

# market

A NEWSLETTER FOR JAVITS CENTER CUSTOMERS



## Showcasing Cultivated

November 2019

More than 300 industry professionals experienced our new dining and hospitality brand, *Cultivated*, during a recent showcase in our River Pavilion, marking a new era in event dining in the New York City region.

Powered through a collaboration of Levy Convention Centers, CxRA and the Javits Center, this comprehensive and cutting-edge dining program is designed to reshape and reimagine the food and beverage experience throughout the iconic venue.

The new brand will focus on enhancing the hospitality experience with elements rooted in the Empire State, including more New York ingredients and producers, as well as unique dining presentations, products sourced on-site and signature high-end catering for the largest and most exclusive events in New York City.

"Event dining will never be the same," said Mariam Karim, the Vice President of Guest Experience at the Javits Center. "From signature menu items to services customized to each client, this new brand harnesses the best of what New York has to offer, and we're providing that experience in one of the region's most iconic venues

on the Hudson River."

For highlights of the showcase, visit [here](#).

And for more information about Cultivated, visit [javitscenter.com](http://javitscenter.com).

