



## DIRECTIONS

### Driving from the North:

From the Big I interchange of I-40 and I-25, take I-25 South. Exit at the Central Avenue/Martin Luther King exit. Turn right onto Martin Luther King and continue to Broadway, where you'll see the entrance for Convention Center parking.

### Driving from the South:

On I-25, just past the Lead/Coal exit, take the Central Avenue exit. Turn left onto Central, then right onto Broadway. At the intersection of Martin Luther King, turn left, where you'll see the entrance for Convention Center parking.

*8th Annual*

**Ben E. Keith Food Show**  
**March 21, 2007**  
**Albuquerque Convention Center**



FOODSERVICE DISTRIBUTORS



*8th Annual*

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**March 21, 2007**  
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*8th Annual*  
**Ben E. Keith Food Show**  
**“Major League Food Service”**  
 10 a.m. – 4 p.m.  
**Albuquerque Convention Center’s**  
**Northeast Exhibit Hall**



**SEMINAR SPEAKERS**

Don't miss our informative and entertaining seminars featuring All-Stars John & Jim Garcia of HospiTotally™

9 - 10 a.m. Seminar:  
**“Hospitality Happens Here”**

**DOOR PRIZE**

Dell Laptop Computer

1 - 2 p.m. Seminar:  
**“Managing Service Excellence”**

**DOOR PRIZE**

Sony Cyber Shot  
 7.2 mp Digital Camera



Jim and John Garcia grew up in New Mexico, achieved fame and semi-fortune, and believe the food business is about great food and great service. Together, they own HospiTotally™, which specializes in the development, delivery and execution of customer service strategies and systems. Their seminars won't just give you skills and insight into service excellence, but a real kick in the pants too!

Join Jim and John on March 21st and you'll come away with a home run: improved customer loyalty, stronger employee commitment, a greater financial position, and recognition for achieving a higher standard of service.

**GRAND SLAM OFFERS**

- Special Foodshow Pricing
- Eight Week Shipping
- Door Prizes
- Free Parking, Food and Fun



**Grand Prize:**  
**\$1000 cash**  
**give away**  
 (must be present to win)



**HIGH SCHOOL CULINARY COMPETITION**

This competition is designed to showcase the culinary and academic talents of high school students from across the state of New Mexico. Students will participate team-style. Come check out an exciting culinary competition that will amaze and impress you!

**TEE SHIRT COUPON**



**Free T-Shirt!**

Redeem this coupon at the T-Shirt Booth. ONE T-Shirt per attendee. While supplies last. Go Team!

Name \_\_\_\_\_

Account \_\_\_\_\_

City/State \_\_\_\_\_

BEK Sales Rep \_\_\_\_\_

**FREE PARKING!**

**8th Annual Food Show**

**Valid March 21, 2007 only.**

Event parking at the Albuquerque Convention Center parking facility, Martin Luther King and Broadway.



**PARKING COUPON**