



RETRO



CHINESE



SWEET & SAVORY



SOUTHWESTERN

PLATE EVENTS

Almost every month Plate is hosting **unique chef-to-chef events**, both big and small, in cities all around the country.

Plate hosts a number of signature events throughout the year. Plate events provide opportunities for interaction with chefs, as well as opportunities for creative application and sampling of your products. Be a part of the excitement by sponsoring any or all of these great Plate events!

PLATE COOKS



This exciting, interactive event draws trend-setting independent chefs featured in the magazine, as well as corporate chefs and

R&D execs of high-volume restaurant and hotel chains. Attendees cook, taste, network and collaborate on the latest trends, techniques,

ingredients and flavors at this three-day event. Research and trend information is complemented by numerous hands-on sessions.

PLATE NIGHT



The "talk of the town" during NRA Week in Chicago, PlateNight attracts more than 600 operators, manufacturers, agencies and chefs to its late-night party at The James Hotel in downtown Chicago. Chain executives, Silver Plate winners and more attend the celebration.

Many local chefs join the party after their own restaurants start to slow down for the evening. It's a fantastic gathering of the industry's leading lights and an opportunity to "own" a valuable space on everyone's NRA agenda.

PLATE CHEF'S TABLES

These customized, intimate lunches for chefs can be arranged in different cities around the country, based on specific sponsor clients' needs and objectives. Plate editors arrange with a local area chef to host the lunch at his or her restaurant and feature the sponsor products on a specially-designed menu. Top local chefs who have contributed to the magazine also are invited to Chef's Tables to partake and interact.



"This event was as interesting, informational and beautifully presented as your magazine. Events like these turn readers of your magazine into raving fans."

Steve Anderly,
General Manager,
Dos Coyotes Border Café,
Cameron Park, Calif.