



**FOR IMMEDIATE RELEASE**

**CONTACT:**

Abby Thaine, Marketing Manager  
abby@blackbirdfoods.com  
585-993-1200

## **Blackbird Foods Announces Plant-Based Chick'n Wings For Food Service and Buffalo Pizza Collaboration with Daring**

*Blackbird Foods (Booth 685) to Exhibit at The National Restaurant Association Show, May 20-23, 2023*

**New York, May 2023** – Blackbird Foods, the brand founded by chefs with the best hand-tossed frozen pizzas and meaty seitan 100% made from plants, will showcase its new plant-based Breaded Chick'n Wings and Buffalo Pizza collaboration with Daring at The National Restaurant Association Show. As an exhibitor at the Show, an event bringing together more than 51,000 food service professionals from 112 different countries and representing over 900 product categories, Blackbird Foods will be able to connect with the industry and share leading-edge trends, solutions and knowledge for the year ahead in Chicago, Illinois.

Founded by chefs from Philadelphia and New York City, Blackbird started as a food service brand. As their seitan grew in popularity at restaurants, Blackbird launched retail lines of their seitan, hand-tossed frozen pizzas, and recently WINGS. Blackbird Foods is now on the shelf in just over 2,500 grocery stores across the country including select Target stores and Whole Foods regions. Last month, Blackbird pizzas rolled out in 370 Sprouts stores nationwide. Included in the launch is an exclusive Buffalo Pizza made in collaboration with Daring. During the show, Blackbird will be sampling Buffalo Pizza and their crispy Breaded Wings.

"The Show is the perfect opportunity to reach new buyers, build stronger relationships and strengthen our brand, which is why we're showcasing Blackbird WINGS," said Abby Thaine, Marketing Manager of Blackbird Foods. "Our WINGS are crispy, hand-battered and 100% made from plants. They have already become a staple product with many of our restaurant partners. We're thrilled to be able to share our products with thousands of food service professionals from around the globe and look forward to connecting with new and existing customers at the must-attend event for the industry."

"We're pleased to welcome Blackbird Foods as an exhibitor at the 2023 Show," said Tom Cindric, President of Winsight Exhibitions. "The annual event showcases the latest in food service innovation and continues to inspire menus, revitalize beverage programs, initiate equipment investments and pioneer groundbreaking technology. We're thrilled to bring together start-ups, niche brands and the biggest names in the industry to help food service professionals solve today's biggest challenges including workforce shortages, labor costs and overall operational efficiency."

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, visit [nationalrestaurantshow.com](https://nationalrestaurantshow.com).

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### About Blackbird Foods

Founded by chefs, Blackbird Foods makes the best frozen pizzas and meat made from plants. Since launching in 2020, Blackbird has expanded its retail line to include six hand-tossed frozen pizzas, four varieties of seitan, and now a line of WINGS. All of Blackbird's products are made 100% from plants in New York City with simple and fresh ingredients. They have partnered with hundreds of restaurants and are on the shelf in over 2,500 retailers nationwide including several markets of Whole Foods, Target, and Sprouts. Learn more and shop online at [blackbirdfoods.com](https://blackbirdfoods.com).

The National Restaurant Association Show, Hotel-Motel Show is owned and operated by Winsight LLC in 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 tradeshows, including the National Restaurant Association Show.

