



## WI Wineries Invited to Exhibit in Beverage Pavilion at National Restaurant Association Show

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Wisconsin wineries have a unique opportunity to market their products to 5,000-plus pre-qualified beverage alcohol buyers in one place at the same time at the Beverage and Alcohol Restaurant (BAR) Expo held in conjunction with the National Restaurant Association Show in Chicago, May 21-22, 2017.

The Wisconsin Department of Agriculture, Trade and Consumer Protection is organizing a Wisconsin Pavilion as part of the BAR Expo and is seeking qualified Wisconsin wineries to exhibit in the pavilion. The BAR Expo targets pre-qualified and vetted buyers and decision-makers within the restaurant, bar, hospitality, retail and distributor segments. From independent producers to established brands, BAR is a gateway to the menus, table tops and bars that will expose exhibitor products to tens of thousands of consumers. The pavilion is seen as an excellent opportunity for Wisconsin wineries to expand their domestic footprint.

Cost for booth space within the pavilion will be \$150. Booth space will include two complimentary exhibitor badges, a draped table, carpeting, and standard exhibitor materials. Pavilion exhibitors can bring limited amounts of product samples and sample handouts.

The National Restaurant Association Show attracts more than 45,000 foodservice buyers annually and is one of the largest shows in the world dedicated to the food, beverage and hospitality industry.

Wisconsin wineries interested in exhibiting in the pavilion or seeking more information should contact DATCP economic development consultant Ashwini Rao at 608-224-5119 or [Ashwini.Rao@Wisconsin.gov](mailto:Ashwini.Rao@Wisconsin.gov) by April 15, 2017.

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