



**FOR IMMEDIATE RELEASE**

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**Kutahya Porselen Announces  
Its innovative tableware designs with the slogan "Let's  
Shape the Future Together"  
Kutahya Porselen to Exhibit at The National Restaurant Association  
Show, May 20-23, 2023**

**[Kutahya, Turkiye]** [May 8, 2023] – [Kutahya Porselen], is well known for being a dynamic and innovative brand, committed to producing durable and healthy porcelain products since 1970, will showcase its innovative designs for Horeca industry with the slogan "Let's Shape the Future Together" at The National Restaurant Association Show. As an exhibitor at the Show, an event bringing together more than 51,000 foodservice professionals from 112 different countries and representing over 900 product categories, Kutahya Porselen will be able to connect with the industry and share leading-edge trends, solutions and knowledge for the year ahead in Chicago, Illinois.

**"Let's Shape the Future Together"**

Committed to shape the future of the industry by addressing the expectations of customers with a contemporary design approach and the slogan "Let's Shape the Future Together", Kütahya Porselen, presenting its Horeca products along with its stylish collections and award-winning designs will be at the boot.

**A silent symphony: PANIO**

Panio, one of the newest collections of Kütahya Porselen, is created with a sustainable approach that respects nature and considers the needs of the gastronomy industry, will be introduced. Inspired by the vibrations of sound waves and designed by reflecting these waves on the porcelain surface, the Panio collection offers a unique dining experience as if a silent symphony accompanies the dinner.

**A brand new experience: WABI SABI**

Kütahya Porselen, will present Wabi Sabi, which feels hand-made with its natural stone look and offers a different dining experience with its black and white matte glazes. The other special collections such as Corendon, 1400 Mitterteich Defne Koz collection, Colorx, Galaxy, Chef Taste Of, Raisu, Porflame, Tavola will be presented as well.

**The excitement of showcasing our products for the first time at NRA Show 2023**

"The Show is the perfect opportunity to reach new buyers, build stronger relationships and

strengthen our brand, which is why we're showcasing our innovative horeca porcelain collections," said Sema Güral Sürmeli, Chairwoman of Kutahya Porselen. "We're thrilled to be able to share our products with thousands of foodservice professionals from around the globe and look forward to connecting with new and existing customers at the must-attend event for the industry."

"We're pleased to welcome Kutahya Porselen as exhibitor at the 2023 Show," said Tom Cindric, President of Winsight Exhibitions. "The annual event showcases the latest in foodservice innovation and continues to inspire menus, revitalize beverage programs, initiate equipment investments and pioneer groundbreaking technology. We're thrilled to bring together start-ups, niche brands and the biggest names in the industry to help foodservice professionals solve for today's biggest challenges including workforce shortages, labor costs and overall operational efficiency."

As the global restaurant and hospitality industry's premier trade show, the National Restaurant Association Show is the place to explore everything that's happening in the hospitality industry, from the latest food and beverage trends to emerging technology. It's all here! For more information, visit [nationalrestaurantshow.com](https://nationalrestaurantshow.com).

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### **About Kutahya Porselen**

Kütahya Porselen was founded in 1970 and has since become one of the largest porcelain tableware manufacturers worldwide. The company has five factories located in Turkey, with a total production capacity of 140 million pieces per year. It is known for being a dynamic and innovative brand, committed to producing durable and healthy products. The company's focus on quality and aesthetics has made it a top choice for both end-users who care about table aesthetics and professional chefs who want to elevate their presentation quality. Kütahya Porselen's products are exported to 70 countries across 6 continents, making it a truly global brand.

The National Restaurant Association Show, Hotel-Motel Show is owned and operated by Winsight LLC in partnership with the National Restaurant Association.

### **About Winsight LLC**

Winsight LLC is a business-to-business information, event and market intelligence company serving the restaurant and noncommercial foodservice, convenience and petroleum retailing and grocery industries. Winsight provides research and analytics, branding solutions, face-to-face opportunities, lead generation initiatives, and content marketing services through products including subscription data products, reports, research tools, research programs, fully custom studies, conferences, custom marketing services, meetings, print, digital trade media and tradeshow, including the National Restaurant Association Show.