



PIZZA & PASTA

N O R T H E A S T

Oct. 7-8 2020 - Atlantic City Convention Center



2019

EVENT REPORT

Overview	2
Attendance Trends	2
Survey Results	3
Why Attendees Come	3
Annual Sales Volume	4
Top 7 States	4
Show Influence	4
Show Highlights	5
Contact	6

ATTENDEE PROFILE

Nearly **2,000 qualified buyers** converged on the Atlantic City Convention Center to learn, network and buy at Pizza & Pasta Northeast 2019 (PPNE).



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QUALIFIED BUYERS 2019



ATTENDANCE TRENDS

90% of respondents found new products at the show.

More than 60% have not attended Pizza Expo.

13% increase in the number of companies that attended.

51% of attendees said PPNE is the only show they plan to attend.

42% of respondents indicated they placed or will place an order with one or more new vendors.

U.S. comprised 99% of attendance.

SURVEY RESULTS

79%

feel PPNE is a
"must attend"
event.

90%

found new
products.



TOP 7 REASONS WHY ATTENDEES COME TO PPNE

1. See new products → **87%**
2. Keep up to date with industry trends → **68%**
3. Find new suppliers/see existing suppliers → **55%**
4. Maintain and build new relationships and network → **52%**
5. Access education and training → **46%**
5. See existing suppliers → **44%**
7. Compare competing products/companies → **43%**

ATTENDEE PROFILE



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ANNUAL SALES VOLUME BY UNIT

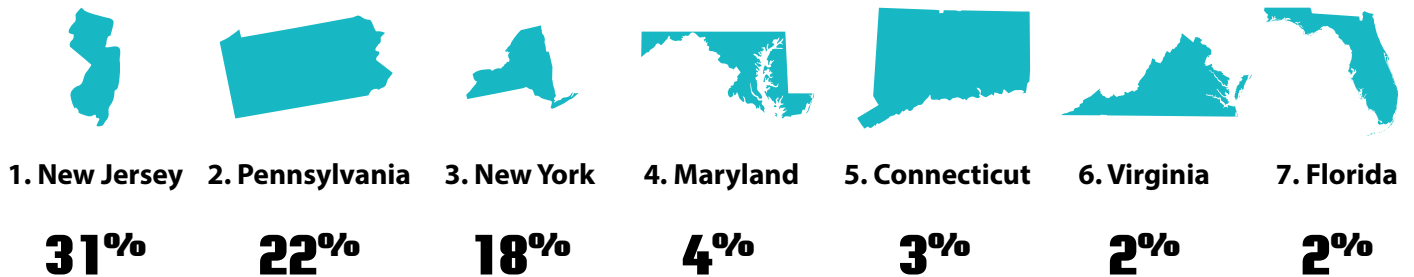


Over \$1 Million	29%
\$750,001 - \$1 Million.....	13%
\$500,001 - \$750,000	11%
\$300,001 - \$500,000	14%
\$200,001 - \$300,000	8%
Less than \$200,000.....	24%

JOB TITLE

CEOs/Presidents, corporate officers, restaurant owners, directors of purchasing and managers represented 87% of total verified attendees. There was a 29% increase in corporate officers and a 5% increase in purchasing officers in attendance.

TOP 7 STATES IN ATTENDANCE



99%
Attendance from United States

SHOW INFLUENCE

29% of registered attendees reported an annual sales volume of more than \$1 Million, which was an 8% increase.

29%



SHOW HIGHLIGHTS

PETER REINHART KICKS OFF PPNE WITH OPENING KEYNOTE



PACKED SHOW FLOOR



PANEL DISCUSSION ABOUT THE NEXT WAVE OF AMERICAN PIZZA



PACKED DEMOS



THE CAPUTO CUP



NORTHEAST PASTA SHOWDOWN



***SAME GREAT EVENT.
SAME GREAT LOCATION.***

OCTOBER 7-8, 2020



CONTACT US

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