

I. Welcome to the 2024 National Restaurant Association Show!

The CNIC Food & Beverage team welcomes you to the largest restaurant show in the world. Hopefully by now you have purchased your badge and reserved your hotel room.

This event is an opportunity for you to see and to sample products from some of the world's premier manufacturers. There are numerous training sessions available for you to attend, daily from 10:00-11:45- (get there early to assure you can be seated). The list of trainings and the time/location is listed on the NRA Show site.

The main objective of this trip is for you to gain as much training and knowledge as possible and to bring it back to your region to share. Prior to attending we want you to meet with your installation or region leadership and ask for their input on goals they want you to achieve while at the Show.

We encourage everyone to network with the other CNIC attendees from around the world to make connections and to share knowledge.

There are several projects and initiatives that the HQ team is working on to improve F&B operations. At the show, you will be tasked to complete the worksheet provided (See attachment A). This assignment will help to support current and future F&B initiatives.

Daily Agenda: **See Attachment B**

At 4:30pm on Saturday and Sunday at the show, we will all meet at the marked location on the map (**See attachment C**) to discuss important topics and to gather feedback. Please be there on time. After that you are free to go.

II. Getting to Chicago from O'Hare

Most of you will be flying into O'Hare International Airport located about 50 minutes Northwest of the city. In an effort to keep costs down we encourage you all to share rides or take public transportation to/from the city. **As a reminder rental cars are not authorized.** Below are links that will help you plan your travel arrangements:

O'Hare International Airport: [Chicago O'Hare International Airport \(ORD\) | Official Website \(flychicago.com\)](#)

Public Transportation To/From O'Hare: [Public Transit | Chicago O'Hare International Airport \(ORD\) \(flychicago.com\)](#)

III. The Show

If you've never been to the show before you can expect to walk through every aisle for 2 days and still not see everything! So be sure to map out the things you want to see before arriving. There is a NRA Show map you can download to your phone to view locations of vendors. Search "Restaurant Show" and look for the following label, or go to the NRA Show site to view:



Tips:

- Wear comfortable shoes!
- Dress is business casual.
- Bring business cards if you have them
- Bags are provided at the show to collect stuff but feel free to bring a backpack.
- Save your money and don't buy bottled waters, coffee, snacks, etc. You'll get more than enough at the show at no cost.
- Go there on an empty stomach. Trust me!
- Be sure to **wear your _____** so that we can identify each other on the floor.
- Document the trainings and seminars you attend for your After Action report.
- Don't let vendors scan your badge unless you really want their information. Otherwise expect a lot of emails, phone calls, and mailings.
- Take lots of pictures!

IV. After the Show

All activities after the show are on your own. We encourage you to use this time to acquaint yourself with other attendees and maybe get dinner together at any one of the amazing restaurants in Chicago. If you're in the mood for pizza be sure to order the original Chicago deep dish pizza from Giordano's or Lou Malnati's! Feel free to explore the city and the many beautiful sights it has to offer. Maybe get a picture with the famous "Bean" while you're here or go to the famous Wrigleyville to see where the Cubs play. Most of you will be so tired from the walking and eating at the show you may just fall asleep.

V. Getting Around

Chicago has plenty of public transportation to get you where you want to go. The CTA trains and busses travel throughout the city and some of the suburbs. The Metra trains take you to most of the suburbs in the county as well as places like NAVSTA Great Lakes up north in Lake County. Avoid the southside and the western suburbs for safety reasons. To pay for these rides we recommend you download the "Ventra App" and view the schedules:



Here are links for maps and schedules:

CTA Train & Bus Line Maps: [Maps - CTA \(transitchicago.com\)](https://transitchicago.com)

Metra Train Line Maps and Schedules: [System Map | Metra \(metrarail.com\)](https://metrarail.com). NAVSTA Great Lakes is on the Green Line (Union Pacific North).

There are also plenty of Uber, Lyft, and cab drivers in the area if that's what you want to use. Again, please try to share rides to reduce costs for this event. ***Tip:** The weekend you are here cab drivers typically raise their prices 3-4X their normal rates because of the show.

VI. Contact Info

If at any point before, during, or after the show you need to speak with one of the HQ F&B team members please be sure to save our phone numbers:

Ray Nevin, Director: 954-304-1369

Andy McFadden: 703-615-3640

Barry East (I live in the area!): 908-415-0653

Brennan Hurley: 240-263-5931

Stephen Rebarchick: 240-431-9075

The five of us along with several others will be staying at the following hotel:

Hilton Chicago, Magnificent Mile

198 E. Delaware Pl.

Chicago, IL 60611

VII. The Return Home

When you return back to work be sure to email Barry your answers to attachment B. We want to know what you learned and your overall experience at this conference.

We want to thank you all for attending and wish you safe travels!

Attachment A: Tasks

Please email Barry your answers at michael.f.east.naf@us.navy.mil. Due by May 31st

1. Nutrition:

- Find a tool that can help our operations communicate our menus nutritional values to the customer. ie; new technology, prints on receipt, etc.
- Collect information from (5) "Healthy Beverage vendors." We're looking for low/no sugar, non-caffeinated, low sodium, all natural type of beverages.
- Find healthy items that you can easily replace your recipe ingredients with. Ex: low sodium soy sauce for regular soy sauce. We're not looking for main ingredient replacements like vegan burgers.

2. Education:

- List the trainings and seminars you attended.
- What are some things you learned that you will apply to you operation(s)?

3. Technology and Equipment:

- Find at least 1 item in the technology section that's practical and could benefit our operations. Tell us about it.
- POS's – Speak with POS vendors about what their product can provide that our current POS's cannot. Tell us about it.
- Equipment – Tell us about specific equipment you were looking for or [pieces of equipment you were most interested in.

4. Experience:

- What did you like most about the show?
- What were some of your challenges?
- What's something you would change or add to this trip?
- Would you recommend that we do this again?

Attachment B: Agenda

NRA Show - Overview & Hours

McCormick Place, Chicago

NRA Show Schedule Link: <https://www.nationalrestaurantshow.com/schedule-glance>

Saturday, May 18, 2024

HOURS

9:30am – 5:00pm: *National Restaurant Show Floor Open*

10am – 11:45am: *Education Sessions – Meeting Rooms*

- *Blending technology with people and processes*
 - *LTO's that POP*
 - *Menu Engineering*
 - *Re-imagining Workforce Excellence*
- *Budget friendly benefits to attract and retain top talent*
 - *Cracking the Gen Z Code*
 - *Many more options....*

11am: *On-Floor Programming and Culinary & Beverage Demonstrations Start*

4:30pm: CNIC F&B Meeting with Attendees – Agenda TBA

Sunday, May 19, 2024

HOURS

9:30am – 5:00pm: *National Restaurant Show Floor Open*

10am – 11:45am: *Education Sessions – Meeting Rooms*

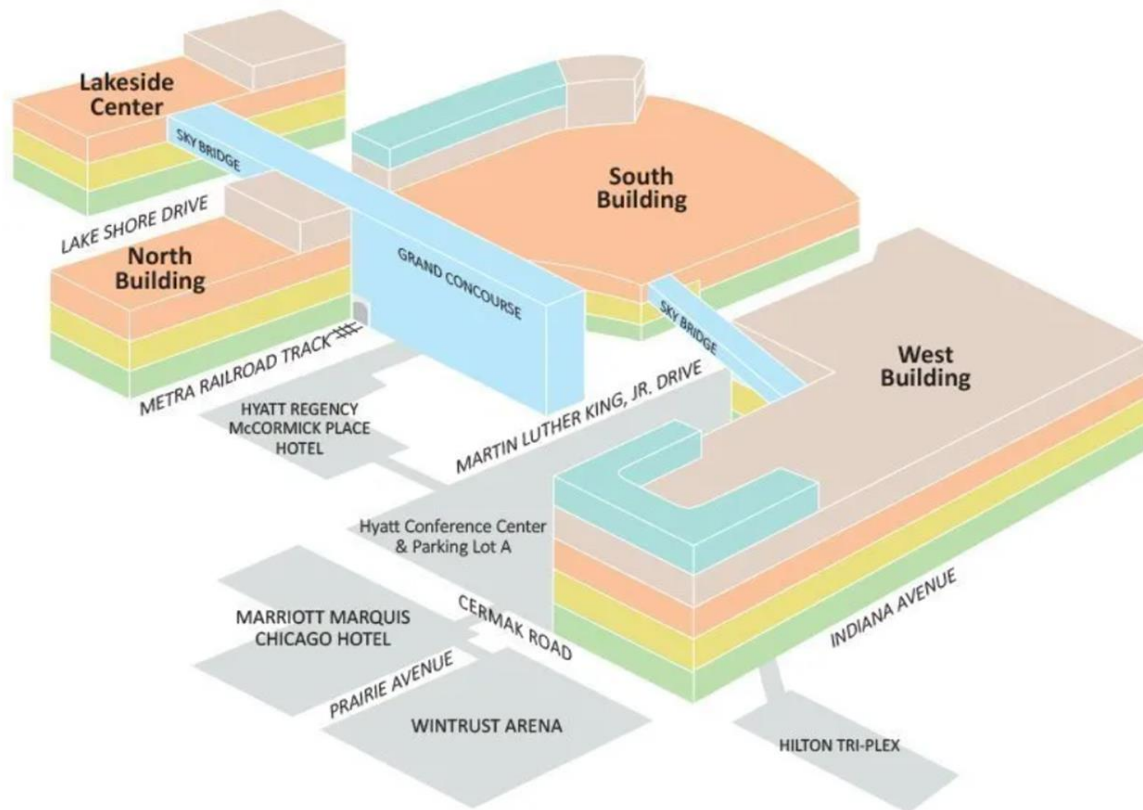
- *Conquering your high turnover rates*
- *Crafting health-conscious menus for modern appetites*
- *Technology's pivotal role in growing the restaurant industry*
 - *Predictable and profitable marketing*
 - *Many more options.....*

11am: *On-Floor Programming and Culinary & Beverage Demonstrations Start*

2pm: *Keynote Speaker – Chef Jose Andres, Chef, Restaurateur, and Humanitarian*

4:30pm: CNIC F&B Meeting with Attendees – Agenda TBA

Attachment C: Show Floor Plan



1. Show takes place in the South, North, and Lakeside.
2. You will be dropped off/enter at the Grand Concourse next to the South building.
3. Badge/lanyard pick-up is in the South Building, 1st floor, to the right when you first walk in.
4. **We will meet at 4:30pm on Saturday and Sunday in the area in front of the badge pick-up room; South Bldg., 1st floor.**
5. Note: If you walk West down Cermak Road about 6 blocks there is a CTA Train stop (Red Line). Take that North to get to the city where your hotel is located.