

PRESS RELEASE

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For Immediate Release

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!.

Last year’s winner of the lunch! Multiple Retailer of The Year Award is back with a bang! The Phat Pasty Co will be showing off their new, cutting-edge range of handmade Cornish pasties and savouries. Not only are they boasting a variety of new and exciting flavours but more significantly a new form of packaging that has been developed and used for the first time within the pastry product industry. The packaging allows a pre-packaged pasty, sausage roll or sweet pie to be taken straight from the freezer, baked and then displayed and served, all within the package.

The new flavours consist of:

- Classic Peppered Steak
- Chicken and Chorizo
- Seriously Cheesy
- Spicy Vegetable Pasties
- Traditional Sausage Roll

- Sweet Apple Pie

To top all this off, RH Hall, an equipment and food solutions company, have created a fantastic Phat Pastry Cart and Countertop display unit which can be purchased or leased at lunch!.

Pieminister will reveal its highly anticipated pie**MINI**ster range at lunch!. The launch includes three smaller sized pies packed with the best ingredients including free range British meat, fresh vegetables and herbs. Moreover, their flaky butter pastry is robust so that the pies can be eaten straight from the hand as a snack or for lunch if you have a smaller appetite.

The three new pies have been named in a humorous fashion:

- Cheeky chick – free range British chicken, outdoor reared West Country ham, garden peas and cheddar cheese
- Moo moo – British beef steak, rich gravy, fresh herbs and vegetables
- Mini amigo – butternut squash, tomatoes, coriander, mixed beans and a hint of chilli

Industry leaders of pure and organic products, RDA will be exhibiting their latest range of juices at lunch!. Named the 'Functional Range', the drinks are made from some of the top superfruits around. With their tagline being 'nothing added, nothing taken away', RDA boasts 100 per cent pure and authentic ingredients that satisfy taste buds as well as help maintain a healthy heart. The range includes immune boosting fruits such as Pomegranate, Blueberry, Passion Fruit and the Evesse Apple™. Fruits like these are packed with polyphenols, flavanols and antioxidants all proven to be beneficial for heart health.

Filbert's fine foods are set to feature at lunch! for the first time. Mr Filbert has created a sophisticated and colourful new range of nutty snacks, gourmet oils and Dorset

drizzles that all reflect his passion for exotic flavours and fusion foods. Inspired by visits across the world, he is a passionate enthusiast for great ingredients and with a heap of old recipes left by his uncle, Mr Filbert's sumptuous recipes are made in Dorset with a load of inventiveness. Each snack is created by roasting the nuts in extra virgin rapeseed oil and then by tossing and tumbling in various combinations of ingredients, many of them locally sourced. Honey from Mr Filbert's own bees, chillies from a farm in South Devon, Dorset organic garlic and locally churned butter are all part of this wild and wonderful brand.

Firefly tonics will be showing off their range of natural energy drinks, as well as their latest addition the Britannia. The new drink came about through a nationwide competition run in order to create a more participatory audience. They asked consumers to send in a design of what they thought could be the next Firefly tonic. Student, Holly Siddons became the winner by coming up a typically British combination of Bramley apples, blackberries and raspberries. Currently studying a bachelor of zoo biology, Holly was elated when Firefly announced her as the winner. Britannia is a strong edition to the already popular product range. In accordance with Firefly's ethos of 'getting the most out of life', Britannia encompasses an all natural list of ingredients which is bottled in white glass, the most widely recyclable material. Continuing their environmental conscience, Firefly's branding is a sleeve with a perforated strip making it easy to peel off and recycle – something that the brand is passionate about and encourages their customers to think and act the same way.

Product list:

- Wake Up
- De-tox
- Sharpen up
- Recharge
- Britannia

lunch! is proud to announce New York Delhi is to stage its delicious range of snacks, all blended with their own premium spices. Passionate about taking to the market products that have not been watered down, New York Delhi offers ViP Nuts, a quality range of strong tasting flavours. The collection of ViPnuts has only been around for a year and yet they are already a well established and highly successful brand. The stylish product range is available in top UK stores such as Waitrose, Fortnum and Mason and The Conran Shop, as well as being selected by the British Army as their new high protein snack. This exhibitor clearly speaks for itself and is sure to deliver at this year's lunch!.

Product list:

- Chilli lemon
- Hot Chilli
- Masala
- Mumbai mix
- Bollywood barbecue
- Manuka honey and mustard
- Classic sea salt
- What's up wasabi
- Americanos (dark chocolate covered coffee beans)

Stoats Porridge Bars will be releasing their new dairy and sugar free Über bar to meet consumer demand. With a strawberry and coconut flavour, the bar contains no heavily processed ingredients, is lower in calories and will appeal to the more health conscious consumer. Its ingredients include freeze dried strawberries, a trusty blend of finest organic Scottish oats, crunchy sunflower seeds and premium Sri Lankan organic coconut oil. To keep the ingredients sugar free they are sweetened with all natural fruit syrup made from apples, grapes and carob. The health credentials of the bars make them an ideal breakfast on the go or a wholesome snack at any time of the day. As the new bar is

smaller it makes a perfect addition to children's lunchboxes. We are looking forward to this new arrival as well as the rest of the Stoats' porridge based products.

Daniels Group, owner of the number one fresh soup maker NCG (New Covent Garden Food Co), will be launching a new range of fresh and frozen soups exclusively for the foodservice sector. The range of 17 soups consists of seven everyday soups, five gastro and five specials. The 'Everyday' range includes household favourites such as Carrot and Coriander, Cream of Mushroom, Minestrone, and Cream of Tomato. Gastro soups include Broccoli and Stilton, Parsnip and Wholegrain Mustard, and seasonal variants. The Specials range includes Fish Provençal, Cauliflower Cheese, and Thai Chicken.

For the first time in the UK, Easy Glove will be doing an exclusive exhibition at lunch!. The clean hands system is a fantastic and innovative product designed to help cafes, coffee shops, bakeries, butchers, delis, and sandwich bars prepare or serve food at a counter and then simply, and hygienically, take money from the customer. It's an ingenious system using a magnetic holder, which allows operators to slide on a glove to handle food and then slide it off to take the money... it's so simple!

The hospitality software specialist FDH (Fretwell-Downing Hospitality) is making its debut at lunch! 2010 and will be displaying the latest developments to its self-ordering system, Saffron Express. The software is aimed at foodservice businesses who are seeking to improve their customer experience by making transactions more efficient and effective. Saffron Express gives customers the alternative of ordering food either via a touch screen kiosk on the premises, or in advance by logging onto the food outlet's website. The touch screen option even allows you to check the nutritional content of the food you are ordering. This way, customers can quickly bypass any queues that have formed as others wait to have their orders taken manually.

Bakery innovators Butt Foods are displaying sliced versions of their popular sub-rolls at lunch!, to make it easier and quicker for food service operators to serve up something special. Baked in foot-long moulds, the sub roll is available in five flavours:

- Plain white
- Plain brown
- Semolina topped white
- Honey and oats topped brown
- Cheese and herb topped white

Furthermore, Butt Foods are also planning to unveil two great new products, which are designed to help cafes and other outlets get the most out of their panini machines.

Moma foods will be showing off their already established breakfast to go products alongside the new BIG TUB! This is an 800g family-sized pot of the Moma Oatie breakfast made from wholegrain jumbo oats soaked in apple juice, with low fat probiotic yogurt and fruit. The brand will also be displaying the 120g Oatie breakfast and an airline style breakfast box, both new for 2010.

SpiceSutra are bringing the flavours of India to the UK market with the introduction of a new range of spicy, intoxicatingly delicious meat pickles. Featuring in lunch!'s Innovation Zone, these products are designed for both the retail and foodservice sectors. Recently founded in March 2010, SpiceSutra is already poised to explode into the retail market, having tasted success at London's new Spitalfields and been shortlisted by the Metro newspaper's Venture Candy competition. The delicious range will complement a wide variety of menus and dishes:

- Chicken in Tomato and Roasted Pepper
- Chicken in Courgette and Roasted Garlic

- Lamb in Ginger, Tamarind and Mango
- Smoked Lamb and Aubergine
- Fish in Tomato and Green Mango

Unlike many pickles on the market, SpiceSutra's have chunky pieces of meat, fish or vegetables and are quite dry in consistency, giving them a more versatile application and a distinctive, concentrated flavour.

lunch! will see Tideford Organic Foods exhibit their delicious soups, mouth watering sauces, pestos and rice puddings. Producing organic food of the best quality, with no additives or preservatives, low in salt and gluten free, their latest innovation is the development of a unique single serve microwaveable soup that is ready to eat in just two minutes and available in six mouth-watering flavours.

Keeko Kids has been effectively and efficiently providing passive play for children since 1998. They manufacture and install safe and attractive colouring products and complete play areas; ideal for use where parents want to relax, conduct business or complete a purchase. Keeko is ideal for any successful food and drink business that deals directly with the consumer.

Boost Drinks specialise in energy and performance and come in four different forms: sport, active, energy and smoothie. Each one is big on taste, big on efficiency and big on value. So, why not explore the range that meets every type of need with regards to performance.

Organic food producers Seeds of Change will be showcasing their range of premium chocolate. Made using 100 per cent organic cocoa from the Dominican Republic, the chocolate comes in four mouth-watering varieties, using only the very best organically

grown ingredients. As a company, they believe strongly in sustainability and donate one per cent of revenue to help protect different varieties of plant species.

Product list includes:

- Dark Chocolate with Orange and Fig
- Dark Chocolate
- Dark Chocolate with Hazelnut and Walnut
- Milk Chocolate with Apricot and Cashew

Choi Time, the multiple award-winning specialist in luxury, superior grade tea – has a delicious new range to take to lunch! Now available in convenient single serve packets, they have been made especially for hotels as it is the perfect way to reward guests. Not only are the teas beautiful and great tasting, Choi Time teas are also very high in antioxidants, promoting beautiful blemish and wrinkle free skin.

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.

The Innovation Challenge 2010 is a high profile awards scheme designed to promote and celebrate new ideas within the food-to-go sector. The awards aim to identify and generate interest for cutting-edge innovations and 'new takes' on established concepts. The Innovation Challenge 2010 is open to all businesses involved in the sector, including

packaging, drinks, prepared products and equipment. The judging will be carried out by five industry experts who will look for innovative design worthy of a GOLD or COMMENDED award. Products that provide a real point of difference and competitive advantage are those most likely to succeed.

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.

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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.