



2026 FINAL REPORT

The Show for Foodservice

NATIONAL RESTAURANT
ASSOCIATION
SHOW
by informa...



105th Annual National
Restaurant Association Show
Established in 1919

McCormick Place
Chicago, IL
May 16 – 19, 2026

NationalRestaurantShow.com



YEAR-OVER-YEAR GROWTH (vs. 2025)

4% Total Attendance

10% Operator Attendees

8% First-Time Attendees

STATS AT-A-GLANCE

The 2026 Show gathered over 55,000 foodservice professionals from around the world. Over four days, the Show delivered hands-on access to the innovation, insights, and leaders driving the industry forward.

REGISTRATION SUMMARY



34,232 Attendees

20,825 Exhibitors

55,057 TOTAL

EXHIBITOR HIGHLIGHTS



900+ Exhibiting Categories

2,245 Exhibiting Companies

720,000 Sq. Ft. of Exhibit Space

INTERNATIONAL HIGHLIGHTS



112 Countries Represented

3,847 Attendees

2,960 Exhibitors

6,807 TOTAL

MEDIA & CONTENT CREATORS



235 Press Attendees

189 outlets

99 Podcasters & Content Creators

4,100+ Press Mentions

151M Estimated Reach



2026 ATTENDEE OVERVIEW

Over 15,000 organizations attended representing the full spectrum of foodservice from independent restaurants and national chains to C-stores and grocery, bars and concessions, wholesalers and more.



90%

of attendees influence purchasing decisions



61%

of attendees were at a director level or above



+23%

growth in Gen Z attendance, year-over-year

AUDIENCE SEGMENTS

37%

Commercial – Independent

- Figata
- Bob's Pizza
- Berger Bros Pub
- The Baker's Table
- Milton Creamery
- DoughHead Pizza
- The Vault Downtown
- Martini's Grille
- The Bread Lady at Donnybrook Corner
- Junkyard Sports Bar & Grill
- Rood
- Mainstream Restaurants
- The Range
- Sally's Apizza
- Antonio's
- Christina's
- Jeff Chrystal Catering
- Momotaro
- Pig & Khao
- Cuoco Babbo
- Takis Greek Kitchen
- Bistro Amerigo

25%

Commercial – Chains

- McDonald's
- Applebee's
- Taco John's
- Five Guys Enterprises, LLC
- Noodles Pho U
- Chick-fil-A
- Arby's
- Ruby Slipper Restaurant Group
- Lettuce Entertain You
- Twin Peaks Restaurants
- Jimmy's Gyros
- Little Caesars Enterprises
- BJ's Bingo
- The Crab Shack
- Broken Yolk Cafe
- Hard Rock Casino
- Barley Creek Catering
- Ocean Blast LLC
- Syberg's
- Village of Hoffman Estates
- Silverlake Ramen
- Levy Restaurants

16%

Non-Commercial

- Purdue University (Dining & Culinary)
- University of Illinois Urbana-Champaign
- University of Notre Dame
- The Culinary Institute of America at Greystone
- AbbVie
- United States Army
- Shedd Aquarium
- University of Wisconsin-Madison
- Kendall College
- College of the Ozarks
- Ivy Tech Community College
- Palm Springs Unified School District
- Detroit Public Schools Community District (DPSCD)
- University of Missouri
- Monroe Community College

16%

Dealer/ Distributor

- Sysco
- US Foods
- Gordon Food Service
- C&T Design and Equipment - Miami
- Zink Corporation
- Performance Food Group
- Reinhart Foodservice
- Shamrock Foods
- Ben E. Keith Foods
- Cheney Brothers
- Martin Bros. Distributing
- Restaurant Depot
- Maines Paper & Food Service
- Nicholas and Company
- TriMark USA
- Merchants Foodservice
- Labatt Food Service
- FSA (Food Services of America)
- Cash-Wa Distributing
- WebstaurantStore
- Wasserstrom
- Clark Associates

3%

Retail

- Costco
- Walmart
- Target
- Aldi
- Trader Joe's
- Whole Foods Market
- Kroger
- Safeway
- Publix
- Wegmans
- Meijer
- H-E-B
- Sam's Club
- BJ's Wholesale Club
- Sprouts Farmers Market
- Supermercado La Reina
- Giant Eagle
- Food Lion
- Stop & Shop
- ShopRite
- Hy-Vee
- WinCo Foods
- Save-A-Lot
- Fresh Thyme Market
- Ingles Markets

3%

Lodging

- Marriott International
- Hilton Hotels
- Hyatt Corporation
- InterContinental Hotels Group (IHG)
- Wyndham Hotels & Resorts
- Best Western Hotels & Resorts
- Choice Hotels International
- Four Seasons Hotels and Resorts
- The Ritz-Carlton, Chicago
- Accor Hotels
- Omni Hotels & Resorts
- Radisson Hotel Group
- Kimpton Hotels & Restaurants
- Loews Hotels
- Motel 6
- Extended Stay America
- Drury Hotels
- Desert Diamond Casino
- Fairmont Chicago

2026 EXHIBITOR OVERVIEW

With more than 2,200 companies showcasing the latest in food, beverage, technology, equipment and more, the Show floor delivered innovative solutions to qualified buyers looking to stay ahead in foodservice.

The Show floor extended across **720,000 square feet**,
or over **12 football fields** of exhibit space with:



45

Countries
Represented



70%

Returning
Exhibitors

308K

Total Leads Captured

880+

Companies Exporting
Products

279

Average Number of
Leads per Exhibitor

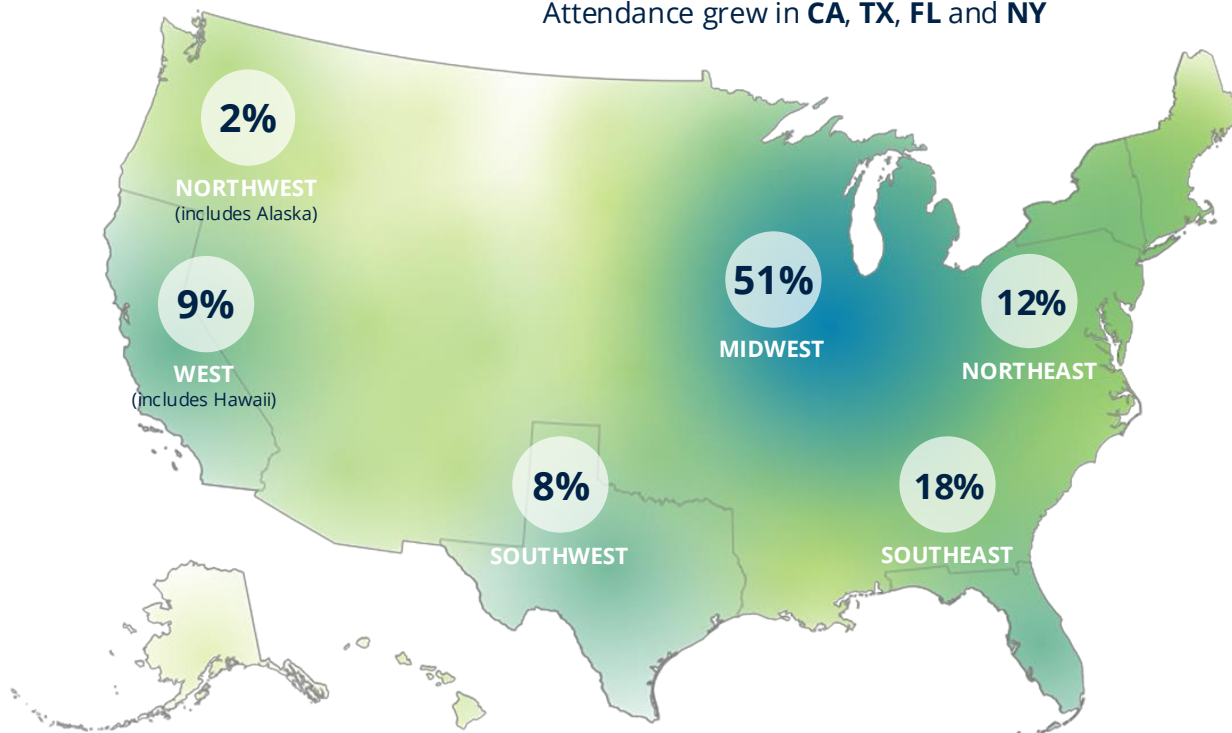
*Lead analysis provided by the Show's registration partner and based on exhibiting companies with an onsite lead scanner.



GLOBAL INFLUENCE

In total, attendees covered all 50 states, six continents and key international markets delivered double-digit percentage growth since 2025, including Brazil, Canada and Mexico.

Attendance grew in **CA, TX, FL** and **NY**



112 countries represented across six continents

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



International attendance increased by 4% over 2025

SHOW TESTIMONIALS

For international delegations, it's important to have a global repertory so we can have a shared perspective on how to go forward within the foodservice industry.

Simone Galante, founder and CEO at Galunion, (Sao Paulo, Brazil)

The best part about this Show is that you get so many different types of operators coming under one roof. When you go to those smaller, more regional shows, you're getting more local attendees. And here you definitely get the national presence.

Julia Voglino, marketing manager at Roland Food (New York, U.S.)

Make it here because you will be in a whole new world. I have never seen this much variety of food — my understanding of what this industry needs has grown every time I've visited the Show.

Dinesh Tadepalli, co-founder of incrEDIBLE eats (Hyderabad, India)

The Show brings together a lot of different organizations of all types and sizes across the foodservice industry. It's the largest event of its kind and a really great opportunity for us to meet folks that haven't heard about our technology.

Jonathan Bass, executive vice president of marketing and communications at Bellwether Coffee (California, U.S.)

It gives us access to all our customers in one place. Instead of flying out to California, Atlanta throughout the year trying to book meetings, you simply meet them here — cost-efficient, and you meet people who you'd otherwise have to go through secretaries to reach.

Precious Gozwa, communications partner at Sonoco Industrial Plastics (South Carolina, U.S.)

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**NATIONAL RESTAURANT
ASSOCIATION
SHOW**
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McCormick Place | Chicago, IL
May 22 – 25, 2027

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