

news +++ Equipment, Automation and Technology Show for Food & Beverage (EATS)

May 29, 2025. Chicago, IL



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Celebrity Chef Rick Bayless to Headline Live Demo at the EATS Kitchen

[EATS—The Equipment, Automation and Technology Show for Food & Beverage](#)—has announced that celebrity chef Rick Bayless will headline a live demonstration at the EATS Kitchen, a brand-new feature debuting on the show floor October 28–30, 2025, at [McCormick Place](#) in Chicago.

Rick Bayless is a James Beard Award–winning chef, winner of Top Chef Masters, and host of the acclaimed PBS series Mexico: One Plate at a Time. He is also the founder of Frontera Foods, a successful line of Mexican-inspired sauces and meals, and the chef behind Michelin-starred Topolobampo and the iconic Frontera Grill in Chicago. Widely respected for bringing regional Mexican cuisine into the American mainstream, Bayless has built an influential career spanning restaurants, cookbooks, television, and retail products.

On Tuesday, October 28, Bayless will take the stage to deliver a live culinary masterclass to provide food & beverage professionals with practical techniques, flavor development strategies, and inspiration for bringing chef-level innovation into commercial production environments.

About EATS Kitchen

EATS Kitchen is a new, immersive feature area at EATS 2025 designed to bridge culinary artistry and scalable food production. Through live demonstrations led by celebrity chefs and industry experts, EATS Kitchen showcases how recipes evolve into packaged products—highlighting ingredient versatility, technique refinement, and operational scalability.

This experiential space gives attendees a firsthand look at the challenges and decisions involved in taking a product from concept to shelf, while also providing suppliers and equipment manufacturers with valuable insights into the real-world needs of food and beverage processors.

EATS Kitchen joins a robust lineup of show floor features at EATS 2025, including sector-focused education stages, Food for Thought sessions, and live production lines—each designed to equip attendees with the tools, strategies, and connections needed to drive business growth.

[Registration for the show is now open.](#) Secure your spot today and join the food & beverage industry’s top professionals this October in Chicago for three full days of innovation, fresh ideas, and real-world learning.

Links to sites:

[Website](#)

[LinkedIn](#)

[Instagram](#)

[Facebook](#)



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Background information on Messe Frankfurt

www.messefrankfurt.com/hintergrundinformationen

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Food Technologies Brand:

Messe Frankfurt is supporting the dynamic growth of the food industry with four trade fairs on four continents. The industry meets at the events in Argentina, Thailand, the USA and Germany. The international trade fairs showcase trends and innovations and bring together experts from all over the world.

Find out more at: www.food-technologies.messefrankfurt.com

Background information on Food Production Solutions Association

The Food Production Solutions Association (FPSA) is a global trade association serving suppliers in the food and beverage industries. The Association's programs and services support members' success by providing assistance in marketing their products and services, overall improvement in key business practices and many opportunities to network among industry colleagues. Programs and services to achieve these objectives include EATS - The Equipment, Automation and Technology Show for Food & Beverage (industry leading trade show), electronic media marketing,

education, market intelligence, research, and advocacy of critical industry issues such as food safety, sanitary design of equipment, and global trade. FPSA members are organized in vertical industry councils which focus on specific needs and concerns that are unique to each industry sector. FPSA councils currently represent the [Bakery, Beverage, Dairy, Pet Food, Prepared Foods and Meat sectors](#)