

## **PRESS RELEASE**

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For Immediate Release

### **lunch! Scoops Best Trade Exhibition in AEO Excellence Awards**

lunch! – the UK’s only dedicated food-to-go event – has scooped the prestigious best trade show award at this year’s AEO’s Excellence Awards ceremony.

At the Wembley Stadium ceremony attended by representatives from across the UK’s exhibition industry, Diversified Business Communications UK Ltd – organisers of lunch! – picked up the Best Exhibition Under 2,000m<sup>2</sup> award, ahead of rivals E-Health Media, UBM Live, William Reed Business Media, and Reed Exhibitions. Diversified UK was the only company this year to receive a multiple nomination in the category, which meant the organiser’s complementary, natural and integrated healthcare show – camexpo – also won a finalist award for its second year running.

The Association of Event Organisers (AEO) Excellence Awards celebrates achievements by organisers, venues, suppliers and contractors throughout the exhibition and event industry and has now officially recognised Diversified UK as one of the most innovative and effective organisers of trade shows in the UK.

The judges said: "An incredible demonstration of real empathy with their buyer and seller community enabled our winner to deliver a fantastic and valued event where others have failed."

Commenting on the award, Madeleine Johnson, lunch!’s Event Manager, said: "Winning the Best Exhibition award is a fantastic reflection of how quickly lunch! has become the essential event for the vibrant out of home food and drink community and a brilliant reward for the team who have committed themselves to representing the industry. It is an amazing achievement for an exhibition that has only taken place twice to be endorsed as the best exhibition in the UK!"

Heralded as the UK’s fastest growing food trade show following a record turnout of attendees last year, over 100 leading manufacturers and suppliers representing every aspect of the out of home food market are set to exhibit at lunch! when it returns to Old Billingsgate, London on 30 September-1 October for its third year.

lunch! is free to attend for pre-registered trade visitors, for further information please visit [www.lunchshow.co.uk](http://www.lunchshow.co.uk).

### ENDS ###

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**Notes:**

*lunch! is 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 now firmly established as the essential event for the out of home food industry. 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 camexpo and lunch!, Diversified UK organises Natural & Organic Products Europe, the Independent Health Store Conference, and, new for 2010, office\*. The company also 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.*