

## **PRESS RELEASE**

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For Immediate Release

### **Keynote panel for Beverage Standards Association session at lunch! 2010 announced**

*Beverage experts from Cadbury, BRITA, and SanRemo UK to headline panel discussion*

Momentum continues to build for lunch!, with news that this year's show will benefit from an exciting new high profile association partnership with the Beverage Standards Association (BSA).

The Beverage Standards Association's highly-anticipated Keynote, 'Raising the standards of your hot beverage offer', will commence at 11:45am on Friday 1 October, the second day of the two-day show at London's Old Billingsgate. The interactive panel discussion will see experienced beverage industry leaders share their passion and devotion to perfect hot beverages that can add real value to today's catering businesses. Key topic areas being addressed include machinery, roasting techniques, Fairtrade vs Organic vs Rainforest Alliance, preparing beverages, ingredient selection, water filtration, building menus, sales promotion tools and driving sales. The dynamic session will provide valuable advice and inspiration for companies with any level of experience from enterprising start-up to experienced veteran.

Chaired by Angus McKenzie, Managing Director of Metropolitan Coffee Company, the panel participants include Jonathon Pearn, National Account Manager – OoH, Cadbury UK; Tony Greensill, Business Account Manager of BRITA Water Filters; Andrew Tucker, Managing Director of SanRemo UK; and acclaimed Tea writer Jane Pettigrew.

One the most important aspects of any event is the quality of its Keynote speakers, and lunch!'s new association partnership with the Beverage Standards Association – which represents manufacturers, distributors and retailers of coffee, tea, chocolate, cold drinks, ancillary products, machinery, services and training within the UK market – will bring an even more diverse and broad industry perspective to this annual gathering of key buyers and decision-makers from the UK's £11.3bn out of home food and drinks sector.

“We are thrilled to begin our new partnership with the Beverage Standards Association at lunch! 2010,” says Madeleine Johnson, lunch!’s Event Manager. “Hot and cold drinks are an absolutely vital part of the grab and go offer, and working closely with the beverage industry’s representative body is very important to the development of lunch! as the premier event for the food to go sector. We’re delighted that the BSA has chosen to kick-start this partnership with an excellent panel session bringing together insight and expertise from some of the key players including Cadbury, Brita and SanRemo.”

“The Beverage Standards Association is really excited to be working with lunch! this year,” comments the organisation’s Chairman David Veal. “Having seen the exhibition last year and recognising lunch!’s award, we felt that it was important for us to be involved to enhance our position in the industry.”

- Angus McKenzie has played a key role in the development of the speciality coffee culture in the UK working with leading companies such as Matthew Algie, Premier Brands, Cafe Bar, Segafredo, and now as MD of Kimbo Metropolitan Coffee Company.
- **Jane Pettigrew** has written 13 books on tea, 18 other books on food and food history, and articles and essays on various tea-related subjects have appeared in newspapers and magazines both in the UK and overseas.
- **Tony Greensill**’s focus on drink quality was forged with machine manufacturer Crane as Technical Advisor. He moved to BRITA 11 years ago relishing the challenge of using water quality to develop business in the coffee, vending and catering markets.
- **Jonathon Pearn** is the National Account Manager responsible for 5 Sectors within Cadbury’s Away from Home channel – Instore Cafe, Coffee Shops, Bakery, Hotels and Licensed.
- **Andrew Tucker**, MD of SanRemo UK, the UK arm of the rapidly growing Italian espresso machine manufacturer, sits on the Beverage Standards Association Exec Committee and the SCAE, UK Barista Championship Committee and is an active force in driving forward standards in the coffee industry.

In total, nearly 150 exhibitors will take part in lunch! 2010, where they will demonstrate the widest array of fantastic products, services and technologies, to over 3000 industry buyers from all the major food-to-go chains, supermarkets, contract caterers and quality independents. For further information, please visit [www.lunchshow.co.uk](http://www.lunchshow.co.uk).

The Beverage Standards Association serves and represents their members' interests by delivering, developing and endorsing best practice in the industry through training, education and networking, to improve the standards and quality of products and service in the out of home hot beverage market. The BSA are involved in several initiatives to help achieve their goals, such as VRQ training in barista skills, Best Beverage Awards and networking meetings.

### ENDS ###

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**Notes:**

*lunch! won the Best Trade Exhibition under 2000<sup>2</sup> award at this year's Association of Event Organisers (AEO) Excellence Awards.*

*lunch! is aimed at serving the needs of the £6billion quality lunchtime food-to-go market. It offers food-to-go buyers an excellent opportunity to source new products, find out about all the latest market trends and network with 1000's of industry professionals all in one dedicated arena.*

*In addition to lunch!, Diversified UK organises Natural & Organic Products Europe, camexpo, the Independent Health Store Conference, and, new for 2010, office\*. The company also publishes Natural Products magazine and the Natural Beauty Yearbook.*

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