

PRESS RELEASE

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For Immediate Release

More lunch! 2010 Exhibitor Show Highlights

Award-winning lunch! – the UK's only dedicated food-to-go trade show – returns to London's Old Billingsgate for its third time. Taking place from the 30 September to 1 October there will be over 120 exhibitors ranging from up and coming small businesses to well established industry leaders. From exclusive product releases to some of the most innovative thinking known to the food-to-go industry – the following is just a taste of what industry buyers can expect to see at lunch!.

LULL will be exhibiting for the first time at lunch! this year within the new Innovation Zone. LULL is a lightly sparkling 100% natural soft drink, designed to help you relax. Packed with eleven botanical extracts, it has the deliciously distinctive taste of lavender. It is low in calories with just 43 calories per bottle and is just right after a hard day or a frenetic work out. LULL comes in an environmentally friendly, premium aluminium bottle, which is not only made from recycled aluminium but is itself fully recyclable. LULL was born on 3 June this year, so this will be the first time that anyone other than friends and family have seen or tried the product.

Together offers a new range of great tasting health drinks packed full of natural, active ingredients to help busy young professionals maintain a healthy lifestyle. The four drinks, based on superfoods Acai (Age Defence), Goji (Natural Energy), Aloe Vera (Detox

Digest) and Pomegranate (Multi Vitamin) have been formulated by leading nutritionists to complement a healthy, balanced diet. The difference between Together's health drinks and any other functional drinks is their unique blend of ingredients, which cannot be found in any other beverage in the UK. Each 150ml serving contains all the essential, functional nutrients required for consumers who want to target a specific health concern and really make a difference to their health and wellbeing.

Exhibiting at this year's lunch! is Simply Ice Cream, which is based in the heart of rural Kent utilising the best and freshest fruits from the 'Garden of England' and making the rest of their additions by hand. Their handmade, hand whisked ice creams contain no syrups or mixes, no eggs, no preservatives or additives. This is ice cream as it should be made! With a range of flavours and sizes, they cover the sector from cafes, delis and attractions to pubs, restaurants and farm shops. Their award-winning flavours include their best seller, Honeycomb Crunch – winner of a Quality Food Award in 2007 and a Great Taste Award in 2009, which just outsells their Vanilla! Christmas pudding is a great one at this time of year and won a highly commended in the Quality Food Awards 2009. Stem Ginger and Marmalade and their Raspberry flavours have just won Great Taste Awards in 2010, with their Honeycomb Crunch and their Strawberry flavours winning Great Taste accolades in 2009.

For the first time, Heavenly Cakes will be exhibiting at lunch! and they are introducing their Gluten-Free range of additive-free Brownies, Flapjacks, Shortbreads and rich chocolate cakes at the show! They have 25 lines, which is the biggest selection of gluten-free cakes available from one supplier in this sector. As well as Gluten-free versions, all their favourites are available, including their best selling Tiffin, Rocky Road and their Christmas 2010 selection:

- Chilli Brownie

- Christmas Slice
- Cinnamon Shortbread
- Midnight Mint

Many Foodservice outlets are considering how to take advantage of the escalating interest in “free from” and Fairtrade Doves Farm is one of the leading and most trusted brands in gluten free, Fairtrade and organic foods, and is proud to present a range of OOH and catering solutions. At lunch! this year, they will be launching two delicious new flavours of twin pack cookies in their OOH range that manage to combine “free-from” with organic and Fairtrade certification. Launching in catering products, Doves Farm offers a plethora of gluten free and organic specialist mixes, flours, pastas and bakery requisites for professional chefs and small food manufacturers.

Bushveldt Biltong and Jerky are two exciting product lines, offered in a variety of flavours, which are new to the food-to-go sector. They are specially-cured air-dried spicy beef and game snacks – nutritious, super-tasty and ideal for slimmers. Bushveldt Biltong and Jerky are savoury meat snacks of South African and American origin, made in the UK using finest quality beef and game marinated with herbs and spices, carefully cured and specially pre-packed for maximum quality and flavour – they are ideal for health conscious customers who want tasty snacks that are different.

New business Ashbourne Foods will be exhibiting their quality cakes and biscuits at lunch! this year. These include the indulgent Sugar n Spice products and its newly launched Naturally Nutritious healthy eating cereal bars. The Naturally Nutritious bars are low in fat, are dairy free and suitable for vegetarians as well as tasting good. The

key principle behind their products, is to use simple well balanced recipes using natural ingredients.

The Fine Confectionery Company will feature their key Food Service brands at lunch! 2010. Locker wafer biscuits from Italy, gourmet chocolate squares and bars from Dolfin Chocolat in Belgium, Jelly Belly jelly beans, Niederegger the benchmark in marzipan, Bendicks Chocolates, and Caffarel chocolate from Italy. Their newest addition is a range of Retro Candy and lollipops to bring out the child in us all. In addition to their regular branded stock product supply, they offer a bespoke packaging service and solutions for private label supply from several of their manufacturing partners.

Orexis has built its success on 3 golden rules: Quality Products, Unbeatable Service and New Product Development and as a result, its current customer base includes high profile food halls, wholesale distributors, fine eateries and sandwich manufacturers, all of whom are a testimony to the quality and success of its products. What will you see from Orexis at lunch! 2010? A wide range of versatile dips, developed from both original authentic Greek recipes and new concepts which will tantalise your taste buds and leave you wondering what will they think of next?

At lunch! this year, Munchy Seeds will be launching their new 'choccy seeds' and 'crunchy bites' seed mixes. Munchy Seeds are deliciously healthy blends of dry roasted and flavoured seeds. They supply their seed blends in either 25g snack packs or 125g and 200g (sharing) tubs! Lawncourt harvest Ltd has been roasting and flavouring seeds for the last 20 years and are the UK market leaders in this unique process. Bulk and bespoke mixes are available on request.

Paperwork UK, label manufacturers and suppliers to the food and packaging industry will be exhibiting their full range of bespoke and stock design labels at lunch! this year, and they will also have the very latest version of SLS software for the most accurate and compliant labelling of your product available, and it conforms to all the latest Lacors requirements and much more!

L'Aquila London (established since 1987) is a specialist supplier of Mediterranean gourmet vegetable ingredients sourced and produced primarily in Italy. Their focus is on further processed ready to eat vegetables including bespoke recipes for the sandwich, food to go, pizza and bakery industries. Key product categories are tomatoes, peppers, basil, olives, onions, mushrooms, artichokes, aubergines, courgettes, pastes/pestos, and tapenades etc. L'Aquila will be serving an inspiring array of canapés using their products throughout the lunch! show.

This year at lunch!, to make caterers' lives easier, Kavis has teamed up with hygiene specialist Paragon Products and can now supply their Kitchen hygiene range along with many other innovative hygiene solutions. The Kitchen hygiene range offers a complete system, which will help any premises serving food to maintain the hygiene standards that are required by current Hygiene and Food Safety legislation. Independently tested against harmful microorganisms, specific products are available for both daily cleaning and problem solving. The kitchen multi task cleaner/sanitiser is suitable for all surfaces and equipment and is odourless and non-tainting so it will not compromise food preparation.

Fridays Ltd are launching their next opportunity – Soup – at lunch! this year. This new launch from Fridays targets demand from the Food Service sector for fresh soups with a focus on premium homemade flavours. The company sees strong synergies between its current chilled business and a fresh soup offering delivered through the chilled supply chain. With a strong NPD function and an existing ingredient range fit for any soup chef's kitchen, developing the soup range has come naturally to Fridays. This said, state of the art cooking and rapid chilling technology have required a large investment. The key to launch a successful range will be a good shelf life on the fresh product. Innovative chilling and vacuum packing technology will leave Fridays well placed to achieve this. Although there will be good attention to bespoke recipe development, a core range will be available, supplied in 1-5Kg vacuum packed formats:

- Italian Tomato
- Lentil & Bacon
- Leek & Potato
- Chicken
- Minestrone
- Carrot & Coriander
- Mushroom

Jiffy Trucks, the UK's No 1 manufacturer of hot and cold snack food delivery vehicles, are proud to launch their latest addition to the range at lunch! this year. The Jiffy Estilo is based on the new award-winning Citroen Dispatch, and is the most stylish and innovative truck ever built. Having spoken to many fleet users and questioned what would make our trucks even better; the Estilo is the end result. As well as having better display, easier access, and a stylish new shape, they have incorporated a large buffet carrying facility suitable for carrying refrigerated business and lunch platter delivery.

Gazebo Fine foods Ltd is a family run business that has built an exceptional reputation for their finest authentic snacks from around the world. Established for over 24 years, they have built a purpose built factory, which conforms to all the current legislation and currently holds EFSIS BRC grade “A” and Halal certificate from HFA. Due to growing demand for food on the go products they have developed a new range of ready to eat snacks, along with dips, to cover all the popular ethnic cuisines of the world – which they will exhibit at lunch!. All the products are selected based on their popularity in the current retail sector, and are hand made using fresh ingredients and a delicate blend of spices to give the authentic flavour. Bespoke packaging is developed to keep the dip and the product separate; packs can be packed under modified atmosphere to give extended chilled shelf life if required.

At lunch! this year, Andechser will present their ORGANIC LASSIS – the first Organic Lassi in the UK. Using fresh organic milk, selected fruit or spices and minimal, gentle processing, Andechser bring uniquely refreshing drinks that are bursting with taste. All the Lassis are produced without added flavourings, so the fruit you taste is just real fruit. The Mango Lassi, for example, is made with 14% Alphonso mango. Available in three varieties: Mango, Chai Spices and Raspberry.

Tims Dairy Limited is a family run dairy based in Buckinghamshire. They produce delicious, live yogurts and cultured creams all made with natural ingredients and fresh British milk. Their ranges include Greek style, whole milk and low fat yogurts in a variety of flavours and they specialise in high quality combined with excellent taste. At this year’s lunch! show they shall be exhibiting their fantastic ranges plus some new and innovative ideas for the food-to-go sector.

Mazza will be exhibiting their company and products at this year's lunch!. Mazza offers a wide range of authentic, vegetarian, mouth watering flavours from the sublime and tantalising taste of the Indian subcontinent to the eclectic fusion flavours. Mazza products are handmade using only the finest and the freshest ingredients, which are GM free with no artificial additives. Their passionate commitment towards invention and authentic recipes has driven them to be a recognised name for high quality and superior taste among the Asian consumers in the Middlesex area and they are now coming forward to offer the same in the mainstream market.

Exhibiting at lunch! this year is Smiling Fish's ready-to-eat Crispy Baby Clams Spicy Salad for a delicious quick and easy authentic Thai salad made with cashew nuts and Thai herbs. Just mix all the ingredients included in the bag and enjoy! Impressively simple! And a great healthy alternative to a sandwich. Smiling Fish is one of Thailand's and Asia's leading manufacturer of value added seafood products established since 1979 and is well respected around the world. Aiming to offer even greater choices and variety, a strong emphasis has been placed on innovation and product development.

OLOVES will be exhibiting at lunch!. The OLOVES family began with the simple dream of producing delicious, 100% natural deli-style olives with no preservatives. They are passionate and committed to serving you the healthiest low calorie grab-n-go snack with absolutely nothing else added – just a little love in every olive. OLOVES are available in two delicious flavours: Lighted Vinaigrette and Tasty Mediterranean, and come in a convenient 30g, liquid free, stand up pouch. OLOVES are the natural healthy olive snack without preservatives and only 40 calories per pack.

At lunch!, Auntyj's will be showing her unique ingredients and African techniques, which contain all of the flavour and texture to provide an African meal ready in minutes. Let

Auntyj's open your mind to the fantastic tastes of African cuisine. She hopes to captivate you with her many authentic cuisines so you can enjoy them forever and all her meals are prepared with fresh ingredients. The meals range from Jollof rice to Meat tomato stew and Meat egusi spinach stew.

Foodies to Go's freshly cooked meals - such as shepherd's pie, beef stew and chicken hot pot – come in specially designed, spill-proof, waterproof boxes, complete with forks and napkins. The tasty food portions can be sold at any just about any venue, creating a new, high quality, added-value revenue stream for the proprietor without the need for major investment in kitchens or skilled kitchen staff. All that's needed is a standard oven or convection microwave. Or in London and at large gatherings, a Foodies to Go mobile kitchen will even deliver the meals piping hot to the venue's door.

At lunch! this year you can meet New York Delhi's HOT VIP's (very important peanuts). They absolutely refuse to water down or compromise their products. They supply hotels, clubs, bars, leisure centres, delis, coffee shops and even Mercedes formula 1 and the Queen's Grocers with their delicious premium snacks. Their products are available in various formats to suit every market. They have grab and go bags for retail, tins for gifts and hampers and in a loose format for foodservice. They have a flavour for every palate – new flavours include Manuka honey and mustard, and the absolutely delicious Bollywood barbecue.

lunch! 2010 sees British soft drinks company Metro Drinks launch FOLKINGTON'S, an innovative range of premium juices with a unique and authentic Spanish provenance. The juices are produced from selected late-harvested fruit varieties grown by co-operative farming communities in three regions of North East Spain. The fruits are

pressed, squeezed and bottled locally, exclusively for Folkington's Juices. Launched with both the Foodservice sector and licensed trades in mind, the launch is supported by tasting notes from Master of Wine, Nancy Gilchrist. The juices are available in three flavours, orange, apple and tomato, come in 250ml glass bottles, and are, of course, free from anything added.

Holy Cow! Sauces are based on home-cooked Indian recipes with layers of flavour and a kick of heat! At lunch! they will be demonstrating the many uses for this incredibly versatile sauce. Use as a pour on sauce in sandwiches, a marinade for your meats or simply as a dip. They provide the perfect accompaniment to any lunchtime snack. Come and talk to the Holy Cow! team about how they can assist you with developing new recipe concepts or alter your current offerings to help improve and add value to your range.

Brand new to this year's event is the Innovation Zone, a platform for smaller suppliers and emerging start ups to promote new products and benefit from an instant increase in brand awareness. The new addition has been designed following feedback from last year's visitors. Sourcing new products and finding new suppliers were seen to be pivotal incentives for attending lunch!. Hence, the Innovation Zone was created. To be eligible for this particular section, suppliers must meet two criterions. Firstly, their revenue must be under £250k per annum. Secondly, they cannot have exhibited at lunch! before.

After last year's outstanding success, lunch! presents the British Smoothie Championships live on the first day of the show. Sponsored by Usmoothie, the live heats draw big crowds to watch finalists whip up their best creations. The winner will walk away with a Blendtec blender worth £800, plus £300 cash.

ENDS

Media enquiries and lunch! exhibitor enquiries to:

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Notes to Editor (not for publication):

- lunch! won the Best Trade Exhibition under 2000² award at this year's Association of Event Organisers (AEO) Excellence Awards.
- lunch! is a new type of trade show aimed at serving the needs of the £5billion quality lunchtime food-to-go market. Developed in consultation with leading industry suppliers and retailers, lunch! is an unmissable opportunity for owners and managers of quality sandwich bars, juice bars, cafes, coffee bars and contract caterers, to source new products, find out about all the latest food-to-go market trends and network with 1000's of industry professionals all in one dedicated arena.

VISTOR

INFORMATION:

Admission: Free to pre-registered trade visitors, £20 on-the-door

Location: Old Billingsgate, London EC3R 6DX

Opening days: Thursday 30 September 2010 & Friday 1 October 2010

Website: www.lunchshow.co.uk

- Diversified Business Communications (UK) Ltd (Diversified UK) is a fast growing event organising and publishing company based in Brighton. In addition to lunch!, Diversified UK also organises Natural & Organic Products Europe, camexpo, the Independent Health Store Conference, and, new for 2010, office*.

The company publishes Natural Products magazine and the Natural Beauty Yearbook.

- Diversified UK is part of Diversified Business Communications, a leading international media company with a successful portfolio of sector leading exhibition, conferences, publications and websites.