALE**

Beverage Alcohol
Distributor

AUDIENCE PROFILE

Industry Classification Detail



ADMISSION INFORMATION

ADMISSION RESTRICTIONS

Admission is restricted to persons involved with the foodservice and lodging industries. No one under the age of 16 is allowed on the exhibit floor.

ADMISSION FEES CHARGED

(U.S. DOLLARS)

National Restaurant Association Show:

September 4 - November 16, 2018.....\$69
 November 17, 2018 - April 5, 2019\$89
 April 6 - May 21, 2019.....\$129

ATTENDEE LIST RENTAL

The attendee list is available for rental to 2019 exhibitors only through August 1, 2019. It can be found in the Exhibitor Service Kit at NationalRestaurantShow.com

RESTAURANT/FOODSERVICE

22,189

Airlines/Commissary	352
Bar/Tavern/Pub/Brewery	4,246
Buffet/Cafeteria/Banquets	2,478
Business & Industry/Other	
Contract Foodservice	2,153
Catering - On/Off Premise	3,969
Clubs - Social/Country/Golf	937
Coffee Shop/Donut/Bakery/ Pastry/Chocolatier	2,316
College/University Foodservice	1,496
Concessions - Theme Parks/ Sports/Entertainment	1,249
Conference/Convention Centers	1,167
Correctional Institution/Prison	233
Fast Casual	4,769
Health Care/Retirement	914
Ice Cream/Frozen Novelty	1,311
K-12 School Foodservice	534
Lodging/Casino/Cruise Ship/Resort	988
Military/Military Clubs	459
Mobile Foodservice & Vending	930
Pizza	2,502
Quick Service	4,577
Table Service - Casual Dining	7,535
Table Service - Family Dining	3,796
Table Service - Fine Dining	4,839
Type of Ownership	
Chain-owned	2,955
Franchise/Independent	2,290
Independent	13,249
Multi-unit Headquarters	2,742
Non-commercial	953
Number of Units Represented	
1	8,013
2 - 9	7,147
10 - 49	3,045
50 - 99	870
100 - 399	1,352
400+	1,762
Alcohol Served?	
Yes	14,340
No	7,849

Annual Sales

Under 100,000	1,946
\$100,000 - \$499,999	2,228
\$500,000 - \$1,499,999	3,585
\$1,500,000 - \$4,999,999	4,939
\$5,000,000 - \$24,999,999	4,435
\$25,000,00+	5,056

Purchasing Role

Make Decisions	10,921
Specify Products/Services	1,343
Influence Decisions	6,629
No Role	3,296

Job Function

Accounting/Finance	309
Administrative Support	678
Bartender/Server	198
Beverage Management	242
Corporate/Executive Management	9,662
Culinary/Chef	3,393
Design/Construction	199
Development/Real Estate	62
FOH Management	1,724
Franchisor/Franchisee	282
MIS/IT	210
Mixologist	66
Nutrition/Dietetics	146
Operations/International Operations	1,616
Other	911
QA/R&D	173
Sales/Marketing	1,453
Supply Chain	683
Training/HR	182

Organizational Level

C-level/Owner	7,049
EVP/SVP	382
Vice President	1,345
Director	3,354
Manager	5,492
Chef	1,970
Associate	2,597

Note: Some questions allowed for multiple responses.

RETAIL	992
Convenience Store	215
Specialty Store/Gourmet/Deli	290
Supermarket	276
Wholesaler/Warehouse Club	211
Type of Ownership	
Chain-owned	224
Franchise/Independent	51
Independent	516
Multi-unit Headquarters	163
Non-Commercial	38
Number of Units Represented	
1	316
2 - 9	222
10-49	126
50 - 99	86
100 - 399	105
400+	137
Annual Sales	
Under \$100,000	73
\$100,00-\$499,999	116
\$500,000-\$1,499,999	162
\$1,500,000-\$4,999,999	123
\$5,000,000-\$24,999,999	126
\$25,000,000+	392
Alcohol Served?	
Yes	398
No	594

LODGING	1,243
Bed & Breakfast	28
Casino	32
Cruise Ship	19
Hotel	1,045
Motel	11
Resort/Spa	108
Number of Locations	
1	374
2 - 9	196
10 - 49	48
50 - 99	36
100 - 399	61
400+	528
Purchasing Role	
Make Decisions	407
Specify Products/Services	74
Influence Decisions	427
No Role	335
Alcohol Served?	
Yes	759
No	484

Purchasing Role	
Make Decisions	105
Specify Products/Services	20
Influence Decisions	112
No Role	163
Job Function	
Accounting/Finance	6
Administrative Support	11
Bartender/Server	1
Beverage Management	9
Corporate/Executive Management	487
Culinary/Chef	63
Design/Construction	16
Development/Real Estate	4
FOH Management	7
Franchisor/Franchisee	5
MIS/IT	8
Mixologist	1
Nutrition/Dietetics	41
Operations/International Operations	67
Other	57
QA/R&D	23
Sales/Marketing	140
Supply Chain	41
Training/HR	5
Organizational Level	
C-level/Owner	279
EVP/SVP	17
Vice President	66
Director	168
Manager	317
Chef	37
Associate	108

DEALER/DISTRIBUTOR	5,001
Beverage Alcohol Distributor	97
Beverage Wholesaler	65
Equipment Dealer	1,645
Food/Beverage Broker	320
Food Distributor	1,523
Supplies Distributor	1,351
Purchasing Role	
Make Decisions	2,054
Specify Products/Services	463
Influence Decisions	1,417
No Role	1,067
Organizational Level	
C-level/Owner	1,146
EVP/SVP	127
Vice President	405
Director	699
Manager	1,242
Associate	1,382

AFFILIATED	7,093
Advertising/PR/Publications	560
Architect/Designer	141
College Student - Culinary/ Hospitality	487
Consultant	1,591
Equipment Service	168
Exporter/Importer	47
Faculty/Admin/Training	687
Financial Services	420
Government Agency/Utilities	245
Information Technology	196
Manufacturers Agent/Rep	567
Other	685
Specifier	25
Trade Association	507
Technology	327

NON-EXHIBITING SUPPLIER	4,965
Beverage Manufacturer	287
Equipment Manufacturer	852
Food/Ingredient Manufacturer	1,782
Supplies Manufacturer	1,165
Technology	879
Press	474
Show Staff & Suppliers	587
Exhibitors	22,949
TOTAL REGISTRANTS	65,493



DOMESTIC ATTENDEE REGISTRATION BY STATE



**ALL 50
STATES
REPRESENTED**

STATE	REGISTERED
Alabama	182
Alaska	29
Arizona	343
Arkansas	136
California	2,104
Colorado	503
Connecticut	142
Delaware	65
District of Columbia	252
Florida	2,055
Georgia	929
Hawaii	91
Idaho	69
Illinois	13,661
Indiana	1,477
Iowa	444
Kansas	188
Kentucky	358
Louisiana	213
Maine	41
Maryland	430
Massachusetts	518
Michigan	1,675
Minnesota	666
Mississippi	93
Missouri	584
Montana	44
Nebraska	146
Nevada	177
New Hampshire	58
New Jersey	479
New Mexico	84
New York	1,054
North Carolina	601
North Dakota	44

STATE	REGISTERED
Ohio	1,284
Oklahoma	188
Oregon	161
Pennsylvania	837
Rhode Island	57
South Carolina	256
South Dakota	40
Tennessee	472
Texas	1,690
Utah	146
Vermont	34
Virgin Islands	3
Virginia	571
Washington	417
West Virginia	26
Wisconsin	1,746
Wyoming	27
U.S. TERRITORIES	213
Federated States Of Micronesia	1
Guam	9
Puerto Rico	169
MILITARY OVERSEAS	34
INTERNATIONAL	4,441
TOTAL ATTENDEE REGISTRATION	42,544
EXHIBITOR PERSONNEL	22,949
TOTAL REGISTRATION	65,493

4,441

INTERNATIONAL ATTENDEE REGISTRATION

110

COUNTRIES REPRESENTED

10%

OF TOTAL BUYER AUDIENCE



AFRICA	92	Croatia.....	5	Belize	2
Côte D’Ivoire	1	Cyprus	1	Bermuda.....	33
Egypt	1	Czech Republic.....	4	Bolivia.....	5
Ethiopia.....	1	Denmark	22	Bonaire, Sint Eustatius and Saba.....	2
Ghana.....	1	Finland.....	13	Brazil.....	410
Kenya.....	17	France.....	35	British Virgin Islands.....	4
Nigeria.....	48	Georgia	4	Cayman Islands.....	28
Rwanda.....	4	Germany	32	Chile	52
South Africa	16	Greece	5	Colombia.....	270
Tunisia	2	Hungary	3	Costa Rica.....	35
Uganda.....	3	Iraq.....	1	Curaçao.....	9
		Ireland.....	22	Dominican Republic.....	87
		Israel.....	29	Ecuador.....	43
ASIA/PACIFIC	751	Italy.....	40	El Salvador.....	40
Australia.....	150	Jordan	7	Grenada	3
British Indian Ocean Territory.....	1	Kazakhstan	2	Guatemala.....	42
Cambodia.....	2	Kuwait	2	Guyana	1
China.....	229	Lebanon.....	6	Haiti	2
Hong Kong.....	29	Lithuania.....	8	Honduras.....	24
India.....	24	Netherlands.....	23	Jamaica.....	65
Indonesia	8	Norway.....	4	Mexico.....	592
Japan	153	Pakistan	5	Nicaragua.....	5
Korea (The Democratic People’s of)	1	Poland.....	12	Panama	73
Korea (The Republic of).....	31	Qatar	1	Paraguay	3
Nepal.....	1	Russian Federation.....	27	Peru	78
New Zealand.....	9	Saudi Arabia.....	30	Saint Kitts and Nevis.....	4
Philippines.....	23	Serbia.....	2	Saint Lucia	6
Singapore.....	43	Slovenia	1	Sint Maarten.....	2
Sri Lanka.....	4	Spain	14	Suriname.....	2
Taiwan	30	Sweden	19	Trinidad and Tobago.....	66
Thailand	3	Switzerland.....	7	Turks and Caicos Islands.....	7
Vietnam.....	10	Turkey.....	14	Uruguay	5
		Ukraine	10	Venezuela	5
		United Arab Emirates.....	26		
		United Kingdom	211		
		Uzbekistan.....	7		
CANADA	782				
EUROPE/MIDDLE EAST	679				
Albania	2				
Andorra.....	1				
Austria.....	6				
Azerbaijan.....	3				
Belarus.....	5				
Belgium.....	6				
Bulgaria.....	2				
		LATIN AMERICA	2,137		
		Antigua and Barbuda	1		
		Argentina	65		
		Aruba	22		
		Bahamas.....	21		
		Barbados	23		

2019 EXPERT-LED EDUCATION SESSIONS

BEVERAGE ALCOHOL TRACK

- "Mac & Cheese 2019" – the Ultimate Macallan and Cheese Experience
- Alcohol to Go: Understanding Drinks for Delivery
- Brunch is the Next Great Bar Night
- Cider Styles 101
- Creating a Beverage Menu for the Future
- How to Hit a Home Run with Responsible Alcohol Service
- How to Speak Beer Through the Language of Food
- Igniting a Team of Top Performers
- Increase Draught Beer Profitability: How to Make More Money by Focusing on Draught Beer Quality
- Mastering the Old Fashioned: the cocktail that needs to be on every menu
- Mixology Demo - Jarmel Doss
- Raising the Bar: Alcohol Trends to Watch
- Revitalized: Neighborhood Bar & Grill
- Star of the Bar Finalist Demos
- The Boiler Maker: the perfect marriage of beer and spirits
- The Return of the Highball
- What Makes a Winning Beverage Program?
- Your Piece of The Craft Cocktail Movement

CULINARY INSIGHTS

- 2019: The Year of Pork
- A Fresh Taste of Foodservice Industry Trends and Innovative Food Safety Strategies to Power Your Performance
- Attacking The Snacking Craze
- Better Breakfast
- Build a Better Burger: How to Raise Your Price Point but Not Your Labor
- CBD/Cannabis: Adult Consumer Attitudes and Usage
- Cutting Edge Solutions Power Hour
- Data-Driven Diner Insights
- Ethnic Mash Ups for Every Customer
- Food is Medicine: Spices and Flavors
- Menu Forecast: 2020 and Beyond
- Nutrition and Sustainability: The Best of Both Worlds on Your Menu
- Owning It: How Women Step into Leadership and Ownership in Culinary and Hospitality
- Pasta for All Cuisines
- Sysco Simply: Plant Based Dining Made Simple
- Technology in the Kitchen: The Latest and Greatest Appliances

- Telling the Story of Your Seafood: How to Avoid Mislabeling, Protect Your Reputation and Achieve Sustainability
- The Benefits of Waste Reduction and How to Achieve Them
- The Buzz About Alternative Proteins
- The Delivery Game
- The Plant Forward Boom
- Today's Seafood Landscape
- Understanding the Buzz of Cannabis in Foodservice

HIRING & RETENTION

- A Common Sense Approach to Inclusion
- Apprenticeship: NRAEF's Successful Workforce Development Strategy
- Career Opportunities in the Foodservice Industry
- Change in Company, Change in Perspective, or Both?
- Healthy Mind, Body and Food and how it translates to Healthy Mood: Work/Life balance in the foodservice industry
- Hotel Check-In: The Future of our Workforce
- How to Become an Employer of Choice
- Inside Out: Workplace Culture and the Guest Experience
- ServSuccess - Develop Your Team, Win the Future
- The Case for Opportunity Employment: How to Address Your Business Needs While Doing Good
- Top Five HR Legal and Compliance Tips for Preventing Your Greatest Strength-Your Workforce-From Becoming Your Greatest Vulnerability

MARKETING MATTERS

- Digital Media Slam
- Engaging Today's Customer Through Cultural Intelligence
- Harnessing Technology to Drive Off-Premise Sales
- How Retailers Intend to Eat Your Lunch (and Breakfast, too)
- How Well do You Know Your Customers?
- Leveraging P&G Marketing Expertise and Restaurant Operations to Attract and Retain Guests
- Manage Your Pricing Strategy without Impacting Traffic
- Take Back the Lunch Break™ with Tork
- The Digital Journey: Unlocking Opportunities to Attract Consumers Amidst Digital Disruption
- Trends in Customer Loyalty Programs

- What Can Chains Learn from Independents
- What Diners Want Today and What They Will Be Seeking Tomorrow
- Your Brand has a Strategy: Are Your Team Members Part of it?

TECH & INNOVATION

- A Connected CNP/CP Future: How to Fight Fraud when Consumers Engage via Multiple Channels
- A Culture of Innovation: Key Engagement Tools to Attract Top Talent, Drive Growth, and Keep Guests Coming Back
- Are You Adding Blockchain to Your Menu? What the Technology Brings to the Food Service Industry
- Create a Consistent Brand with Modern, Mobile Technology
- Future Proofing your Restaurant Technology
- How Bots Can Turn Your Restaurant Back-Office into a Profit Center
- Juiced up on Data – Why BI is the Secret Ingredient to Jamba Juice's Success
- Modern Restaurant Accounting: Making the Shift from Cost Center to Trusted Operational Advisor
- Protecting Your Most Valuable Data
- Reimagining the Drive-Through in a Connected Age
- Setting up your Operations for Third Party Delivery Success
- Small Cup, Big Data: Predicting Drink Trends with Ripples
- Survival of the Fittest: Transforming Change into Opportunity
- Taking Supply Chain Traceability to the Next Level with Technology
- The Cloud Shift: Increasing Guest Satisfaction with Omnichannel Ordering
- The Key Characteristic of High Performing GMs - Forecasting Competency
- The New Era of Automation and Foodservice Tech: A Why-and-When Guide to Crucial Operational Investments

Session recordings can be purchased at dcprovidersonline.com/nra

SEE YOU NEXT YEAR!



MAY 16-19, 2020
McCORMICK PLACE,
CHICAGO, ILLINOIS

The National Restaurant Association
Restaurant,

Hotel-Motel Show® is owned and operated by Winsight LLC in equity partnership with the National Restaurant Association.

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Exhibitions

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