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Fusion of Tastes and Textures Drive Popularity of Ethnic Foods
**International Cuisine Pavilion Returns to National Restaurant Association,
Restaurant, Hotel-Motel Show in 2006**

CHICAGO, IL – The high demand for world fusion cuisine is driving the return of the International Cuisine Pavilion at the 2006 National Restaurant Association, Hotel-Motel Show, to be held on May 20-23 at McCormick Place in Chicago.

The International Cuisine Pavilion will be the hot spot for trade food buyers looking for new ideas for their menus in order to satisfy the increased sophistication of the American palate. The Show is on both the U.S. Department of Commerce's International Buyer Program and the U.S. Foreign Agricultural Service (FAS) list of sponsored trade shows.

Restaurant industry sales are expected to reach a record high of \$476 billion in 2005, an increase of 4.9 percent over 2004 according to the National Restaurant Association. Consumer demand for ethnic food market reached record sales in 2002, and has emerged as the fastest growing category in the food and beverage product sector, according to USBX Advisory Services. Minorities alone in the U.S. spend a combined \$142 billion on food and by 2010, America's ethnic population is expected to grow by 40 percent further increasing the need for international foods.



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Confirmed exhibitors for the 2006 International Cuisine Pavilion include companies from Belgium, France, Greece, Hong Kong, Israel, Italy, Malaysia and New Zealand. The 2005 International Cuisine Pavilion showcased exhibitors from Mexico, Brazil, Spain, Italy, New Zealand, Indonesia and Japan, among other countries.

“Americans are increasingly switching back and forth between diverse cuisines. Restaurateurs are looking to keep consumers happy by adding ethnic cuisine and eclectic fusion dishes,” said Association President and Chief Executive Officer Steven C. Anderson. “The International Cuisine Pavilion is the venue for the restaurant industry to find this cornucopia of ethnic food and beverages from all around the world.”

California-based International Trade Information, Inc., (ITI) created and launched the International Cuisine Pavilion with the National Restaurant Association. ITI is an international trade show company specializing in U.S. domestic ethnic audiences, international exhibitors and visitor marketing. It is one of few trade show marketing companies focusing on this audience. For more information about exhibiting in the International Cuisine Pavilion, visit www.restaurant.org/show/exhibitors/icp.cfm.

Now in its 87th year, the annual National Restaurant, Hotel-Motel Show is the largest single gathering of restaurant, foodservice and lodging professions in North and South America. As the industry’s premier international marketplace, the Show attracts more than 2,000 exhibiting companies and 73,000+ attendees from all 50 states and more than 100 countries. For the latest information, please visit the show web site at www.restaurant.org/show.

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The National Restaurant Association, founded in 1919, is the leading business association for the restaurant industry, comprised of 900,000 restaurant and foodservice outlets and a work force of 12.2 million employees - making it the cornerstone of the economy, career opportunities and community involvement. Along with the National Restaurant Association Educational Foundation, the Association works to represent, educate and promote the rapidly growing industry. For more information, visit our Web site at www.restaurant.org.