



Wisconsin Restaurant Association  
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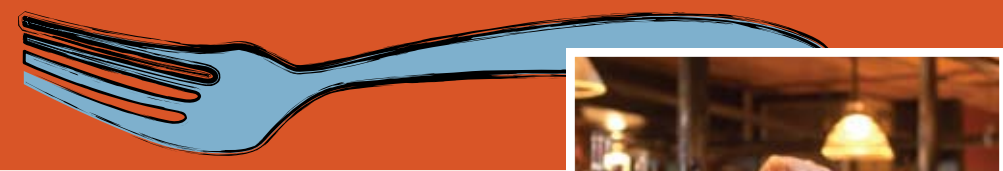
**March 9-11, 2009**  
Midwest Airlines Center  
Milwaukee, Wisconsin

***Special thanks to  
our 2009 sponsors:***

- Society Insurance
- Sysco Food Services of Wisconsin
- Wisconsin Milk Marketing Board
- Reinhart FoodService
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- Focus on Energy
- Wisconsin Beef Council
- Veal Committee of the Wisconsin Beef Council

# Uncork New Ideas





Our industry faces many challenges each day, especially in a tight economy. Come to the Wisconsin Restaurant Expo to find valuable foodservice solutions to help increase your profit margins.

Experience how the largest foodservice trade show in the state helps to keep you making money, even when times are rough.

**Build your sales volume**

The Expo brings the newest products, ingredients and signature selections for beverage and foodservice operations.

- Discover the next great product shopping hundreds of exhibits
- Save time and money researching suppliers, comparing goods and finding solutions you need to stay competitive
- Explore ways to expand your offerings and attract new customers

**Improve operations**

We provide all of the solutions your operation needs for success!

Here's a few of the seminar topics we have planned...

- Acquire new ways to attract, train and keep the best staff
- Find ways to create positive cash flows with rising costs of food
- Learn reliable business strategies to help increase efficiencies and raise your bottom line

*Your complete list of opportunities is at [www.everythingfoodservice.org](http://www.everythingfoodservice.org)!*



**WISCONSIN RESTAURANT EXPO • 2009**

Everything Foodservice

**March 9-11, 2009**

**Midwest Airlines Center • Milwaukee, Wisconsin**

**Enjoy the Expo experience**

The Expo is an ideal getaway from day-to-day operations. Be entertained at fun events and activities, all while on a business trip that will save you time and money.

- Connect with your peers to talk about issues in food and beverage and share ideas for business success
- Experience Milwaukee's nightlife while enjoying exceptional food and beverage
- Sign up for our cash drawing on Wednesday at the show... you could win \$1000!

**Experience the EXPO.**

**Experience RESULTS.**

**Your 3-day pass to the Expo is only \$20  
Register online today!**

**[www.everythingfoodservice.org](http://www.everythingfoodservice.org)  
Questions? Call 800.589.3211**

