

**PRESS RELEASE**

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For Immediate Release



29-30 September 2011  
Old Billingsgate | London

**Organisers of lunch! 2011 set to take food-to-go trade show to another level**

Following a significant 24% rise in attendance figures at last year's lunch!, the 2011 edition of the UK's only dedicated food-to-go trade show plans to expand exhibition space by 50% to fill the upper level of its Old Billingsgate venue.

Organiser Diversified Business Communications UK has confirmed that lunch! – taking place on 29-30 September – will now use all available venue space to accommodate an additional 20 plus exhibitors. With five months still to go and 125 exhibitors now confirmed, the show is already 90% sold out, with just 8 stands left on the ground floor. The enthusiastic return of many big name brands, including Crantock Bakery, one of the leading producers of Cornish pasties, The Handmade Cake Company, Metropolitan Coffee, Rapid Action Packaging, Brother, Kavis, Firefly Tonics and Discovery Foods is a testament to the popularity of this award-winning show, which saw a record number of industry buyers, boasting a combined spending power of almost £3 billion, packing the aisles in 2010. While the wealth of first time exhibitors confirming their presence this year, such as Pukka Herbs, Paragon Print and Packaging, Easiyo, Clipper Teas, Ballymaloe Country Relish, family bakers Bells Of Lazonby, and Clif Bar, ensures the event showcases the quality out of home food and drink industry at its most innovative.

As in previous years, lively Keynote sessions and demonstrations will run alongside the central exhibition on both days, with full programme details to be announced over the coming months. Other key highlights include the highly entertaining live British Smoothie Championships – sponsored by Magrini, the return of the Innovation Challenge, the Innovation Zone, the lunch! Retailer of the Year Awards, and the BSA Training Academy.

lunch! is free to attend for pre-registered trade visitors, with online registration due to open in early May. For further information, please visit [www.lunchshow.co.uk](http://www.lunchshow.co.uk).

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**Notes:**

- lunch! won Best UK Trade Exhibition (Under 2,000m<sup>2</sup>) at the Association of Event Organisers (AEO) 2010 Excellence Awards.
- lunch! is the UK's only dedicated trade show for the £5billion quality lunchtime food-to-go market. Developed in consultation with leading industry suppliers and retailers, lunch! provides 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.

Website – [www.lunchshow.co.uk](http://www.lunchshow.co.uk)

LinkedIn – <http://www.linkedin.com/groups?gid=3143327&mostPopular=&trk=tyah>

Twitter – <http://twitter.com/#!/lunchexhibition>

Facebook – <http://www.facebook.com/pages/lunch/106355532742317>

- 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 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.