



FOR IMMEDIATE RELEASE:

November 13, 2019

CONTACT:

Kate Blom-Lowery
kate@mdg.agency
619-269-0948

FABI Awards Celebrate the Next Big Thing in Flavor, Creativity, and Profit Potential

Call for Submissions for 2020 Food and Beverage Awards (FABI) Opens

CHICAGO, IL (November 13, 2019) – Applications are now being accepted for the 2020 FABI Awards, the National Restaurant Association Show’s annual celebration of the year’s tastiest, most creative, and most marketable food and beverage products. These are the menu items or ingredients that discerning diners seek for trendy tastes, sustainable manufacturing, nutritional awareness, and more.

“PepsiCo Foodservice has been honored with a few National Restaurant Association Show FABI Awards over the years,” commented Sumi DeBenedittis, Director, Foodservice Development & Communications. “The most important benefit is having operators and the industry validate that our products are on-trend and can offer potential growth opportunities for our customers while delighting their consumers. In addition, it has given our company positive visibility and has been an immense source of company pride for our associates!”

In the 10th year of FABI Awards, 2020 Award recipients will enjoy enhanced opportunities to reach attendees in addition to increased awareness and booth traffic. Recognized products are featured during the FABI Awardee Tasting events, which give attendees the opportunity to sample many of the products in one place. FABI Awarded products will also be identified throughout the Show floor with prominent signage, further driving attendees to visit their booths.

Additional FABI Award benefits include:

- Prominent placement in pre-Show promotional efforts
- FABI Award logo and custom signage for use in marketing efforts for the life of the product

- High-profile exposure both on and off the Show floor
- Increased media coverage and visibility with influential customers
- Feedback from an esteemed panel of judges
- Recognition as an industry leader

An independent panel of industry operators and experts evaluate FABI Award submissions for their exciting new tastes, uniqueness in the market, appeal to the operator community, creative approach to operator challenges, or introduction of new opportunities and profit potential. The 2020 FABI Award submissions will be judged by:

- Pat Cobe, Senior Editor, *Restaurant Business & Foodservice Director*
- Timothy J. Dietzler, Director of Dining Services, Villanova University
- Marion Gibson, Culinary Development Director, Aramark
- Aimee Harvey, Managing Editor, Technomic
- Farley Kaiser, Corporate Executive Chef/Culinary Innovation Manager Fresh Foods, Wawa, Inc.
- John Li VP of Culinary Innovation, Wendy's
- Robin Rosenberg, Vice President, Chef de Cuisine, Levy Restaurants
- Bret Thorn, Senior Food & Beverage Editor, *Nation's Restaurant News*; Senior Food Editor, *Restaurant Hospitality*

Visit nationalrestaurantshow.com/exhibitors/fabi-awards for more details on the FABI Awards, to apply, and to see a list of previous award recipients.

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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 [Twitter](#), [Facebook](#), [Instagram](#) and [LinkedIn](#).

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 tradeshow, including the National Restaurant Association Show. Winsight LLC is a portfolio company of Pamlico Capital.