

CREATE

the experience

OCTOBER 1-3, 2023
PALM SPRINGS, CA

MARGARITAVILLE®
Resort

The **CREATE** Experience offers you **insightful** speakers, **meaningful** conversations, **new** relationships, and a look at foodservice innovation through **unique** experiences.

**AGENDA
INSIDE**

REGISTER NOW AT **CREATE.NRN.COM**

Registration is complimentary for restaurant operators.



POWERED BY: *Nation's
Restaurant News*

FOUNDING SPONSOR:



the experience

CREATE: The Experience, produced by *Nation's Restaurant News*, is the destination for growth-minded restaurateurs ready to take their businesses to the next level. Don't miss your chance to build meaningful connections, learn from insightful speakers, and experience the most innovative ideas in foodservice firsthand.

What can you expect?

- ✓ Dozens of industry experts sharing best practices and lessons learned
- ✓ Inspiring keynote speakers
- ✓ Interactive roundtable discussions to discuss your biggest challenges
- ✓ TED-style presentations focused on Tech, Finance and Growth solutions
- ✓ Networking events showcasing trending food and beverages that your customers crave
- ✓ Immersive experiences designed to connect you with your peers outside of the meeting room

the venue

MARGARITAVILLE
Resort
PALM SPRINGS, CA

Margaritaville Resort Palm Springs combines the chic, mid-century Palm Springs aesthetic with Margaritaville's casual-luxe island feel. Just minutes from downtown Palm Springs, the resort includes island-inspired drinks and dining options, and the soothing St. Somewhere Spa (Palm Springs' largest resort spa).



the agenda: *Sunday*

9:00 a.m. – 7:00 p.m.

Welcome Desk/Badge Pick Up

The CREATE Welcome Desk is open all day. Check in with us to get your CREATE swag and enjoy a refreshing Margarita. It's 5 o'clock somewhere, right?

12:00 p.m. – 5:00 p.m.

CREATE Your Experience: Cool Things Tour

Meet up with your restaurant industry peers and immerse yourself in the desert vibes that only Palm Springs can offer! Choose from among multiple local tours and activities to spend a fun and relaxing afternoon. Times vary for each tour. More details to come. Pre-registration required.

Red Jeep Tour

Extraordinary scenery abounds as your guided Jeep winds its way through the labyrinth of geological cuts and canyons of the San Andreas Fault Zone.

Restaurant Tour

A taste of the Desert. This unique epicurean walking tour in downtown Palm Springs will give guest a one-of-a-kind private tour of 6 locally-owned restaurants to taste culinary delights of all kinds. In addition to enjoying the tasty treats, learn about the Hollywood connection and famous architecture.

St. Somewhere Spa Experience

Enjoy a massage at Margaritaville's award-winning Spa, St. Somewhere. In addition to your spa treatment, you will have all-day access to their relaxation space that includes private hot tubs and comfy lounge seating.

Aerial Tramway/San Jacinto Mountain

The Palm Springs Aerial Tramway—the world's largest rotating tram car provides spectacular 360 view of the magnificent valley floor and surrounding area as it covers over 2.5 miles of Mt. San Jacinto.

BMW Driving Experience

This is the real deal. Enjoy a full day excursion at the BMW Track in Thermal, California. Participate in exhilarating driving sessions and heart pounding Hot Laps with a driving pro.

Poolside Cabana Experience at Margaritaville

Just want to relax? We have you covered. Join us at the CREATE Cabanas located poolside, where you can lounge in our VIP area with other attendees, enjoy a beverage and snacks.

5:00 p.m. – 7:00 p.m.

CREATE Poolside Party

Join us for a fun, poolside party! Connect with your restaurant industry tribe for cocktails and appetizers.

7:00 p.m.

Dinner

Enjoy the vibrant Palm Springs restaurant scene for dinner on your own.

CHECK [CREATE.NRN.COM](https://create.nrn.com) FOR RECENT PROGRAM AND SPEAKER UPDATES

the agenda: *Monday*

7:00 a.m. – 7:00 p.m.

Welcome Desk/Open

The CREATE Welcome Desk is open all day. Check in with us to get your CREATE swag and enjoy a refreshing Margarita. It's 5 o'clock somewhere, right?

8:00 a.m. – 9:00 a.m.

Breakfast

9:00 a.m. – 9:15 a.m.

Opening Kick Off (Main Stage)

Join us at the CREATE Main Stage as we kick off CREATE: The Experience with a high-spirited opening session featuring headline speakers sharing valuable insights in dynamic presentations.

9:15 a.m. – 10:15 a.m.

Keynote Session (Main Stage)

10:15 a.m. – 10:30 a.m.

Break



10:30 a.m. – 11:45 a.m.

CREATED Talks on Main Stage

A series of fast-paced, TED-style talks designed to share tangible business-building ideas in the areas of Finance, Technology and Operations.



CREATED Talk: Finance

Lauren Fernandez
CEO, Full Course



CREATED Talk: Technology

Juan George
Co-Founder, 858 Partners



11:45 a.m. – 1:00 p.m.

Pop-Up Festival

Join us at the Pop-Up Festival to enjoy lunch and connect with the morning's speakers in the networking lounge.

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the agenda: Monday

1:00 p.m. – 2:45 p.m.

Table Talk Roundtable Sessions

Participate in fast-paced, interactive roundtable discussions designed to tackle the biggest challenges for emerging growth restaurant leaders.

ROUNDTABLE TOPICS:

TECHNOLOGY INNOVATION | GROWTH & FINANCE | CUSTOMER EXPERIENCE | OPERATIONAL EXCELLENCE



2:45 p.m. – 3:45 p.m.

Pop-Up Festival

Enjoy afternoon snacks and network with your CREATE tribe and connect with speakers for follow up questions.

3:45 p.m. – 4:45 p.m.

Founders Forum on the Main Stage

Inspirational conversations with restaurant company founders who have blazed new trails for emerging restaurateurs. Audience Q&A is encouraged!



Sam Oches
Editor-in-Chief,
Nation's Restaurant News



Nathaniel Ru
Co-Founder, Chief Brand
Officer, sweetgreen



Lauren Bailey
CEO/Co-Founder,
Upward Projects



Jason McGowan
Co-Founder & CEO,
Crumbl

5:00 p.m. – 7:00 p.m.

Opening Celebration: Desert Vibes Only!

Join us at the Lone Palm Pool for a starry night in Palm Springs! Enjoy live music, great food, and tasty cocktails.

SPONSORED BY:



7:00 p.m.

Dinner

Explore the vibrant Palm Springs restaurant scene for dinner on your own.

CHECK [CREATE.NRN.COM](https://create.nrn.com) FOR RECENT
PROGRAM AND SPEAKER UPDATES

the agenda: Tuesday

7:30 a.m. – 8:30 a.m.

Breakfast

8:30 a.m. – 8:45 a.m.

Texas Pete® Kitchen Hero Cook-Off (Main Stage)

SPONSORED BY:



8:45 a.m. – 10:00 a.m..

CREATORS Awards Panel (Main Stage)

Today's CREATE Headliners include the Texas Pete® Kitchen Hero Cook-Off and the CREATORS Awards Panel, sponsored by Dr Pepper Keurig.

SPONSORED BY:



10:00 a.m. – 10:30 a.m.

Break

10:30 a.m. – 11:45 a.m.

Festival Program

The Festival Program features 30-minute bursts of future-focused, interactive conversations and informative presentations designed to provide you with the key takeaways you need to move your business forward.



10:30 a.m. – 11:00 a.m.



Mario Del Pero
Founder, DOM Food Group

11:00 a.m. – 11:15 a.m.

Break

11:15 a.m. – 11:45 a.m.



Bryce Fluellen
Executive Director of Social Equity
Franchise & Philanthropy, EveryTable



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the agenda: *Tuesday*



11:45 a.m. – 1:00 p.m.

Pop-Up Festival

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1:00 p.m. – 2:15 p.m.

Festival Program

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1:00 p.m. – 1:30 p.m.



Stacy Petersen
CEO, Jeni's Splendid Ice Creams

1:30 p.m. – 1:45 p.m.

Break

1:45 p.m. – 2:15 p.m.



Andy Hooper
CEO, Hart House



2:15 p.m. – 3:15 p.m.

Pop-Up Festival

Enjoy afternoon snacks and network with your CREATE tribe and connect with speakers for follow up questions.

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the agenda: *Tuesday*

HOT concepts

3:15 p.m. – 4:15 p.m.

Hot Concepts Awards & Panel on the Main Stage

This session is HOT! Let's celebrate the 2023 Nation's Restaurant News Hot Concepts winners at this high-energy session featuring the leaders of the hottest new restaurant concepts in the country.

Panel Moderator: Fred LeFranc, Chaos Strategist & Founding Partner, Results Thru Strategy



4:15 p.m. – 4:30 p.m.

Break

4:30 p.m. – 5:30 p.m.

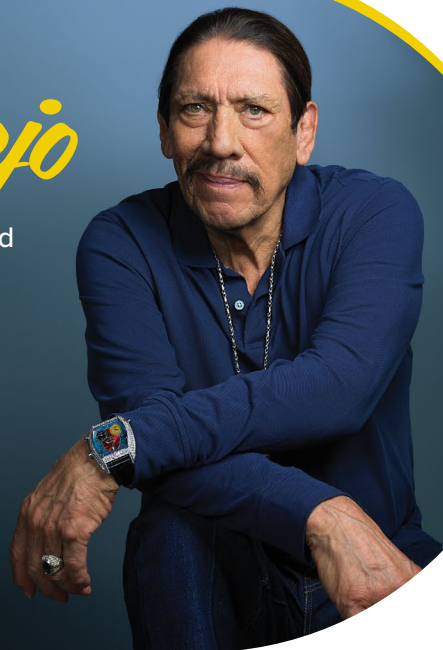
Closing Keynote

From Fame to Foodservice:

An evening with *Danny Trejo*

Join NRN's Editor-in-Chief, Sam Oches for a fascinating discussion with famed actor turned restaurateur and cookbook author, Danny Trejo. From years of imprisonment to helping troubled youth battle drug addictions, from acting to producing, and now on to restaurant ventures, Trejo's name, face, and achievements are well recognized in Hollywood and beyond. Trejo's expanding restaurant empire includes Trejo's Tacos & Cantina and Trejo's Coffee & Donut, with a fifth restaurant opening in downtown Los Angeles in March.

Trejo shares his love of food in Trejo's Tacos: Recipes and Stories from L.A. and Trejo's Cantina, a book about cocktails, snacks & amazing non-alcoholic drinks from the heart of Hollywood (release April 2023).



5:30 p.m. – 7:30 p.m.

CREATE 2024 Kick Off Party: Nashville Style!

Join us at the Oasis Garden where keynote speaker Danny Trejo will be on hand for a meet and greet. No "closing" vibes for CREATE! Instead, let's kick off CREATE 2024 to be held in October 9-11, 2024 in Nashville.



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