

National Pizza and Pasta Show returns to Chicago, August 22-23, 2023, "Get a pizza d'action": Increase your pizza profits here!

Pizza continues to be America's favorite food and the pizza industry continues to grow in size & sophistication. Chicago has more pizza diversity than any other city.

ROSEMONT, IL, UNITED STATES,
January, 2023 /EINPresswire.com/ --
National Pizza Show returns to Chicago,
August 22-23, 2023.

Get a pizza d'action!

- A trade show for pizza operators,
manufacturers, and food distributors
to increase profits and see new products-



Pizza continues to be America's favorite food and the pizza industry continues to grow in size and sophistication. To aid operators in running the best possible and most profitable restaurants, the National Pizza Show comes to the Donald E. Stephens Convention Center in suburban Rosemont, Illinois - adjacent to Chicago's O'Hare Airport for its annual convention and conference. Over 20 educational seminars are scheduled.

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“Chicago is the perfect destination to host a pizza event,” said Axelrod. “Most people associate this city with Chicago-style pizza-- deep dish, stuffed or tavern-style pizza. Chicago invented all 3. But, serves all styles!”

Drew Axelrod

The event will begin Tuesday, August 22 and continue through Wednesday, August 23, 2023. Advance attendee buyer registration is only \$25. Complete show information can be found at www.nationalpizzashow.com.

“We’re bringing together some of the biggest names in the business,” said Drew Axelrod, Event Director at Expo Media, Inc., the show’s producer. This is our 8th annual pizza show.

“We want to help restaurant operators find their niche and succeed beyond their expectations. This event pulls together the right people, both operators and manufacturers, to make the

crucial connections that will help them innovate in their businesses. What could be more impactful than to build relationships with peers between pizzaioli who share the same passion for all styles of pizza.”

The show will feature 200 diversified exhibits – plus 20 educational seminars, live demos, the North American Pizza Academy, a new product showcase and a guided bus tour lead by **Chicago Pizza Tours** founder, Jonathan Porter: with stops at **Moretti's, Pizza Boys and Pizzeria Uno's**.

Encompassing two days of quality educational and networking opportunities, attendees will learn how they can “Make Some Dough in Chicago” in this competitive arena. They will strengthen their knowledge of cutting-edge marketing and sales strategies, improvements in ingredients, equipment innovations and ways to build a more efficient operation.

Educational seminar topics:

: Combating Labor Shortages

- Using Call Centers for Higher Volume
- What's Next ForThe Pizza Industry
- Avoiding Insurance Claims
- Where's My Money Been Disappearing To?
- Digital Advertising for Increased Recognition, Volume and Sales
- Successfully Operating a Ghost Kitchen
- Streamlined Delivery Logistics, Apps and Reaching New Customers
- Yeast 101: How to prepare multiple kinds of dough
- The Bright future of the pizza industry technology. A panel headed by PMQ Pizza Media
- An depth look at the North American Pizza & Culinary Academy's program
- Live Assembly Line Hands-On Training for making Chicago-Style World Famous Deep Dish Pizza-in-the-Pan

Want to broaden the variety or improve the quality of your pizza offerings? This show will include live demonstrations of how to make various styles of pizza. There also will be an active hands-on production line for operators to experiment with making Chicago-style pizzas.

“Chicago is the perfect destination to host a pizza convention,” said Axelrod. “Most people associate this city with Chicago-style pizza--deep dish, stuffed or tavern-style pizza. Although Chicago is known for inventing these styles of pizza, it is so much more—we think it's the best pizza city in the country—a proverbial magnet for pizza lovers. As a top culinary center, Chicago has embraced both mainstream and artisan pizza in virtually every style found in Italy and the United States. It is a fabulously diverse pizza destination!”

As a special treat for convention goers, and to showcase Chicago’s prowess in pizza making, noted food journalist and Chicago pizza expert Steve Dolinsky, a winner of numerous James Beard Foundation journalism awards and owner of Pizza City USA, will be there to promote his latest book and current podcast Pizza City. Dolinsky is author of the book Ultimate Chicago Pizza Guide and has a been a popular local Chicago TV food reporter for many years. The first 100 restaurant operators to pre-register for the show will receive a free copy of his guide book.

New for 2023, the **Midwest Baking Show**, featuring artisan bakery and deli products, services and equipment will be co-located alongside the National Pizza Show, so restaurants with either pizza/pasta items or bakery goods can shop an additional 100 booths related to baking.
www.MidwestBakingShow.com

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