

SAVOR...Chicago

at McCormick Place

Catering • Concessions • Special Events

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La Brea Bakery and Jamba Juice Added as McCormick Place Dining Options

La Brea Bakery Founder Nancy Silverstein Celebrates Grand Opening during NRA Show



CHICAGO, June 11, 2012 -- McCormick Place has added several new food options for attendees this spring including a new La Brea Bakery and Jamba Juice. The new La Brea Bakery celebrated its grand opening with a visit from its founder Nancy Silverton during the National Restaurant Association Show at McCormick Place on May 6th.

La Brea Bakery is an artisanal bread maker founded by Nancy Silverton in 1998 in Los Angeles and has grown into the largest artisanal bread maker in the country. Silverton joined the McCormick Place ribbon-cutting festivities and did a Panini demonstration in the bakery café which serves sandwiches on its signature breads along with salads, soups and pastries. La Brea Bakery is located in McCormick Place's West Building. Silverton received the James Beard Foundation "Best Pastry Chef of the Year" award in 1990 and in 2012 was a finalist for the James Beard Foundation "Outstanding Chef" for Pizzeria Mozza in Los Angeles.

Jamba Juice, located on McCormick Place, Level 2.5 between the North & South Buildings, added great-tasting, healthy, on-the-go choices for smoothies, wraps, flatbreads and salads to attendees' menu options when it opened in early May.

SAVOR

SAVOR, a leader in convention center catering, concessions and special events, took over McCormick Place foodservice operations September 28, 2011. SAVOR is part of SMG, the largest public facilities management company in the world including McCormick Place as of August 1, 2011. In 2010, 17 convention centers where SAVOR provides food and beverage service won prestigious Prime Site Awards from *Facilities & Destinations*.

SAVOR is an industry leader in introducing green standards and programs to public facilities. As the food and beverage provider to facilities with some of the most stringent environmental policies in the world, we have researched the matter extensively and work closely with community and facility managers to develop environmentally friendly

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operations focused on minimizing carbon footprint by purchasing locally produced, sustainably raised product, using non-petroleum-based packaging and recycling or composting waste whenever possible. www.savorchicagomcpl.com.

Chicago's McCormick Place

McCormick Place, the largest exhibition and meeting facility in North America, is comprised of four state-of-the-art buildings, the North, South and West Buildings, the Lakeside Center, and the Hyatt Regency McCormick Place hotel. Combined, McCormick Place offers 2.6 million square feet of exhibit space, 173 meeting rooms, the 4,249-seat Arie Crown Theater and one of the largest ballrooms in the world.

Located on Chicago's lakefront just minutes from downtown, McCormick Place is owned by the Metropolitan Pier and Exposition Authority and managed by SMG, a worldwide convention facility management company. For more information, please visit www.mccormickplace.com or on facebook.com/mccormickplace and twitter.com/mccormick_place.

About SMG

Since 1977, SMG has provided management services to more than 220 public assembly facilities worldwide, including arenas, stadiums, theatres and performing arts centers, equestrian facilities, convention, congress and exhibition centers, science centers and a variety of other venues. Across the globe, SMG manages more than 14 million square feet of exhibition space and more than 1.75 million arena and theatre seats. As the recognized global industry leader, SMG provides venue management, sales, marketing, event booking and programming, construction and design consulting, and pre-opening services. SMG also offers food and beverage operations through its concessions and catering company SAVOR, currently serving more than 100 accounts worldwide. www.smgworld.com.

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