



**May 16 – 19, 2020**  
McCormick Place | Chicago, IL

### **Trends to Explore at the 2020 National Restaurant Association Show**

Now in its 101<sup>st</sup> year and embarking on a new centennial, the National Restaurant Association Show continues to be the only place to learn about technology innovations, unique ingredients, and emerging trends in the restaurant industry. Foodservice and restaurants are continuously being shaped by new developments and the National Restaurant Association Show is perfectly positioned to help navigate this ever-evolving landscape. The 2020 Show will ensure every attendee leaves with insights and resources to manage emerging trends including hiring and retention, sustainability, transparency in food sourcing, the introduction of CBD into menu offerings, and more.

#### **Employee Recruitment and Retention**

Hiring and retaining employees continues to be a growing conversation within the industry. Today's environment of low unemployment and a growing economy have made restaurant employees difficult to hire and even more difficult to retain. In fact, the latest *TDn2K Workforce Index* revealed that staff vacancies rose for more than a third of chain restaurants during Q1, marking the toughest times many have ever faced in recruiting unit-level staff. The National Restaurant Association's recent research reported turnover rates at well over 100% annually for some restaurant positions. Because of this, many restaurant operators are caught between two costly options: incur the costs of turnover, or increase wages and benefits and risk losing employees anyway. True to the Show's history, attendees can expect discussions on the current state of the restaurant workforce with expert insights into hiring and retaining employees during these unprecedented times.

#### **Sustainability**

More than ever before, people are paying more attention to the planet and how their actions ultimately affect it. The National Restaurant Association's national household survey showed that 51% of all adults are more likely to dine at one restaurant above another if they have access to environmentally friendly foods. With diners increasingly showing that they prioritize sustainability with their dollars, it is imperative that restaurants understand how to implement sustainable food and practices into their business. At the 2020 National Restaurant Association Show, attendees will receive a firsthand look at sustainable products including compostable straws and packaging, sustainably caught seafood, "ugly" produce, plant-based meat alternatives and more.

#### **Transparency in Food Sourcing**

Transparency in food sourcing has had a strong influence on customer loyalty and dining habits. According to a custom survey for Chr. Hansen in partnership with Technomic, 56% of consumers who research foodservice brands have stopped visiting a location or chain because of negative news reports or unclear food ingredients or sourcing. Restaurants capitalizing on this trend are

focused on providing healthy, ethically sourced and sustainably sourced foods in their dishes, which often leads to greater customer trust and loyalty. In addition to transparent food suppliers exhibiting at the 2020 Show, educational offerings will provide attendees with best practices and frameworks for marketing and implementing transparent food practices in their menus.

### **CBD**

CBD products have been a hit online and in grocery stores, but the FDA has yet to clarify the rules governing the use of this trending cannabis derivative as an on-premise food ingredient. Regardless, some restaurants have already begun mixing drinks or cooking with CBD. In fact, the National Restaurant Association and the American Culinary Federation surveyed 650 professional chefs about the top culinary and restaurant concepts for 2019, and three in four said CBD and cannabis-infused food will be a hot trend this year. It has yet to be determined if the FDA will provide more clarification on CBD use within restaurants this year, but you can be sure that the 2020 National Restaurant Association Show will provide updates on its status and how to legally integrate CBD into menu items.

Returning to Chicago's McCormick Place, the National Restaurant Association Show will boast over 2,300 exhibiting companies and a robust roster of industry thought leaders to ensure every attendee leaves with new knowledge and inspiration to incorporate emerging trends into their businesses. Mark your calendars now for May 16-19, 2020, where the industry will once again reunite for learning, product discovery and networking. [Registration opens in November!](#)