



OCHMRA EXPO *cont. from page 7*
 showcase The Pogues Irish Whiskey which is dubbed as the official Irish whiskey made in Skibbereen, West Cork. It is a blended whiskey with sweet and intense notes of malt and cracked nuts. MS Walker will also feature samples from West Cork Distillers who is now one of only two independent distilleries in Ireland, as well as, St. Elder. St. Elder is crafted in small batches from a natural extract of fresh elderflower blossoms resulting in a finely balanced, versatile liqueur that easily pairs with a variety of spirits, wines and beers to liven up any classic cocktail. It offers up silky floral notes and alpine herb aromas with undertones of sweet ripe stone fruits and notes of citrusy grapefruit on the palate. Bacchus Importers will bring along High West Distillery which won the 2016 Distiller of the Year by Whiskey Advocate. Additionally, they'll showcase Four

Vines Naked Unoaked Chardonnay. To help keep alcohol sales tracked and accounted for, check out Bar Controls of North America's Berg interface. This product permits the bartender to pour the drink and automatically ring the sale into the POS or cash register, providing speed, accuracy and accountability. Located beside Bar Controls of North America, you'll find Sysco Eastern MD. Recently, Sysco entered a new partnership with North Coast Seafood out of Boston and can now sell FRESH fish and shellfish harvested just hours before. Satisfy your sweet tooth by stopping by long-time exhibitor Hershey Ice Creams booth. They'll be sampling some of their new hand dip flavors for 2017: Salted Caramel Bananas Foster, Honey Roasted Peanut Butter, Ferocious Fireball, Autumn Apple Pecan Crunch, Brown Butter Bourbon Truffle and value priced Tally Ho

Farms in 9 flavors! Hershey's will also have new novelties which include: Salted Caramel Brownie Bar, Brownie Batter Sandwich, and a No Sugar Added Orange Ice Pop. If you are interested in capturing pizza sales, then check out Market First's new Neapolitan ovens, which are designed specifically to accommodate the high-volume pizza making with brick ovens. These ovens will also be at the Orlando, Las Vegas and Chicago food shows. Georgeo's Water Ice has grown over the many years of exhibiting and he will now offer products that meet state standard nutritional needs, such as, RICH'S A+ SCHOOL products & ROSATI. Finally, a retired nurse turned entrepreneur will roll out her delicious creation at her booth Smores2.0.

Keynote Speaker & Educational Workshops

Industry expert and author, Bob Brown will be the Keynote speaker and can be seen on opening day at 1:30pm in Seminar Room 208 where he will present, "Turn Your Staff into Sales Superstars – How to Not Leave \$\$ on the Table." The target audience will be Owners, Managers and Supervisors. Bob will explore these angles; how much money are you leaving on the table with robotic order takers? During this program, learn 7 steps to help move your staff to star status by helping them break the yes/no habit, giving them guided tours of your products, upsell without being pushy while enhancing the guest experience. Bob has shared these techniques during his sessions with Disney, Marriott, Ritz-Carlton, Red Lobster and Olive Garden.

His insight and teaching will