

Contact:

Angela Showell

856.380.6816

Ashowell@ahint.com

Philadelphia Phoodies Rejoice

The Society for Foodservice Management launches "At the table with..."

MT. LAUREL, N.J. – July 14, 2011 – The Society for Foodservice Management (SFM) has launched a new online segment called, "At the Table With..." where they will interview professionals in the foodservice and restaurant industries on various topics. The first installment features Iron Chef and Restaurateur Jose Garces answering questions ranging from the most overrated food trend to his most difficult Iron Chef "mystery ingredient."

"We are very fortunate to have Chef Garces sign on to this project," said SFM Executive Director, Pete Pomilio. "His expertise goes beyond owning restaurants. He is an award-winning chef, TV personality and author. He has built his brand through hard work and business know-how and it was great to be able to pick his brain."

Garces opened his first Philadelphia restaurant, Amada, in 2005. Since then he has opened 6 additional restaurants; Garces Trading Company, a gourmet market and café; and Guapos Tacos, a mobile truck serving modern Mexican street food -- all of which form the Garces Restaurant Group.

"It's always a pleasure to speak with other hospitality professionals to hear about the incredibly varied ways that we find success in this ever-evolving and rapidly growing business," says Chef Garces. "I look forward to joining many of those colleagues in October for the annual SFM conference right here in Philadelphia."

Garces, along with Dunkin' Brands Chairman, Jon Luther, is the keynote speaker at this year's SFM Annual Conference, *Evolving Our Industry: Pursuing Excellence in On-site Hospitality*. The conference, scheduled for October 3-6 at the Loews Hotel in Philadelphia, will gather industry professionals to discuss trends, reconnect with colleagues, network and attend educational sessions.

Topics for this year include commodity inflation and food costs; interactive technology for on-site settings; food psychology; and customer service, among others. There will also be a Hunger Walk, where participants will traverse the landmarks of historic Philadelphia and raise funds for a local area food bank.

For more information on the SFM Annual Conference and to view "At the Table with Iron Chef Jose Garces," visit www.sfm-online.org.

About The Society of Foodservice Management

The Society for Foodservice Management (SFM) is the pre-eminent national association serving the needs and interests of executives in the onsite foodservice industry.

Its principal role is to enhance the ability of our members to achieve career and business objectives in an ethical, responsible and professional climate. The Society represents major corporate liaison personnel and independent operators as well as national and regional foodservice contract management companies. For more information, visit www.sfm-online.org, join SFM on Facebook and follow @FoodserviceMgmt on Twitter.

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