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## Gary Obligation of The Alinea Group to Headline the 2022 Colorado Restaurant & Bar Show Presented by What Chefs Want

Tickets Now Available for the Colorado Restaurant Association's Two-Day Event,  
March 8 and 9

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Denver, CO – The **Colorado Restaurant Association** (CRA) is delighted to announce the return of the **Colorado Restaurant & Bar (CRB) Show**, taking place on **Tuesday, March 8 and Wednesday, March 9** at the Colorado Convention Center in downtown Denver. We're also proud to share that the headlining keynote speaker of the 2022 CRB Show is **Gary Obligation**, director of development for three-Michelin-starred The Alinea Group in Chicago.

Gary will kick off the educational programming of this year's show on Tuesday, March 8, at 11 a.m., in a talk entitled "Hospitality Is A Two-Way Street." He'll explore the ongoing evolution of service in the face of a pandemic and significant societal change, based on 37 years of experience in luxury hospitality management and restaurant operations.

With a theme of "An Industry on the Rise: Sustainability, Innovation & Wellness," the CRB Show is the premier networking, sales, and learning event for owners, operators, chefs, and restaurant and bar managers in the Rocky Mountain region. The exhibit floor, which is free to all, will host more than 130 of the industry's leading national and local suppliers and vendor partners, allowing easy access for two full days so Colorado's hospitality community can discover new trends, ideas, products, and solutions that will help their businesses thrive.

Other educational sessions will dive into the hot topics facing the industry right now and provide the information and ideas needed to bolster any business, large or small. Attend all six sessions for \$40 (through March 4) or purchase a pass at the door for \$55. Educational session seating is on a first-come-first-served basis. Session topics include:

- New labor law developments for restaurants and bars
- Growing with equity partners
- Industry trends and forecasting
- Health and wellness as an operational tool
- Innovation across tech, logistics, and talent

Attendees can visit two Ask the Expert booths (11 a.m. to 4 p.m. on March 8; 11 a.m. to 3 p.m. on March 9), where local hospitality pros will be on hand to answer individual questions on topics ranging from



increasing sales and food safety to restaurant public relations and diversity, equity, and inclusion (DEI) strategy and implementation.

After two years of pandemic-induced isolation, the CRA has added four networking receptions (March 8 at 10 a.m. and 4 p.m.; March 9 at 10 a.m. and 3 p.m.) to help the hospitality community reconnect and meet new peers. Vendor partners will also host demonstrations on the show floor between 11 a.m. and 4 p.m. on March 8, and 11 a.m. and 3 p.m. on March 9.

“After two years of being away and surviving untold operational challenges, we’re thrilled to bring this information-gathering opportunity to Colorado restaurateurs, chefs, managers, and other key industry decision-makers,” said Sonia Riggs, President and CEO of the Colorado Restaurant Association. “We know that attendees will leave this year’s CRB Show with concrete solutions, new contacts, and fresh ideas to grow their business operations and move our industry forward.”

For more information or to buy educational passes to the 2022 CRB Show, visit [corestaurantshow.com](https://corestaurantshow.com). To register for a media pass, visit [corestaurantshow.com/register](https://corestaurantshow.com/register).

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### About the Colorado Restaurant & Bar Show

The Colorado Restaurant & Bar (CRB) Show, presented by the Colorado Restaurant Association (CRA), is the premier sales, networking, and educational event for restaurateurs, chefs, and restaurant and bar managers in the Rocky Mountain region. Over the course of the two-day show, the leading foodservice operators in Colorado and the nation will meet with industry leaders and tastemakers to discover the newest industry trends, ideas, products, and solutions. The CRB Show, which is free to attend, will be held at the Colorado Convention Center (700 14<sup>th</sup> Street, Denver, CO) on March 8 and 9, 2022. Educational session passes start at \$40. To learn more about the CRB Show, visit [corestaurantshow.com](https://corestaurantshow.com).

### About the Colorado Restaurant Association

The Colorado Restaurant Association (CRA) is dedicated to the enhancement and success of Colorado’s foodservice industry. Founded in 1933, the CRA is the leading trade organization for the state’s dynamic restaurant community. The CRA represents, educates, and promotes a \$14 billion industry comprised of more than 12,400 eating and drinking establishments and 231,000 employees. [corestaurant.org](https://corestaurant.org).

