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#LRAEXPO14

OPPORTUNITIES
ABOUND

61ST
ANNUAL **LOUISIANA FOODSERVICE
& HOSPITALITY EXPO**

AUGUST 2-4, 2014

NEW ORLEANS MORIAL CONVENTION CENTER

DEAR EXPO ATTENDEES,

A lot goes in to running a successful restaurant. Profit margins can be small, but the rewards are great. It's important to take advantage of every opportunity presented to make your business and profits grow. You work hard to keep your customers returning for more and focus on those new products and services that give you an edge. The 2014 Louisiana Foodservice & Hospitality EXPO, celebrating its 61st year, offers you the best tools and opportunities for your business. The Louisiana Restaurant Association's mission is to help you—let us assist in building customer loyalty, so you can provide rewarding careers and gain financial success. We value your commitment to the industry. Come to New Orleans this August!

SINCERELY,

JEROME LeBOEUF, 2014 EXPO CHAIR

EXPO SHOW HOURS:

New Orleans Morial Convention Center

HALLS I-J

SAT., AUGUST 2

11 a.m. – 5 p.m.

SUN., AUGUST 3

11 a.m. – 5 p.m.

MON., AUGUST 4

10 a.m. – 3 p.m.

EXPO HEADQUARTER HOTEL:

Hilton New Orleans Riverside
2 Poydras St. • New Orleans, LA 70130
(504) 561-0500

\$99 per night single or double

(Special rate only available until July 9.)

For a list of secondary hotel room blocks,
please visit www.LRAEXPO.org.

QUESTIONS?

Call (800) 256-4572 or (504) 454-2277 or visit www.LRAEXPO.org.

EXPO BADGES

Badges to gain entrance to the EXPO are not mailed in advance. Bring your e-mailed confirmation and your photo I.D. to pick up your badge.

ONE BADGE - ALL THREE DAYS

Participate in all three days of the EXPO for one low admission fee:
\$25 per attendee in advance. Onsite is \$40 per person.

EXPO badges allow entrance to the EXPO and to the IDEA ZONE during the three-day event.

LRA Restaurant Members receive FOUR complimentary passes to the EXPO – a value of \$160. Interested in becoming a member? Call the LRA office today at (504) 454-2277.

NEW! Don't wait in long registration lines. Attendees who register online in advance can get their badges printed at a freestanding registration kiosk on site. Registration has never been easier!

NOTE: Each EXPO badge can only be used by the person registered. No sharing and/or swapping of badges will be allowed. Security and EXPO personnel will check I.D.s to ensure badges are being used properly upon entrance.

Register online at www.LRAEXPO.org in advance and SAVE MONEY!

BOOTH BINGO

Attendees will have the opportunity to once again participate in “Booth Bingo.” At registration, attendees will be given a bingo card populated with 24 booths on the show floor. A visit to each of the booths will get the company's square stamped. Once the entire card has been blacked out, attendees will return it to the LRA booth and be entered to win special prizes.

REGISTER ONLINE AT www.LRAEXPO.ORG IN ADVANCE AND SAVE MONEY!

ATTENDANCE RESTRICTIONS

The EXPO is not open to the general public – all attendees must be employed in the foodservice, hospitality or tourism industry. No one under 18 years will be admitted, including infants in strollers or in baby carriers/slings. No exceptions!

Anyone wishing to sell products or services at the EXPO must contract exhibit space. Selling on the EXPO floor with no exhibit booth is strictly prohibited. Violation of these policies will result in expulsion from the EXPO and badge confiscation.

DRESS CODE POLICY

Dress for exhibit hall and IDEA ZONE is professional/casual business attire.

PLAN AND MAXIMIZE YOUR EXPO EXPERIENCE

To maximize time at the EXPO, visit our new website, www.LRAEXPO.org, for a show preview. This comprehensive site provides effective planning tools, with direct access to:

- Convenient online registration.
- Map your route with our interactive floor plan to view booth spaces and updated exhibitor list, with links to vendor websites.
- IDEA ZONE sessions.
- Hotel and transportation information.
- Special event listings.
- Restaurants to visit during your stay.



[PHOTO BY PAT GARIN]

MAKE IT A VACATION!

New Orleans is one of the most exciting tourist destinations in the world, recently ranked 5th in the Top 25 U.S. Destinations by TripAdvisor®, the world's largest travel site. Make the most of your time in the Big Easy by visiting the great restaurants, museums and attractions—many of which are within walking distance of the New Orleans Morial Convention Center and the host hotel! Visit the EXPO's own, customized visitor microsite courtesy of the New Orleans Convention & Visitors Bureau: www.neworleanscvb.com/lra.

YOUR KEY TO VIP STATUS DURING THE EXPO

Enjoy the good things in life by taking a trip on the National Restaurant Association Political Action Committee (Restaurant PAC) Bus, during the Louisiana Foodservice & Hospitality EXPO, August 2-4 at the New Orleans Morial Convention Center.



PAC the Bus, a hospitality suite with a twist, is a luxury tour bus courtesy of L'Auberge Casino Hotel in Baton Rouge and is located right on the EXPO show floor between the LRA booth and the Great American Seafood Cook-Off.

Complete with cuisine and libations, a trip on the Bus will include relaxing chair massages for those who make an NRA Restaurant PAC contribution.

FIRST CLASS-\$500

You and a guest will experience the amenities of the NRA PAC Bus for the entire three-day EXPO. At this level, you will be recognized as a sponsor in all PAC the Bus materials/signage.

PRESTIGIOUS PASSENGER-\$250

You will enjoy the exclusivity of the NRA PAC Bus during the three-day EXPO.

DAY TRIPPER-\$100

You will delight in the camaraderie, cuisine, libations and amenities, for one of the three days of the EXPO.

To reserve your seat on the NRA PAC Bus, please contact Wendy Waren at (504) 454-2277 or via e-mail at wwaren@lra.org. Please have your credit card ready or your check made out ready to mail!

WHO SHOULD ATTEND?

The EXPO provides one-stop shopping resources for owners and managers of:

- Full Service Restaurants
- Fast Food Restaurants
- Bars, Taverns, Lounges
- Institutional Foodservice
- Hotels, Resorts & Casinos
- Health Care Foodservice
- Caterers
- Delis
- Grocery/C-Stores
- Private Clubs
- Bakeries

BRING KEY STAFF TO SHOP THE EXPO

When a diverse workforce attends the EXPO, meeting more exhibitors and shopping products is easy and efficient. Staff can gather information and begin negotiations at the EXPO.

Free Shuttle Service to and from the New Orleans Morial Convention Center. To view pick-up and drop-off points go to www.LRAEXPO.org.

IDEA ZONE

BRINGING EDUCATIONAL OPPORTUNITIES TO YOU

Our industry is ever-changing and we want to help you stay current with up-to-date information on emerging trends, best business practices and professional development, all while exchanging experiences and making meaningful connections with your peers. Do this and much more at the IDEA ZONE, where express presentations will be made all three days of the EXPO. IDEA ZONE sessions are free with your EXPO registration. Read on for what's in store...

2014 IDEA ZONE LINE-UP

EXPRESS PRESENTATIONS RIGHT ON THE SHOW FLOOR

SATURDAY, AUGUST 2



SO...YOU WANT TO GROW YOUR RESTAURANT BRAND/CONCEPT?

11:45 A.M.-12:30 P.M.

Learn the basics of a successful restaurant brand/concept, analyzing regional markets and growth patterns, understanding how design reinforces the brand and improves the customer experience, and restaurant prototype standards and scalability from **Scot Byrd, CLED** and **Brent Bueche** of BBI Architects. What is really involved in taking a restaurant brand/concept from one or a handful of locations to be ready to expand regionally and nationally at a rapid pace and still maintain consistency, quality and profitability?



TOP TAX BENEFITS THAT EXIST FOR RESTAURANT OWNERS

12:45-1:30 P.M.

David Kushner of Kushner LaGraize LLC will discuss benefits that exist that many restaurant owners do not know and miss every year.



PROMOTING PROFITS AND PREVENTING LOSS BEHIND THE BAR

1:45-2:30 P.M.

John Carter of Bevintel will give valuable tips on preventing loss and adding five or more points to your bottom line through inventory control and promoting profits in restaurants and bars.



ONLINE MARKETING RECIPE BOOK FOR SUCCESS

2:45-3:30 P.M.

From chef to manager, bookkeeper to plumber, restaurant & hospitality operators wear many hats in their business. As their roles continue to expand, an operators' most valuable commodity becomes their time. In today's ever-changing landscape, restaurateurs now have to add another title to their resume: "Online Marketer." This informative seminar led by **Joe Gabriel** of Fishbowl will go over the five easy steps to be successful in building an online presence, managing it, and engaging your guests to drive sales.



WHAT CAN I REALLY CHARGE EMPLOYEES?

3:45-4:30 P.M.

Join LRA General Labor Counsel **Michelle Anderson** of Fisher & Phillips LLP as she discusses deductions for items such as uniforms, breakages, misorders and tools of the trade. Restaurateurs can also learn about tip credit, service charges and how to avoid wage and hour litigation.

SUNDAY, AUGUST 3



AFFORDABLE CARE ACT UPDATE

11:30 A.M.-12:15 P.M.

What's on the horizon for restaurant operators as it pertains to the healthcare law, the Affordable Care Act? Learn the latest deadlines and regulations and how you can be prepared for newest effects on your business from UnitedHealthcare's **Kimberlee Vandervoorn** and BancorpSouth's **Scott McKnight**.



ENERGY EFFICIENCY FOR YOUR RESTAURANT

12:30-1:15 P.M.

The presentation, led by **Frank Johnson, Ph.D.** of the Gas Technology Institute, will focus on the history of and the drivers behind the development of appliances for commercial foodservice facilities. Learn how efficiency can help operators save time and money by installing more efficient appliances.



HOW TO PRICE A MENU FOR OFF-SITE CATERING

1:45-2:30 P.M.

Off-site catering is a great way to add a lucrative profit stream to your existing restaurant business. **Sandy Korem**, founder of The Catering Coach, has more than 20 years of experience in off-site catering and will share her expertise to help attendees reach their full catering potential. In this session, Sandy will help restaurant owners learn the ins and outs of pricing a catering menu for off-site events. These tips will help attendees immediately generate money through catering.



FOOD ALLERGIES: MYTHS BUSTED

2:45-3:30 P.M.

Fifteen million Americans have a food allergy and a myriad of myths surround them, particularly as it relates to serving them in a restaurant. Come learn what some of those myths are and how you can raise your operation's allergy awareness through the ServSafe Allergens online course from **David Crownover** of the National Restaurant Association. It is easier than you think and you might actually profit from it.



KEEPING LOUISIANA CATTLE AND BEEF LOCAL

3:45-4:30 P.M.

Come join **Anne Babin** and **John Lalla** of Natco Food Service Merchants (with nearly 90 years in business) to have an open discussion with local ranchers who are passionate about bringing you the best Louisiana genetics – which guarantees you the highest quality steaks.

MONDAY, AUGUST 4



LRA SIF SAFETY SEMINAR—CHEMICAL HAZARDS IN THE WORKPLACE

10:30-11:30 A.M.

This seminar, led by **Victor Balbuena**, LRA SIF VP of Loss Prevention, will cover the new requirements of the Globally Harmonized System of Classification and Labeling of Chemicals (GHS). The changes cover more than 43 million workers in more than 5 million U.S. workplaces. *All LRA SIF members must attend at least one safety seminar or webcast annually to receive dividends.*

[NEW EXHIBITORS IN RED] [EXPO SPONSORS IN PURPLE]

2014 EXHIBITOR LIST

AS OF MAY 21, 2014

Accounting Services Unlimited

Ajax of Louisiana

Alack Culinary

All American Grease Services Companies

All-Temp Refrigeration Services

American Luxury Limousines LLC

Americo Inc.

**Audubon Nature Institute Gulf
United for Lasting Fisheries**

Automatic Payroll Systems Inc.

Auto-Chlor Services LLC

Bamboo Studio

Banner Chevrolet

Baumer Foods Inc. (Crystal)

Bell Foods

Ben E. Keith Foods

Bevintel/Bevchek

Blue Runner Foods Inc.

Bonewerks Culinarte'

Brown's Dairy

Cajun Corner - Triple B's

Camellia Brand

Capital One Bank

Capitol City Produce

CapRock Services

Cash Control Systems LLC

Cater 2 Cater

Cayard's Inc.

CHART LLC

Chef John Folse Culinary
Institute-Nicholls State University

Chill Rite Manufacturing

Chow Purchasing Group

Coca-Cola Refreshments

Cold Curtain Inc.

Community Coffee

Computer World Inc.

Continental Equipment
Company LLC

Cook Me Somethin' Mister

Cool-A-Zone

Cooper's Country Meat Packers

Creative Cajun Cooking

Crescent Business Machines

Crescent City Packaging

Custom Apparel Solutions

CUTCO Cultery

Dan Burghardt Insurance

DAR PRO Solutions,
A Darling/Griffin Brand

D.a.T. SaUcE

Decatur Espresso

Doerle Food Services LLC

Double D Meat Company

Dr. Gumbo's New Orleans Cuisine Inc.

**Ducote's Restaurant & Bar
Equipment**

Earthborn Studios Inc.

Eat Fit NOLA/Nutrition Analysis

Ecolab Inc.

El Matador Foods Inc.

**Enviropure Food Waste
Disposal Systems**

Fishbowl

Five Star Packaging Inc.

Fontanini Meats
French Market Corporation
Frosty Factory of America Inc.
Gasket Guy of Louisiana &
Mississippi

Gielow Pickles

Global Staffing Solutions
Greater Louisiana Ice Machine
Grover Brothers Equipment
Halperns'
HAMCO of New Orleans
Handy International
Happy Feet
Harbortouch
Harlon's LA Fish

Heartland Payment Systems

Hobart Corporation
Hollis Companies
Hotel & Restaurant Supply
Infinite Creative Enterprises
The Ice House
iFranchise Group

Infrico USA Corporation Innovator Brands/Mighty Cold Products

Jazzmen Rice LLC
Jester Beverages
Jones Dairy Farm
Kajun Kettle Foods Inc.
Kelley & Abide Company Inc.
Kuchler Polk Schell Weiner &
Richeson LLC
Leidenheimer Baking Company
Lighthouse Louisiana

Loomis Armored

Loop Linen Services
Lotz Culinary
Louisiana Beef Industry Council

Louisiana Cookin'

Louisiana Department of
Agriculture & Forestry
Louisiana Dept. of Health
& Hospitals
Louisiana Egg Commission
Louisiana Fish Fry Products Ltd.
Louisiana Fresh Produce

Louisiana Gas Association
Louisiana Office of Tourism

Louisiana Restaurant Association Louisiana Restaurant Association Education Foundation

Louisiana Restaurant Association Self Insurer's Fund

Louisiana Seafood Exchange Inc.
Louisiana Seafood Promotion &
Marketing Board
Louisiana Sweet Potato
Commission
Louisiana Travel Promotion
Association

LSU AgCenter

Magic Massage Therapy

Magic Mike's Gourmet Seasonings and Rubs

McCormick/Zatarain's
McIlhenny Company
MICROS Systems Inc.
Miller/Coors
Mississippi Seafood Marketing
Mist Works Outdoor Cooling
MLS Direct Network
MMI Culinary Services

Mobile Job Force

MoneyTree ATM

The Montague Company

Natalie's Orchid Island Juice Company

Natco Food Service Merchants

National Fruit Flavor Company Inc.

National Restaurant Association

Neil Jones Food Company

New Orleans Fish House

New Orleans Roast

NOAA Fisheries Service

NUCO2

Nueske's Applewood Smoked Meats

Orleans Coffee Exchange

Otto Trading Inc.

Patton's Sausage Company Inc.

PCMusic

PepsiCo Foodservice

PermaDrain

Pioneer Marketing Associates

Pixmarx the Spot

PMR West

Pontchartrain Systems LLC

Prato Eyewear

Professional Beverages
Service Inc.

Proforma Key Solutions

Progressive Brokerage Inc.

Progressive WASTE Solutions

Rational Cooking Systems

Refreshment Solutions

Reily Foods Company

Reinhart Foodservice

Renaissance Publishing

**Republic National Distributing
Company**

Restaurant Technologies Inc.

Rhineland Cutlery

River Parish Disposal

Rivere Foods Inc./A La Carte Foods Inc.

Rolland Safe & Lock

Royal Cup Coffee

Royal Lagoon Seafood Inc.

Sam Fazio's Steam Cleaning

Schneider Paper Products Inc.

Seal Tex

Second Harvest Food Bank

Sewerage & Water Board of
New Orleans

Simplex Grinnell

Slap Ya Mama Cajun Products

SnoWizard Sales Inc.

Snyder's-Lance Inc.

Southern Eagle Sales & Service

Southern Ice Equipment
Distributors

Southern Sales Solutions LLC

**SR Max Slip Resistant Shoe
Company**

Staff Shirts Direct, A Division of
Formal Shirts

Star Service Inc.

**State Farm - Eric De Roche
Insurance Agency Inc.**

Sterling Sales & Marketing LLC

Sunshine Media

Surface Systems Inc.

Sweet Mesquite Bakery

Sysco Food Service of
New Orleans

T.A. Dowd Brokerage LLC

TFG LLC

Thompson Packers Inc.

Thunderbird Food Machinery

TLC Linen Services

Tony Chachere's Inc.

TPI Corporation

True Food Service Equipment

T&S Brass

United Foodservice Marketing Inc.

Ultrafryer Systems

US Foods

Vollrath Company LLC, The

Walk On Art LLC

We Live To Eat

White Towel Services Inc.

Wireless I.Q.

W & W Distributing Inc.

Young Equipment Solutions Inc.

Your Way Cuisines

Zydeco Media

11TH ANNUAL GREAT AMERICAN SEAFOOD COOK-OFF



SATURDAY, AUGUST 2
HALL J | 11:30 A.M.

- TICKETS ARE \$5 IN ADVANCE AT WHOLE FOODS MARKET
- \$10 AT THE DOOR.



The Great American Seafood Cook-Off will co-locate within the EXPO for the 11th year in a row and your EXPO registration assures your entry. Get a front row seat to see chefs from across the country battle it out to be crowned the King or Queen of American Seafood on Saturday, August 2, 2014. The competition takes place in the Seafood Pavilion, where attendees can find seafood offerings from Gulf Coast exhibitors and across the country. The Great American Seafood Cook-Off is produced by the Louisiana Seafood Promotion and Marketing Board and sponsored by the National Oceanic and Atmospheric Administration.

While the general public is allowed access to the Great American Seafood Cook-Off, they cannot cross event barriers and enter the EXPO.



For the second year, the **Farm to Table International Symposium (F2Ti)** will be held in conjunction with the EXPO. F2Ti features the brightest thought leaders and leading practitioners in the burgeoning farm-to-table movement. This year's theme, "The Process," examines the agricultural-culinary cycle at all levels and will feature its own organic urban farm research project, in partnership with the LSU Ag Center and the SoFAB Institute. The event will take place August 2-4 at the New Orleans Morial Convention Center. LRA members receive a 20 percent discount off registration fees. The code is F2TLRA. Visit www.f2t-int.com for more info and to register.

FIVE STAR FUTURES GALA

BENEFITING THE LRA EDUCATION FOUNDATION

SATURDAY, AUGUST 2
HILTON NEW ORLEANS RIVERSIDE

An evening to recognize today's industry leaders and support the education of the next generation.

COCKTAILS: 6:30 P.M.

DINNER, LIVE AUCTION AND AWARDS PRESENTATION: 7:30 P.M.

Sponsorships are \$350 per person or \$3,500 for a table of 10.

Chapter Sponsorships are \$1,500 for a table of 10.

Student Sponsorships are \$125 per person or \$1,250 for a table of 10.

(Fully tax deductible. For the price of a table or an individual ticket, you can sponsor a scholarship recipient or ProStart student and their family.)

Tickets are \$125 per person or \$1,250 for a table of 10.

(Partially tax deductible)

**WINE &
SPIRITS
PULL**

\$25 per chance

[TICKETS ARE AVAILABLE ONLINE AT WWW.LRAEF.ORG.]

For more information, contact Alice Glenn at aglenn@lra.org.

A VERY SPECIAL THANKS TO THE EXPO SPONSORS

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2014 EXPO ATTENDEE REGISTRATION FORM

LOUISIANA FOODSERVICE & HOSPITALITY EXPO

3 WAYS TO REGISTER

ONLINE: at www.LRAEXPO.org

FAX: Complete one registration form per person and fax with credit card information to (504) 454-2663.

MAIL: Complete one registration form per person and mail with check, money order or credit card information to:

LRA EXPO LLC
2700 N ARNOULT ROAD
METAIRIE, LA 70002-5916

REGISTRATION FEES
\$25 - Mail deadline July 25, 2014 in LRA EXPO office
\$25 - Online deadline August 1, 2014
\$40 - At the door on show site

1. REGISTRATION INFORMATION:

PLEASE PRINT CLEARLY.

First Name Last Name
Company Name
Company Address
City
State Zip Code Email Address
Company Telephone Number Fax Number

2. PAYMENT METHOD:

PLEASE CHECK ONE:

Enclosed is a business check or money order payable to the LRA EXPO, LLC.
 Charge my credit card: American Express Visa MasterCard Discover
Account Number Security Code Exp. Date (month/year)

Signature (I agree to pay the above total amount according to my card issuer agreement.)

Cardholder Name (please print)

3. TAX ID NUMBER:

YOU MUST PROVIDE YOUR BUSINESS'S TAX ID NUMBER OR OCCUPATIONAL LICENSE NUMBER

Tax ID # or Occupational License #

4. BADGE CATEGORY:

Do you have buying power?
(Check ONE only)

- Yes No

5. ARE YOU AT LEAST 21 YEARS OF AGE?

- Yes No

*No one under the age of 18 (including infants, strollers or backpacks) will be admitted into the EXPO. Photo ID will be required to verify age and identity for admission. There are no exceptions to our age policy.

6. POSITION CODE:

What is your title/position?

(Check ONE only)

- Ownership
- Management
- Culinary
- Food & Beverage
- Buyer/Purchasing Manager
- Dietitian/Dietary Manager
- Caterer/Special Events Manager
- Instructor
- Student-Culinary/Hospitality
- Employee
- Other

_____ specify

7. INDUSTRY CODE:

What is your primary business?

(Check ONE only)

- Restaurant
- Bar/Tavern
- Caterer
- Grocery/Convenience Store/Deli
- Coffee Shop/Bakery
- Healthcare
- School/University
- ProStart Program
- Hotel
- Press/Media
- Casino
- Trade Association
- Supplier/Dealer
- Service Company
- Government

QUESTIONS?

(800) 256-4572 • (504) 454-2277

WWW.LRAEXPO.ORG



MAIL COMPLETED FORM TO:

LRA EXPO LLC

2700 N Arnoult Road

Metairie, LA 70002-5916

Badges will not be mailed before the EXPO. If you register in advance, you will receive confirmation via e-mail, and your badge will be ready for onsite pick up at the EXPO. Photo I.D. required. The registration area will be fully staffed to ensure quick processing.

For the trade only: All attendees must be employed in the foodservice or hotel industry. Registration fees are non-refundable and non-transferable. Photo ID is required. No one under 18 will be admitted, including infants in strollers or backpacks. Incomplete registration forms will not be processed and will be returned. For additional questions: (800) 256-4572 or (504) 454-2277.

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AUGUST 2-4, 2014

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