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***Return On Ingredients' CEO To Speak at***  
**2010 Florida Restaurant & Lodging Show in Orlando September 12-14, 2010**

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May 17, 2010 (Columbus, OH) — Return On Ingredients® President and CEO Mark Kelnhofer has been asked to be a speaker at the 2010 Florida Restaurant & Lodging Show in Orlando September 12-14, 2010 at the Orange County Convention Center. Mr. Kelnhofer will be presenting “The Importance of Accurate Recipe Costs and Menu Engineering” to the attendees as well as participating in “Consultants Corner” during the show.

The Florida Restaurant and Lodging Show is an opportunity for foodservice professionals to taste new foods and discover new products from around the world. They can learn from the experts in the field in the Ferninand Metz Foodservice Forum. Several competitions are conducted during the show including the U.S. Pizza Team and Barista Challenge USA. Ferninand Metz served as President of the Culinary Institute of America (CIA) from 1980—2001 developed an outstanding educational program which features industry leaders discussing everything from going Green to best practices in a down economy to employee theft, food safety, publicity and promotions to consumer trends.

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