



May 22-25, 2021 • McCormick Place • Chicago, IL

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**2021 National Restaurant Association Show Workshops
to Deep-Dive into Restaurant Technology and New Revenue Opportunities**

Three-day workshops will provide a platform for discussion, strategic development, and peer-to-peer learning to address the most pressing challenges impacting the industry today

Chicago (November 4, 2020) –The [National Restaurant Association Show](#), the premier event to learn about foodservice technology innovations, unique ingredients, and emerging trends in the foodservice industry, announced that the 2021 Show will feature [two workshops](#) to address the most important issues impacting the industry today. These workshops will focus on new revenue opportunities and restaurant technology and will offer insights, strategies, and resources that operators can implement in their own businesses. The 2021 Show will run May 22-25 at McCormick Place in Chicago.

"These new, collaborative workshops give attendees more opportunities to delve into trending industry topics while engaging with experts and their peers," said Lisa Malikow, Vice President of Event Operations and Programming at Winsight Exhibitions. "This year, we are focusing on two topics that address challenges brought on by COVID—new revenue opportunities and restaurant technology—that are designed to help restaurant operators feel inspired and grow their businesses."

Led by industry experts and fellow operators who have successfully navigated these critical topics, these interactive, experiential workshops will take place Saturday, Sunday, and Monday before the Show opens for the day.

Workshop #1: The Rise of New Revenue Opportunities

Over the last year the foodservice industry has evolved faster than ever before. Despite significant hardships, businesses have found creative solutions because of steadfast resiliency and accelerated innovation. Workshop attendees will explore new consumer groups ripe for engagement, learn the

latest strategies in alcohol to-go as an added revenue opportunity, and consider other ways to grow business through virtual brands. The daily workshop topics include:

- Saturday, May 22: New Consumer Groups
- Sunday, May 23: Innovations in Alcohol To-Go
- Monday, May 24: Virtual Brands – Realities and Successes

Workshop #2: Navigating the Restaurant Technology Landscape

Technology in the foodservice industry is more vital today than ever before. It has been a lifeline for operators to connect with consumers in an ever-changing world and will continue to play a crucial role in sustaining and growing business. With this workshop, attendees will gain insights and strategies to prioritize technology needs, integrate systems, and train staff to maximize performance and grow profit. The daily workshop topics include:

- Saturday, May 22: Prioritizing Your Technology Needs
- Sunday, May 23: Technology Integration – Best Practices and Pitfalls
- Monday, May 24: Training with Purpose

Attendees will have the opportunity to select and register for one, two, or three days of workshops for an additional fee when they login to Show registration. For more information and to register, visit [The Workshops](#) page. Find the full list of educational opportunities at the 2021 Show [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. It's all here! For more information and to register, visit nationalrestaurantshow.com/registration 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.