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PROOF OF THE PUDDING TO CRAFT NEW CULINARY AND MIXOLOGY EXPERIENCES
STARTING WITH THE FORT LAUDERDALE INTERNATIONAL BOAT SHOW

(Atlanta, Georgia) April 25, 2018 – Proof of the Pudding is excited to announce a premium concessions partnership with Yachting Promotions, Inc., DBA, Informa Show Management. To manage the five Florida Boat shows, Miami Yacht Show, the St. Petersburg Power and Sailboat Show, the Palm Beach International Boat Show and the Suncoast Boat Show and starting with the 59th Fort Lauderdale International Boat Show (FLIBS) on October 31 - Nov 4, 2018.

With 39 years of exceptional food service and management experience, Proof of the Pudding will bring new culinary and mixology experiences to concession offerings for the largest in-water boat show in the world. This year FLIBS' exhibits will range from yacht builders and designers to exotic cars and brokerage yachts. Proof's innovation in large-scale outdoor culinary services is poised to transform the previous years of concessions services into an upscale and unique culinary experience that will be integrated into FLIBS' Miami Yacht Show, the St. Petersburg Power and Sailboat Show, the Palm Beach International Boat Show and the Suncoast Boat Show.

"What an exciting time for the Fort Lauderdale International Boat Show as they embark on another level of attendee experiences through this innovative culinary partnership" says Adam Noyes, President of Proof of the Pudding. "We could not be more proud to form this strategic partnership with Informa Show Management and to collaborate with local culinary partners and concepts in the five Florida show cities. This integration of indigenous upscale food and beverage experiences, unique to each city, is a perfect fit and defines new services and experiences for all the exhibitors, sponsors and attendees."

This exciting new collaboration will bring local culinary flair into the show's concession services and catering options with each individual show in mind. Proof will oversee management and operations in all culinary and beverage areas – offering for the first time for FLIB cuisine options that exhibitors can add while placing their online ticket orders. Additionally, Proof will oversee full service catering reservations for auxiliary show receptions and events.

From portable to stationary concession offerings, Proof's themed 'Port of Calls' will be Cabo San Lucas (Mexican), Portofino (Italian), British Virgin Islands (Caribbean), Greek Isles (Greek) and the French Riviera (Parisian). *"From the culinary side, I am very excited to bring the local delicious foods with our local restaurant concept partners and extensive catering options,"* says Vagn Nielsen, Proof of the Pudding Corporate Executive Chef. *"We will be featuring, of course, stone crabs and wood fired pizza, to authentic fish tacos, with plenty of options for every taste and budget."*

Beverage experiences for FLIBS will be also be led by Proof of the Pudding who are experts in featuring specialty cocktails, premium wines and a full line of craft beers. For this year's show, Mixologist Anthony Schuch has teamed up with local brewers – adding on-site "guest brewer" for each location that will feature his or her special cocktails.

About Proof of the Pudding

Proof of the Pudding was founded in 1979 and is now one of the largest Southern-based catering organizations proudly serving many of the Southeast's top venues, convention facilities, and events. Over the past 39 years, Proof of the Pudding has maintained its innovative and distinctive style – taking pride in providing superior service and trend-setting menu creations. With over 18 kitchens across the organization, Proof's chefs are trained to maintain the high standards, quality, freshness, great taste and creative presentations the company's reputation is built on. Today Proof of the Pudding operates state-of-the-art kitchens in Georgia, Florida, North Carolina, South Carolina, Alabama and Tennessee. Innovative culinary creations coupled with creative presentation and service has won Proof numerous industry awards and recognition by clients and media alike.

About The Fort Lauderdale International Boat Show

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