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INTERNATIONAL ARTISAN BAKERY EXPO ANNOUNCES EVENT DEMONSTRATION & SEMINAR SCHEDULE

Inaugural event secures top industry names Ginsburg, Amsler, Reinhart & Wilbur

(Louisville, KY) September 20, 2018 -- The International Artisan Bakery Expo (IABE) is proud to announce its inaugural demonstration and seminar schedule. The event will stage March 5-7, 2019 at the Las Vegas Convention Center.

To curate a superior educational component, the Artisan Bakery Expo has partnered with the Bread Bakers Guild of America (BBGA) and American Cake Decorating (ACD) magazine to design seminars and demonstrations for artisan bakers, led by artisan bakers.

“With the help of Bread Bakers Guild of America, the staff at American Cake Decorating magazine and their artisan bakery suppliers, we have assembled the best line-up of artisan baking seminars and demonstrations that’s been offered to the industry in over 10 years,” said Pete Lachapelle, Vice President of Food Group for Emerald Expositions. “These seminars will address every level of the business, from Opening an Artisan Bakery 101 to the latest production techniques of Out of the Box Croissants and Donuts. Whether the topics address the latest trends, marketing or production ideas, every one of them will focus on opportunities and solutions for today’s artisan baker.”

A preview of educational sessions include:

The Future of Bread	<i>Presenter: Peter Reinhart</i>
So, You Want to Open an Artisan Bakery?	<i>Presenter: Stanley Ginsburg</i>
Good Bread is Good for You	<i>Presenter: Tom Gumpel</i>
Beautiful Folds of Flavor / Lamination 101	<i>Presenter: Jeremy Gadouas</i>
Recruiting & Retaining Employees	<i>Presenters: Leslie Mackie & Scott France</i>
Maintaining Margins in a Specialty Bakery	<i>Presenters: Amy Scherber & Sharon Burns-Leader</i>
The Right Product Mix in a Bakery Café	<i>Presenters: Solveig Tofte & Rachel Wyman</i>
Marketing High-End Cakes	<i>Presenters: Rebekah Wilbur</i>
Remember the Chocolate	<i>Presenter: Jorg Amsler</i>
Working with Ancient Grains	<i>Presenter: Ciril Hitz</i>

The International Artisan Bakery Expo will offer over 35 sessions and demonstrations designed for the artisan baker. The event will also feature a trade show floor with premium baking suppliers.

Speaker biographies are available [here](#). A tentative schedule of events can be found [here](#).

The Artisan Bakery Expo is co-located alongside the renowned International Pizza Expo, which allows bakery attendees the ability to visit both show floors and attend the pizza-related on-floor demonstrations.

Registration for attendees is expected to open in October.

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The International Artisan Bakery Expo is owned by Emerald Expositions, a leading operator of business-to-business trade shows in the United States. The company currently operates more than 55 trade shows, as well as numerous other face-to-face events. In 2017, Emerald's events connected over 500,000 global attendees and exhibitors and occupied more than 6.9 million NSF of exhibition space.

More information can be found at artisanbakeryexpo.com.

All sessions and demonstrations are tentative and subject to change.