

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



## **Celebrity Chef Jeff Mauro to Bring His Signature Flavor and Fun to the EATS Kitchen**

[EATS—The Equipment, Automation and Technology Show for Food & Beverage](#)— has announced that Emmy-nominated celebrity chef Jeff Mauro will take the stage for a live demonstration at the EATS Kitchen, an exciting show floor feature debuting October 28–30, 2025, at [McCormick Place](#) in Chicago.

Known for his quick wit and serious sandwich skills, Mauro rose to fame after winning Season 7 of Food Network Star, launching his hit show Sandwich King, and becoming a longtime co-host of The Kitchen, now in its 38th season. He’s a regular face on Food Network favorites like Worst Cooks in America and Holiday Wars, and the founder and CEO of Mauro Provisions—a premium food brand specializing in craft giardiniera, bold seasonings, and signature sandwich kits. He’s also the best-selling author of Come On Over and co-host of the podcast by the same name.

On Thursday, October 30, Jeff Mauro will bring his signature humor and Chicago charm to the EATS Kitchen stage. Expect a lively, flavor-packed demo that combines his passion for sandwiches with real-world insights—offering food & beverage professionals fresh ideas, practical inspiration, and plenty of laughs along the way.

### **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](http://www.messefrankfurt.com/hintergrundinformationen)

**Sustainability at Messe Frankfurt**

[www.messefrankfurt.com/nachhaltigkeit-information](http://www.messefrankfurt.com/nachhaltigkeit-information)

**Background information on Messe Frankfurt Inc.**

[www.messefrankfurt.com/hintergrundinformationen](http://www.messefrankfurt.com/hintergrundinformationen)

**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](http://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](#)