



There has been misinformation flying around on certain Chilehead blogs about the National Fiery Foods & BBQ Show. Some folks have been trying to compare our show with a competing show in Texas (which was recently purchased by new people who just managed to put up a website, and no longer has the backing of a certain food magazine that can't seem to publish a magazine any more).

One comment claimed that the National Fiery Foods & BBQ Show was much larger (that part is correct), but the show in Texas was 'more fun' because of free alcohol and parties. Question: exactly why do companies exhibit at shows? Is it to have fun and get free booze? Or is it to promote your product to the largest possible audience? That's the difference between a festival and a trade show.

Exhibiting at any show is costly and time consuming. Sometimes it's a lot of fun. So if you're going to spend that money, doesn't it make sense to direct your energy where you'll get the most bang for your buck? The Fiery Foods & BBQ Show is the place.

And about that imagined absence of buyers at the Fiery Foods & BBQ Show. We're in our 23rd year, and every year our buyer list expands—you do the math. It's a proven fact that many buyers come to our show every year and make their buying

decisions based on what they see.

We appreciate everyone who participates in the Fiery Foods & BBQ Show, either as a buyer, exhibitor, or attendee. Trying to decide which show will be the best for your company? That's your call. But at the end of the day, Albuquerque is still home to the biggest, the longest running, the Hottest Show on Earth!

Lois Manno
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Sunbelt Shows

PS: Chilehead blogger Scott Roberts has a poll up about what show you would attend in 2011 if you only had one show to go to. If you like our show, please take his poll (3 seconds max) that is [here](#).