

**FOR IMMEDIATE RELEASE**

CONTACT:

[Name, Title]

[Email Address]

[Phone Number]

**[Insert Company Name] Announces**

**[Insert Product/Service]**

**[Company Name] to Exhibit at the International Baking Industry Exposition (IBIE), September 14-17, 2025**

**[Company City, State, Country]** [Press release date] – [Insert company name], [insert a short descriptive sentence of your company], will showcase its [insert product/service and brief description] at IBIE 2025. As an exhibitor at this year’s Baking Expo**™**, an event bringing together more than 20,000 baking professionals from 100 different countries and every segment of the business, [company] will be able to connect with the industry and share leading-edge trends, discoveries and knowledge for the year ahead in Las Vegas, Nevada.

**[Use this paragraph for news about your company]**

Include information about your company as well as information related to IBIE 2025.

* New product announcements
* Products that will be showcased at the booth
* Booth demonstrations
* Giveaways/contests

**[Insert quote as to why your company is exhibiting]**

“IBIE 2025 is the perfect opportunity to successfully reach new buyers, generate leads, increase sales, close deals and strengthen our brand, which is why we’re showcasing [product name/service],” said [First Name Last Name], [title] of [company name]. “With an opportunity to build relationships with thousands of buyers from around the globe and from across every industry segment, this was the perfect timing for us to share [product/service], which aligns with the [recent change in federal regulation, trending topic, etc.].”

"We’re pleased [company name] chose to exhibit at IBIE 2025 as we continue to provide a unique forum for the baking professionals to exchange ideas, do business, and propel the industry forward. IBIE is unlike any other event and it only happens every three years,” said Jorge Zarate, IBIE 2025 Chair. “Between the innovation on the show floor, dynamic demonstrations, comprehensive IBIEducate program, unique networking events and opportunities to conduct business with colleagues from more than 100 countries, IBIE brings it all together in Las Vegas.”

For more information about IBIE, visit: [www.bakingexpo.com/](http://www.bakingexpo.com/).

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**About [Company Name]**

Add your company’s boilerplate here.

**About IBIE:**

*The International Baking Industry Exposition (IBIE) is the largest and most comprehensive baking industry event in the Western Hemisphere. Held every three years, IBIE brings together professionals from all segments of the grain-based food industry to discover new technologies, ingredients, and trends, network with peers, and conduct business. Owned by the American Bakers Association (ABA) and the Bakery Equipment Manufacturers and Allieds (BEMA), with support from the Retail Bakers of America (RBA), all proceeds from this non-profit event are invested back into the industry. IBIE 2022 will be held at the Las Vegas Convention Center, Sept. 14-17, 2025, with a full day of education on Sept. 13.*