

# 2025 FINAL REPORT

The Show for Foodservice

NATIONAL RESTAURANT  
ASSOCIATION  
SHOW



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# STATS AT-A-GLANCE

The 2025 National Restaurant Association Show gathered nearly 53,000 quality foodservice professionals from around the world. Over four days, the Show delivered hands-on access to the products, education, and connections driving the industry forward.

## REGISTRATION SUMMARY



**31,175** Attendees

**21,623** Exhibitors

**52,798** TOTAL

## INTERNATIONAL HIGHLIGHTS



**110** Countries Represented

**3,971** International Attendees

**3,186** International Exhibitor Personnel

**7,157** TOTAL

## EXHIBITOR HIGHLIGHTS



**900+** Exhibiting Categories

**2,328** Exhibiting Companies

**35%** Representing First-Time Exhibitors

**717,931** Sq. Ft. of Exhibit Space

## MEDIA & DIGITAL CONTENT CREATORS



**152** Press Attendees representing  
**110** Publications

**90** Podcasters & Digital Content Creator Attendees

**4,316** Press Mentions

**13.2M** Estimated Reach



## 104<sup>th</sup> Annual National Restaurant Association Show

Established in 1919

McCormick Place  
Chicago, IL

May 17 – 20, 2025

[NationalRestaurantShow.com](https://www.NationalRestaurantShow.com)

 [@NationalRestaurantShow](https://www.facebook.com/NationalRestaurantShow)

 [@nationalrestaurantshow](https://www.instagram.com/nationalrestaurantshow)

 [@nationalrestaurantassociationshow](https://www.linkedin.com/company/nationalrestaurantassociationshow)

 [@nationalrestaurantshow](https://www.tiktok.com/@nationalrestaurantshow)

# 2025 FAST FACTS

Most influential annual tradeshow serving the foodservice industry



**90%**

of attendees influence purchasing decisions

**48%**

of attendees represent operations with over \$5M in annual sales



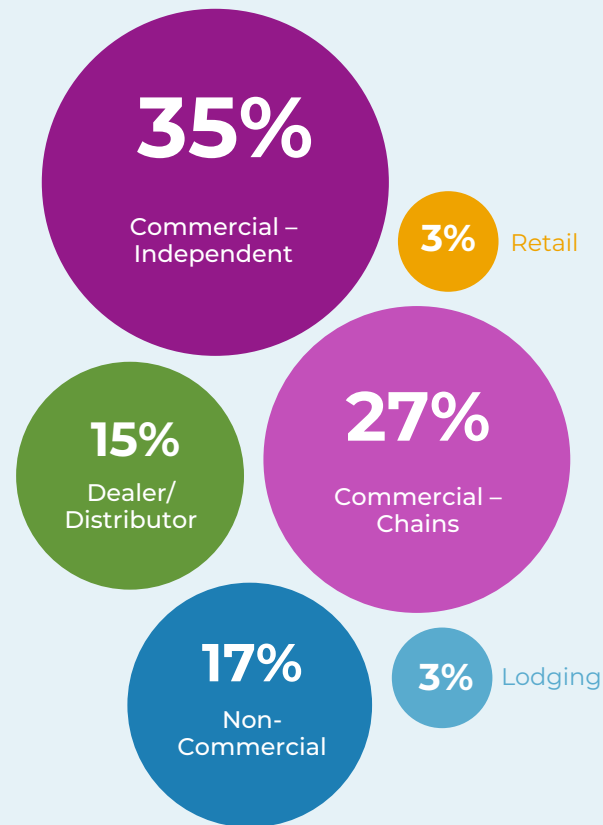
**250,353**

Total Leads Captured

**179**

Average Number of Leads per Exhibitor

## Attendee Audience Segments

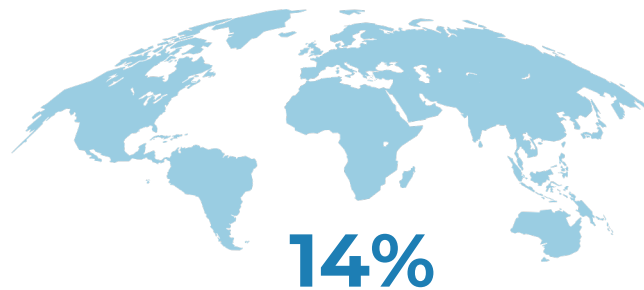
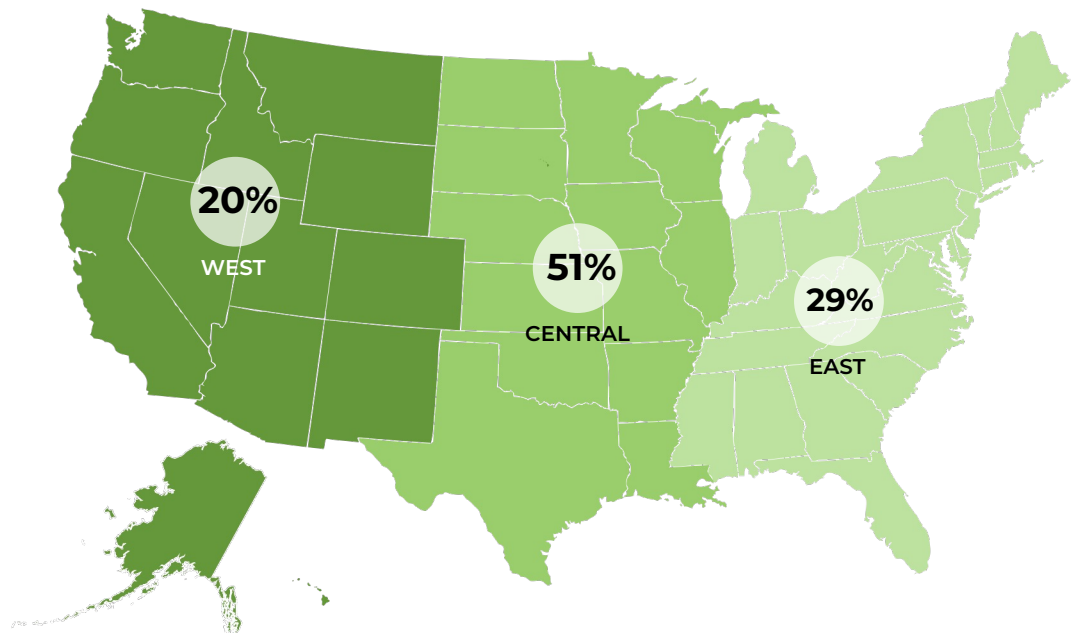


\*Lead analysis provided by the Show's registration partner and based on exhibiting companies with an onsite lead scanner.

# INDUSTRY INFLUENCE

## ATTENDANCE BY REGION:

**86%** within the United States  
representing all 50 states



International representing  
six continents

Top countries driving attendee  
registration outside of the U.S. include:



**Brazil**



**Japan**



**Canada**



**China**



**Mexico**



**Australia**



**Colombia**



**Panama**

# SHOW TESTIMONIALS

The Show has something for everyone and that's what we love about it. We can come here and no matter what type of restaurant we have, there's something here for us.

**Jennifer Ball**, chief marketing officer for Lettuce Entertain You Enterprises, Inc.

It's like an exciting mini adventure coming [to the Show], checking out what the hospitality world has to offer from a product perspective, technology perspective or services, uniforms, etc.

**Danny Shapiro**, co-founder of Scofflaw Group

As a chef, one of my favorite parts is fostering that culinary creativity, getting to collaborate with other vendors, working together to create some really great dishes and get inspiration for the coming year.

**Maya Lederer**, corporate chef for Roland Foods

This is our fourth year coming to the Show and with our ever-expanding product suite, it's key that we're getting insights from the restaurant community, the people that will ultimately communicate with our products, but also purchase them.

**Ben Bellettini**, SVP of sales for Soundhound AI

Our team continues to invest resources to be a part of the Show every single year and we do that because you can find all the foodservice industry in one place connecting on the thing that matters most to us, which is where is food going and how are we going to stay relevant.

**Farley Kaiser**, senior director of culinary innovation for McLane Company



# SAVE THE DATE

NATIONAL RESTAURANT  
ASSOCIATION  
SHOW



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McCormick Place | Chicago, IL  
**May 16 – 19, 2026**

Book Your Spot Today

**CONTACT SALES**

The National Restaurant Association Show is owned and operated by Informa in partnership with the National Restaurant Association.

