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**THE 2022 WESTERN FOODSERVICE & HOSPITALITY EXPO OPENS CALLS FOR PAPERS
FOR NEW FOOD & BEVERAGE ACADEMY**

Trade Show and Conference to be Held August 28-30 at the Los Angeles Convention Center

LOS ANGELES, CA March 31, 2022 – The [Western Foodservice & Hospitality Expo](https://www.westernfoodexpo.com) is now accepting submissions for presenters for the 2022 trade show and conference taking place August 28-30 at the Los Angeles Convention Center. The Education Program, now under the new Food & Beverage Academy umbrella, will offer four education summits for Independent Restauranters, Multi-Unit/Chain Operators, Foodservice Professionals and those interested in the latest Technology. Subject matter experts are invited to submit a proposal by April 21, 2022 at <https://www.westernfoodexpo.com/call-papers>. Any interested consultants and industry suppliers can submit to present with a restaurant client to be included in the session.

“This year’s education program has been reformatted to provide the most relevant education to each segment of the hospitality marketplace. We invite subject matter experts, chefs, restaurant owners and operators to share their expertise as part of our speaking faculty at our upcoming event in August,” said Rita Ugianskis, Vice President, Clarion Events Food & Beverage Group. “Our attendees rely on the educational content at our event to gain insight into topics such as: menu engineering for takeout and delivery, increasing revenue and loyalty, technology trends, boosting beverage earnings, building a winning team, plant-based menu options, lowering food costs, minimizing employee turnover, addressing food allergies, keeping your online reviews safe, implanting contactless payments, third party delivery, and much more.”

Sessions should be of interest to the foodservice market and provide insight on how to enhance productivity or resolve a particular problem/issue for the thousands of California based owners, managers, chefs, and foodservice professionals from independent and chain restaurants, full service and quick service establishments, commercial and institutional foodservice operations, caterers, bars and nightclubs who attend. Sessions can be single-presenter sessions, panel presentations, roundtable discussions, topic debates, tastings, CEO/Celebrity keynotes or headliners and should be approximately 45-60 minutes in length.

In addition to the expanded education program, the exhibit hall will offer access to hundreds of companies offering thousands of new products and innovations in featured areas on the show floor. The event will continue to feature a strong focus on food and beverage products, with the Healthy Food Pavilion, Gourmet Way, Food Trends Experience, and the co-located Coffee Fest Los Angeles,

bringing operators and foodservice professionals' access to the latest specialty coffee, tea and beverage products to elevate their customer's experience. In addition, the new TechBytes Pavilion shines a spotlight on the latest technology trends to allow operators to experience the full spectrum of innovative ideas and products.

The Western Foodservice & Hospitality Expo MATCH! Program connect exhibitors with the most relevant restaurant and foodservice buyers including coffee shop owners and operators who want to offer food and expanded product offering to their customers. The appointment program delivers measurable ROI in the form of pre-scheduled appointments with qualified buyers who have purchasing authority and spend. For those companies interested in exhibiting or sponsorship, please visit <https://www.westernfoodexpo.com/interested-exhibiting>.

The [Western Foodservice & Hospitality Expo](#) is owned by [Clarion Events Food & Beverage Group](#) and sponsored by the [California Restaurant Association](#). **Clarion Events** (us.clarionevents.com) produces 37 events across thirteen sectors of both trade and consumer events. The Clarion Events Food & Beverage Group also includes the [Florida Restaurant & Lodging Show](#), [the International Restaurant & Foodservice Show of New York](#), [Coffee Fest](#) and [The NGA Show](#). Clarion Events acquired PennWell in early 2018, bringing 4 Tradeshow 200 events into the U.S. portfolio and supercharging the already rapid growth. Clarion Events has offices in Trumbull, CT; Kennesaw, GA; Boca Raton, FL; Tacoma, WA, and Fairlawn, NJ.

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