



FOR IMMEDIATE RELEASE:

For further Information, Contact:

Sarah Muse, Media Relations

5713182898 (cell)

musesa2@mymail.vcu.edu

**15,000+ FOOD INDUSTRY PROFESSIONALS WILL GATHER IN SEPTEMBER FOR THE 2018
FLORIDA RESTAURANT & LODGING SHOW**

ORLANDO, FL July 16, 2018 – The 2018 Florida Restaurant & Lodging Show will offer dozens of educational sessions covering a wide range of topics from technology in the hospitality space to 2018 beer trends to weed in the workplace and more across eight separate tracks. This complimentary education program will be offered during the Expo & Conference taking place at the Orange County Convention Center, September 6-8, 2018. Restaurant, foodservice and catering professionals will learn about the latest trends, technologies and methods by attending over 60 education sessions delivered by industry experts who will cover topics vital to the restaurant and foodservice industry

“This year’s show is poised to be our best yet,” said Tom Loughran, Vice President for the Clarion UX Food and Beverage Portfolio. “Foodservice professionals from throughout the Southeast will be able to experience and immerse themselves in the newest trends including a focus on healthy food, as well as interact with over 450 exhibitors throughout both of the shows. Our educational program continues to grow, and attendees will walk away with exciting new skills and knowledge to bring to back to their businesses.” To view the full conference schedule, visit [this link](#).

Gluten-Free: Not Just a Fad Anymore But Your Future, presented by award winning author Marlisa Brown with *Healthy Food Expo* and *How To Incorporate Poke Into Your Restaurant* with Patrick Eichstaedt Co-Founder of Tupat’s Hawaiian, will be two of the sessions featured on the **Healthy** track.

Emma Vaughn, lead of Main Street Hub’s business outreach will discuss *3 Ways to Use Social Media to Attract Customers to Your Restaurant* in the **Marketing & Social Media** track. Other education sessions will include presentations on *How to Use Your Online Reviews to Fill Your Restaurant During the Week with New Customers* as well as *Next Gen Marketing*, and *Turn Up Online Messaging for Social Media*.

Darren S. Dennington, CFBE, will provide priceless information for identifying the dysfunctions that divide your staff, pull your managers away from their priorities and cost you precious labor dollars. His presentation will teach you ways to bring your team together, improve morale, drive productivity and allow your managers the time focus and ability to work on the areas of the operation that truly need their attention in the **Building a Winning Team** track. In addition, Tommy Mirisola of Mirisola Hospitality will discuss *Exceeding Expectations: Training for True Hospitality*.

The **Hot Trends** track will offer insights launching your business, increasing your sales, robots to augment your serving staff's capabilities, building customer loyalty, and knowing how a professional critic looks at your operation. One session featuring restaurant coach Donald Burns will discuss *What Will It Take to Win Over Gen Z as Foodies?* Another session led by CEO & founder of MenuTrinfo Betsy Craig will present 10 key principles to launch your business or take you to a new level personally based on Betsy's successful experience.

Attendees of the 2018 Western Foodservice & Hospitality Expo will also have access to two additional education programs. New this year will be Healthy Food Expo West, which will include an education program featuring sessions such as *Eating for Real Change: How the Trends in Wellness are Changing Food Service* and others on food safety, capitalizing on today's health, nutrition and technology trends. For more information on educational sessions offered as part of Healthy Food Expo west, visit [this link](#).

The 2018 Florida Restaurant & Lodging Show will be held Thursday, September 6 - Saturday, September 8, 2018 at the Orange County Convention Center. The tradeshow conference will provide 8,000 industry professionals with access to hottest menu trends, state of the art design and decor, a renowned education program, special events including Hip Sip, Rapid Fire Challenge and several culinary demonstrations, and 450+ of the leading vendors and purveyors dedicated to serving the restaurant & foodservice community.

The tradeshow and conference, **started in 1936** is managed by Clarion UX, formerly Urban Exposition (www.urban-expo.com) and sponsored by the Florida Restaurant and Lodging Association (www.frla.org). For more information, visit www.flrestaurantandlodgingshow.com. The 2018 event will be co-located [Healthy Food Expo West](#), and attendees will have access to both events with just one badge.

About Clarion UX - Clarion UX produces 37 events across 13 sectors of both trade and consumer events. Clarion UX, which is the U.S. division of Clarion Events, UK, and backed by The Blackstone Group has become one of the fastest growing event companies in the U.S. with aggressive growth through both acquisition and launch. Clarion acquired PennWell in early 2018, bringing 4 Tradeshow 200 events into the U.S. portfolio and super-charging the already rapid growth. Clarion UX has offices in Trumbull, CT; Kennesaw, GA; Boca Raton, FL; Tacoma, WA, and Fairlawn, NJ. www.clarionux.com

###