

Eating at the Interbike Cafe

Interbike, our industry's trade show, is big. Really big. Multiple floors at a huge convention center in Las Vegas, and I had less than one day to take in what most deal with in three. Less than one because, while the show opens at 9am & closes at 6pm, I had two hours NBDA (National Bicycle Dealer Association) booth duty, greeting possible new members but mostly telling people where registration was.

Most years I have more time, and usually go out to lunch with some dealers that I only get a chance to spend time with once or twice a year. This time, I didn't have a chance to get away for even a short period of time. Lunch was simply not an option, but you gotta eat if you're gonna keep moving. What to do? You'll find the answer below.



The Interbike Cafe! One lap around nets you the equivalent of maybe 2 energy bars. Would they notice if I did 2 laps? Nope!