

## **PRESS RELEASE**

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For Immediate Release

### **London 2012 Olympic Games Keynote at lunch! 2010**

*Senior Catering Manager at the Olympic Park to deliver rare Keynote at upcoming lunch! show*

In an exclusive keynote at lunch!, Kevan Hodges, the Senior Manager responsible for catering, cleaning and waste operations across the Olympic Park, will discuss the strategies involved with planning the catering for the London 2012 Olympic Games. Taking place at 2:30pm on Friday 1 October at Old Billingsgate, London, this rare presentation will prove an unmissable highlight of the food-to-go trade show's two-day 'Working lunch!' Keynote programme.

The London 2012 Olympics presents the UK's catering industry with the biggest challenge it's ever seen. The statistics are simply staggering. 205 nations, 15,000 athletes, 9 million tickets, 170+ venues, 140,000 square metres of temporary facilities, and an accredited workforce of over 168,000. Over the 2012 Games period it's estimated that in excess of 14 million meals and refreshments will need to be provided – and one of the people making sure that there is enough food for everyone is Kevan Hodges from The London Organising Committee of the Olympic and Paralympic Games (LOCOG).

Detailing the incredible planning issues that have been involved in the build up to the Games, Kevan Hodges' Keynote will cover what criteria is used for sourcing suppliers and catering partners, and the key objectives and commitments involved with ensuring everyone is fed with high quality food at affordable prices.

lunch! is free to attend for trade visitors who register in advance before midnight tomorrow, Wednesday 29 September (£20 on the door). For further information, please visit [www.lunchshow.co.uk](http://www.lunchshow.co.uk).

### ENDS ###

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**Notes:**

*lunch! won the Best UK 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.*

*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.*