



# The Foodservice Conference

INTERNATIONAL  
FRESH PRODUCE ASSOCIATION

## **Chef's Choice Award**

Sample your best dishes at the Foodservice Conference expo to be eligible for the Chef's Choice Award. The winning company will receive top-level recognition for its innovative culinary efforts.

Chefs and operators, including school foodservice, continually look for creative recipes and cutting-edge menu ideas to excite and attract their patrons, customers, and students. They find those innovations at this conference and expo, IFPA's one-stop shop for produce in the foodservice industry.

## **Winners Receive:**

- **Focused recognition** in front of your peers with a show floor announcement at the end of the day
- **Broad recognition** when the winning recipe is shared in IFPA press releases and with registered media at the conference
- **Consumer and influencer recognition** when your creation is promoted on Produce for Better Health's social media, which reaches millions of consumers and food, nutrition and health influencers.
- A framed IFPA Foodservice **award**
- **\$500 Tricord Tradeshow Services credit**

## **How it works:**

- Recipes must include produce (fruits and/or vegetables). The contest is designed to show off truly innovative uses of fresh produce in foodservice dishes. Get creative and show them something they've never tasted before.
- An IFPA [panel of award-winning chefs](#) will sample dishes from booths during show hours Friday July 28.
- Winner will be announced at the expo at the end of the day.