

Media Contact: Danielle Walton, Adept Marketing
614.360.3132 x3/dwalton@adeptmarketing.com

FOR IMMEDIATE RELEASE



***Return On Ingredients' CEO To Speak at
2010 Western Foodservice & Hospitality Show in Los Angeles***

* * *

May 4, 2010 (Columbus, OH) — Return On Ingredients® President and CEO Mark Kelnhofer has been asked to be a speaker at the 2010 Western Food Show held August 14-16, 2010 at the Los Angeles Convention Center. The Western Foodservice & Hospitality Expo is the only comprehensive industry event devoted to the Western U.S. restaurant, foodservice and hospitality market. The show will provide you with the strategic forum to demonstrate your food products, technology and equipment as well as discuss service solutions with current customers and new prospects. Mr. Kelnhofer will be presenting “The Importance of Accurate Recipe Costing and Menu Engineering” during the event.

The producers of the Western Foodservice & Hospitality Expo, the largest foodservice focused trade event on the west coast, and Expo Comida Latina, the only industry trade event focused on the fast-growing Hispanic food and beverage market, today announced plans to hold the 2010 editions of the events together for the second year, August 14 - 16, at the Los Angeles Convention Center in Los Angeles, CA. The co-location offers buyers across retail and foodservice operations expanded product and educational opportunities in both traditional and authentic multi-cultural markets. Expo Comida Latina is North America’s only trade event focused on bringing authentic, specialty, gourmet and mainstream products from around the globe to retail and foodservice buyers looking to meet the demands of today’s Hispanic American U.S. population.

The Western Foodservice & Hospitality Expo, sponsored by the California Restaurant Association, serves up the West Coast's very best products, services and technology to the region's restaurant and foodservice professionals. With nearly 90,000 eating and drinking establishments currently operating in California alone, restaurants will register a projected \$58 billion in sales in 2010 – and are indisputably a driving force in both the state employment and revenue sectors. This is an additional tool to help these professionals stay on top of the trends in the retail and foodservice industries today.

###