

SAVOR...Chicago

at McCormick Place

Catering • Concessions • Special Events

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SAVOR...CHICAGO UNVEILS NEW POP-UP DINING AT 2017 HOUSEWARES SHOW



[CHICAGO, April 20, 2017] The International Home + Housewares Show was host to SAVOR...Chicago's newly introduced pop-up dining concept PURE SAVOR that offers fresh and innovative menus in a sit-down location directly on the trade show floor. For IHHS, PURE SAVOR offered multiple fully themed locations.

Attendees and exhibitors could purchase individual tickets or ticket blocks that allow them to choose entrees from themed kiosks as well as fresh salad and sandwich options. Kiosk themes included Jamaican Grill, Luzita's (southwestern), Robinson's Southern Barbecue and Ambrosia's Organic Sandwiches and Salads. Tickets could be bought online and onsite.

"This concept came out of wanting to provide a fun, fresh menu in a sit-down location that allows guests to stay on the trade show floor and enjoy a meal while still being productive," said Doug Bradley, SAVOR...Chicago Vice President of Culinary. "Show organizers love the theming and that they can sell tickets before their event. This is all about convenience, innovative menus and providing value."

PURE SAVOR service will be offered at a number of shows during 2017.

About McCormick Square

The McCormick Square campus features McCormick Place -- the largest exhibition and meeting facility in North America -- which offers 2.6 million square feet of exhibit space, 173 meeting rooms, one of the largest ballrooms in the world and the 4,249-seat Arie Crown Theater. Located on Chicago's lakefront just minutes from downtown, McCormick Place is owned the Metropolitan Pier and Exposition Authority and is managed by SMG, a worldwide convention management company. In the fall of 2017, these existing facilities will be joined by the 10,387-seat Wintrust Arena and the 1,205-room Marriott Marquis Chicago.



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SAVOR, a leader in convention center catering, concessions and special events, manages the foodservice at McCormick Place and the Wintrust Arena. SAVOR is the food service division of SMG, the largest public facilities management company in the world. In addition to McCormick Place, SAVOR provides food and beverage service at 20 other Convention Centers across the United States.

SAVOR prides itself on its catering capabilities, from preparing and serving exceptional food and beverage for intimate VIP experiences to producing banquet events for over 20,000. A key aspect of SAVOR's food vision is their partnerships with local growers and producers, our commitment to using antibiotic free meats and poultry as well as our work at minimizing our impact on the environment through our robust recycling and composting programs.

www.savorchicagomcpl.com

SMG

Since 1977, SMG has provided management services to more than 220 public assembly facilities worldwide, including arenas, stadiums, theatres and performing arts centers, equestrian facilities, convention, congress and exhibition centers, science centers and a variety of other venues. Across the globe, SMG manages more than 14 million square feet of exhibition space and more than 1.75 million arena and theatre seats. As the recognized global industry leader, SMG provides venue management, sales, marketing, event booking and programming, construction and design consulting, and pre-opening services. SMG also offers food and beverage operations through its concessions and catering division of SAVOR, currently serving more than 100 accounts worldwide. www.smgworld.com

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