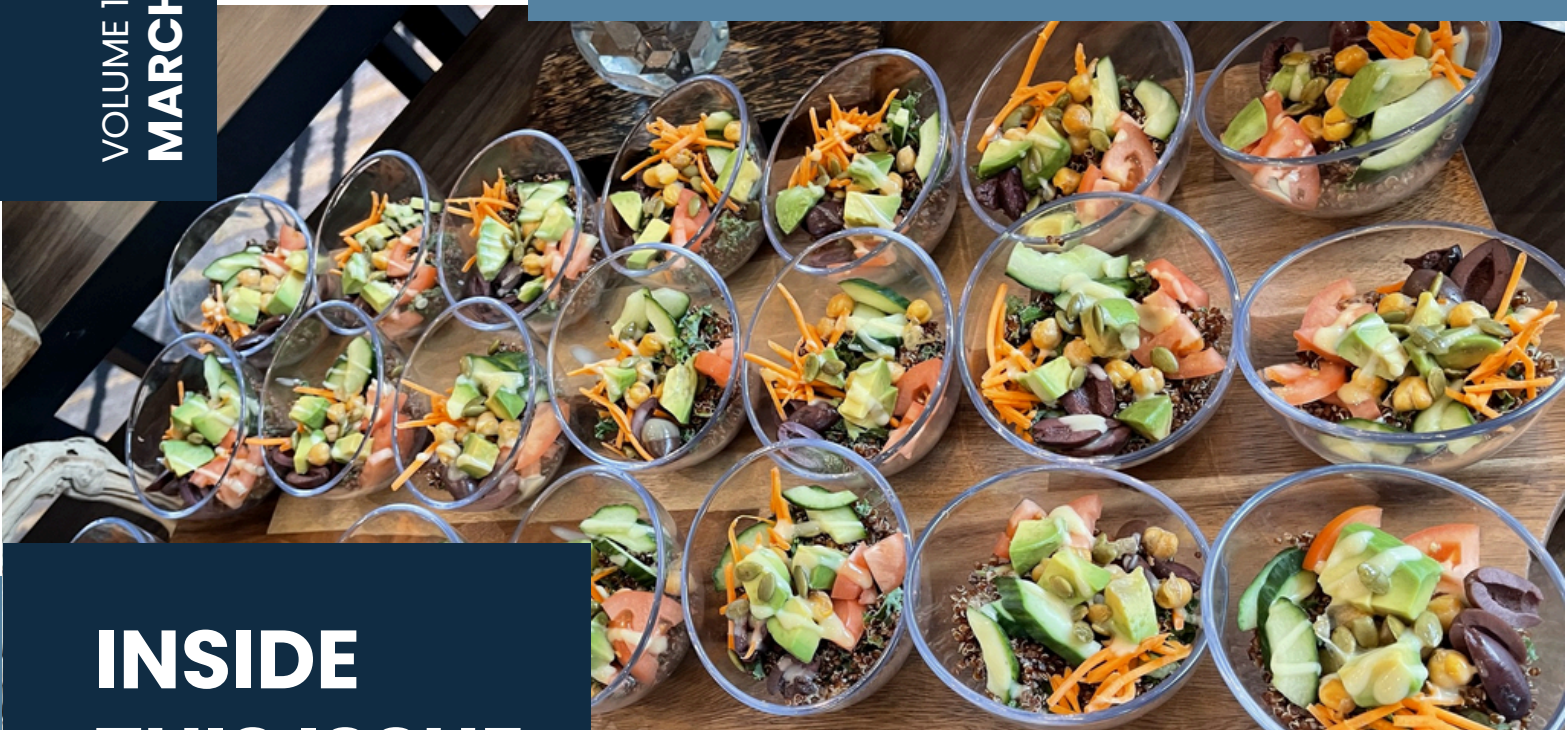


NEWSLETTER

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Missouri ProStart Competition's Culinary Winner - Herndon Career Center

Congratulations to Herndon Career Center for placing first in the Missouri Restaurant Association's ProStart Competition under the culinary category. Herndon will now travel to Baltimore to compete in the National ProStart Competition



Missouri ProStart Competition's Management Winner - Independence School District

Congratulations to Independence School District for placing first in the management category. Jenn Turner will now travel with her team to Baltimore for the National ProStart Competition.



Birdies and Bites - April 22nd

Join us for Birdies and Bites at T-Shotz, a fun-filled evening designed for restaurant employees, friends, and family! Enjoy 90 minutes of golf, a full buffet, and a complimentary drink while unwinding with your team.

Choose from two flight times: 5:00-6:30 PM or 7:00-8:30 PM. Tickets are just \$10 for members, \$15 for non-members. Don't miss out—grab your spot today!

 [REGISTER NOW](#)



GKCRA April Board Meeting - April 8th

Join us for the GKCRA April Board Meeting on April 8th from 2:30 PM to 4:00 PM at Wandering Wine! You can attend in person at this unique location or virtually—whichever works best for you. Be sure to register online to secure your spot and stay informed about important updates and decisions affecting our community. Whether you join us in person or virtually, this is a great opportunity to connect with the board and fellow members. Don't miss out—register today and mark your calendar!

REGISTER NOW



Visit KC Lunch & 2025 Restaurant Week Update

Our team recently had the pleasure of meeting with Visit KC to discuss key initiatives, followed by a fantastic luncheon catered by Jack Stack BBQ—a big thank you to them for the delicious meal! After our meeting, the Restaurant Week Executive Committee gathered to conduct an after-action review of the 2025 Restaurant Week, reflecting on successes and opportunities for growth. This year's event was a huge success, generating 1.8 million impressions across all channels, 31 million PR impressions, and 13,000 website visits, with an impressive 247 restaurants participating. Looking ahead, our committee is already laying the groundwork for an even bigger 2026 Restaurant Week. Stay tuned for updates as we continue to build on this momentum!



Influencer Program: How to use Influencers in KC

Influencers are the new marketing of today. By incorporating influencers into your marketing, you expand your audience reach by tapping into more personalized contacts under the influencer's audience. Expand your reach by working with one of our influencers!

LEARN MORE



2025 What's Hot in Culinary Forecast

Consumers in our industry are rapidly evolving, but here at the Missouri Restaurant Association, we want to equip you with the knowledge of current consumer behavior make important transitions your business. View our report to see what is hot with consumers in 2025!

LEARN MORE

