



New Mexico Department of Agriculture

FOR IMMEDIATE RELEASE:

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Five New Mexico ag businesses set to exhibit at 2024 National Restaurant Association Show

The Show for Foodservice provides opportunity to showcase products on world stage in Chicago

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LAS CRUCES, N.M. – The [National Restaurant Association \(NRA\) Show](#) comes to Chicago, Illinois May 18-21, 2024 and is the go-to event for the foodservice industry. For New Mexico food and beverage producers that are foodservice ready and looking to distribute throughout the U.S. and internationally, New Mexico Department of Agriculture (NMDA) marketing staff assists with connecting them to supply chain buyers such as distributors. NMDA will facilitate the presence of five New Mexico companies at the 2024 NRA trade show, including Best in the West Brands, Bueno Foods, Loma Vista Products, Worthington Pecans and Zia Hatch Chile Company.

Endorsed by the United States Department of Agriculture's (USDA) Foreign Ag Service (FAS) and supported by the National Association of State Departments of Agriculture (NASDA), the NRA trade show at Chicago's McCormick Place Convention Center features over 715,000 square feet of exhibit space and hosts roughly 65,000 registrants from 110 different countries each year.

NMDA marketing specialists recruit and accompany New Mexico agricultural suppliers of processed food and beverage products such as wine, craft beer, chile, salsa, sauces and pecans in a special endeavor to unveil their products at the show within NASDA's [A Taste of the States](#) New Mexico Pavilion.

NMDA offers a generous cost share for small and mid-sized producers to exhibit with the New Mexico Pavilion. This is a benefit of membership in the department's [NEW MEXICO—Taste the Tradition®/Grown with Tradition® Logo Program](#). This year, NEW MEXICO—Taste the Tradition® Chef Ambassador Jon Young will join the NMDA marketing team in supporting exhibitors.

“NMDA’s presence each year at the National Restaurant Association Show in Chicago is yet another example of the Department’s responsibility and dedication to promoting international ag market development,” said New Mexico Secretary of Agriculture Jeff Witte. “I’m excited for this year’s attending producers to be able to showcase unique products that demonstrate the versatility of New Mexico agriculture.”

The National Restaurant Association Show is the largest gathering of foodservice professionals in the Western hemisphere, with more resources, information and connection opportunities than any other industry event. It is an excellent opportunity for both established and new-to-market companies.

Benefits of exhibiting with NMDA at trade shows include being able to:

- expand sales in the foodservice sector;
- connect with domestic and international buyers;
- learn about the food and beverage industry’s latest trends;
- exhibit products in a prime location on the trade show floor

For questions about how to attend future trade shows, including the 2025 National Restaurant Association Show, through the New Mexico Department of Agriculture, contact NMDA Marketing Specialist Nick Frazzini at nfrazzini@nmda.nmsu.edu.

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Cutline: The [National Restaurant Association \(NRA\) Show](#) comes to Chicago, Illinois May 18-21, 2024 and is the go-to event for the foodservice industry. The New Mexico Department of Agriculture will facilitate the presence of five New Mexico companies – including Bueno Foods – at the 2024 trade show. (Photo courtesy New Mexico Department of Agriculture)