



CALIFORNIA'S WORKERS' COMP SPECIALIST®

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## FOR IMMEDIATE RELEASE

### Employers Direct Showcases Safety at the Western Foodservice & Hospitality Expo

Agoura Hills, CA - April 2, 2007 - Employers Direct Insurance Company, California's only specialty direct writer of workers' compensation insurance, announced its participation at the Western Foodservice & Hospitality Expo, which will take place August 18-20, 2007, at the Los Angeles Convention Center.

The Western Foodservice & Hospitality Show is presented by the California Restaurant Association and is the most comprehensive marketplace for all professionals who serve the foodservice and hospitality industries on the West Coast. More than 15,000 attendees are expected to visit 650 exhibitors who will showcase new foods to spice up menus, new ideas to attract customers, and new equipment to reduce costs and improve efficiency.

"In the restaurant industry, safety is vital. We assist many of our customers in the restaurant and hospitality industry to create effective safety and loss prevention programs. When work environments are safer, there is a reduction in the frequency and severity of injuries. We are proud to participate at the 2007 Western Foodservice & Hospitality Expo to showcase workplace safety. I invite everyone to visit our booth to learn how to make your restaurant safe," said James E. Little, Chairman/President & CEO of Employers Direct Insurance Company.

Show highlights include:

- **HOT SPOT:** this culinary theater will be packed with celebrity appearances, cooking demonstrations, and book signings
- **NEW PRODUCT GALLERY:** this is the showcase for new food, beverages, desserts, ingredients/condiments, equipment/environmental safety, and technology - more than 100 items - and visitors will be able to get up close and personal for food and beverage tastings each afternoon from 2-3 p.m.
- **PIZZA COMPETITION:** At the 3<sup>rd</sup> Annual California Pizza Championship sponsored by ROMA, contestants will use a variety of products to create their unique pizza from scratch - first place winners will compete in regional championships to earn a chance to compete in the World Pizza Championships in Italy
- **ULTIMATE BARISTA CHALLENGE:** professional Baristi prepare their signature espresso beverages for a panel of judges - there will be a showdown of three flights of espresso frappe, espresso cocktails, and café latte art - winners will compete in the Grande Finale in New York City in March 2008
- **5<sup>th</sup> ANNUAL CULINARY & PASTRY COMPETITION:** Chefs between the ages of 22-37 who are American-born with at least six years experience in a public restaurant, club, or hotel, may compete - the winner will represent the USA in the International Culinary and Pastry Trophy in France in October 2008.

On Saturday, August 18, the show's hours will be from 10 a.m. to 5 p.m. On Sunday, August 19, the show's hours will be from 11 a.m. to 5 p.m., and on Monday, August 20, the show's hours will be from 11 a.m. to 4 p.m. For more information, please visit [www.westernfoodexpo.com](http://www.westernfoodexpo.com).



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### About EMPLOYERS DIRECT INSURANCE COMPANY

Employers Direct Insurance Company is California's only specialty direct writer of workers' compensation insurance. Founded in 2002, Employers Direct has been widely accepted by business owners throughout California as a result of providing highly competitive rates, claims services designed to fight fraud and abuse, and loss prevention services that assist employers to create safe work environments. As a newer company, Employers Direct is unburdened by legacy systems and takes advantage of the latest technology to provide its customers with 24/7 access to all policy and claims information via a secure Internet portal. Employers Direct is proud that a growing number of California's best-run privately-held companies count themselves as policyholders. In addition to restaurants and hotels, niche industries include golf and country clubs, new car dealers, food processors, manufacturing companies, specialty supermarket chains, and retailers. Visit Employers Direct online at [www.employersdirect.com](http://www.employersdirect.com).

### About CALIFORNIA RESTAURANT ASSOCIATION

The California Restaurant Association (CRA) is the definitive voice of the California restaurant and hospitality industry and represents more than 22,000 foodservice businesses statewide. Started in 1906, CRA is governed by a 55-member Board of Directors and has a staff of 40 employees. Headquartered in Sacramento, the CRA also has offices in Long Beach, San Jose, and San Diego. Visit the California Restaurant Association online at [www.calrest.org](http://www.calrest.org).

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