

CONNECTED



As the year's only event that draws professionals from across the beverage industry spectrum, BAR 17 brings together the industry's best—from beverage directors to general managers to bartenders—to tackle common challenges, share best practices, benefit from education and gain inspiration.

BONEFISH GRILL BREAKTHRU BEVERAGE

BUFFALO WILD WINGS COOPER'S HAWK WINERY & RESTAURANT

DARDEN RESTAURANT DAVE & BUSTER'S

DEVON SEAFOOD GRILL FOUR CORNERS TAVERN

FOUR WINDS CASINO RESORT GIBSON'S RESTAURANT GROUP

HARD ROCK INTERNATIONAL HOUSE OF BLUES

HOWL AT THE MOON USA HYATT HOTELS

LEVY RESTAURANTS MARGARITAVILLE CARIBBEAN

MARRIOTT INTERNATIONAL, INC. ROCKIT BAR AND GRILL

SOUTHERN WINE & SPIRITS TEXAS ROADHOUSE

TGI FRIDAY'S TILTED KILT UNO PIZZERIA & GRILL

WHOLE FOODS MARKET WILDFIRE RESTAURANT GROUP



BAR17

BAR17
MAY 21-22
McCormick Place, Chicago, IL

NATIONAL
RESTAURANT
ASSOCIATION

175 W. Jackson Blvd.
Suite 1500
Chicago, IL 60604-2814



Compelled

Boost your skills. Build volume.
Better your business. All at the
newly reinvented BAR 17.

RSVP early and save!
Restaurant.org/BAR

Check out our communities:



Curated*

Specialty products. Skilled professionals.
Stellar performance. Step up to the BAR.



*Building the perfect package for the beverage business

NATIONAL
RESTAURANT
ASSOCIATION

BAR17
MAY 21-22
McCormick Place, Chicago, IL

From differentiating your brand and building a loyal customer base to crafting a captivating menu and boosting your business's bottom line, BAR 17 taps into the beverage industry's biggest challenges and offers a curated selection of expert solutions. Reimagined for 2017, BAR sets a new industry standard with the inaugural BAR Management Conference, big-name Main Stage appearances, networking opportunities, an expanded exhibit floor and opportunities to network day and night.

REGISTER TODAY AND SAVE!
RESTAURANT.ORG/BAR



CUTTING-EDGE



New, NEW, new and **new**—that's what you'll find at BAR 17, where all that's innovative, up-and-coming and undiscovered is unveiled. In fact, 75 percent of attendees uncover **six** products they'd never seen or heard of before attending BAR. With an expanded show floor filled with 100+ exhibitors, you'll find everything you need to elevate your establishment:

INVENTIVE APPS & GARNISHES CRAFT BEERS

SPECIALTY EQUIPMENT & ACCESSORIES FINE WINES GOURMET MIXES & PUREES

SPECIALTY SPIRITS INNOVATIVE TECHNOLOGIES

CRAFTED



BAR 17 embraces the art of the beverage profession through a multisensory showcase of all that's new and noteworthy in the world of the bar:

- The **Main Stage** is the center of the action, where industry superstars like **Tony Abou-Ganim**, **Brian Van Flandern** and **Charles Joly** share their wisdom and where the hottest culinary trends take the spotlight.
- **Interactive demos** spotlight new ways to shake, stir, pour and perfect specialty cocktails.
- At **Bar Bites** sessions Chicago's top restaurants share how delectable bar snacks keep their customers ordering another round.
- **The Craftique Pavilion** invites beverage connoisseurs to procure limited-production provisions.
- The nation's top mixologists battle it out on the Main Stage for \$5,000 and the exclusive title of **Star of the Bar**®.

CULTIVATED



From hiring headaches to market saturation and from online critics to apathetic customers, BAR 17's new BAR Management Conference tackles tough issues through education and convenes beverage industry leaders to examine trends, demonstrate techniques and offer innovative solutions beverage professionals can use.

First-Ever BAR Management Conference

Tailor your learning to your individual interests **with 18 specialized sessions in four targeted tracks:**

- **Beverage Trends & Innovation**
Get a handle on an overwhelming array of product options and learn how to craft the perfect brand balance through sessions like:
 - Emerging Beverage Alcohol Segments You Must Know
 - Help, I'm in Beer Hell
 - How to Create Profitable Premium Cocktail Programs
- **Bar Food & Menu Development**
Discover how to optimize your food program and build fresh, appealing menus that increase guest stay and spend:
 - Bar Food for Increased Stay
 - Enhancing Your Food Menu with Pairings
 - The Science of Bar Menus
- **Team Training & Building**
Hiring and hospitality authorities share ways to leverage your team to increase spend and implement techniques to keep your staff motivated:
 - The *Bar Rescue* Experts Panel
 - Maximizing Guest Frequency through Bartender Dynamics
 - Turn Your Staff into Beverage Sales Superstars
- **Marketing, Promotions & Social Media**
How can you boost guest frequency and build a stellar reputation? Identify new opportunities in sessions like:
 - 30 Great Bar Promotions
 - Big Bucks After Work
 - Creating the Drinking Occasion

BAR17

Learn More

Restaurant.org/BAR