

PRESS RELEASE

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For Immediate Release



20-21 September 2012
Business Design Centre | London

lunch! nominated for Best Trade Show award!

lunch! – the UK’s premier trade event for the out of home food and drink industry – is hoping its winning streak continues into 2012 after picking up a prestigious Best Trade Show nomination for this year’s annual *Exhibition News* awards.

Since its launch in 2008, lunch!, which is organised by Brighton-based Diversified Business Communications UK, has enjoyed growing industry prominence and support. 2011 was a record-breaking year for the event, culminating in a 41% increase in total attendance, an 87% rise in international visitors, 42% more exhibitors, plus a best UK trade show award from the Association of Event Organisers (AEO) for the second consecutive time. Whilst 2012 has already heralded the prospective announcement of a sold out 5th anniversary show, with just a handful of stands still remaining seven months out from opening day.

Chris Brazier, lunch!’s event manager, is delighted with the nomination: “One of lunch!’s real strengths has always been its niche, boutique appeal, so for it to be shortlisted amongst such established – and much bigger – shows really is an enormous achievement for the team at Diversified and a real recognition of the impact that lunch!’s made within the industry in just a few years.”

The *Exhibition News* awards, which recognise talent and achievement across the exhibition industry, will take place at Olympia, London, on Thursday 29 March.

lunch! will take place at the Business Design Centre, Islington, London, on 20-21 September 2012. For further information, please visit www.lunchshow.co.uk.

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Notes:

- In July 2011, lunch! won Best UK Trade Show Exhibition (Under 2,000m2) at the Association of Event Organisers (AEO) Excellence Awards for the second year running.
- lunch! is the UK's only dedicated trade show for the UK's out of home food and drink market. lunch! 2012 will feature over 220 exhibitors showcasing a distinctive array of products, services and technologies to thousands of speciality buyers from all the major food-to-go chains, supermarkets, contract caterers, wholesalers, distributors, and quality independents. Show highlights include Keynotes and live demonstrations, the British Smoothie Championships (sponsored by Magrini), and the live Innovation Challenge.

Website: <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 trade event organiser and publisher based in Brighton. In addition to lunch!, Diversified UK's portfolio includes Natural & Organic Products Europe, Natural Products Scandinavia, camexpo, office*, office INTERIORS, the Service Desk & IT Support Show, 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.