



E. J. KRAUSE &
ASSOCIATES, INC.

MetroCooking DC

The Metropolitan Cooking & Entertaining Show

<http://www.ejkrause.com>

FOR IMMEDIATE RELEASE

CONTACT:

Kara Krause

E.J. Krause & Associates

kl.krause@ejkrause.com

301.493.5500

Alex Zimmerman

E.J. Krause & Associates

zimmerman@ejkrause.com

301.493.5500

METROCOOKING DC CONTINUES TO HEAT UP: 2019 SHOW SEES SOLID GROWTH IN ATTENDANCE

Bethesda, MD (December 30, 2019) – **MetroCooking DC** concluded its 14th edition in Washington, DC, November 16-17, 2019, increasing attendance by over 10% percent from 2018. The region's largest interactive two-day culinary showcase took over the Walter E. Washington Convention Center hosting over 13,700+ foodies to shop, sip and sample from an abundance of specialty food and home entertaining companies, local restaurants, breweries, and wineries.

MetroCooking DC has become known as one of the season's signature gourmand shopping events in the Washington metropolitan area. The number of exhibiting companies held steady with more than 180 specialty food and artisanal craftsmen showcasing aisles of unique food products and entertaining gift options. The show saw a 6% increase in the number of participating local establishments in the special event areas with 50+ Beer, Wine and Spirits vendors and over 70+ participating restaurateurs.

The interactive event centering around food, flavors and fun, aims to inspire enthusiasts to try out new products and learn tips and tricks to enhance their own culinary skills. Parallel to the exhibit floor includes a variety of interactive activities such as two live cooking stages, book signings, a Beer, Wine & Spirits Garden and multiple tasting events. This year, **MetroCooking DC** focused heavily on creating more hands-on experiences by adding 12 new classes and workshops.

Additionally, **MetroCooking DC** brought together an all-star lineup of celebrity chefs and entertaining gurus. Emmy Award-winning TV icon, lifestyle expert and entrepreneur Martha Stewart headlined along with famed chef and restaurant hospitality legend Wolfgang Puck. BBQ champion Myron Mixon also joined the program with many other local and nationally recognized James Beard honored chefs. Renowned Italian chef Lidia Bastianich gave the annual **MetroCooking DC** featured entrepreneurial talk on "A Recipe to Achieving the American Dream." She shared her personal insight on cooking her way to the top and succeeding in the F&B industry.

To compliment the strong culinary program, **MetroCooking DC** added a partnership with the American Culinary Federation to certify the event's program for CEUs. This attracted an increase in industry professionals, as they were able to receive continuing education hours towards their initial or recertification application for ACF certification.

The next edition of **MetroCooking DC** will take place December 5-6, 2020 at Walter E. Washington Convention Center.

About E.J. Krause & Associates:

For more than 30 years, E.J. Krause & Associates, Inc. (EJK) has been a worldwide leader in exhibition and conference management. EJK is one of the largest privately held exhibition management companies in the world, with offices on three continents. EJK produces a growing portfolio of over 40 events, serving 14 different industries. We excel in creating global brand leading events, bringing companies together to network and generate business. For more information please visit www.ejkrause.com.