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Expo Comida Latina
The Hispanic Food & Beverage Trade Event —
from the everyday to authentic and specialty

Reed Exhibitions, producers of Western Foodservice & Hospitality Expo, Acquires Expo Comida Latina

Hispanic Event Caters to Growing Market and Expands Reed's Food Industry Portfolio

(NORWALK, CT; October 26, 2011) – **Western Foodservice & Hospitality Expo**, produced and managed by Reed Exhibitions Foodservice Event Team and sponsored by the California Restaurant Association, has acquired **Expo Comida Latina**, a Hispanic retail and foodservice event, produced by Diversified Business Communications, effective immediately. The acquisition comes as a result of a successful, three-year co-location strategy where both brands have been strengthened by the partnership. Each event will retain and continue with their individual identities and branding with expected growth for each. Expo Comida Latina expands Reed's foodservice/retail portfolio of events that include the Florida Restaurant & Lodging Show in Orlando, FL and the International Restaurant & Foodservice Show of New York.

Expo Comida Latina is the only industry trade event focused on the Hispanic retail and foodservice markets offering thousands of new and traditional Hispanic flavors and products. Expo Comida Latina features 150+ booths, education sessions on Hispanic market trends, and culinary demonstrations by top chefs, including Chef LaLa.

Three years ago, an expanding Latin food influence into the U.S. foodservice markets provided the catalyst for the co-location. In an ever-increasing market dynamic, retail foods and foodservice products continue to overlap and grow within the Latin culture while North Americans' desire for an expanding taste in Hispanic foods has grown concurrently.

"The acquisition of the Expo Comida Latina event is a strategic fit with our food industry portfolio," said Ron Mathews, Industry Vice President, Reed's Foodservice portfolio. "The Western market is dynamic and growing with distinct regional flavors and influences. Expo Comida Latina adds an important ingredient in providing value and new opportunities for our customers on the West Coast."

Details of the acquisition were not disclosed.

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About Diversified Business Communications

Diversified Business Communications, based in Portland, Maine, US provides information and market access through face-to-face events, magazine publishing, and online resources on four continents. Diversified serves a number of industries including: health care, seafood, food service, natural and organic, commercial marine, and business management. Diversified operates divisions in Australia, Hong Kong, India, the UK and Canada. For more information, visit: www.divbusiness.com.

About The Western Foodservice & Hospitality Expo

The 2012 Western Foodservice & Hospitality Expo will be held Sunday, August 12 through Tuesday, August 14, 2012 at the Anaheim Convention Center. The show is produced and managed by Reed Exhibitions, and sponsored by the California Restaurant Association. Reed Exhibitions produces several other foodservice events including the International Restaurant & Foodservice Show of New York to be held Sunday, March 4 – Tuesday, March 6, 2012 at the Jacob Javits Convention Center in New York and the Florida Restaurant & Lodging Show scheduled for Sunday, September 23 – Tuesday, September 25, 2012 at the Orange County Convention Center in Orlando, FL. For more information on exhibiting or attending future events, call (888) 334-8705 or visit the official Show website at www.thefoodshows.com.

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