



SEPTEMBER 17-18, 2018
Colorado Convention Center | Denver, Colorado

Follow this template to create a professional press release that will attract attention to your company and booth at the 2018 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 2018 Colorado Restaurant Show
September 17-18, 2018**

[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 2018 Colorado Restaurant Show. As an exhibitor at this year's Colorado Restaurant Show, a two-day event bringing together restaurateurs, 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.

[Use this paragraph for news about your company]

Include information about your company as well as information related to the 2018 Colorado Restaurant Show.

- New product announcements
- Products that will be showcased at the booth
- Booth demonstrations
- Giveaways/contests

[Insert quote as to why your company is exhibiting]

Example: "The Colorado Restaurant Show is the perfect opportunity to market to thousands of restaurant and foodservice buyers, collect targeted leads, speak directly with purchasing decision makers, showcase new products, network with industry leaders, and increase sales and ROI, which is why we're showcasing [product name/service]," said [First Name Last Name],



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[title] of [company name]. “With an opportunity to build relationships with buyers 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], which aligns with the [recent change in federal regulation, trending topic, etc.]”

“The Colorado Restaurant Association brings together the Rocky Mountain restaurant and foodservice community at the Colorado Restaurant Show to showcase foodservice trends, insights and innovation. Chefs, managers, operators and owners from around the region come to the Colorado Restaurant Show to meet the leading restaurant suppliers from Colorado and the region,” said Sonia Riggs, President and CEO of the Colorado Restaurant Association. “While at the show they find inspiration in expert panels and discover the newest trends, ideas and products in order to maintain a competitive edge in an increasingly saturated market.”

Attendees can experience the Colorado Restaurant Show’s exhibit hall for free or access the educational programming for \$25 by registering at corerestaurantshow.com. For more information on the educational sessions and a list of exhibitors at the Colorado Restaurant Show, visit corerestaurantshow.com.

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About Colorado Restaurant Show

The Colorado Restaurant Show, presented by the Colorado Restaurant Association, 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, September 17-18, 2018. To learn more about the Colorado Restaurant Show, visit corerestaurantshow.com.

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