

WHERE WILL YOU FIND
EVERYTHING YOU NEED TO
STAY RAZOR SHARP?

ONLY HERE.



**NRA
SHOW
2012**

INTERNATIONAL
**WINE
SPIRITS
& BEER
EVENT**



NRA SHOW 2012
MAY 5-8
www.restaurant.org/show
MCCORMICK PLACE

**INTERNATIONAL WINE,
SPIRITS & BEER EVENT**
MAY 6-7
www.winespiritsbeer.org
CHICAGO, ILLINOIS

REGISTER TODAY AT
www.restaurant.org/show



WHAT ARE YOU WAITING FOR? REGISTER FOR NRA SHOW 2012!

We're quickly approaching May 5 and the start of NRA Show 2012. This year's event promises to be one of our most exciting and dynamic ever, with knowledge and experience you simply can't find anywhere else. From our lineup of celebrity guests to thousands of motivated exhibitors, the Show is absolutely a must-experience four days that lead to increased knowledge, connections and enthusiasm.

Read on to discover even more reasons to secure your Show badge today!

"Last year, we were about to open our restaurant in Harlem and we were dedicated to making the best fried chicken we could. And we found our pressure fryer here. There's always something to pick up at the Show."

Marcus Samuelsson
CHEF & SHOW FAN
NRA SHOW 2011



SPECIAL KEYNOTE PRESENTATION BY PRESIDENT BILL CLINTON

Sunday, May 6
Arie Crown Theater at
McCormick Place

President Bill Clinton will address NRA Show 2012 attendees with insights into his presidency and his current work with the William J. Clinton Foundation. It's sure to be a lively and informative discussion.

Photo Credit: Ralph Alswang/Clinton Foundation

OPERATOR INNOVATIONS AWARD

From The National
Restaurant Association

The National Restaurant Association's first-ever 2012 Operator Innovations Awards will recognize leaders who transform the industry with their extraordinary creativity and commitment. Check out the finalists at www.restaurant.org/show/OIAwards and join us Saturday, May 5 at Destination: Celebration, featuring Kenny Loggins, where we will reveal the winners and crown the *Innovator of the Year*.

Thank you to our independent panel of judges:



Patricia Bando
Associate Vice President,
Auxiliary Services,
Boston College



Scott Barton
President,
Fine Dining Division,
Lettuce Entertain You



Jeff Broadhurst
President & CEO, Eat'n Park
Hospitality Group



Marc Buehler
President, O'Charleys



Jean-Marie Clement
Director Food & Beverage
Concept Development
Walt Disney Parks &
Resorts Worldwide



Douglas Davis
Director, Global Food Safety,
Marriott International



Chris Demery
Vice President, Applications,
OSI Restaurant Partners, LLC



James Houser
Vice President of
Administration,
Delaware North



John Metz, Jr.
Executive Chef, President
& Co-Founder, Sterling
Hospitality



Christopher Pappas
CEO, Pappas Restaurants, Inc.



C.W. Craig Reed
Director of Food & Beverage,
Broadmoor Hotel



Ron Serluco
Senior Vice President of
Operators, Guckenheimer



Congratulations to the 2012 Food & Beverage Product Innovations Award Recipients:

We salute the food and beverage manufacturers creating tomorrow's most craveable consumer sensations. Be sure to explore the Food & Beverage Products Innovations Gallery in the North Hall, Booth #7200.

CAVENDISH FARMS

Tempura Battered Extreme Beans
Cavendish Farms® has taken long Kentucky Flat beans pickled in a blend of spices and added their signature crispy tempura coating. It's a spicy tasty snack that offers superb plate appeal and excitement to any menu.

CONAGRA FOODSERVICE

Angela Mia NSA Crushed Tomatoes
This is the only no-salt-added crushed tomato product on the market today—it delivers fresh tomato flavor (100% California), aroma and color with only 14% of the sodium in traditional crushed tomatoes.

CONAGRA FOODSERVICE

The Max Fit for Kids Plus MaxSnax BBQ Chicken
These mini handheld triangles of 51% whole-grain quesadilla dough are loaded with chunks of white-meat chicken, a blend of cheeses and a sweet and tangy BBQ sauce and it meets new National School Lunch standards.

COOK NATURAL PRODUCTS

Mara's Pasta
The only 100% whole wheat pasta made from Maragrain™. Grown by U.S. family farmers and designed to please the palate of the most finicky child. Each two-ounce serving contains seven grams of dietary fiber and eight grams of protein.

COPA DI VINO

Copa di Vino Wine (Copa!)
First wine by the glass bottled directly into a recyclable plastic cup that allows an operator to conveniently serve wine anywhere without the need to uncork and pour—reduces costs and waste.

HJ HEINZ COMPANY

3-in-1 Soup, Sauce or Dip
This is a unique frozen product that allows an operator to create three menu items by simply changing the preparation. Reconstitute with water for a soup, milk for a sauce or sour cream for a dip.

HMC FARMS

Grape Escape
Fresh de-stemmed grapes washed and ready to eat. Packed in single serve two-ounce or three-ounce bags. Grape Escape meets the challenge of profitably serving healthy fresh fruit snacks year round. No preservatives or additives and an 18-day shelf life.

HOMEFREE LLC

Gluten Free Vanilla Mini Cookies
These cookies are a good source of whole grains (9 g), certified organic (70%), heart healthy, Kosher pareve, vegan and Non-GMO Project Verified. They are free of the top eight allergens and certified gluten-free.

JENNIE-O TURKEY STORE

Precooked Turkey Burger
Developed specifically for K-12 foodservice, this product gives students an amazing burger experience with all the nutritional benefits of turkey. Most importantly, for kids and schools alike, it delivers on taste, texture, appearance and product performance.

KRAFT

YES Pack
YES Pack—which stands for yield, ease, sustainability—is Kraft Foods' new revolutionary package that helps operators manage costs and optimize back-of-house efficiencies. The innovative design of YES Pack allows for 99% dressing yield, precision pouring and reduced solid waste.

MIGHTY LEAF TEA

Mfusions
Mfusions is a creative selection of fresh tea, fruit and herb-based drinks, packaged to go. The customer interactively activates the drink by conveniently releasing agave-sweetened herbal/fruit blend into tea within a self-contained cup, offering a portable and dazzling beverage experience.

STOUFFER'S®

Parmesan Risotto
Supremely versatile, ready to heat and serve as-is or to customize with your signature additions. Authentic 100% Arborio rice, rich Parmesan and Asiago cheeses, onions, garlic, and touches of extra virgin olive oil, chicken broth, cream and butter.

OREGON SEAFOODS

Chef's Brand Pacific Caught Wild Albacore
First U.S. producer of once-cooked albacore tuna in a pouch from U.S.-caught, sustainable fish with a significantly improved nutritional profile and better quality versus canned tuna. No fillers, no preservatives, no BPA and a better carbon footprint.

SASASWEETS

SasaPops Brand Artisan Frozen Pops
SasaPops Fruit Bars are pure—only fruit, water and organic sugar. SasaPops Dessert Bars are the first pops with dessert inclusions, such as cake chunks in decadent real cream bases. Also available in a MiniPops size perfect for children.

SIMPLI

Simpli OatShakes
This is the only solely oat-based product that is dairy-free and also all natural, 100% vegan, soy-free, and non-GMO. Most importantly, it tastes great.

SNYDER'S LANCE

Lance 51% Whole Grain Saltines
The first saltine made with 51% whole grain that meets K-12 school lunch requirements.

UNILEVER FOOD SOLUTIONS

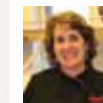
Lipton Zero Calorie Fresh Brewed Sweet Tea
An innovative range of zero-calorie fresh-brewed sweet teas that deliver refreshment and convenience along with single-step, consistent brewing for operators at savings versus sugar sweetening—available in three on-trend flavors.

WHITE TOQUE

Vegetable Glacis
All-natural vegetable concentrates for enhancing soups, sauces, dressings and dips. The first frozen line available in the US in a convenient squeeze bottle with flavors including Red Beet, Onion, Carrot, Red Pepper, Yellow Pepper and Tomato Confit.

Thanks to the F&B Judges

The F&B Award recipients are determined by this independent panel of experts representing all major commercial and non-commercial segments of the foodservice industry:



Carlyn Berghoff
Chief Executive Officer,
Berghoff Catering &
Restaurant Group



Greg LaMothe
Vice-President of Restaurant
Concepts & Hospitality,
Kimpton Restaurant Group



John Li
Senior Vice President,
Research & Development, OSI
Restaurant Partners LLC



Jeff McClure
Director of Culinary Services,
Sodexo Education Market



Deborah McDaniel
Senior Director, Product Innovation
& Development-Menu Management,
McDonald's USA, LLC



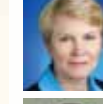
Fred McKenney
Chief, Food & Beverage Division,
Headquarters Air Force Services
Agency, United States Air Force



Mary Angela Miller
Administrative Director, Ohio State
University Medical Center



Brad Nelson
Vice-President & Corporate Chef,
Marriott International



Linda Scurman
National Director of Nutrition
& Menu Development,
ARAMARK Education



Tracy Vessilo
Vice-President, Retail Innovations,
Compass Group USA



Brian Wilson
Senior Culinary Development Chef,
Bob Evans Farms Inc.



Ed Wronski
Director, Culinary & Concept
Development, Walt Disney
Parks and Resorts



The Kitchen Innovations Awards recognize the most cutting-edge foodservice equipment and supplies in the marketplace today.

Preview this year's KI Award recipients at www.restaurant.org/show, then see them live in the Kitchen Innovations Pavilion booth #2440.

**REGISTER
TODAY!**
www.restaurant.org/show

GET JAZZED UP BY BIG-TIME CHEFLEBRITIES...



SHOW-STOPPING LINEUP

Check out the exciting slate of chefs we're welcoming to World Culinary Showcase, one of the most talked about and anticipated parts of the Show. Whether you're a food television junkie or simply take delight in watching passionate pros practice their craft, you've got to stake out a front-row seat.

Tuesday at the Show features a collection of jaw-dropping creativity that you simply can't experience anywhere but here. Our unstoppable roster of world-class star chefs will introduce you to unique taste and flavor experiences, preparation and plating techniques, and permanently alter your view on the restaurant and hospitality industry. So plan to get to the World Culinary Showcase early, get a seat, and get ready to hang on!

PARTICIPATING CELEBRITY CHEFS ...



- | | | | | | | |
|---|---|---|--|--|---|---|
| <p>RICK BAYLESS
Winner of <i>Top Chef Masters</i>, multiple James Beard Foundation awards, chef/owner of Chicago-based Frontera and Topolobampo restaurants, author of countless cookbook classics</p> | <p>RICHARD BLAIS
Winner of <i>Top Chef: All-Stars</i>, chef/owner of Southern-based Flip burger boutique, HD-1 and The Spence.</p> | <p>STEPHANIE IZARD
Winner of <i>Top Chef</i>, named one of <i>Food & Wine</i> magazine's 2011 Best New Chefs, chef/owner of Girl & the Goat, a 2011 James Beard "Best New Restaurant" nominee, 2012 James Beard "Best Chef: Great Lakes Region," author of <i>Girl in the Kitchen</i>.</p> | <p>DAVID BURKE
<i>Meilleurs Ouvriers de France</i> winner, chef/owner of seven restaurants throughout the country, including New York City's David Burke Townhouse and David Burke Kitchen, <i>Top Chef Masters</i> competitor, inventor of the cheesecake lollipop, cookbook author.</p> | <p>SPIKE MENDELSON
Two-time <i>Top Chef</i> contestant, chef/owner of Good Stuff Eatery and We, The Pizza in Washington, D.C., contender on this season's <i>The Next Iron Chef</i></p> | <p>FABIO VIVIANI
Two-time <i>Top Chef</i> contestant, chef/owner of Café Firenze and Osteria Firenze in Southern California, author of <i>Cafe Firenze Cookbook</i> and <i>Did I Really Make Breakfast</i></p> | <p>MANEET CHAUHAN
Executive chef at Indian-Latin fusion restaurant Vermilion (Chicago, Manhattan), <i>Iron Chef</i> challenger and <i>Chopped</i> judge, repeat representative at James Beard House's annual awards dinner, active supporter of culinary academies and charities such as March of Dimes, Share Our Strength, Apna Ghar, Make a Wish Foundation and more.</p> |
|---|---|---|--|--|---|---|

CELEBRITY BOOK SIGNINGS >

Many of the celebrities from our World Culinary Showcase will be available for book signings after their demonstrations at scheduled times. Be sure to say hello and add to your cookbook collection.

TUESDAY CHEF LINEUP ...



- | | | | | |
|--|--|---|--|---|
| <p>TODD ENGLISH
Chef and restaurateur with more than 20 restaurants spanning the country, including Olives (Boston, New York, Las Vegas) four-time James Beard Award winner and inductee into James Beard Foundation's "Who's Who in Food and Beverage in America," critically acclaimed author of the recent title, <i>Cooking In Everyday English</i>, <i>The ABCs of Great Flavor at Home</i>.</p> | <p>HOMARO CANTU
Chef and owner of moto and iNG restaurants. Cantu opened iNG in 2011 and has created the world's only restaurant offering flavor-changing experiences. Cantu and his work have been the subject of more than 200 articles, including a recent spot on ABC <i>World News Tonight</i> with Diane Sawyer where she described the experience as "something that will change the world of gastronomy forever."</p> | <p>CHRIS JONES
Director of Culinary Innovation for moto and iNG restaurants. Jones was also a contestant on <i>Top Chef: Texas</i>, where he dazzled judges with a flavor-changing dish inspired from some of his menu creations at iNG.</p> | <p>RICHARD FARINA
Chef de Cuisine at moto restaurant and recent contestant on <i>Top Chef: Texas</i>. News of Farina's work from moto has reached hundreds of news outlets and he was recently named one to Zagat's list of top young chefs, "30 Under 30."</p> | <p>BEN ROCHE
Chef Roche is the pastry chef of moto and consults on the dessert menu at iNG, which offers the world's only sugar-free flavor-changing desserts. Chef Roche is the co-host along with Cantu on the television show <i>Future Food</i>, which airs on Discovery Network's Planet Green.</p> |
|--|--|---|--|---|

moto

TICKETS \$225/PERSON
MONDAY, MAY 7
6:30 - 10:30PM

SERIOUS FOODIES ONLY!

Enjoy an intimate flavor-changing dining experience featuring Miracle Berry "flavor tripping" and molecular gastronomy from world-renowned moto restaurant's celebrity chefs. Just 60 seats available for this once-in-a-lifetime event hosted by Homaro Cantu, featuring a menu designed just for NRA Show attendees. Visit www.restaurant.org/show for details and to buy tickets.



REGISTER TODAY!

www.restaurant.org/show

"The Show is so much fun. This is a place filled with possibilities for me. Lots of dreams, hopes and expectations. And it's fun to be able to rub shoulders with the folks bringing so much vitality to our industry."

Rick Bayless
AUTHOR, RESTAURATEUR, SHOW FAN
WORLD CULINARY SHOWCASE '11



EVENING EVENTS DURING THE SHOW

The Show only comes around once a year. You've got to take every opportunity to engage key players, from core vendors to celebs to industry press. Reach out during evening events when folks let their hair down and put their dancing shoes on.

THE NATIONAL RESTAURANT ASSOCIATION PRESENTS
DESTINATION: celebration
AT NRA SHOW 2012

SATURDAY, MAY 5
7:00 - 10:00pm

This posh event is designed for the entertainment of industry elites. Spend the evening nestled in Chicago's Millennium Park while enjoying creative cuisine and a performance by Kenny Loggins. During the evening, we'll reveal the winners of the first-ever Operator Innovations Awards and crown an *Innovator of the Year*.

Tickets are \$125 each or \$1,000 for a block of 10. Purchase when you register for the Show.

Visit www.restaurant.org/show/celebration.

RESTAURANTS ROCK
SUNDAY, MAY 6
9:00pm - Midnight

This event is the official all-industry party of NRA Show 2012 and IWSB, in support of ProStart®. Restaurants Rock features live music, outstanding food, drinks and great company. Restaurants Rock will be hosted by *Top Chef* celebs Richard Blais, Spike Mendelsohn and Fabio Viviani. Plus, we'll hold the finals of Star of the Bar, an action-packed live mixology competition.

Tickets are just \$50 for Show attendees. Pick up your tickets when you register.

Sponsored by
CROWN IMPORTS ECHELON LOEWS HOTELS-RESORTS micros Rubbermaid



NRA SHOW 2012
BLOCK PARTY
MONDAY, MAY 7
9:00pm - Midnight

As a special thank you from the City of Chicago and Mayor Rahm Emanuel, attendees and exhibitors alike are invited to an indoor block party at premier venues near Hubbard Street. And better yet? This event is free of charge. Simply present your Show badge for entry.

NEW! RECENTLY ADDED EDUCATION SESSIONS

We're excited to present more than 70 education sessions on timely topics spanning multiple interest areas. For the complete list and details for individual sessions, visit www.restaurant.org/show.

> GENERAL EDUCATION SESSIONS ADDED

SUPPLY CHAIN MANAGEMENT: LOWER COSTS WITHOUT COMPROMISING QUALITY OR SERVICE

Saturday, May 5, 2-3:30pm
Learn the seven key cost saving takeaways every operator can use in this tough economy.

WHY MOBILE MATTERS; WHAT YOUR CUSTOMERS ARE USING AND WANT

Saturday, May 5, 2-3:30pm
Join major players for a discussion about how integrated marketing strategies, location-based systems and eLoyalty impact guest connection and overall experience.

FAST CASUAL: A RECIPE FOR GROWTH

Sunday, May 6, 12-1:30pm
See how fast casual compares to our overall industry with data including NRA's 2012 *Restaurant Industry Forecast*, plus learn from successful entrepreneurs in this sector.

SOCIAL TOUCHPOINTS: YOU CAN'T AFFORD NOT TO BE A SOCIAL BUTTERFLY

Sunday, May 6, 3:45-4:45pm
It's tough to stay on top of the ever-changing social-media landscape, but it's important to learn which platforms offer increased communication and operational efficiency.

BUILD CONSUMER TRUST & PROTECT BRAND REPUTATION

Monday, May 7, 10-11:30am
Industry leaders offer data, insights and recommendations on what you can do to protect your brand reputation, maintain consumer trust and ultimately drive repeat business.

THE HEALTH CARE LAW: WHAT'S ON THE HORIZON?

Monday, May 7, 10-11:30am
Hear about the steps operators are taking to prepare for possible implementation of the Affordable Care Act.

LEVERAGING LOCAL RESOURCES TO GROW YOUR BUSINESS: GOLDMAN SACHS 10,000 SMALL BUSINESSES

Monday, May 7, 2-3:30pm
This session explores entrepreneurship education and how best to support foodservice small business growth.

GETTING PAID: PAYMENT INFRASTRUCTURE AND ITS IMPACT ON THE FOODSERVICE INDUSTRY TODAY AND WHERE IT'S GOING

Tuesday, May 8, 10-11:15am
From traditional methods and processes to newer online and mobile considerations, this panel examines how each impacts your bottom line and what it takes to integrate into your operation.

CHALLENGING THE VALUE-CHAIN TO TRANSFORM TRANSPORT PACKAGING

Tuesday, May 8, 10-11:30am
This session discusses how the entire value chain can collaborate and champion industry-tested and economically advantageous efforts to recycle even more corrugated cardboard.

Sponsored by  MasterCard Advisors

> SOCIAL MEDIA SESSIONS

In today's über-connected society, social media and online marketing are proving to be effective vehicles for connecting with customers. See how these tactics, from Twitter to text, can mean big profits for your restaurant.

ENGAGE & INTEGRATE: SOCIAL MEDIA TACTICS FOR RESTAURANTS

Saturday, May 5, 2-3:30pm
This panel is designed specifically to give restaurateurs real, concrete tools for making the most out of social media.

CLOSE THE GAP: CONNECTING SOCIAL MEDIA WITH TRADITIONAL MARKETING TOUCHPOINTS

Sunday, May 6, 10-11:30am
Get the inside edge on how Culver's leveraged its integrated "Welcome to Delicious" campaign to drive its target to engage—both online and off—while boosting the brand's year-over-year sales.

MOMMY BLOGGERS, YOUR NEW MOST IMPORTANT CONSUMERS

Monday, May 7, 12-1:30pm
Harness the power of these dynamic connectors and drive their household decision-making dollars your way.

MYTHS VS. FACTS: HOW ONLINE MARKETING CAN BENEFIT YOUR RESTAURANT'S BOTTOM LINE

Monday, May 7, 2-3:30pm
Join executives from the National Restaurant Association and LivingSocial for a discussion about trends in online marketing and the daily deals industry.

INTERNATIONAL WINE SPIRITS & BEER EVENT at NRA SHOW 2012

For Beverage Alcohol Purchasers & Influencers!

Does your operation serve beverage alcohol? Are you a purchaser or influencer? Then you've got to attend the International Wine, Spirits & Beer Event! It's the premier forum for analyzing beverage alcohol's role in foodservice and hospitality profitability.

Mix and mingle with reps from hundreds of established and emerging brands on the exhibit floor. Or head over to the Hands-On Demo Centers to watch mixology experts Dale DeGroff and Tony Abou-Ganim, plus Star of the Bar competitors, sling original cocktails.

EDUCATION SESSIONS >

Learn from industry pros who have conquered the same issues you're facing and are ready to share their strategies.

These 90-minute sessions, accompanied by tastings, are all included in your combined IWSB/NRA Show 2012 badge.

See www.winespiritsbeer.org for full session descriptions.

INDUSTRY OVERVIEW

**Sunday, May 6
11:00am - 12:30pm**

BEER PROFITABILITY

**Sunday, May 6
3:30 - 5:00pm**

THE MASTERS SESSION

**Monday, May 7
11:00am - 12:30pm**

CREATIVITY WITH SPIRITS

**Monday, May 7
2:30 - 4:00pm**



RESTAURANT MENU PAIRINGS PROGRAM >

Discover creative ways to drive sales and increase guest satisfaction with menu pairings, both at our on-floor pairing stations and by dining at participating restaurants. High-profile chefs work side by side with sommeliers, mixologists and brew masters to create a frenzy of taste experiences and flavors.

PARTICIPATING BRANDS & RESTAURANTS (as of 3/30/12)

Brands:

- Crown Imports, LLC
- Echelon Vineyards
- Fuzzy's Ultra Premium Vodka
- Ole Smokey Tennessee Moonshine
- Rhône Valley Wines
- Tanteo Tequila
- Tenth & Blake Beer Company
- Vermont Hard Cider Company

Restaurants:

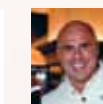
- Ill Forks
- Devon Seafood
- Foodease
- Joe's Bar
- Public House
- Saigon Sisters
- Texas de Brazil
- Zed451

HANDS-ON DEMO CENTERS >

At these exciting centers, you can get inspired while engaging with beverage experts sharing trends and tips for making beverage alcohol's potential come alive for your operation.

SUNDAY, MAY 6

Hands-on Demos with Tony Abou-Ganim, Dale DeGroff and the Star of the Bar semi-finalists



Tony Abou-Ganim
Master Mixologist
The Modern Mixologist



Dale DeGroff
Master Mixologist
King of Cocktails

MONDAY, MAY 7

Hands-on Demos with Echelon Vineyards, Crown Imports, Ole Smokey Tennessee Moonshine, the Star of the Bar winner and more!



> TECHNOLOGY EDUCATION SESSIONS

Connect with high-powered buyers and influencers from major chains and independent operators, including CIOs, COOs and Directors and VPs of IT. An added plus? Attendees visiting the Technology Pavilion Networking Lounge can enjoy free Internet access.

SATURDAY, MAY 5

- 10:00-11:15am — Levering Online Technologies to Create the Virtual Table
- 12:00-1:15pm — How eMarketing is Integrated Into Your Business Model
- 2:00-3:15pm — Why Mobile Matters: What Your Customers are Using and Want

SUNDAY, MAY 6

- 10:00-11:15am — Data Security: Are You Safe? (Is Anyone Safe?)
- 12:00-1:15pm — The Front-of-the-House: Putting on Your Best Technology Face
- 3:45-4:50pm — Social Touchpoints: You Can't Afford Not To Be a Social Butterfly

MONDAY, MAY 7

- 10:00-11:15am — What's Inside the CIO Head: The Future of the Industry from the Mouths of Those Living and Driving Foodservice Technology Today
- 12:00-1:15pm — The Ins and Outs of the Back Office: Keeping Your Operational Engine Up-To-Date
- 2:00-3:15pm — Everything You Need to Know About Digital Signage

TUESDAY, MAY 8

- 10:00-11:15am — Getting Paid: Payment Infrastructure and its Impact on the Foodservice Industry Today & Where's It Going?
- 12:00-1:15pm — Having Reservations about Taking Them Online?

ask the
DESIGN
experts

FREE, 30-minute design & management consultations.

Reserve your appointment when you register for the Show.

REGISTER TODAY!
www.restaurant.org/show

ONE BADGE TOTAL ACCESS

IWSB admission is limited only to beverage-alcohol purchasers or influencers who work in a restaurant or hospitality setting. Admission is individually verified and strictly enforced. But once approved, attendees may register for a single, dual-show badge that allows access to both NRA Show 2012 and IWSB. Register for your dual-Show badge at WWW.WINESPIRITSBEER.ORG

(Separate qualifications and registration are required for the IWSB Event.)



150 N. Michigan Avenue, Suite 2000
 Chicago, IL 60601-7569
 PH: (312) 853-2525 FX: (312) 853-2548
www.restaurant.org/show
www.winespiritsbeer.org

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Scan this code for a quick link to download the NRA Show mobile app. Available for iPhone, iPad, Android and Blackberry devices.

Sponsored by ProStart



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 CHICAGO, ILLINOIS



*MORE
 CHEF CELEBRITIES
 INSIDE...*

SHOW-STOPPING TUESDAY LINEUP...



Todd English



Homaro Cantu



Chris Jones



Richard Farina



Ben Roche