



R-050925

# EVENT REPORT

2025 PIZZA EXPO

MARCH 25-27, 2025

LAS VEGAS CONVENTION CENTER

PIZZA EXPO.COM

# WHO ATTENDS

Nearly 15,000 pizzeria owners/buyers, pizzaiolas, vendors and other professionals gathered at the Las Vegas Convention Center to sample, learn, network and buy at International Pizza Expo 2025!

**9,500+** qualified attendees

**88%** with the job function of Owner, CEO/President, Corporate Officer, Manager or Purchasing Manager.

**1 in 2** attendees say Pizza Expo is the only event they will attend this year

**41%** first time attendees

**65%** of attendees plan to open at least 1 new unit in the next 12 months



## BUYERS COME TO SOURCE



Cheese/Cheese Alternatives



Dough Processing



Alcohol/Beer/Wine



Appetizers



Flour



Sauce



Ovens



Beverage/Juices/Softdrinks



Bar Equipment

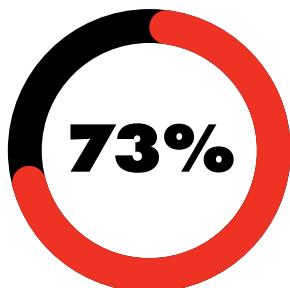


Pizza Toppings

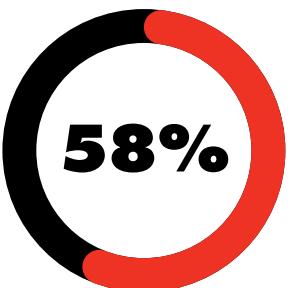


Appetizers Technology

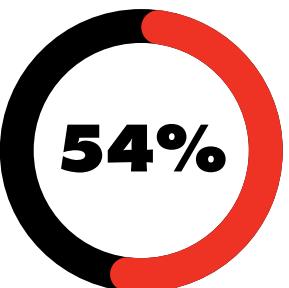
# ATTENDEES COME TO



Source new suppliers, product or services



Stay updated on market trends and developments



Network and explore new business opportunities/partners



**81%**  
OF WORKSHOP & SESSION ATTENDEES LEFT SATISFIED WITH THEIR LEARNING EXPERIENCE



## TOP 5 STATES AT PIZZA EXPO



**20%**  
CALIFORNIA



**8%**  
NEVADA



**5%**  
TEXAS



**4%**  
ARIZONA

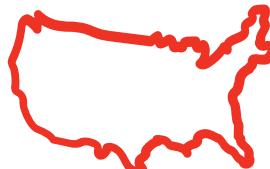


**4%**  
NEW YORK

**7%**  
INTERNATIONAL ATTENDANCE



**93%**  
ATTENDANCE FROM UNITED STATES



Attendees came from all 50 states plus DC

# WHAT ATTENDEES ARE SAYING

“

Authentic engagement from exhibitors. They listened to the concern/issue I was attempting to resolve or improve and provided real solutions based on their expertise not just a 'oh yeah we can do that' type of comment.

- **Kerry Steed,**  
**Generations Pizza** ”

“

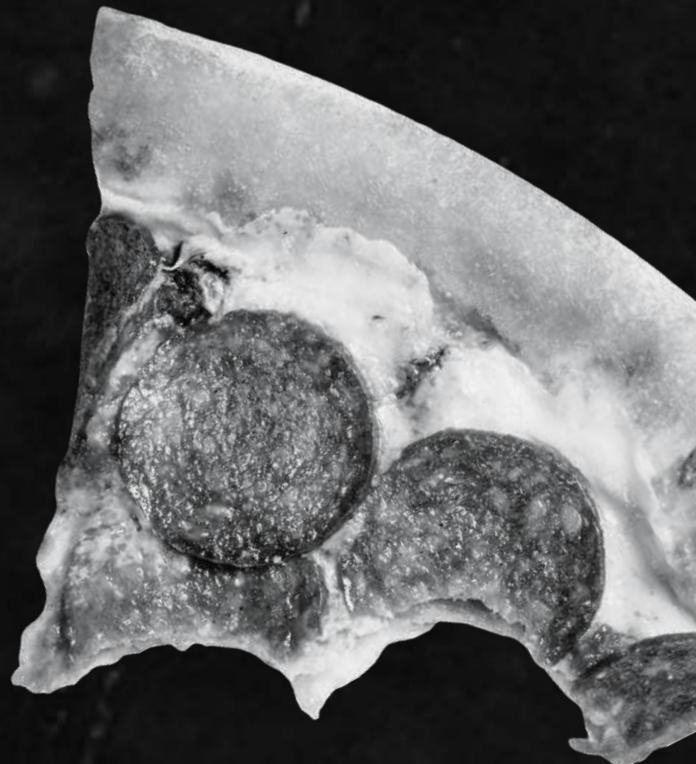
Having representatives sit down with you individually to discuss your interests and create samples on the spot really enhances the connection between the brand and their customers. This level of attention not only showcases the products but also makes you feel valued as a participant. It made for a unique and engaging experience that really stood out.

- **Jamey Goar,**  
**Ben E Keith Foods** ”

“

Being able to sample ingredients was invaluable at this event. I tried a new type of cheese that completely changed my view on what is possible with that topping. With other items I really good a chance to see what options are available to my pizzeria!

- **Ryan Dyke, Pretty Good Pizza** ”



“

The International Pizza Expo is a great show for innovation and connection. I appreciate the variety of vendors at the show. It is helpful to get in front of the product and have the experts there to answer all questions. Definitely worth the money spent to be at the show.

- **Heather Pennington,**  
**Avanti Restaurant Solutions** ”

”

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# EXHIBITOR SNAPSHOT



**83%**

of exhibitors  
in 2025 rated  
Pizza Expo as  
Important



**84%**

said they were  
likely to return  
next year



**34%**

were new  
exhibitors in  
2025

## WHAT EXHIBITORS ARE SAYING



The Pizza Expo is a very good show in volume and quality of opportunities generated. Nice opportunity to visit with current customers as well. This important restaurant channel is well represented at this venue.

**-Robert Caradonna, VP Sales and Marketing, Brakebush Brothers Inc.**



The Pizza Expo was the tastiest way to drive sales and connect with partners. Attendees were friendly and eager to purchase and learn about products.

**-Megan Wommack,  
Sr. Manager, Customer  
Success, Atmosphere TV**



We love the International Pizza Expo because we get to be in the same room as all the greats in the industry and connect with our valued customers, as well as find new ones. It's the best week of the entire year!

**-Angela Russo, President,  
Sopra Cheese Company**



We love Pizza Expo! It has a great energy and vibe.

**Heather M. Stammer  
Product Manager  
Rich Products Corporation**



# SHOW HIGHLIGHTS



## KEYNOTES

On day one, award-winning Chef Sarah Minnick from Lovelys Fifty Fifty, took the stage to share her experience and process in developing her reknown pizza dough. 2024 Pizzeria of the Year co-owner Eric Redfield of Camporosso Pizza in Fort Mitchell, Kentucky delivered an inspiring keynote on the "Spirit of Giving" on day two.

## WORLD PIZZA GAMES

The acrobatic dough spinners dazzled the crowd during the much-anticipated finals at the Pizza Expo Block Party.

## INTERNATIONAL PIZZA CHALLENGE

As crowds gathered around the International Pizza Challenge, creative pizza pros tossed, topped, and competed for glory across five sizzling divisions—plus an extra cheesy showdown hosted by Daiya Foods!

# EXPLORE OPPORTUNITIES TO REACH THOUSANDS OF PIZZERIA OWNERS & BUYERS IN 2026.

## LET'S CONNECT TODAY!



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Where attendees go after the show.

# Pizza Today

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**PIZZA EXPO**  
COLUMBUS

**OCTOBER 26-27, 2025**  
GREATER COLUMBUS CONVENTION CENTER

INTERNATIONAL  
**PIZZA EXPO**  
& CONFERENCE

**MARCH 24-26, 2026**  
LAS VEGAS CONVENTION CENTER

