



**FOR IMMEDIATE RELEASE**  
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Rebecca Hinton, Marketing Manager  
Phone: 770-291-5417  
Email: [Rebecca.Hinton@emeraldexpo.com](mailto:Rebecca.Hinton@emeraldexpo.com)

### **INTERNATIONAL ARTISAN BAKERY EXPO ANNOUNCES SECOND ANNUAL EVENT**

(Alpharetta, GA) -- The International Artisan Bakery Expo (IABE) is announcing two major additions to the second-year event that will stage March 31 – April 2, 2020 at the Las Vegas Convention Center. The second annual event will introduce an additional demonstration area where attendees can get even closer look to new artisanal cake decorating and bread baking techniques. Now, there will be two different areas featuring more than 50 demonstrations delivered by world renowned baking instructors and major industry suppliers to everyone on the show floor throughout the entire day.

Additionally, the event has added a Decorated Cake competition open to 25 competitors and a Bread Sculpture competition open to 12 competitors. Both competitions will require the competitors to design, bake and build their creations based on a specific theme.

The International Artisan Bakery Expo is designed for those artisan bakers offering fresh, un-packaged products sold through specialty retail bakeries, in-store bakeries, bakery cafes and other foodservice operations. The inaugural show in 2019 boasted over 1,000 artisans and 400 baking companies who also enjoyed complimentary access to 40+ educational seminars and demonstrations by renowned bakers.

“The IABE has found a unique position as the **only annual show** for retail and artisan bakers. Even more so, we’re the **only international bakery show** in the year 2020,” said Peter Lachapelle, Show Director. “The March event is early enough in the year to offer valuable solutions and opportunities positively impacting bakers and exhibitors throughout 2020. There’s a tremendous need for an annual meeting to provide artisan bakers the ability to research the latest ingredient, equipment and technical developments and we’re proud to fill that need.”

To support the growing event, IABE’s parent company, Emerald Expositions, also recently launched a new website for the show. Additional features and expanded content are available.

IABE will once again co-locate with the world’s largest pizza show, the International Pizza Expo. All Artisan Bakery Expo attendees receive unlimited access to Pizza Expo events, education and exhibitors.

Attendee registration is expected to open in mid-November. Exhibiting booth reservations are now available.

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Emerald is a leading operator of business-to-business trade shows in the United States. We currently operate more than 55 trade shows, as well as numerous other face-to-face events. In 2018, Emerald's events connected over 500,000 global attendees and exhibitors and occupied more than 7.0 million net square feet of exhibition space.

More information can be found at [artisanbakeryexpo.com](http://artisanbakeryexpo.com).