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**CATERING GROUP PROOF OF THE PUDDING TO CRAFT NEW
CULINARY AND MIXOLOGY EXPERIENCES AT FIVE LEADING U.S.
BOAT SHOWS**

Starting with the Fort Lauderdale International Boat Show Oct. 31 - Nov. 4,

*Proof of the Pudding to oversee management and operations of all food and
beverage areas and offer dedicated catering for exhibitors*

FORT LAUDERDALE, Fla. & ATLANTA (May 24, 2018) - Award-winning catering group Proof of the Pudding has announced a premium concessions partnership with Informa U.S. Boat Shows for five major events in Florida: the Fort Lauderdale International Boat Show (FLIBS), the St. Petersburg Boat Show, the Miami Yacht Show, the Palm Beach International Boat Show, and the Suncoast Boat Show in Sarasota.

The new partnership will kick off with the 59th annual Fort Lauderdale International Boat Show, set to take place later this year from October 31st through November 4th.

With 39 years of food service and management experience, Proof of the Pudding will bring new culinary and mixology experiences to the largest in-water boat show in the world. Exhibits at FLIBS range from astonishing super-

yachts to boats for every budget, as well as electronics, fishing gear, nautical-themed home goods and fashion.

"Proof of the Pudding's innovation in large-scale outdoor culinary services is poised to transform the food offerings at FLIBS into an upscale and unique culinary experience," said Informa U.S. Boat Shows General Manager Andrew Doole. "We're looking forward to the exciting, new flair this partnership will bring to all of our boat shows' concession services and catering options."

From portable to stationary concessions offerings, Proof of the Pudding is planning 'Ports of Call'- themed food stations for FLIBS, including Cabo San Lucas (Mexican), Portofino (Italian), the British Virgin Islands (Caribbean), the Greek Isles (Greek), and the French Riviera (Parisian).

Beverage experiences planned for FLIBS include specialty cocktails, premium wines and a full line of craft beers. For this year's show, Proof of the Pudding mixologist Anthony Schuch will be teaming up with local brewers to add an onsite "guest brewer" to each drink station.

Similar experiences are being planned for Informa's other Florida-based boat shows, but with distinct flourishes unique to the individual feel of each show.

"What an exciting time for the Fort Lauderdale International Boat Show as they embark on another level of the attendee experience through this innovative culinary partnership," said Adam Noyes, president of Proof of the Pudding. "We couldn't be prouder to form this strategic partnership with Informa U.S. Boat Shows and to collaborate with local culinary partners in five exciting, regional markets. The integration of authentic, upscale food and beverage offerings, unique to each host city, will redefine the show experience for exhibitors, sponsors and attendees alike."

In addition to overseeing the management and operations of all the shows' food and beverage areas, Proof of the Pudding also will offer catering reservations for exhibitors and auxiliary show events. Exhibitors will be able to place advanced, online orders for pre-selected catering options, such as daily lunch for employees who are working the show, or arrange custom menus for parties and receptions as needed.

"On the culinary side, I am very excited to be collaborating with our Florida-based providers to deliver amazing food and beverage options for exhibitors and guests that highlight the unique flavors of each of the boat shows' host cities," said Proof of the Pudding Corporate Executive Chef Vagn Nielsen. "We will be featuring everything from flavorful fish tacos and stone crabs to authentic wood-fired pizza, with plenty of options for every taste and budget."

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. For more information, visit ProofPudding.com.

About The Fort Lauderdale International Boat Show

Owned by the Marine Industries Association of South Florida (MIASF) and managed and produced by Informa Exhibitions, the Fort Lauderdale International Boat Show (FLIBS) is the largest boat show in the world in terms of gross exhibitor space and number of vessels. The show spans more than 3

million square-feet across seven locations, all connected by a network of water taxis, riverboats and ground transportation. Widely regarded as one of the world's top annual boating event where consumers and the global marine industry gather to buy, sell, meet up and see what is new, the show attracts approximately 100,000 attendees and 1,000 exhibitors from 30 countries with more than 1,200 boats on display each November. For more information, visit FLIBS.com.

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