



Follow this template to create a professional press release that will attract attention to your company and booth at the 2017 Colorado Restaurant Show.

[Insert Company Logo JPEG]

FOR IMMEDIATE RELEASE

CONTACT: [Name, Title]

[Email Address]

[Phone Number]

[Insert Company Name] Announces [Insert Product/Service]

**[Insert Company Name] to Exhibit at the 2017 Colorado Restaurant Show
Oct. 9-10, 2017**

[Company City, State, Country] [Press release date] - [Insert company name], [insert a short descriptive sentence of your company], will showcase its [insert product/service and brief description] at the Colorado Restaurant Show. As an exhibitor at this year's Colorado Restaurant Show, a two-day event bringing together restauranteurs, chefs, and restaurant/bar managers from the Rocky Mountain region, [company] will be able to connect with the industry and share trends, ideas and products for the year ahead in the industry. Attendees will also be able to attend a special keynote session with Danny Meyer, CEO of Union Square Hospitality Group and founder of Shake Shack, where he will share his story and provide actionable insights applicable across the industry.

[Use this paragraph for news about your company]

Include information about your company as well as information related to CRS 2017.

- Announcements
- Products that will be showcased at the booth
- Booth demonstrations
- Giveaways/contests

[Insert quote as to why your company is exhibiting]

“The Colorado Restaurant Show is the perfect opportunity to connect with restaurant and



foodservice managers, which is why we're showcasing [product name/service]," said [First Name Last Name], [title] of [company name]. "With an opportunity to build relationships with restaurant trailblazers from around the state and region and from across every part of the industry, this was the perfect timing for us to share [product/service]."

"We're pleased [insert company] chose to exhibit at the 2017 Colorado Restaurant Show as we continue to provide a unique forum for the restaurant industry to exchange ideas, do business, and propel the industry forward," said Nicolle Montgomery, Director of Sponsorship and Event Strategy of the Colorado Restaurant Association. "This is unlike any other event because it is tailored to our region and our industry and Colorado is at the forefront of dining trends and setting the tone nationally."

For more information on the educational sessions and on-site demonstrations at the Colorado Restaurant Show, visit corestaurantshow.com.

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About Colorado Restaurant Show

The Colorado Restaurant Show, presented by the Colorado Restaurant Association (CRA), is the annual networking and learning event for restaurateurs, chefs and restaurant and bar managers in the Rocky Mountain region. Over the course of the two-day event, the leading restauranteurs in Colorado and the nation will meet with industry leaders and tastemakers at the Colorado Convention Center, to discover the newest trends, ideas and products in the business.

The annual event will be held in Denver, CO, October 9-10, 2017. To learn more about the Colorado Restaurant Show, visit corestaurantshow.com.

Attendees include employees of: bars, taverns, and lounges; health care foodservice; hotels, casinos, and resorts; bakeries, restaurants; caterers.