

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

May 19, 2025. Chicago, IL



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## **Introducing EATS Kitchen: Bridging Culinary Creativity and Scalable Production**

**[EATS—The Equipment, Automation and Technology Show for Food & Beverage](#)**—is proud to announce EATS Kitchen, a new feature debuting on the show floor at its 2025 edition, taking place October 28–30 at [McCormick Place](#) in Chicago.

This immersive area will bring the transformation of recipes to life. Through live demonstrations led by celebrity chefs, EATS Kitchen explores how culinary creativity evolves into finished packaged products, showcasing ingredient versatility and techniques that optimize quality, consistency, and scalability. The space will also host the return of the popular Butchering Demos presented by the Chicago Meat Collective.

“EATS Kitchen captures the essence of what makes this show so valuable—up-close learning, production insight, and real-time inspiration,” said Sarah Hatcher, Group Show Director for EATS. “From concept to execution, this area brings together the art and science of food production in one dynamic space.”

This experience gives attendees a firsthand look at the challenges, decisions, and processes involved in bringing a product to market. At the same time, it offers exhibitors a window into the real-world hurdles food and beverage companies face and helps identify opportunities to develop equipment, automation, and technology solutions that better support scalability and efficiency.

EATS Kitchen joins a strong lineup of show floor features, including sector-focused education stages, Food for Thought sessions, and live production lines, designed to equip attendees with the latest tools and knowledge to drive growth for their operations.

[Registration is now open, with early bird pricing available through May 31, 2025.](#) Don't miss your chance to experience the future of food and beverage processing live in Chicago this fall.

**Links to sites:**

[Website](#)

[LinkedIn](#)

[Instagram](#)

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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)

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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](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.](#)