

# SAVOR...Chicago

## at McCormick Place

Catering • Concessions • Special Events

Contact: Michelle Benson  
michelle@createmomentum.com  
708-907-5301

### CATERING A CULINARY FETE FOR 10,000

#### SAVOR...Chicago Serves up Edible Delights en Masse at the Chicago Auto Show's First Look For Charity

[CHICAGO, February 4, 2014] – Preparing for one of its largest and favorite events of the year, the SAVOR...Chicago team is going for gold with its menu for the Chicago Auto Show's First Look for Charity, which gives 10,000 guests a sneak peek at the latest auto introductions. A leader in embracing environmentally friendly foodservice practices and initiatives at McCormick Place, SAVOR...Chicago brings its high profile chef and culinary expertise to the charity gala's menu and edibles.

On the evening of February 7<sup>th</sup>, 10,000 guests will converge at McCormick Place for a first look before the Chicago Auto Show opens to the public the next day. As guests walk amid the sleek, new automobiles, they will taste culinary delights from SAVOR...Chicago and selected local restaurants. The First Look for Charity event is one of the city's largest and most high-profile charity events. This year, SAVOR...Chicago and the Chicago Auto Show have incorporated an Olympic theme to the party and the catering stations. As SAVOR...Chicago and the Chicago Auto Show go for the gold, here are some of the preparations the evening will require:

- 80,000 individual servings will be prepared
- Beverages: 18,000 beers, 14,000 wine glasses and 5,000 mixed drinks
- 260 servers/bartenders
- 15 charity events before the First Look with full beverage and menu service
- 6,500 hours to plan, stage and execute the event

The Chicago Auto Show's benevolent event is in its 23<sup>rd</sup> year regularly generating \$2 million dollars for 18 local area charities.

#### First Look for Charity

7 to 11 p.m., Feb. 7

McCormick Place, 2301 S. Lake Shore Drive, Chicago.

Tickets are \$250. Visit [firstlookforcharity.org](http://firstlookforcharity.org)

"Every year, our team is excited for the First Look for Charity," said Connie Chambers, General Manager, SAVOR...Chicago at McCormick Place. "It is our chance to help raise money for local charities while we treat more 10,000 members of our community. It is an honor to be part of this event."

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### 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](http://www.mccormickplace.com) or on [facebook.com/mccormickplace](https://facebook.com/mccormickplace) and [twitter.com/mccormick\\_place](https://twitter.com/mccormick_place).

### 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 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](http://www.savorchicagomcpl.com).

### 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 division of SAVOR, currently serving more than 100 accounts worldwide. [www.smgworld.com](http://www.smgworld.com).

