



FOR IMMEDIATE RELEASE  
October 16, 2007

CONTACT: Kimberlie Leon  
203-840-5653

Holly Thomsen  
202-552-2686

Jennifer Schuricht  
702-739-9933 x 227

**F&B AT G2E 2007 WILL SERVE UP FANTASY CHOCOLATE CASINO,  
CELEBRITY CHEFS, ULTRA LOUNGE FASHION SHOW AND MORE**  
*Gaming's Only Culinary Marketplace Will Feature More Than 120 Exhibitors*

LAS VEGAS – In a town known for the most lavish casinos in the world, this November Las Vegas will become home to the most decadent one yet – the Fantasy Chocolate Casino at F&B at G2E. This chocolate masterpiece will be just one of the many exciting new features at this year's F&B at G2E, the only culinary marketplace catering exclusively to the gaming industry. F&B at G2E 2007 will also offer celebrity chef demonstrations and autograph signings, an Ultra Lounge Uniform Fashion Show, cocktail demonstrations, a Wine & Spirits Garden, a broad array of high-quality F&B products and more. F&B at G2E will be held Nov. 13-15, 2007 at the Las Vegas Convention Center.

With 82 percent of casino patrons saying they visited a fine dining restaurant during their visits to casinos last year, it's no wonder the food and beverage sector continues to be an increasingly important part of the gaming entertainment business. F&B at G2E, part of the larger Global Gaming Expo (G2E) trade show and conference event, provides a unique forum in which established and up-and-coming F&B suppliers can introduce industry buyers to their products and begin meaningful business relationships.

"From bustling buffets to serene fine dining, the food and beverage sector represents an integral part of the gaming entertainment experience – as well as our bottom line. Patrons come to casino resorts to enjoy themselves, and satisfying dining experiences play an important role in ensuring that enjoyment," said Frank J. Fahrenkopf, Jr., president and CEO of the American Gaming Association. "F&B at G2E is supporting the growth of this key industry sector by providing a one-of-a-kind venue for industry professionals and vendors to forge the strong business partnerships that will continue to shape and evolve the dining experiences casino patrons look forward to."

Executive Pastry Chef Vincent Pilon, named one of the "2007 Ten Best Pastry Chefs in America" by *Pastry Art & Design* magazine, and his team of pastry chefs from Mandalay Bay Hotel & Casino will construct a Fantasy Chocolate Casino in the shape of the Mandalay Bay property and showcase it at F&B at G2E 2007.

This year will mark the return of the Ultra Lounge Uniform Fashion Show, in which F&B attendees will see uniforms from the hottest ultra lounges and nightclubs in Las Vegas and see the latest uniform designs from Cintas, the event's sponsor. The fashion show, which will take place Nov. 14, will feature uniforms from ultra lounges at Mandalay Bay, MGM GRAND, Rio All-Suite Hotel & Casino, Wynn Las Vegas and more.

(more)

F&B at G2E 2007 also will welcome a host of celebrity chefs and culinary masters from around the country as part of its ongoing Neon Chefs series on the F&B at G2E Culinary Demonstration Stage, which this year is being sponsored by Delaware North Companies. A highlight of this year's special events will be the Master of Taste Chef Awards & Autograph Signing on Wednesday, Nov. 14. Jesse Sartain, national director of CHEFS IN AMERICA, will serve as the Master of Ceremonies for this event, at which some of the best-reviewed casino chefs will speak on their success and autograph their signature recipes.

Other special events on the 2007 F&B at G2E Culinary Demonstration Stage will include:

- "Under the Tuscan Sun" Culinary Demonstration – Jeffrey Steelman, executive chef, Tuscany Restaurant, Mohegan Sun
- "Catering & Special Events Dining" Culinary Demonstration – Marc Poidevin, executive chef, catering & special events, Wynn Las Vegas
- "Home Plate" Recipes & Autograph Signing – Rolf Baumann, corporate chef, Delaware North Companies Sportservice
- "South of the Border: Margaritas" Cocktail Demonstration – Francesco LaFranconi, director of mixology and spirits educator, Southern Wine & Spirits of Nevada
- "Enjoy Cooking and Make it Last" Culinary Demonstration – Joseph Hamel, assistant executive chef, Rio All Suite Hotel & Casino
- "I love New York" Culinary Demonstration – Heberto Segura, executive chef, New York New York Hotel & Casino
- "Nuevo Latino" Cocktail Demonstration – Armando Rosario, master mixologist and beverage specialist & spirits educator, Southern Wine & Spirits of Nevada

In addition to this year's special events, F&B at G2E will feature a newly expanded exhibit hall with more than 120 exhibitors. Southern Wine & Spirits will once again sponsor the Wine & Spirits Garden. Exhibitors at this year's event will showcase a wide range of products for the food and beverage industry, from flatware and linens to fine wines and foods to wait staff apparel. Some of this year's exhibitors include Beaver Street Fisheries; Delaware North Companies; Ecolab, Inc; Magic Seasoning Blends; Manchu WOK; Nestlé Foodservices; Oneida Ltd.; Paris Gourmet; Payless Shoe Source; Schwan's Food Service; Sunbelt Foods Company; Tampa Maid Foods, Inc.; The Coca-Cola Company; and Viking Range Corporation.

In addition to the F&B at G2E show floor, the conference at G2E will feature a dedicated F&B conference track. The enhanced F&B track has fresh content developed by F&B industry executives and will offer F&B professionals in the gaming industry with an in-depth look at the latest trends and issues affecting this sector. Topics in this year's F&B track include "F&B Future: What's New in Gaming?," "Winning with Food: Marketing Casino Restaurants," "Not Doing it Yourself: Third Party Operators" and "Outbreak Prevention: Why Food Handling Should Be a Top Priority." A panel discussion entitled "Cocktails and Cost: From Casino Floor to Night Clubs" also will include a follow-up demonstration of the most exciting and cost-effective drinks that are key to improving customer service and profitability within the beverage sector.

G2E is the leading trade event for the international gaming entertainment community, attended by more than 28,000 industry professionals from around the world. For more information on G2E, or to register for group or early bird discounts, visit the Web site at [www.globalgamingexpo.com](http://www.globalgamingexpo.com)

\*\*\*\*\*

Global Gaming Expo (G2E) is the international gaming trade show and conference "by the industry and for the industry." Organized by the American Gaming Association (AGA) and Reed Exhibitions, G2E made its debut in fall 2001, defining itself as the pre-eminent show for the gaming-entertainment industry. The G2E portfolio of events includes G2E Institute and G2E Asia.

The AGA represents the commercial casino-entertainment industry by addressing federal legislative and regulatory issues. The association also serves as a clearinghouse for information, develops educational and advocacy programs, and provides leadership on industry-related issues of public concern.

Reed Exhibitions is the world's leader in organizing a wide range of events, including exhibitions, conferences, congresses and meetings. In 2006 Reed brought together more than 6 million industry professions from around the world, generating billions of dollars in business. Today Reed events are held in 34 countries throughout the Americas, Europe, the Middle East and Asia Pacific, and organized by 37 fully staffed offices. Reed's portfolio of more than 460 events services 52 key industry sectors.

###