It’s All About... Getting Here!

MIDWEST FOODSERVICE EXPO

March 13-15, 2017
Wisconsin Center
Milwaukee, Wisconsin

Register at www.EverythingFoodservice.org
Exhibit Hall Hours:

Mon, March 13: 11 am – 5 pm
Tues, March 14: 10 am – 4 pm
Wed, March 15: 10 am – 3 pm

Wisconsin Center
Downtown Milwaukee

Bringing together all segments of the restaurant, foodservice and hospitality industry.

It’s part trade show. Part conference. Part networking.

And a whole lot of fun!

- Explore and discover products that are changing business
- Get tips on building and retaining a strong team
- Improve customer experiences with the latest tech solutions
- Learn how to grow and improve your business

Register now—www.EverythingFoodservice.org
One registration gets you access to all three days and all three events
#1 Reason Customers Don’t Return: Bad Service. Make Sure Your Team is Getting it Right!

Monday, March 13 at 10:00 am
Included with Expo registration!

Jason Young, Former Southwest Airlines Trainer

SERVICETOPIA:
THE ULTIMATE CUSTOMER SERVICE EXPERIENCE

Learn to deliver a transformational service experience—Servicetopia—with each and every customer encounter.

What is Servicetopia? Purpose. Passion. Professional. Process. Pizazz. These are the hallmarks of Servicetopia, the behaviors required for delivering exceptional customer service, every day. You’ll discover that a commitment to Servicetopia can help your business make a name for itself and impact the bottom line.
10 Things You Need to Know about the Restaurant Industry

Monday, March 13
9:00 – 10:00 am
Presented by: Annika Stensson, Director of Research Communications at the National Restaurant Association

How will trends shape the future of foodservice? National Restaurant Association research provides a 360-degree view of the industry covering trends, challenges and opportunities to help restaurant operators make smart, strategic decisions and grow their business. By understanding what’s going on today, you’ll have a better idea of what might happen tomorrow. Walk away with deeper insight into key trends, including: economic operating environment, workforce and food and menu trends.
Some suppliers you’ll see exhibiting in 2017
Check out the show floor and customize your itinerary: www.EverythingFoodservice.org
ONE Badge Gets You Access to All Three Events, All Three Days

Midwest Foodservice Expo is thrilled to bring back the co-location of the Restaurant Marketing Symposium and Buy Local Conference. Get ready to break away and ignite new ideas. Register for one—get access to all three!

Gain insight on new marketing strategies that will ultimately help drive more customers to your business at the many seminars focused on restaurant marketing. And learn in the Buy Local seminars how the local farm-to-table trend is quickly becoming the new normal.

Check out pages 7-14 for in-depth seminars on a variety of Restaurant Marketing and Buy Local topics.
Restaurant Marketing Symposium:

With nearly a dozen sessions covering a wide-range of electronic, social and traditional marketing topics, you’ll go back to your business with real takeaways that you can start implementing. This Symposium will inspire you to make your marketing voice louder and on point for your brand.

Check out our website for additional sessions.

How to Engage and Retain Millennial Customers and Employees

Monday, March 13 2:00 – 3:00 pm
Presented by: Kyle Cherek, Host of Wisconsin Foodie; Scott Williams, The Bartolotta Restaurants; Ian Abston, Newaukee; Sarah Baker, The Pizza Man

For the first time in recorded history, Americans are spending more at bars and restaurants ($54,857 billion in 2015) than they are on groceries ($52,502 billion in 2015), and millennials are by all indications, leading the charge. Kyle Cherek, host of the Emmy-Award Winning Wisconsin Foodie on PBS moderates this panel of experts that will cover key insights into millennial diners and employees including culture, management and purchasing priorities.

Do Discounts Really Work?
Understanding Customer Acquisition Cost and Lifetime Value

Monday, March 13 2:00 – 3:00 pm
Presented by Ryan Doerr, President at The Spire Group

How do you get customers in the door? Do you wonder if discounts and promotions are the answer? Are you really growing your customer base or just giving discounts to customers who were coming in anyway? In this session, we explore customer acquisition strategies and solutions to see if what you are doing (or not doing) is helping.
Restaurant Marketing—
10 Things You Should Be Doing to Improve and Promote Your Brand
Monday, March 13 3:15 – 4:15 pm
Presented by: Pat Weber, President at Mise en Place Consulting

In today’s marketplace, the competition among restaurants is fierce, and you’ll need every tool in the book to be successful. In this session, you’ll learn 10 great restaurant marketing ideas and strategies that promise to help you improve your business and get attention from the customers you want to attract today.

How to Make the Most of Restaurant Week
Monday, March 13 3:15 – 4:15 pm
Presented by: Andrea Michel, Channel Marketing Manager of Upserve

During typically slow months for restaurants, it’s become increasingly popular for cities and towns to organize restaurant week events as a way to bring in more traffic. Are you doing enough to capitalize on the influx of new guests and returning foodies to your restaurant? Learn how to capitalize on your city’s Restaurant Week to gain new customers, build relationships and increase your presence in the local food landscape.

Escape the Social Feed:
How to Reach Your Customers in Real Time to Communicate, Engage and Build Loyalty
Tuesday, March 14 9:30 – 10:30 am
Presented by: Laura Leszczynski, VP of Marketing at The Spire Group

With all the noise emerging in social media and new technology evolving constantly, how do you know which social strategy (if any) is right for you? In this session, explore a variety of social platforms to help you evaluate the best way to reach your ideal customers. You’ll hear about both high-tech and low-tech solutions that are cost effective to get you in front of the right customers more often, with a great ROI! As well as the key strategies and messaging to reach the three generations that exist in our society.
Four Actionable Strategies to Improve Marketing Results  
Tuesday, March 14 9:30 – 10:30 am  
Presented by: Dan Gartlan, President at Stevens & Tate Marketing  

This session will explore a series of proven principles and tactics designed to attract customers in a crowded foodservice space. You’ll learn the strategies for brand storytelling that connects you emotionally with your customers as well as how content creation on your website can engage and build trust.

Search Marketing & Social Media Techniques for Foodservice Today  
Tuesday, March 14 10:45 – 11:45 am  
Presented by: Nicole Wagner, Internet Marketing Manager at Stevens & Tate Marketing  

Creating a positive impression and having the tools in place to get your business found where customers are looking is the key to getting ahead. Learn essential strategies and tactics that can help build awareness, capture interest, generate leads, drive traffic and engage your audiences—through social media, search engine marketing, website optimization, inbound marketing and other online initiatives.

Cause Marketing Through the Eyes of Culvers  
Tuesday, March 14 10:45 – 11:45 am  
Presented by: Emily Patterson, Director of Marketing and Jessie Corning, Senior Marketing Manager of Culver Franchising Systems, Inc.  

A deep dive into the idea behind the “Thank You Farmers” initiative with Culver’s and how it is leveraged through a multitude of different vehicles to get the message across in all in-restaurant, outdoor and online touchpoints. You’ll walk away with insider tips on how to create a successful cause marketing campaign that resonates with your community.

Social Media for Restaurant Owners: How to Connect with Your Customers  
Tuesday, March 14 12:00 – 1:00 pm  
Presented by: Kristin Booth, Regional Development Manager at Main Street Hub  

This fun and creative session will help you discover the benefits and challenges of new social media platforms to attract and drive customers to your business. Learn how to develop high-quality content to engage customers and attract new ones—and how to uncover value when responding to customer reviews. You’ll walk away with real-life examples, best practices and practical solutions to impact your online presence in the ever-changing social media space.

Register Today! www.EverythingFoodservice.org
Gen Z—How Your Restaurant Can Market to the Next-Generation of Consumers
Tuesday, March 14 1:15 – 2:15 pm
Presented by: Scott Iverson, VP of Marketing at Toppers Pizza

With Millennials emerging fully into the consumer landscape, restaurant operators are assessing the next big demographic group: Generation Z. Members of Gen Z, born after 1995 make up about a quarter of the U.S. population. Hear how investing in technology, being transparent and adding bold flavors to your menu will speak to this important consumer group.

Marketing Quick Bite Training
To be successful in foodservice, you need to connect with your customers on an emotional level inside your business as well as online through brand storytelling. Take a peek at what other businesses are doing to attain and maintain success at one of the many marketing focused 15-minute Quick Bite sessions on the show floor.

Technology:

Mapping the Restaurant Technology Landscape
Monday, March 13 11:30 am – 12:30 pm
Presented by: Annika Stensson, Director of Research Communications at the National Restaurant Association

Consumers expect tech offerings from restaurants, but do you know which ones they prefer and how to implement them? This session will present research to help you uncover the right tech options and serve up the best customer experience possible to drive loyalty and growth. Research findings include: mobile payment opportunities, smartphone apps & activities and leading-edge tech interest.

Tech Quick Bite Training
Consumers are hungry for a taste of new technology in restaurants. Stop by one of our many technology focused 15-minute Quick Bite sessions on the show floor to connect with like-minded peers, ask questions and get ideas.
Workforce & Leadership:

Lead Smart—Essentials of High Performance Leadership
Monday, March 13 12:45 – 1:45 pm
Presented by: Jason Young, former Southwest Airlines Executive

Great leaders develop, motivate and empower people to achieve extraordinary results by providing vision, example and support from a bottom-up perspective. Young will give tips on how to develop an effective management style that enhances team productivity and creates an incredible workplace culture.

7 Essentials to Building and Retaining a Winning Team
Tuesday, March 14 12:00 – 1:30 pm
Presented by Ryan Doerr, President at The Spire Group
Brought to you by the Club Managers Association of America, Badger Chapter

As the labor market tightens, keeping an impressive team becomes more and more challenging. In this 90-minute workshop, we will unlock the secrets used by great businesses to attract and retain top talent without breaking the bank. You’ll learn how to build an essential tool box that keeps you competitive and increases employee satisfaction and performance.

The Nuts and Bolts of the Fair Labor Standards Act
Tuesday, March 14 1:15 – 2:15 pm
Presented by Corey Walton, Community Outsource and Resource Planning Specialist at US Department of Labor/Wage & Hour Division

This presentation will provide valuable information on the minimum wage, overtime, child labor and recordkeeping requirements under the Fair Labor Standards Act. The training will be specifically tailored towards the restaurant industry and will address how to be in compliance on tip employee issues, determine which employees are exempt from overtime and distinguish compensable hours from non-compensable hours.

Using DISC Personality Profiles to Build the Best Team Ever
Wednesday, March 15 10:00 – 11:15 am
Presented by David Molenda, Founder of Positive Polarity

Did you ever meet someone and feel like you have known them your whole life? Or do you know someone that you just cannot seem to connect with? This is typically different due to personality types. This fast paced executive briefing will explore what personality type you are, how to read other personality types and how to use this insight to more effectively communicate with your co-workers.

Workforce Quick Bite Training
Learn how to slow your employee turnover, recruit and hire the best and successfully lead a multi-generational staff in one of our many workforce engagement and leadership focused 15-minute Quick Bite sessions on the show floor to connect with like-minded peers, ask questions and get ideas.

Register Today! www.EverythingFoodservice.org
Buy Local Conference:
Consumer’s appetite for locally grown and sourced food is a trend that continues to rise. The Buy Local Conference is a two-day event designed to bring together foodservice operators of every size to talk about meeting this growing consumer demand in Wisconsin’s very seasonal marketplace.

Buy Local Conference Kick Off:
Growing Power Tour Lead by Will Allen
Monday, March 13 2:15 - 4:30 pm
$30/person–Space is limited and will fill fast!
Bus transportation is included. Please gather inside the convention center, first floor outside ballroom AB at 2:00 pm for boarding.

Growing Power, located right in Milwaukee, is the country’s preeminent urban farm. This 90-minute private tour, led by the founder himself Will Allen, will give you an inside look at their growing methods and show you how this urban farm is changing the way the world grows food.

Things you’ll see include:
- Aquaponics
- Beekeeping
- Year-round growing of microgreens, salad greens and vegetables
- Mycoscaping (mushroom growing)
- Composting and vermicomposting with billions of worms
- Renewable energy production and sustainable water projects

The tour will be both inside and outside so dress appropriately.
Growing Power and the Good Food Revolution
Tuesday, March 14 9:30 – 10:30 am

Book signing immediately to follow

A pioneering urban farmer, MacArthur Genius award winner, and one of Time magazine’s 100 Most Influential People in the World—Will Allen has transformed the planning, cultivation, production and delivery of good, healthy food to urban and rural populations. As founder of the world’s preeminent urban farm and non-profit organization, Growing Power, Allen will touch on his personal journey, the lives he has touched and the grassroots movement that is changing the way our nation eats.

Putting Local Food on your Menu
Tuesday, March 14 10:45 – 11:45 am
Presented by: Chef Jack Kaestner, MATC Instructor & Former Restaurateur

As Executive Chef at a country club, Kaestner went from 5% local food to 35% of his total food purchases. Kaestner will review the six principles that he developed to accomplish this and the challenges and benefits that he encountered along the way. You’ll learn how to start out small and slowly build each season.

Farm to Fork: How to Use Local Farm Ingredients Throughout the Year
Tuesday, March 14 12:00 – 1:00 pm
Presented by: Kyle Cherek, Host of Wisconsin Foodie; Dan Sidner, Co-owner of Black Shoe Hospitality Group; Drew Baker, Co-owner of Love Rock Farms; Zak Baker, Executive Chef for Pizza Man

The current pressure on restaurateurs and purveyors alike to embrace seasonal and regional ingredients is at a national all-time high. This talk will feature real strategies, so that every restaurateur can incorporate more of what is grown locally into their business. This panel of experts will share their tips on finding a farm or purveyor who can meet your challenges of scale, consistency and cost as well as how to synchronize pricing, inventory flow and supply chain.

Chef and Farmer—A Symphony at Work
Tuesday, March 14 1:15 – 2:15 pm
Presented by: Chef Patrick Depula, Owner/Chef of Salvatore’s Tomato Pies and Chris Holman, Co-Owner of Nami Moon Farms

A restaurateur and farmer will share their insights on how to create a dependable local sourcing partnership that keeps key ingredients on your menu year-round. They’ll share successful communication strategies between farmer and chef as well as pointers for menu planning.
A Road Map to Local & Sustainable Purchasing Practices
Tuesday, March 14 2:30 – 3:30 pm
Presented by: Ellen Ritter, Executive Chef for UW Health & Michelle Miller, Associate Director at UW-Madison Center for Integrated Agricultural Systems

This case study on how UW Health implemented policy-based local and sustainable purchasing practices will give you a roadmap on why the policy was implemented, how they found partners, tracked progress and the economic and environmental benefits. You’ll learn critical thresholds that farmers, trucking companies and wholesale buyers need to meet for a local food system to work and how to educate customers on the value.

Stepping Up Local Purchasing:
Learn How to Utilize Your In-State Partners
Tuesday, March 14 2:30 – 3:30 pm
Presented by: Pete Leuer, Manager of Foodservice National Accounts at Wisconsin Milk Marketing Board; Lois Federman, Director of Something Special from Wisconsin™ at Wisconsin Department of Agriculture, Trade and Consumer Protection; Sarah Larson, Director of Farm to Business Program at REAP

Representatives from three key Wisconsin programs will give an overview of how they can help you add more local to your menu and share tips on how to market to your customers that you’re partnering with local suppliers. Some messaging is so easy to integrate that you’ll wonder why you weren’t already doing it! You’ll learn how the Wisconsin Milk Marketing Board, Something Special from Wisconsin™ program and REAP can be great buy local partners for your business.
Wisconsin Cheese & Dairy
All three days

Local dairy producers are on-hand with samples, recipe ideas and creative ways to incorporate Wisconsin dairy into your menu. Taste mouthwatering flavors that define America’s Dairyland.

Something Special from Wisconsin™
All three days

This specialty pavilion makes it easy to source dozens of savory products from Wisconsin-based companies. Get introduced to local products that are sure to bring that unique item or flavor to your business.

Register Today! www.EverythingFoodservice.org
Financial Statements: Tips from a CPA
All three days

Your accounting, payroll, tax and business solutions resource center, where you’ll learn more about:

- Tips credit (FICA tax credit)
- IRS Red Flags: Tax tips to prevent audit triggers
- 5 accounting mistakes businesses make
- Tracking and recording expenses
- Paying taxes on income distributions

Get your financial questions answered for free at the Expo!

The Basics of Business Finances
Tuesday, March 14 10:45 – 11:45 am
Presented by: Joseph Hastreiter, Sales and Marketing Director at EWH Small Business Accounting

This fast-paced, fun 60-minute introductory session will give you insight on how to implement a numbers-based strategy for your business.

Key Takeaways:
- How to maintain a proper audit trail, with checks and balances and proper recordkeeping
- Tips to increase cash flow
- How to understand and utilize your financial statements
- Ways your business and personal finances are connected
- How to set Key Performance Indicators (KPI’s)
- Ideas on how to run your small business more profitably and successfully

Sponsored by

FINANCIAL TIPS
The Wisconsin Restaurant Association gives you the information you need to run your restaurant. Stop by to get your questions answered, interact with state regulators, network with your peers and test your industry knowledge by taking the popular Quick Quiz.

ServSafe® Manager Review & Exam
$137.95 WRA Member Price
$172.95 Non-Member Price
Registration Deadline February 28

Both Spanish and English sessions are available for Tuesday, March 14 at the Midwest Foodservice Expo. Register at www.wirestaurant.org/ef/servsafe

Our food manager certification program offers a self-study combined with a one-day live review and ServSafe certification exam. Single day session (8:00 am-5:00 pm) blends lecture, video and activities and ends with the proctored exam. Includes the most current edition of the ServSafe Manager book sent in advance (a $70 value), lunch, live review session and proctored exam.
Meet other like-minded peers 35 and younger that are interested in having a lot of fun while seeking foodservice-specific leadership training to help your career and health of your business. **Join in on conversations and events picked especially for you.**

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<tr>
<th>Day</th>
<th>Event</th>
<th>Time</th>
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<tr>
<td>Sunday</td>
<td>Indoor Charity 5k Run/Walk: Run4Food</td>
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<td>Private Lakefront Brewery Tour</td>
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<td>Monday</td>
<td>“10 Things You Need to Know about the Restaurant Industry”</td>
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<td>Keynote Address presented by former Southwest Airlines trainer Jason Young: “Servicetopia – The Ultimate Customer Service Experience”</td>
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<td>2:00 – 4:30 pm</td>
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<td>Opening night party: Afterglow – Young Professionals Meet-up Hour @ 4:30</td>
<td>4:30 - 7:30 pm</td>
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<td>Will Allen discusses Growing Power and the Good Food Revolution</td>
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Bakery Competitions
All three days

Midwest bakery, pastry and dessert pros vie for top honors in six competition categories in both beginner and advanced skill levels. The details, flavors and creativity are sure to dazzle and inspire you.

• Extreme Groom’s Cake Challenge
• Extreme Wedding Cake Challenge
• Creative Cake Decorating Competition – Around the World in Cake
• Art of the Bread – Sculpted Bread & Braided Bread
• Out of this World Dessert Displays
• Wisconsin’s Ultimate Donut Duel

Enter to compete at www.EverythingFoodservice.org

Pastry Studio
Learn bakery techniques in one-hour participatory workshops located on the show floor—be sure to arrive early, as space is limited.
Tabletop Design Competition
All three days

Caterers, event designers and wedding planners create tabletop masterpieces for all to enjoy. This competition is a premier display of creativity and skill in tabletop design. Cash prizes and awards are given to the best tables in five categories—Be sure to cast your vote!

Compete and brag to your peers! No entry fee!
Sign up at www.EverythingFoodservice.org
College Culinary: In a Pinch  
Monday, March 13  
Teams of two develop a starter and entrée in front of a live audience using three surprise ingredients. These ingredients are provided one week prior to the competition and can be anything from the commonplace item to the weird and wacky!

College Culinary: In the Works  
Monday, March 13  
Teams of two to four develop a hospitality business concept for a restaurant and present it to a panel of judges. The proposals include staffing plans, marketing and branding, menu, design/decor and more.

Wisconsin ProStart® Invitational  
Tuesday, March 14  
High school students test culinary skills and hospitality management knowledge as they compete to win scholarship dollars and a trip to nationals in Charleston, S.C.
Run4Food
Indoor Charity 5k Run/Walk
Sunday, March 12 9:00 am

This food-themed 5k race will be held indoors at the Wisconsin Center. The race is open to everyone, so tell your friends and family. Participants will be treated to a hospitality area afterwards for race results, food and beverage. The route will be 10 laps around the interior corridor of the Wisconsin Center so no worries about battling the cold outdoors.

Registration Fee
January 1 – February 28: $35; March 1 – March 9: $40

Lakefront Brewery Tour
Sunday, March 12 4:30 - 5:30 pm
1872 N Commerce Street
$10/person

Meet at the brewery 15 minutes prior. Transportation is not included. Located just 1.6 miles from the Wisconsin Center.

Enjoy this private tour with industry peers as you savor beer samples in your souvenir glass along the way! Lakefront Brewery is a locally-owned microbrewery specializing in handmade beers in the tradition of early Milwaukee brewers. All attendees must be 21 or older or accompanied by a parent or legal guardian.
Afterglow

Monday, March 13
Young Professionals Meet-Up Hour 4:30 pm
Open to all attendees 5:30 – 7:30 pm
The Garden – 725 N Milwaukee Street
$25

When the Expo floor closes on opening day, get ready to celebrate that night! Join us at Afterglow, a new party experience.

Enjoy complimentary beer and appetizers. It’ll be a night you won’t forget!
Tiki Dinner hosted by Kyle Cherek
Mason Street Grill at The Pfister Hotel
Monday, March 13
6:30 pm cocktails; 7:00 pm dinner
424 E Wisconsin Avenue
$65 – includes 2 drinks and 5 courses
Limited spots available so reserve early

A one-of-a-kind dinner party celebrating America's love affair with tiki culture. Learn why luaus, umbrella drinks, Easter Island heads and beach blanket bingo captured the nation’s imagination in the 1960s and continue to influence mainstream style. From bikinis to Don Ho, the evening is sure to entertain with tales from Cherek while you enjoy this culinary evening.

Craft Breweries & Cocktails Tour
Tuesday, March 14 5:30 pm
$75 – includes dinner, private tours, samples and transportation
Departure from Hyatt Regency
333 W Kilbourn Avenue

Join this private tour to discover the craft breweries and distilled spirits around the city before they become famous! We'll begin with pizza for dinner, then delve into discovering new craft breweries and distilleries in Milwaukee.
Your Stay

Majestic Grandeur
WRA Awards Dinner 2017

Majestic Grandeur
WRA Awards Dinner
Tuesday, March 14
6:00 pm Cocktail Reception
7:00 pm Dinner & Program
Hilton Milwaukee City Center
509 W Wisconsin Avenue
$100/person
Advanced registration required
Proceeds benefit the WRA Education Foundation

A perfect blend of spectacular atmosphere and culinary experience. Enjoy the historical grandeur and timeless venue of elegance, located in the heart of downtown Milwaukee. Accessible from the show floor through the skywalk.
Hotel Discounts

Reserve by: February 23
Contact the hotel directly and mention you’re with the Midwest Foodservice Expo for your discounted rate. All taxes are extra (currently 15.1%)

Hilton Milwaukee City Center
$123 *Parking $16/per day for overnight guests
414.935.5940 or 800.HILTONS

Hyatt Regency
$119 *Parking $15/per day for overnight guests
414.276.1234 or 888.421.1442

Ramada Milwaukee Downtown
$98 *Free Parking
414.272.8410

Aloft
$139 standard king *Valet parking $27/night
877.GO.ALOFT or 877.462.5638

Springhill Suites by Marriott Milwaukee
(2 night min) - $144; Valet parking $30/night
877.688.4615

Get more travel info at
www.EverythingFoodservice.org
March 13-15, 2017
Wisconsin Center
400 West Wisconsin Avenue
Milwaukee, Wisconsin
Just off of the Interstate

• Register online for $30
  Before March 12th at 9 pm

• Onsite registration is $45

• Advance registrations included for Wisconsin Restaurant Association restaurant members!
  Badge allotment is based on membership dues level.

www.EverythingFoodservice.org

Registration limited to foodservice professionals over the age of 16.
Questions? Call 608.270.9950

Produced by
Wisconsin Restaurant Association
Bringing new concepts to foodservice professionals since 1933.
www.wirestaurant.org • Booth 526 at the Expo

Special Thanks to our Partners
The leading regional event for Midwest foodservice professionals produced by:
Wisconsin Restaurant Association
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608.270.9950
www.EverythingFoodservice.org

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