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National Restaurant Association Show® to Deliver an Elevated Adult Beverage Experience with The Beverage Room

The Beverage Room will address current industry challenges with featured education, exhibitor demonstrations, master mixology classes, new bar accessories, and emerging flavors

Chicago (July 16, 2020) – Winsight Exhibitions announced today that the [2021 National Restaurant Association Show](#) will debut a reimagined area dedicated to the latest adult beverage trends, education, and demos. [The Beverage Room](#), formerly known as Beverage Alcohol for Restaurants (BAR) at the Show, will provide attendees with an exclusive destination to find top mixologists, suppliers, ingredients, and products to support the profitability of their beverage programs. The National Restaurant Association Show will be held May 22-25, 2021, at McCormick Place in Chicago.

“The Beverage Room is more than a new name—this area will reflect the changes we’re making to be more aligned with the challenges facing our industry, including resources on off-premise revenue opportunities, business insights to maximize beverage programs, and thoughtful innovations to reduce guests’ uncertainties,” said Tom Cindric, President of Winsight Exhibitions. “This segment has been deeply impacted by the pandemic. Our goal is to provide attendees with an updated, immersive experience with the resources and innovation they need to boost profitability, efficiency, and customer loyalty for their adult beverage programs in today’s environment.”

In The Beverage Room, attendees will find an exclusive area to discover bold flavors, scope out new products, stay on top of trends—including the latest in off-premise sales—and make serious business decisions about their beverage programs. The Beverage Room, located in Lakeside Center Level 3, will feature:

- **Education Sessions:** Learning opportunities addressing ongoing changes in off-premise alcohol sales, new business realities, and innovative revenue opportunities.

- **Expert Demos:** Master mixologists share their creations and perspectives on the new art of hospitality, classic cocktails, and the latest trends in beer, wine, and spirits.
- **Star of the Bar Finals:** Mixologists looking to enhance their craft will compete at the Star of the Bar Finals and one will be crowned the winner. View the 2020 finalists [here](#).

As the global restaurant and hospitality industry's premier trade show, the National Restaurant Association Show is the place to explore everything that's happening in the hospitality industry, from the latest food and beverage trends to emerging technology. For more information, visit nationalrestaurantshow.com and connect with the Show online on [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 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.