



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

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**The National Restaurant Association Show to Host Two Upcoming Webinars
to Inform and Support the Needs of the Industry**

*Menu Forecast 2020 and Beyond and What Can Chains Learn from Independents
to build off popular Show sessions*

Chicago, IL (September 24, 2019) — Now in its 101st year and embarking on a new centennial, the [National Restaurant Association Show](#) is the premier event to learn about technology innovations, unique ingredients, and emerging trends in the restaurant industry. The Show is pleased to announce two upcoming webinars designed to provide insights and actionable tools to those dedicated to the foodservice profession.

The first webinar titled “*Menu Forecast: 2020 and Beyond*” will be presented by Nancy Kruse, President of the Kruse Company. This industry thought leader will share tips on how to drive traffic to restaurants while delivering the trends and value that today’s customers demand. Participants will learn sales and profit-boosting strategies through the creation of customized menus that meet emerging customer needs. Kruse will identify food and beverage flavors and ingredients slated to have momentum tomorrow’s menus to help spark menu development ideation.

Menu Forecast: 2020 and Beyond

Wednesday, September 25
11 a.m. to 12:00 p.m. CT

[Register Now](#)

We invite you to join us in October for “*What Can Chains Learn from Independents*” hosted by Kevin Boehm of Boka Restaurant Group and Donnie Madia from One Off Hospitality Group. This webinar will discuss creative learnings from small independently-owned restaurants and how to implement those tactics into large chain restaurants. Participants will learn how independents leverage innovative menu options and gain marketing strategies applicable to their own operations for business growth.

What Can Chains Learn from Independents

Wednesday, October 23

11 a.m. to 12:00 p.m. CT

[Register Now](#)

Returning to Chicago’s McCormick Place, the National Restaurant Association Show will boast over 43,000 exhibitors and a robust roster of industry thought leaders to ensure every attendee leaves with new knowledge and inspiration to feed their passion. 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 the fall. To be notified when registration opens, [click here](#). For more information, visit the Show on social at [Twitter](#), [Facebook](#), [Instagram](#) and [LinkedIn](#).

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The National Restaurant Association Show, Hotel-Motel Show is owned and operated by Winsight LLC in equity partnership with the National Restaurant Association.

About the National Restaurant Association

Founded in 1919, the National Restaurant Association is the leading business association for the restaurant industry, which comprises more than one million restaurant and foodservice outlets and a workforce of more than 15.3 million employees. It represents the industry in Washington, D.C., and in partnership with 52 state associations, advocates on the industry’s behalf in states and locations across the nation. The Association manages the leading food safety training and certification program (ServSafe); a unique career-building high school program (the NRAEF’s ProStart); and sponsor the industry’s largest annual trade show (National Restaurant Association Show May 18-21, 2019, in Chicago). For more information, visit the Show on social at Twitter, Facebook and Instagram.

About Winsight LLC

Winsight LLC is a business-to-business information, event and market intelligence company serving the restaurant and noncommercial foodservice, convenience and petroleum retailing and grocery industries. Winsight provides research and analytics, branding solutions, face-to-face opportunities, lead generation initiatives, and content marketing services through products including subscription data products, reports, research tools, research programs, fully custom studies, conferences, custom marketing services, meetings, print, digital trade media and tradeshows, including the National Restaurant Association Show. Winsight LLC is a portfolio company of Pamlico Capital.