



# ALMR

## **The *ALMR* United States Food and Beverage Immersion Study Tour 2012**

### **National Restaurant Association Show Chicago 4-8 May**

For nearly a century, the NRA Show has brought together the best and brightest in the restaurant, foodservice and hospitality industry for four days of discovery, sourcing, networking and entertainment. Produced by the National Restaurant Association, the Show draws over 58,000 industry professionals from all 50 states and more than 100 countries to Chicago each May – all seeking the newest innovations and up-to-the-minute information about trends and issues.

**The *ALMR* is taking a group of operators to the NRA Show in May 2012**

## Participation on this “must attend” trip will give you the chance to:

- Gain insight from world class industry experts on the rise in fast-casual dining, social media, new and emerging brands, menu development, staff management and a host of other issues – with 70 free education sessions;
- Tour some of Chicago’s hottest concepts: culminating in a visit to some of Chicago’s most innovative and interesting outlets and finishing with a dinner at the super-hip and trendy ZED451 Restaurant, owned by Mitchells & Butlers shareholder Joe Lewis.
- Be first to see some of the most innovative new products in the USA today.

## The itinerary will be:

### Friday 4 May

- Afternoon flight
- Transfer to hotel
- Check– in & free evening (arriving midnight UK time).

### Saturday 5 May

- Full day at NRA Show
- 8pm - Dinner

### Sunday 6 May

- Full day at NRA Show
- Free evening to explore Chicago

### Monday 7 May

- 10am-midday: American research firm Technomic provides a briefing on the key trends in the US market.
- 2pm - 7pm: Tour some of Chicago’s most interesting and innovative food concepts founded in the city.
- 8pm – Dinner at ZED451

### Tuesday 8 May

- Fly back to the UK

The price includes flights (from Heathrow or Gatwick), accommodation (non-shared), transfers from and to the airport and two evening meals.

Cost to *ALMR* Members **£1,995 plus vat**

Cost to Non *ALMR* Members **£2,395 plus vat**

E-mail: [Jo.charity@propelinfo.com](mailto:Jo.charity@propelinfo.com) to book a place on this fantastic trip that immediately follows the ***ALMR's 20<sup>th</sup> Anniversary Conference and Evening Celebration on 3 May.***