GCOW
Golf Course Owners of Wisconsin

MEMBER NEWS

GCOW Members Can Attend Wisconsin Food Expo on Wednesday, March 11 at Member Rate!

THE GCOW HAS ANOTHER MEMBER-ONLY BENEFIT FOR YOU TO ENJOY!

Through our partnership with the Wisconsin Restaurant Association, we have been granted access to their upcoming Wisconsin Food & Hospitality Expo on Wednesday, March 11, 2026, 9 am – 3 pm at State Fair Park, West Allis, WI. **We will be able to attend at the same rate as their WRA members pay, which is $29 per person.**

The Wisconsin Food & Hospitality Expo (www.wifoodexpo.com) isn't just an event—it's the moment where hospitality leaders come together to ignite innovation, discover fresh opportunities, and shape the future of our industry.

The Wisconsin Food & Hospitality Expo promises to deliver an easy, fun and efficient way to test out products, connect with current and new suppliers, hear best practices from peers and get inspired by what's ahead.

FRESH & DIVERSE MIX OF EXHIBITS

- Taste, touch and test the latest products and services covering all areas of foodservice: food, beverage, equipment, services and technology - 34% of this year's exhibits are brand new, with even more on the way!
- Build your sustainability program and source local suppliers in the Something Special from Wisconsin Pavilion

VALUABLE TRAINING

- Get practical information and tactics with 15-minute Quick Bite training sessions on trending topics in the world of marketing, business operations, AI and more
- Get insider tips on what's trending in the world of bar sales at BevX talks & demos presented by Breakthru Beverage Group
- Find inspiration from the creative cake & bakery competitions and get hands-on at the pasty studio demos

OPPORTUNITY TO MAKE VALUABLE CONNECTIONS

- Network with others in the industry for ideas that can turn into action
- Make connections that become trusted partnerships

Event Website:
https://wifoodexpo.com

Registration Link:
https://events.american-tradeshow.com/wra26

Promo Code: 26GCOW

For more information contact GCOW Executive Director Jeff Schwister at (414) 443-3568 or jeffs@gcow.org