



# EVENT REPORT 2022



INTERNATIONAL  
**PIZZA EXPO**  
& CONFERENCE

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

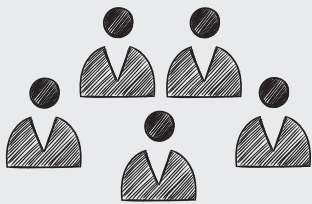


## ATTENDEE PROFILE

At the most recent International Pizza Expo, **11,000+** vendors and pizza & food 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



**8,500+**

Qualified  
Attendees



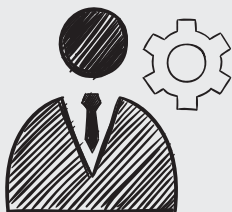
**90%**

of decision makers with job title of  
Owner, CEO, President,  
Corporate Officer, Purchasing  
Manager or manager



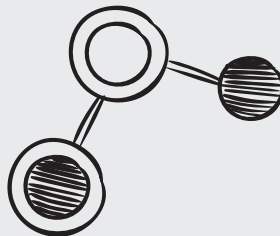
**1 in 2**

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



**46%**

first time attendees



An average of

**22**

buyers per exhibitor



Buyers per exhibiting  
company was up more than

**22%**



**19%**

First Time Exhibitors



**76%**

of attendees indicated they were likely to return to next year's show

# TOP 4

REASON WHY ATTENDEES COME TO PIZZA EXPO



**78%**



See New Products

**60%**



Find New Suppliers

**53%**



Connect with Existing Suppliers

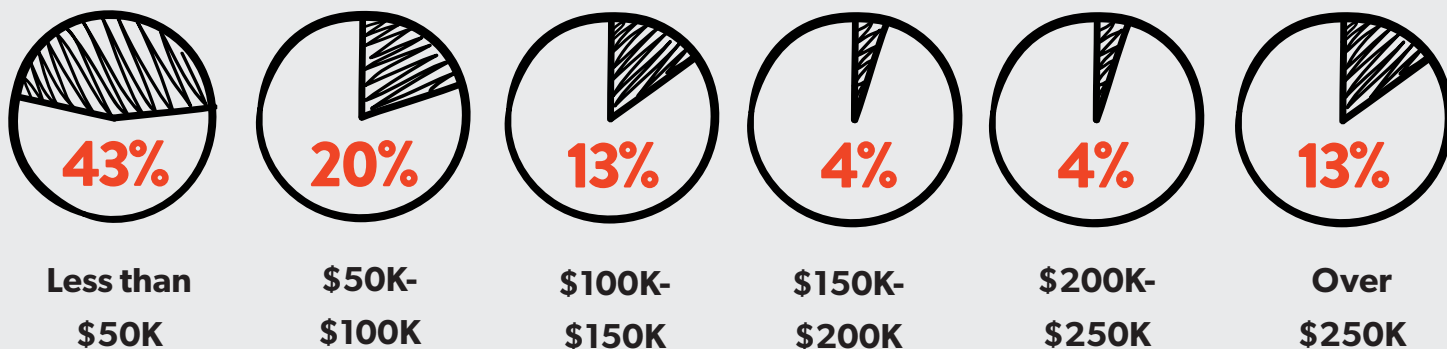
**52%**



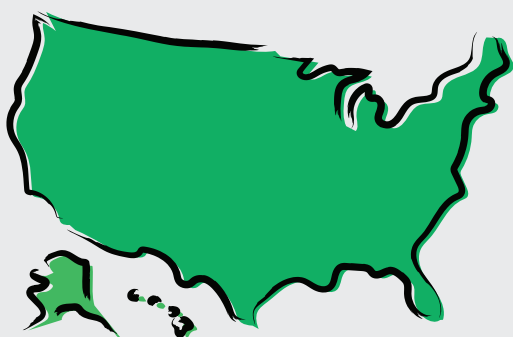
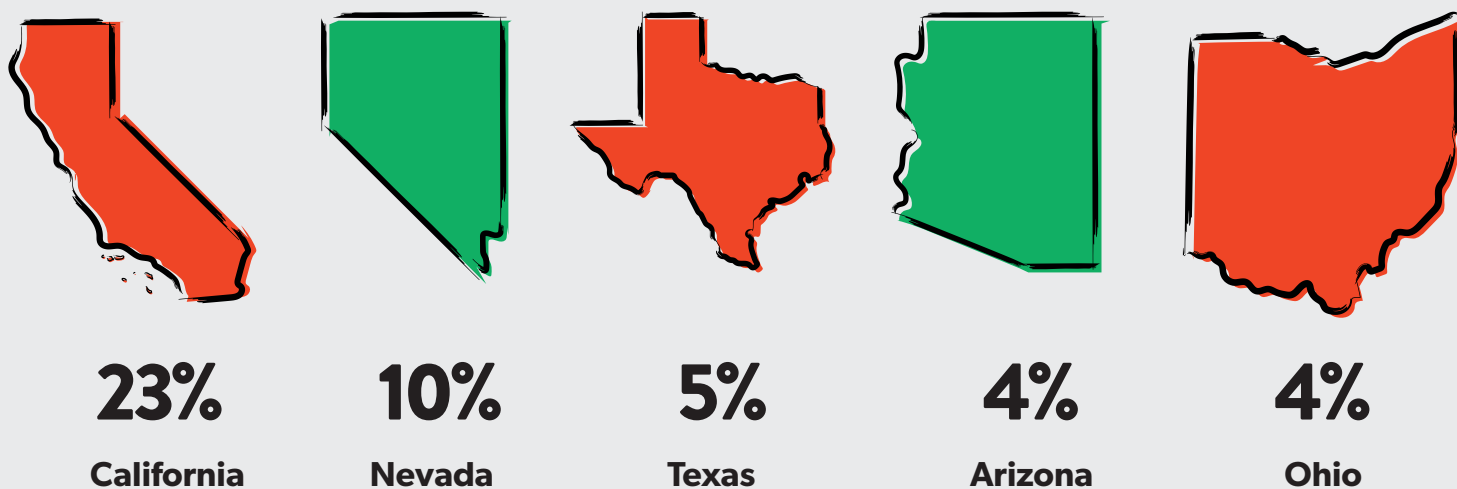
Take Advantage of Educational Opportunities



## ANNUAL SALES VOLUME BY UNIT



## TOP 5 STATES AT PIZZA EXPO



**93%**

Attendance  
from United States

Attendees came  
from all 50 states  
plus DC

**7%**

International Attendance





# WHAT EXHIBITORS ARE SAYING



The show is fantastic! The show has been super busy for us – it was great to be able to see our customers and shake their hand once again. As the second-oldest booth at the show, Roma is a legacy booth at Pizza Expo. We love it here!

**Rich Smice, Roma**



The traffic at the Pizza Expo this year was amazing! We had so many great visits with current and new customers in regards to many of the items we showcased that would be perfect for the Pizza Industry.

**Jacque Folts, Atlanta**



Pizza Expo was an absolute success for Univex. We showcased our equipment, got to meet excellent pizza professionals and grow relationships with already existing colleagues. The team at Emerald Expositions always does an excellent job of putting together a great show and we look forward to many more successful show to come!

**Evan Priesel, Univex Corporation**



In the words of our patriarch Dino Cortopassi, Pizza Expo is like a family reunion and an Italian house-party rolled into one. This is our 31st year at the show and it is our chance to see our customers face-to-face, thank them for their business, and show them some real Italian hospitality.

**Steve Rouce,  
Stanislaus Food Products**



What's great is coming back and being face-to-face with people. The energy is great – people are excited to be here! The gamechanger is seeing pizza cooked in an oven in person, to be able to smell and taste the product.

**Scott Friesen,  
Wood Stone Corporation**



## WHAT **ATTENDEES** ARE SAYING



We came here for the first time three years ago and discovered Roman-style pizza. We tried it for the first time and were blown away! We couldn't stop thinking about it and wanted to do it. We based our new concept around it, so it grew a whole new restaurant for us – you just never know what can happen when you come to Pizza Expo!

**Greg Galano, Tovalino**



This is our third time at the show – it's proven to be a plethora of knowledge that has allowed our business to grow. We keep coming back to attend seminars and listen to keynote speakers to see what we can learn from them.

**Lauryn Moore, The Dough Joe**



Again, it's the best week of the year! The info I gather each year helps throughout the year!

**John Bellucci, John's Wildwood Pizzeria I & II  
(and maybe III)**



If you are looking to grow your business, this is a show you must attend. It highlights current trends and presents new ideas. When you stop exploring and learning, the clock starts ticking to failure no matter how good your product sells!

**David Bowser,**

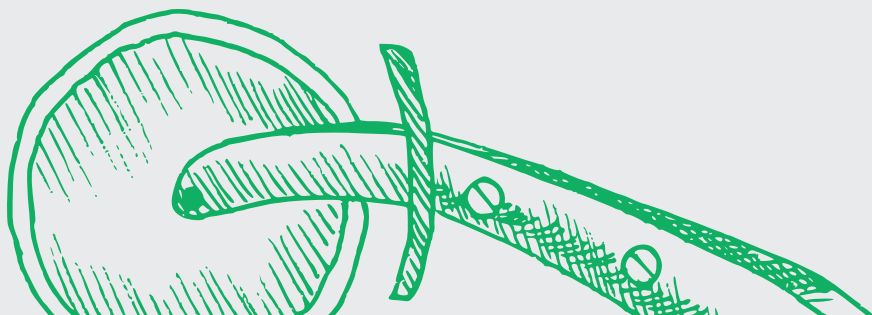
***Don't Cook, Let me***



The educational seminars were outstanding this year as were some of the new vendors and their products. The show was a must attend for anybody planning to grow their business or start something new."

**Scott Condon, Inferno**

**WoodFired Pizza Kitchen**





## SHOW HIGHLIGHTS



### KEYNOTES

Each day began with a keynote address. Kicking off the speaker series was celebrity restaurateur Donatella Arpaia, followed by James Beard award winner, Ken Forkish, then closing out the show on day three with founder & co-owner of Park Street Pizza, Rocky Shanower.

### INTERNATIONAL PIZZA CHALLENGE



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

### WORLD PIZZA GAMES



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



## SHOW HIGHLIGHTS

### BLOCK PARTY



### SURPREMELY DRESSED



### DEMOS



### SHOW FLOOR







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