



# JULY 31 - AUGUST 1, 2025 | MONTEREY, CA

MONTEREY CONFERENCE CENTER & PORTOLA HOTEL & SPA

## CHEF'S CHOICE AWARD

**Sample your best dishes at the Foodservice Conference Expo to be eligible for the Chef's Choice Award. The winning company will receive top-level recognition for its innovative culinary efforts.**

Chefs and operators, including those in school foodservice, continually look for creative recipes and cutting-edge menu ideas to excite and attract their patrons, customers, and students. They find these innovations at this conference and expo, IFPA's one-stop shop for produce in the foodservice industry.

### **Winners Receive:**

- Focused recognition in front of your peers with a show floor announcement at the end of the day
- Broad recognition when the winning recipe is shared in IFPA press releases and with registered media at the conference
- Consumer and influencer recognition when your creation is promoted on IFPA's social channel, reaching millions of consumers and food, nutrition, and health influencers
- A framed IFPA Foodservice award
- \$500 Tricord Tradeshow Services credit

### **How it works:**

The contest is designed to showcase truly innovative uses of fresh produce in foodservice dishes.

- Recipes must include produce (fruits and/or vegetables), be creative and serve something they've never tasted before
- An IFPA panel of award-winning chefs will sample dishes from booths during show hours on Friday, August 1
- The winner will be announced at the expo at the end of the day

Contact the Expo Team if you have any questions  
Email: [npickersgill@freshproduce.com](mailto:npickersgill@freshproduce.com) or phone: +1 (302) 781-5857