

News



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Cobo Center food service going natural

DETROIT, Jan. 10, 2013 – Guests at Cobo Center have new fresh and natural choices that make “fast food” fit in with a healthy lifestyle.

Cobo’s hospitality partner, Centerplate, begins the national roll-out of its Go Natural concept in Detroit in conjunction with the North American International Auto Show.

Besides being a concept for healthy foods, Go Natural also will be the new name of the food shop in the middle of Cobo Center’s main concourse. The shop previously was called Go Gourmet. Go Natural officially opens Jan. 10 and will serve breakfast, lunch and snacks during conventions, shows and other events.

Now, Go Natural will be the place Cobo’s guests will find sandwiches made with low-fat meats and whole grain buns, gluten-free foods, fresh vegetables and organic ingredients. The produce will be locally sourced as much as possible.

Food is made fresh daily on-site, is never frozen and has no preservatives or artificial flavoring or colors.

“Even the eggs used for our breakfast sandwiches come from cage-free, organic chickens, and even the ingredients for our cookies and brownies are all natural,” said Jason Hougard, general manager of Centerplate in Detroit.

Food and beverage offerings will come from well-known suppliers specializing in natural products, including:

- Natural Yogurt Muffins from Morrison’s Pastry
- Egg and Cheddar Breakfast Sandwich featuring Thomas’ 100% Whole Wheat English Muffins
- Turkey Sandwich featuring Dietz and Watson deli meats
- Tuna Nicoise Salad with pole-line caught American Tuna
- Asian Chicken Wrap featuring natural Coleman chicken breast
- Hand-crafted natural soups from Kettle Cuisine
- Veggie Sandwich with Sabra’s Classic Hummus

The packaging is also sustainably made and fully biodegradable.

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Centerplate will continue rolling out the Go Natural concept at a number of the more than 250 prominent entertainment, sports and convention venues across North America where it is the hospitality provider.

But the renovation of Cobo Center means more eating delights are coming along soon.

“The Go Natural launch is just the first step,” said John Sergi, chief design officer of Centerplate Stir. “When the new ballroom and meeting rooms open in the former Cobo Arena, there also will be a new 250-seat food court that will feature four new dining concepts – all with a strong Detroit feel and flavor.”

About the Detroit Regional Convention Facility Authority:

The Detroit Regional Convention Facility Authority (DRCFA) was created in 2009 to operate Cobo Convention and Exhibition Center in Detroit under long-term lease from the City of Detroit. The DRCFA Board of Directors is comprised of five representatives selected by the Governor of Michigan, the Mayor of Detroit, and the county executives of Wayne, Oakland and Macomb Counties. The DRCFA receives funding from revenues at Cobo Center as well as support from the state’s Convention Fund. For more information, visit the Authority’s Web site at www.DRCFA.org.

About Centerplate

Centerplate crafts and delivers "Craveable Experiences. Raveable Results." in over 250 prominent entertainment, sports and convention venues across North America – annually serving over 100 million guests. For more information, visit www.centerplate.com.

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