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## **MICHIGAN RESTAURANT ASSOCIATION ANNOUNCES 50<sup>TH</sup> ANNIVERSARY RESTAURANT SHOW**

### ***Jeff Daniels Serves as Keynote Speaker***

**LANSING, MI** – The Michigan Restaurant Association (MRA) is announcing its 50<sup>th</sup> Anniversary Michigan Restaurant Show featuring keynote speaker Jeff Daniels, held October 17 and 18, 2017 at the Suburban Collection Showplace in Novi. The Michigan Restaurant Show is the premier foodservice industry tradeshow in Michigan – where restaurateurs meet, learn and collaborate to grow their businesses and boost their profits.

“It’s all about our great state at the 2017 Michigan Restaurant Show, and we are celebrating our 50<sup>th</sup> year by bringing in Michigan’s own, Jeff Daniels.” said Justin Winslow, President and CEO of the MRA. “Whether a restaurateur is looking for new kitchen equipment, cost-saving solutions, or expert advice and insight, the 50<sup>th</sup> Anniversary Michigan Restaurant Show is a can’t miss event.”

On Tuesday, October 17 Jeff Daniels - an Emmy Award Winner (Best Actor in a Drama Series), musician, founder of The Purple Rose Theatre Company, and playwright, will share his story on the need to stay relevant, and after 20 long years of acting how he is now focused on music. Attendees will be able to see a live concert during the keynote address from Mr. Daniels, and have the opportunity to ask questions.

More than 200 exhibitors will proudly feature their products and services to the thousands of industry professionals who attend. Free educational seminars, live cooking demonstrations and unique vendor specials will be found throughout the show exhibit hall. A tabletop design competition, BBQ Competition Pizza Competition, and inaugural Charcuterie Competition will also be featured.

#### Tickets:

- Now through October 1, 2017
  - MRA Members to receive 2 complementary tickets
  - Additional Tickets are \$15
  - Non-Members \$30
- After October 1, 2017
  - MRA Members \$30
  - Non-Members \$40

The Michigan Restaurant Show is for industry professionals only and not open to the public. Learn more at [michiganrestaurantshow.org](http://michiganrestaurantshow.org).

*Michigan Restaurant Association (MRA) is the recognized leader of Michigan's hospitality industry, providing essential services to the foodservice community. Founded in 1921, the MRA represents approximately 4,500 Michigan foodservice establishments. The industry plays an integral role in Michigan's economy, employing more than 435,500 people and generating \$15.9 billion in annual sales.*

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