



# 2021 EVENT REPORT

INTERNATIONAL  
**PIZZA EXPO**  
& CONFERENCE

MARCH 22-24, 2022  
LAS VEGAS, NV

[PIZZAEXPO.COM](http://PIZZAEXPO.COM)



# ATTENDEE PROFILE

At the most recent International Pizza Expo, 7,000+ industry professionals converged at the Las Vegas Convention Center to explore the latest trends, sample products in person and make purchasing decisions for their businesses.

## OVERVIEW

Pizza Expo Attendance by Registration



4,900+

Pizza Expo Qualified  
Attendees 2021



88%

have a job title of Owner, CEO,  
President, Corporate Officer,  
Purchasing Manager or manager.



57%

of attendees indicated Pizza  
Expo is the only event they  
will attend this year



46%

first time attendees



At our most recent show,  
there was an average of

16

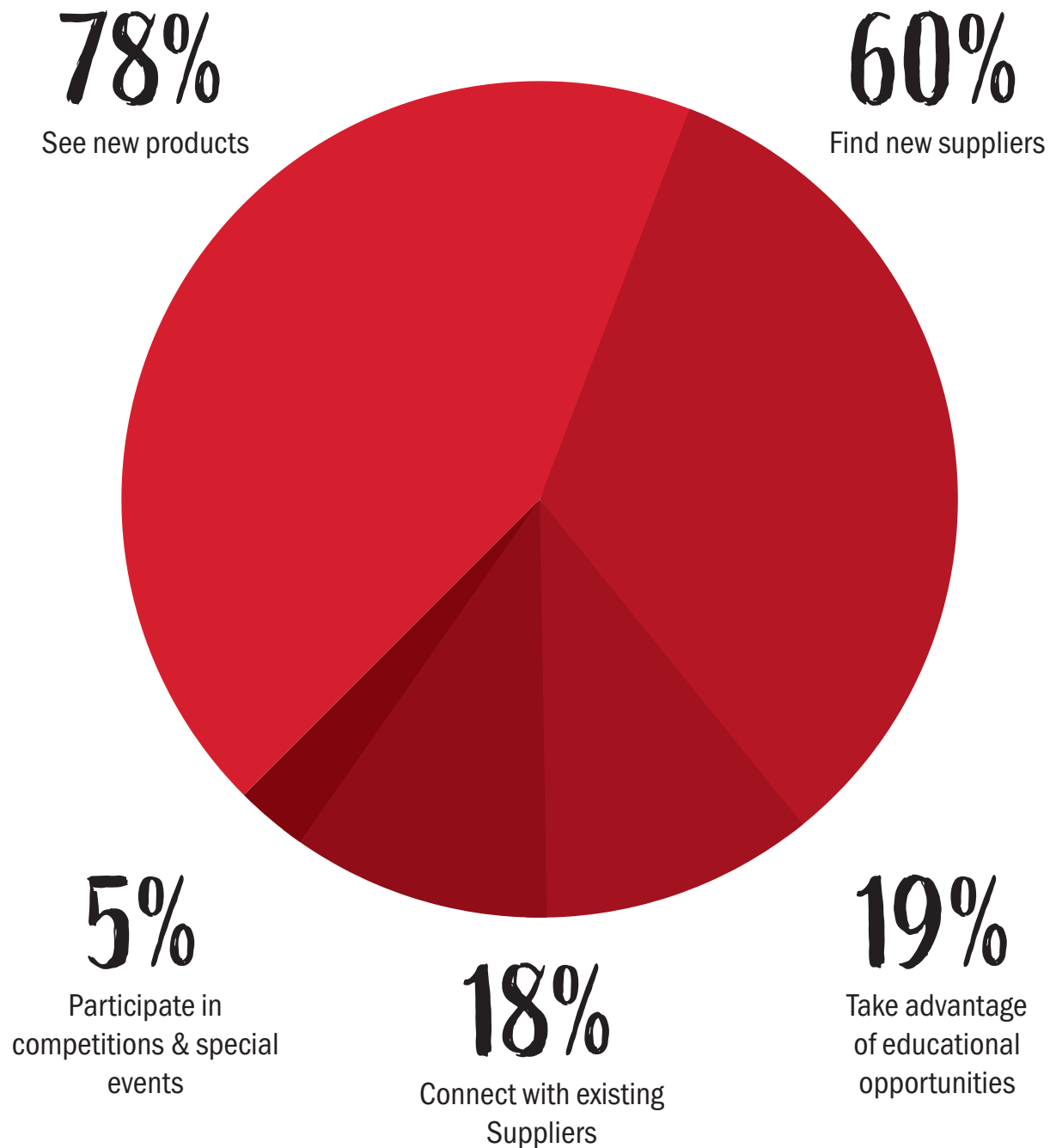
buyers per exhibitor.



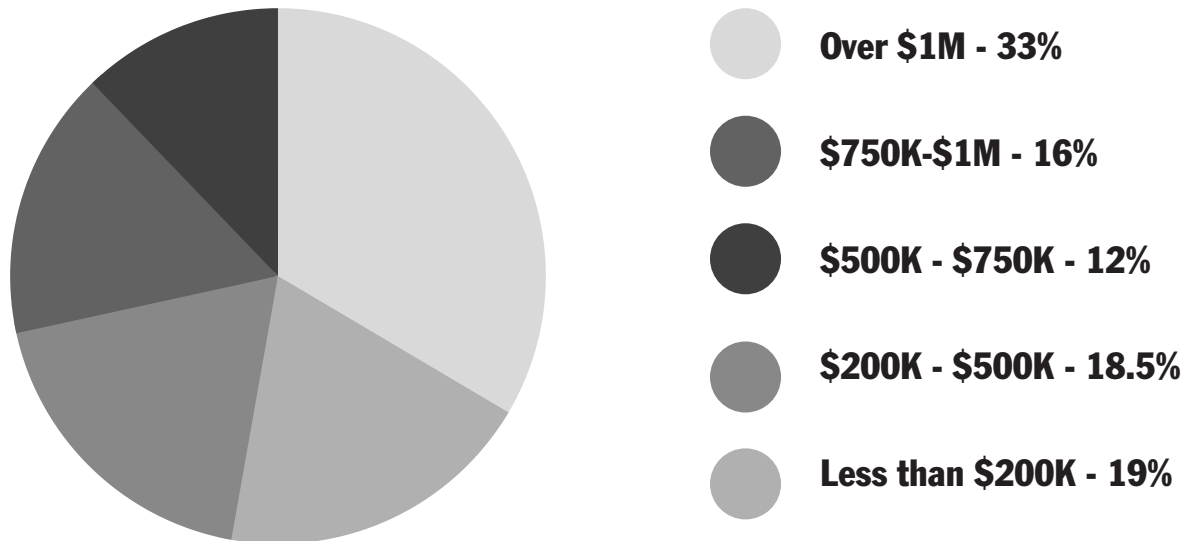
Buyers per exhibiting company  
was up more than

4%

## TOP 5 REASONS WHY ATTENDEES COME TO PIZZA EXPO



## ANNUAL SALES VOLUME BY UNIT



## TOP 5 STATES IN ATTENDANCE



California

25%



Nevada

14%



Texas

6%



Arizona

5%



Florida

5%

98%

Attendance from  
United States



Attendees came from  
all 50 states plus DC

2%

International Attendance  
representing 19 Countries\*

\* International Attendance was affected by global COVID-19 travel restrictions.



# WHAT EXHIBITORS ARE SAYING

"We're here to be with our Pizza community and to meet new customers. We love being able to connect with everybody!"

**- Mike, Mike's Hot Honey**



"We've been exhibiting here for years and we're here for spices! We get to be face to face with a lot of people, both those that we know and new peers and vendors and see what other people are doing."

**- Christine, All-Seasonings**

"The show has exceeded our expectations - the number of people that have come through was encouraging, and it's great to get everyone together. It's been a phenomenal [show]. We've had numerous customers from throughout the whole country and some outside the country too, which is really cool."

**- Jeannine, Bellissimo**



"You better be here! I mean, anybody who's anybody is here. We're a smaller company and being here means that we're getting exposure nationwide. There's been a lot of customers from all over the United States (and the world) that have come by that didn't even know who we were so that the exposure alone has been awesome. So, if you want exposure, the Pizza Expo is the place to be."

**- Guy, Eddy Foods**



## WHAT ATTENDEES ARE SAYING

"When you come here, you can see what's new and how things have changed, and how we can improve in the future. It's gonna be off the hook [in 2022] so book now!"

- **Gregg Brickman, Henny Penny Corporation**



"We come every year and every time we come we find something new!"

- **Angelo Panzini, Tony's Brick Oven**

"We come to check out different vendors, we're interested in learning more about sauces, and different types of cheeses, dough, and connect with other professionals in the industry. We love tasting all the different types of foods and meeting potential vendors, the whole nine yards. If you're on the fence about coming, don't hesitate. Book your ticket now."

- **Sean, Connie's Chicken and Waffles**



"This is the Pizza Convention! This is THE best pizza convention in the entire world! I live for this convention because I live for pizza. We come here because we want to buy and see new things and technology and we want to meet up with our vendors that we don't always get to see in person. We come to shake their hands and make new connections."

- **Pizza Pete, Infinitus Pie**





# SHOW HIGHLIGHTS

## KEYNOTES



Tuesday's kick-off keynote was world renowned pizzaiolo and famed Pizza Czar, Anthony Falco. Owner at Andolini's and Amazon #1 best selling author Mike Bausch, followed on Wednesday.

## WORLD PIZZA GAMES



Acrobatic dough spinners stole the show during the finals at the Pizza Expo Block Party.

## INTERNATIONAL PIZZA CHALLENGE



Crowds of onlookers watched inventive pizza chefs compete for top honors in five divisions of the International Pizza Challenge.



# SHOW HIGHLIGHTS

## BEER AND BULL



Networking events brought together advice-sharing pizzeria owners after exhibit hall hours.

## SCOTT'S LAS VEGAS PIZZA TOUR



Pizza expert Scott Wiener hosted 50 attendees on an informative tour of the best Las Vegas pizzerias.





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